

The Billboard

SIXTY-FOURTH YEAR

PRICE:
35 CENTS

AUGUST 11, 1958 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Stereo to Demand Education Shake-Up

Musicians and Engineers Must Cross Each Other's Boundaries in New Era

By CHARLES SINCLAIR

NEW YORK—“Now that stereo's here to stay, it's time for a shake-up in both musical and engineering educations. What we need are classes in musical basics and orchestration on the campuses of schools like M. I. T. and Georgia Tech, and courses in 'Elementary Recording Engineering' at Juilliard and Curtis Institute. Stereo is opening a whole new vista in collegiate career training.”

So says Skitch Henderson, the audio-minded Musical Director of NBC's radio and TV webs. Conductor-arranger Henderson knows whereof he speaks. He batoned the first pop stereo tape release from RCA Victor, "Sketches by Skitch"; holds the musical reins on NBC Radio's live Bert Parks' Bandstand series—the first daytime network show to stage a multi-city music stereocast, and is represented with a stereo waxing of "On the Bandstand" in Victor's initial batch of "Living Stereo" disks, just released. Also, he's planning to conduct a stereocast next spring in Great Britain at the invitation of the BBC.

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New LP's Hit 70-Weekly Average, Stereo Can Push Up Total

By BOB ROLONTZ

NEW YORK — The difficulties faced by the record industry today due to the tremendous number of single records being released every week (The Billboard, July 21) is but one horn of a deeply rooted dilemma. The other is the problem of over-production of LP records, which has started to reach staggering proportions. Altho it is not realized by many, the production of LP records, numerically, is only about 25 per cent less than that of single disks.

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New Glut Factor

With this glut of product on the market, and as if this wasn't enough for dealers to concern themselves about, a new factor has been added to the LP over-production problem. This factor is stereo records. It is only natural that manufacturers want to get as many stereo disks on the market as fast as they can. And it is also only natural that manufacturers want to continue to supply the monaural market, the biggest part of the LP market, with product. This means

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It is true that the exposure problems for LP records are not the same as those for single disks. There is no need as yet for manufacturers and distributors to worry about pressuring deejays to play LP's. They do not have to have radio exposure to sell—altho admittedly this promotional factor is becoming more important.

Store Display Must

But LP's do have to have store display, in one way or another to sell. Thence the racks, signs, streamers, hangers, browser boxes, island displays, wall displays, window displays, etc., that manufacturers make and sell at or below cost to get their LP product displayed in stores. And, of course, manufacturers also go out on many co-operative newspaper ads for LP's that they don't even consider for single disks. Add these all up and it all comes to money.

In addition, the cost of the average LP disk is close to four times that of a single record. It is estimated that the cost of the average LP album retailing at \$3.98 or \$4.98 is about \$4,000 including recording costs, four color cover, liner, envelope, etc., by the time it reaches the market. Albums that retail at \$1.98 cost about half that. This is for albums recorded and packaged in the United States. Overseas, of course, the costs for recording and packaging is cheaper.

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Catalog Dept. Keys Strength

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Victor 'Best Buy' Program Doubles in Stereo Versions

'Sound Specs For '59' to Get Big Push

NEW YORK — RCA Victor's combined stereo-monaural "Best Buy" program — titled "Sound Spectaculars for '59" — was announced last week and includes 12 Red Seal and 16 pop albums, plus new recordings of three best-selling Melachrino albums with expanded repertoire. Conceived as the most powerful "Best Buy" program ever planned, the packages will be released simultaneously in both Living Stereo and monaural versions and will be promoted heavily on national and local levels.

Important part of the promotional campaign will be two tie-ins. These are a Red Seal product tie-in with Kellogg's and a pop product tie-in with Hires Root Beer — and they are designed to supplement RCA Victor's promotional effort with national advertising and point of sale exposure (see separate story).

Geole Marek, vice-president and general manager of the division, stated: "We are offering the consumer the world's truest high fidelity sound any way he wants it, on new Orthophonic Living Stereo (Continued on page 45)

8 NEW LABEL HATS IN RING

NEW YORK — The new record labels sending review records to The Billboard this week totaled eight. They are: Protone Records, 28 Effie Street, Los Angeles; Eagle Records, 7407½ Melrose Avenue, Los Angeles; U-C Records, P. O. Box 1671, Nassau, Bahamas; Bel Canto Records, c/o Gee Records, 659 10th Avenue, New York; Eagle Records and Arkin Records, 201 West 49th Street, New York; Lexington Records, 333 Madison Place, Lexington, Ky.; Morocco Records, 1700 West Vernon, Los Angeles.

Victor Cuts LOP Series \$1

NEW YORK — RCA Victor's previously announced LOP de luxe pop album series has been reduced in price from \$4.98 to \$3.98. The series includes "Saturday Night With Mr. C." and the forthcoming "Belafonte Sings the Blues," album. All other packages yet to come in the special series will carry the lower tag.

Kellogg, Hires Tie-Ups Top Promotions

NEW YORK — RCA Victor Records has lined up two tremendous joint promotions to back its Red Seal "Sound Spectaculars of '59" release and its "Best Buy" pop albums. The Red Seal promotion is with the Kellogg Company. The pop promotion is with the Hires Root Beer Company. Both promotions include a sampler LP, called "Highlighters" featuring sides taken from the new product release. These promotions are similar to ones made last year with the H. J. Heinz Company, and the Kleenex Company which turned out to be enormously successful.

The Red Seal-Kellogg Company promotion will mean that the Kellogg company will offer consumers an RCA Victor classical LP which will preview eight Red Seal LP's from the "Sound Spectaculars of '59" merchandise. Consumers will get the album for \$1 and a coupon from Kellogg's Handy-Pak or Variety-Pak. Bill Alexander, Victor advertising manager, estimates that over one-quarter billion consumer impressions will be made for the Red Seal Highlighter album during (Continued on page 45)

NEW HOT 14 DEB ON 'HOT 100' CHART

NEW YORK — In its second week of operation 14 new sides have leaped onto The Billboard's new "Hot 100" chart making their initial appearance in The Billboard. Title, artists and label are as follows: "Devoted to You," Everly Brothers on Cadence; "Susie Darlin'," Luke Robin on Dot; "Alone With You," Faron Young on Capitol; "Drip Drop," the Drifters on Atlantic; "Lean Jean," Bill Haley on Decca; "Tears on My Pillow," the Imperials on End; "You're a Sweetheart," Little Willie John on King; "The Wizard," Jimmie Rodgers on Roulette; "Cerveza," Boots Brown on RCA Victor; "La Paloma," Billy Vaughn on Dot; "Chariot Rock," the Champs on Challenge; "Down in Virginia," Jimmy Reed on Vee Jay; and "Sunday Barbecue," Tennessee Ernie Ford on Capitol.

24 LP's Spark Lion Line Deb

NEW YORK — M-G-M Records has lined up a powerful 24-album release as the opening blast of its new low-priced Lion label. All albums will be dust-proof and factory sealed with polyethylene sleeves and will carry four-color covers. List price with be \$1.98. Deluxe salesmen's brochures and order pads have been prepared for the campaign.

The release includes "The Music of Richard Rodgers," by Ted Straeter and his ork; "Rockin' at the Hop," with Sam (The Man) Taylor; a set featuring Lionel Hampton and his band; "Artie Shaw Plays Cole Porter and Irving Berlin," which features vocals by Mel Torme, Kitty Kallen and Tedu Walters; an album by Kathryn Grayson; "The Best of Billy Eckstine"; Lena Horne with "I Feel So Smoochy"; "I Wish You Love," with Cyril Stapleton and his British ork; "I Need You So," with Ivory Joe Hunter and "Woody Herman and the Herd at Carnegie Hall," a disk produced at a live concert.

Others in the group include "That Honky-Tonk Piano," with Frank Petty; "Memories of Sarta (Continued on page 46)

Camden Agenda Spots 13 LP's

NEW YORK — RCA Camden's "Sound Spectaculars for '59" release will include three new "Living Stereo" LP's plus 10 new monaural titles. The release is being backed by a solid promotion campaign plus special dealer display units.

The stereo portion of the release includes three 3-D versions of the line's current best-selling monaural sets. Titles are "Gigi," "The Music Man," and "Hi Fi on the Harpsichord—Anything Goes." Price for each will be \$2.98.

Heading the list of pop monaural sets is "Perry Como Sings Just for (Continued on page 46)

Epic Sets 10% Return Plan

NEW YORK — Effective immediately Epic Records has set up a 10 per cent return privilege on all Epic LP's, based on net purchases by the dealer. This new plan, which is generally similar to the plan adopted by parent company Columbia a few months ago, eliminates all previous exchange or return plans on Epic LP's. The return privilege will be granted quarterly. First return is set for October, based on July, August and September purchases.

King Sets 6 Albums for August Push

CINCINNATI — King Records has announced six new LP releases for its August promotion program. The new LP's were announced to dealers along with details of the new King distribution operation for Bethlehem Records and two new low price lines, Audio-Lab and Rep.

The new King package group includes "Golden Years in Hi Fi," with organ renditions of waltzes and polkas; "Big Beat Jazz," with Eddie (Lockjaw) Davis with an organ and rhythm group; "Steve Lawrence," in a program of earlier cuttings by the singer; "Bonnie Lou Sings," a collection of the thrush's single recordings; "Grandpa Jones Sings His Greatest Hits"; "Moon Mullican Sings His All-Time Greatest Hits"; "The York Brothers, Volume 1"; and "Hawkshaw Hawkins, Volume 1."

King also announced the promotion of Hy Penzell to branch manager of the diskery. His duties will include heading up the promotion department in the firm's New York offices.

Warners Set Disk Distrib Machinery

Pattern Calls for 3 Branches Plus 35 Distribs; Debut in September

NEW YORK — Distribution of Warners record operation has been crystalized, with a network of 35 distributers and three branches set up by Hal Cook, vice-president and director of sales.

Diskery will have its own branches in New York, Chicago and Los Angeles. Each of these branches will include warehousing in order to service distributers in the East, Midwest and West. Pressings, jackets and final inspection will be collated at the warehouses. This type of set-up, Cook feels, will give good inventory control and better service for dealers.

In New York and Chicago, Warners will have its own salesmen selling the Warner line exclusively; but in Los Angeles Warners join forces with Sun State (Al Latuska) and will handle about 80 accounts in the Sun State area with Latuska handling the balance.

Decca will handle Warners dis-

tribution in some areas (The Billboard, August 4). Cook has set distribution with three Decca branches in Albany, New Orleans and Seattle. In addition, a tie-up has been made with two of Decca's indie distributors in Charlotte and Memphis. In Canada, a tie-up has been set with Compo, which is 100 per cent Decca-owned.

The balance of the foreign distribution will be worked out by Jim Conkling, diskery chief, at a later date.

Cook stated that the release of albums would be balanced, with a consistent schedule every month. In the first 10 months of operation, (Continued on page 46)

Col '59 Phonos to Get National Service Warranty

NEW YORK — Columbia Records entire 1959 phonograph line will be sold with a 90-day warranty for all parts and service labor, including home calls for console model service, according to Jim Sparling, head of the company's phono division. The firm is setting up service agencies to handle repairs on the 1959 sets, thus eliminating consumer returns of the sets to dealers. The service agencies will repair Columbia phonos for dealers and distributors as well as consumers.

All new models are packed with a three part warranty card. When the customer purchases his set he mails one part of the card to Co-

lumbia, marking the date of sale. If a repair is needed within 90 days of the sale date the customer brings the set to an authorized Columbia service agency for repair— or, if it is a console model, the service agency will send a man out to repair it. At that time the customer mails the third portion of the card to Columbia and retains the middle card.

Dealers and distributors who have received defective Columbia machines will also turn these sets over to the Columbia service agency for repair. This new service only applies to the line's 1959 (Continued on page 46)

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Founded 1894 by W. H. Donaldson

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William D. Littleford

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Herb Dotten . . . Outdoor, Chicago
Robt. Dietmeier . . . Coin Mach., Chicago
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Subscription rates payable in advance. One year, \$15 in U.S.A., Canada and all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati.

Ohio, under act of March 3, 1879. Copyright 1958 by The Billboard Publishing Company. The Billboard also publishes "Vend," the monthly magazine of automatic merchandising; one year, \$5. The Billboard International; Funspot, the monthly magazine of amusement management; High Fidelity, the magazine for music listeners, and Audio-craft, the magazine for the hi-fi hobbyist.

Printed by WORLD COLOR PRtg. CO., St. Louis, Mo.
Vol. 70 No. 32

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Cap-Design Suit to Trial Mid-September

NEW YORK—Capitol Records was denied a temporary injunction in its suit against Design Records' (Pickwick Sales Corporation) version of "Pal Joey," on the basis of an agreement that Design would not "advertise or promote in this form the sales of this particular record, in this format." Hearing was held by Judge Henry Epstein in Supreme Court of New York on July 7. The case is set for trial the second Monday in September. The report in The Billboard of July 28 that Capitol had obtained a temporary injunction was in error.

Capitol Records, which released the original picture sound track of the "Pal Joey" album had said that the Design Records cover of their "Pal Joey" set "duplicated" the Capitol Records cover. According to exec Lloyd Dunn, Capitol intends
(Continued on page 46)

Disk Confab Plans Move

CHICAGO—Plans for a disk industry convention of manufacturers and distributors, projected during an informal meeting at the NAMM conclave here in July, were moving ahead last week.

Ewart Abner, mahoff of Vee Jay Records, chairman of the planning committee, was drafting a letter to be mailed to a list of 2,000 label heads and distributors in about two weeks.

The letter will announce a final planning meeting at Chicago's Ambassador Hotel Sept. 12, and will ask for indications of support for the venture.

Thrushes Make Foreign Treks

NEW YORK — Three of the important thrushes in the stable of M-G-M Records shortly hit the overseas trail for TV engagements and personal appearances.

Connie Francis flies to England Wednesday (12) for TV shots on "Saturday Spectacular," and "Sunday at the Prince of Wales," and personals in Blackpool and Glasgow. Toni Carroll flies to England Thursday (21) for cafe appearances, while Sallie Blair leaves shortly for Brazil where she will do a month's engagement at the Copacabana in Rio de Janeiro.

Longhair Disk Pull Builds FM Interest

NEW YORK — Beginning next Monday (18), WQXR, New York, will launch a 12-station FM network covering New York State. The move points up the striking increase in classical record sales and the simultaneous growth of FM radio listenership.

Most of WQXR's programs from 7:30 a.m. to 1 a.m. will be picked up by the 11 upstate FM stations. In the operation of the network, sponsors will have the option of buying WQXR and the network either in combination or separately. The network (coupled with

AUSSIE DJ's

Dig Charts, Artists Reps The Most

SIDNEY, Australia — Popularity of recording artists and the "best seller lists from overseas journals like The Billboard" are the dominating factors behind Australian dee-jay programming, according to a poll of the 1958 convention attendees here. Artists were ranked as the "governing factor" in choice of disks by 41.6 per cent of the jocks and the "secondary factor" by 41.5 per cent. The U. S. trade papers were ranked as governing factor by 37.5 per cent of the jockeys and secondary factor by 20.7 per cent. Other criteria: Local best seller lists, station or sponsor directives, personal calls from publishers and record reps, suggestions by friends and promotional literature.

Onoratti Inks 2 Youngsters, Pair of Vets

NEW YORK — Henry Onoratti, head of 20th Fox Records, has gone on a signing spree. The genial chief has pacted two new young artists and two old-timers. The youngsters are Craig Brown, originally pacted for six months but whose first record has the label so excited that it has re-signed him to a long-term pact, and thrush Kitty Lanier. The oldsters are pianist Eubie Blake and orkster Claude Hopkins. Onoratti cut Blake in an album of ragtime aided by his friend Noble Sissle, and Claude Hopkins has cut a dance album for the label.

Fall Pick-Up Cues Diskery Smiles

NEW YORK — Smiles are starting to replace the frowns of a few months ago as manufacturers and distributors face the fall buying season. Dealers are ordering and money is flowing from the dealer to the distributor and back to the manufacturer. All of the labels now selling their fall album product are reporting good reaction, and single records, which experienced a drop a while ago, have picked up again.

Altho as yet the upturn in orders has not reflected itself in store sales everyone is confident that it will after Labor Day. And the sales of stereo disks has been encouraging enough to convince a lot

of hard-headed manufacturers that there may really be a boom when enough stereo sets get on the market.

As everyone knows, the first six months of 1958 were well below the sales racked up in the last half of 1957. The drop appears to be about 10 per cent with most of the sag concentrated in single sales. In spite of "The Purple People Eater" and "Tequila" few of the hit records racked up the type of sales that the big ones did back in the fall of last year. Now single record sales have perked up a bit and big hits such as "Poor Little Fool" and "Patricia" or new ones like "Volare" have started to pull customers back in the stores and kick up the type of excitement that
(Continued on page 46)

Chain, M. O. Buying Tactics Can Key Distrib Bypassing

Pool Techniques, Trans-Shipping Utilized to Get Best Deals

By REN GREVATT

NEW YORK — National chains and mail order operations are leaving no stone unturned in their efforts to obtain the best possible price on disk merchandise for retail and catalog mail order selling. The efforts have reached the point of open attempts to effect direct service from manufacturers, in many cases thus bypassing distributors.

Sears Roebuck, it is understood, has now embarked on a significant departure from previously employed, rather orthodox buying procedures thru distributors in the territories. The firm is now employing what it calls a "central

warehousing" or "pool" technique. The central office of the firm in Chicago is now working directly with some manufacturers and soliciting other major firms for direct service. By its sheer volume of orders alone, it is understood that Sears is effecting considerable savings over what it would have to spend by ordering thru regular distributor channels. It is also known that Sears is soliciting direct service from leading indie diskeries. From the disk pool in Chicago, record department managers in Sears stores from coast to coast can order what they need.

At Montgomery Ward, a relative newcomer to the disk field, about

250 stores from coast to coast are being currently exclusively serviced by rack jobbers "who allow us from a 25 to 30 per cent markup," according to a spokesman. This accounts for the retail end of the firm's business. On the other hand, in the catalog department, which is known to sell a lot of records, the buying is now being done thru distributors and directly with some manufacturers.

Similar Goal

However, a spokesman freely admitted that the firm had an ultimate goal of eliminating rack jobbers entirely from the set-up and instituting a central warehousing technique. It was further pointed out that another goal would be to work direct with manufacturers who would "work with us"

Meanwhile, a spokesman for W. T. Grant, a far-flung chain of variety stores, indicated that "with the price and discount situation what it is today, of course we have to do everything we can to get the best deal." The spokesman said that it didn't necessarily mean that direct deals were being made with manufacturers, altho that
(Continued on page 48)

PINCH-HITTERS

ABC Picks 15 DJ's To Sub for Clark

NEW YORK — Dick Clark starts a three-week vacation from his daily ABC-TV show "American Bandstand" this Monday (11), and 15 disk jockeys from ABC affiliate stations across the country will sub for him on the show during his absence.

The jocks were selected on the basis of a Billboard report pinpointing 15 areas (out of 96 cities carrying "American Bandstand") which would best represent a cross section of today's pop record mar-

ket. Individual selection of dee-jays from each of these areas was made by the managers of the stations involved.

Clark will do his weekly Saturday night ABC-TV show during his vacation period. He will also head up an all-star rock and roll stage show at the Hollywood Bowl in Hollywood, Calif., August 24 and another big show at the Minnesota State Fair in Minneapolis, August 27, 28 and 29.

All of the jockeys selected have had considerable experience in local TV and with teen-age record hops, but this will give them a chance to showcase their talents on a network basis. Tradesters consider it particularly important, since it is known that both CBS and NBC are contemplating airing similar teen-age record shows next season, and are looking for potential dee-jay-emeses.

The substitute dee-jays (who will work out of WFIL, Philadelphia, which originates "American Bandstand" from 3-5 p.m. Monday thru Friday) include Bob Clayton, WHDH-TV, Boston, August 11; Bill Gordon, WEWS, Cleveland,
(Continued on page 48)

Brass Shifts At Universal Recording, Chi

CHICAGO — The long-rumored change in top brass at Universal Recording Studios became a fact this week.

Founder of the firm, Bill Putnam resigned as president and left for Hollywood where he is expected to launch his own studio. He retains a small amount of Universal stock and remains as a director.

Taking over as president is Bernie Clapper, also an original officer of the firm. Mason Coppinger, chief engineer, becomes a vice-president. New secretary, Robert A. Weber, will also take over as manager of the disk division. In this capacity, he will book and schedule sessions, assign engineers and supervise master production for phonograph record dates.

Frank Richter Jr., also a new veep, will be in charge of a new TV and film sound department.

EP's Dominate Swedish Mkt.

NEW YORK — The Swedish record market is primarily an EP market today, according to Borje Ekberg, export manager for Metro-nome Records, a Swedish label, which also distributes several U. S. labels abroad.

Ekberg, who is visiting here for a few weeks as houseguest of Cadence prexy Archie Bleyer, said last year 7,800,000 record units (singles count as one unit, EP, two, and LP's four) were sold in Sweden, with from 60 to 70 per cent of that figure representing EP sales and only 15 per cent singles. (45's only since 78's are practically non-existent in Sweden today.)

Swedish teen-agers are as rock and roll conscious—if not more—as kids in other countries, said Ekberg, and the top-selling pop artist right now is Little Richard, a Swedish version of Elvis Presley. Also on Sweden's best selling record chart—issued by a leading
(Continued on page 48)

Fantasy Label Hops Stereo Bandwagon

HOLLYWOOD — Fantasy Records, the San Francisco firm is jumping aboard the stereodisk bandwagon with an initial release of ten albums. Of these, four will be new packages and the remaining six will be catalog items. Fantasy stereo will list at \$4.98. The label's stereo demo disk will be priced at \$2.98.

New releases cover jazz, classical, Roaring Twenties and flamenco music, to allow the label to cover as many of the stereo bases as possible in a single issue. It will be comprised of a Dave Brubeck Quintet jazz package with tenor-man-composer Dave Van Kreidt who joined the Brubeck foursome
(Continued on page 46)

Vee-Jay Signs Sales Dee-jay

CHICAGO — Marvin (Red Top) Schwarz, former dee-jay on WDAS Philly, has been appointed Eastern sales manager for Vee Jay and Abner Records, it was announced by Ewart Abner, general manager.

Abner said he expects to announce an appointment for a similar post in the Midwest soon.

The label also has added a distributor in Buffalo, Sean Distributing, and in Albany the label put on Seaboard Distributing and dropped Leonard Smith.

Heavy Crop of Music Formats On Tap for Next TV Season

Emphasis on One-Shot Musicals; Big Names in Spotlight Thruout

By JUNE BUNDY

NEW YORK—TV will emphasize music formats — particularly one-shot musicals — next season, with a flock of special musicals and musical-variety shows scheduled for this fall and winter.

CBS-TV has more than 10 one-shot musicals scheduled for next season. The list includes Westinghouse's "Music U.S.A." featuring Benny Goodman, Johnny Green and a 60-man orchestra, Shelly Wooley, Shelly Mann, Andre Previn, and other top musical names, which tees-off September 8 from 10 to 11 p.m.

Also on CBS-TV's line-up of music specials are the following: an original musical by Perry Como's new producer Bob Banner for Pontiac, October 15; a musical version of "Little Women" with Jeanne Carson, and Florence Henderson and original score by Richard Adler, October 16; a musical version of "Gift of the Magi," for Sheaffer Pen (also with an Adler score) on December 9; "Timex All-Star Jazz Show" with Louis Armstrong, Anita O'Day, and Les Brown, November 10 (with another Timex jazz hour scheduled for next year); Victor Borge's "Comedy and Music" for Pontiac on November 29; Rosalind Russell

in "Wonderful Town" November 30; Mary Martin's "Rodgers and Hart Songbook" for Pontiac on December 12; another Phil Silvers review for Pontiac in February; "The Nutcracker," danced by the New York City Ballet, a special "Playhouse 90" Christmas program on December 25.

ABC-TV has two 90-minute Bing Crosby shows on tap, one for October 1, the other date unset. Big names will be featured as guest stars, with negotiations on for Mary Martin and Frank Sinatra. ABC-TV

will also spotlight the new "Voice of Firestone" series, beginning September 15 at 9 p.m. The new show will feature 39-week half-hour musical "spectaculars," each one devoted to a different field of music—classical, semi-classical, pop, etc.

Among stars scheduled to appear for Firestone this fall are Fred Waring, Jo Stafford, Kathryn Grayson, Alfred Drake, Rise Stevens, Richard Tucker, Xavier Cugat, Percy Faith, the Philadelphia Symphony with Eugene Ormandy. (Continued on page 28)

Clark, Platters Score In 10th Teen-Age Poll

NEW YORK — Dick Clark's ABC-TV record hop show "American Bandstand" is the favorite daytime TV program of high school and college boys and girls according to the 10th continuing survey report of Teen-Age Survey, Inc., in the New York City Metropolitan area.

The study also shows that both high school and college boys consider Patti Page their favorite female singer, but high school girls pick Dinah Shore and college girls place Johnny Mathis as their favorite male singer, while college boys go for Frank Sinatra and high school boys list Elvis Presley.

All four groups vote the Platters their favorite recording group. College boys and girls both list Glenn Miller as their favorite orchestra, but high school girls put Benny Goodman on top, while high school boys select the Champs. Oddly, second choice for high school girls is Lawrence Welk, and

second choice for high school boys is Guy Lombardo.

The study indicates that the housewives' favorite recording artists are Doris Day, Perry Como and Lawrence Welk, with Dinah Shore, Frank Sinatra and Guy Lombardo in second place.

Peter Tripp of WMGM here was the favorite disk jockey of all four groups, high school and college; while Paul Sherman was put in second place by both high school girls and boys, and William B. Williams of WNEW here was the No. 2 choice of both college girls and boys. The housewives' favorite jockey was Jerry Marshall, WMGM, with William B. Williams placing as their No. 2 choice.

PUG POLISHES VOCAL PUNCH

HOUSTON — Roy Harris, Texas' contender for the world heavyweight boxing championship, is going to try his voice on the nation. Harris is making some records which his manager, Lou Viscusi, predicts "will be in every juke box in 10 days." Accompanied by the Cut and Shoot band from Harris' home community northwest of here, the boxer, who meets Floyd Patterson for the title at Los Angeles August 18, is recording "Red Hot Love," "Desert in the Sky," "Go, Go, Johnny, Go," and "Cut and Shoot Ballad."

Harris plays guitar in the band.

Viscusi admitted that "Harris is a better fighter than he is a singer," but he predicted the records would be a smashing success.

Bill Would Make Decree Data Public

WASHINGTON — All evidence used by the government in obtaining consent decrees would be made public, and available for use by private parties, under a bill quietly introduced early this month by Senator Long (D., La.). Long also introduced a bill to authorize recovery of costs incurred by plaintiffs in private actions for injunction against anti-trust violations.

The Long bill, S. 4224, would end present Justice Department practice of keeping evidence confidential in arranging consent de-

(Continued on page 28)

Fair Trade Bill Goes To Full Committee

WASHINGTON — A federal Fair Trade bill which would enable record manufacturers, among others, to set retail prices on their product, has moved out of a House subcommittee and into the full House Interstate and Foreign Commerce Committee. As of last week, no date was set for full committee consideration of the bill.

The bill, H. R. 10527, authored by Committee Chairman Oren Harris (D., Ark.), is believed to stand a fair chance of being favorably reported out to the House floor for a vote. However, passage thru both houses this closing session appears unlikely. Senate Commerce Subcommittee has not

yet finished with hearings on the Humphrey-Proxmire Fair Trade bill, committee spokesmen report.

Jack Jolley, Pennsylvania Record Dealers Association president, testified at the Senate hearings on Fair Trade in support of the bill, which would save record retailers from loss-leader and price-cutting tactics of discount houses, rack jobbers and chain stores. (Billboard, July 21, 1958).

The Fair Trade bill would provide federal enforcement for maintenance of prices set by manufacturers on brand-name goods in interstate commerce. The Harris bill would provide penalties for (Continued on page 28)

Art Center Future Still In Balance

WASHINGTON — The fate of a performing arts center for the nation's capitol again quivered in the balance last week, as House Public Buildings Subcommittee members heard renewed pleas by Robert Dowling, ANTA Board Chairman, Rep. Frank Thompson (D., N. J.), author of the legislation to set up the center, and others. The Senate has already given its blessing.

Hazards will still face the bill when it gets expected House Public Works Committee approval, since it will need a two-thirds House vote when it is brought up under a suspension of the House rules.

Principal objective by Subcommittee Chairman Robert Jones (D., Ala.) was to authorize a cultural center which would require millions in privately raised funds to function. (Thompson bill under consideration authorizes National Capitol Planning Commission to buy a needed additional acre of land to add to acreage already in government possession at the chosen site.)

Supporting members J. Harry McGregor (R., O.), and James Wright (D., Tex.) clobbered the doubters with reminders of other civic projects which had flourished under private financing. Said Wright, even the "cowtown" of Fort Worth was making a \$10,000 a month profit from its new cultural center.

Thompson assured the business-minded subcommittee that the money would be raised, and that the center would not become a government burden. Further assurances were given by ANTA leader Dowling, who has a record not only as a fund raiser, but is a keen businessman, with real estate holdings that include the district's National Theater, New York playhouses, offices and hotels.

Victor Tie-Up In Philippines

NEW YORK — George Prutting, manager of records for RCA International, has appointed the Filipinas Record Corporation to manufacture RCA disks in the Philippines. Same organization will distribute.

Filipinas Record Corporation, owned by the Villar family who have been in the disk business 25 years, has built a new factory in Quezon City, a suburb of Manila. They report a consumer demand for stereo disks. Mannel Villar, president, plans to rush releases of Belafonte, Elvis Presley, Perry Como and Eddie Fisher, all of whom are big in the Philippines.

Prutting noted that RCA Victor now has 23 manufacturing associates throughout the world.

No Excise Tax On Speaker Cabinets

WASHINGTON — Internal Revenue has ruled that manufacturers' excise tax on phonographs, radio and TV sets, and related articles, does not apply to sales by the manufacturer of cabinets designed to house only speakers.

Ruling notes that the term "cabinets," listed among articles which incur tax as set forth in the Code, designates only cabinets for radio and TV receiving sets and phonographs, or combinations thereof — but it does not include cabinets for separate radio or TV components as such. In other words, if the speaker or amplifier is a remote, apart from the main mechanism, the manufacturer of the cabinet does not have to add the tax.

However, IRS spokesmen point out that it is not safe to generalize on specific requests, such as the one handled in this itemized ruling. For example, different tax treatment would be accorded in a case where one manufacturer's non-taxed cabinet, is later used to house a different manufacturer's taxable speaker-component.

3 Col Newport Sets for Fall

NEW YORK — Columbia Records will issue three albums in October that were recorded at the 1958 Newport Jazz Festival in July. Each of the sets will bear the designation "Newport '58" and will have similar covers. One set will feature Mahalia Jackson, another Duke Ellington and the third the International Jazz Band. The label cut one more album at Newport, with the Dave Brubeck Quartet, but it is holding up this set until the winter as Brubeck has another album skedded for October. This is called "Jazz Impressions of Eurasia" and deals with Brubeck's recent trip thru Europe and Asia.

Prestige 10% Off Fall Plan

NEW YORK — Prestige Records, one of the country's oldest jazz labels, will start 10 per cent Fall Plan on August 15. The plan will run for a month until September 15. It allows a 10 per cent discount on all 12" 33 1/3 r.p.m. LP's and 16 1/2 r.p.m. LP's in the label's catalog. Firm is now located in Bergenfield, N. J., in its own building.

coming next week . . .

2d Disk Jockey Programming Issue

Billboard's August 18 Issue will be the Second Programming Guide for disk jockeys, program directors and station librarians.

Along with complete lists of all the top selling, most played singles and albums in all categories, this Second DJ Issue will spotlight the trends and developments in the mushrooming field of Jazz.

Billboard now publishes three Disk Jockey Programming Issues during the year (March, August, November). This new plan is designed to help programming people in stations everywhere keep their shows in step with the season . . . and with the rapid developments in the music/record business.

New Evergreen Mgt. Firm

NEW YORK—Ivy Records, the producing firm of George Weiss, Ed Portnoy and Stan Feldman have formed a personal management firm called Evergreen Enterprises to steer the careers of their recording artists. George Miller is general manager of the concern. Artists under management include the Two Chaps, the Clusters, the Deltairs, the Melodears, the Cavaliers, and the Stereophonics. The firm has just sold four masters. These feature artists Bobby Baron Lee and Bart, the Forevers, and the Unique Teens.

THEATER

Music Adds Spice to 'Winter's Tale'

Stars, John Colicos, Nancy Marchand, Nancy Wickwire, Will Geer, Hiram Sherman, Inga Swenson, Earle Hyman. Directors, John Houseman and Jack Landau. Music, Marc Blitzstein. Dances, George Balanchine. Singer, Russell Oberlin. American Shakespeare Festival Theater, Stratford, Conn., August 4.

One of Shakespeare's more confused efforts has been illuminated like a Christmas tree in a beautiful production currently packing them in at our own Stratford. Not the least contributors to the splendid evening are Marc

Blitzstein, with an eerie, exciting background score and some lovely songs; Jean Rosenthal's inventive lighting) and George Balanchine's bubbling rural choreography for shepherds.

The music, happily due soon on an LP along with Blitzstein's work for the same troupe's "Midsummer Night's Dream," unites two complex plots and the passage of 17 years. Russell Oberlin and June Ericson supply enchanting vocals to the Bard's lyrics, while Earle Hyman turns an unnecessary role into a triumph with

a great song-and-dance-man interpretation that includes the buck-and-wing and a rockachacha.

The rest of the cast lent forceful credence to the story of jealousy and reunion, with John Colicos especially excellent in the pivotal role of King Leontes, Will Geer lusty and droll as the Old Shepherd and William Hickey delightfully fey as his dim-witted son. Nancy Wickwire displayed fine technique as the Queen, climaxing with the neat trick of portraying a statue convincingly by standing motionless for 10 minutes without a quiver. The Festival's fourth season is well blessed in this production.

Bob Bernstein.

NETWORK TV

Throw Away That Script, Bob Crosby

Bob Crosby Show, NBC-TV, 8-9 p.m., EDT, August 8. (Caught again).

The Bob Crosby program would be a better show if they threw away the script. The musical interludes and (especially) the dancing segs provide first-class entertainment, but the coyly contrived "small talk" that the performers are forced to mouth between production numbers

must be as embarrassing for them as it is to the viewers.

On the show caught (2), top vocal honors—sound-wise—went to Jerry Vale, who warbled a couple of tunes from his new LP "I Remember Russ." However, Vale was wooden visually. Sultry Julie London was shyly appealing with her softly sexy readings of "It's Easy" and "Voice in the Mirror." Vivacious Gretchen Wy-

ler displayed the best all-around showmanship—particularly in her Spanish dance number.

Crosby projects a warm, sympathetic personality despite the material handed him. His vocal stunts ("Volare," "Left Right Out of Your Heart") were pleasant—albeit undistinguished—but he hit a much zingier page at the finish when his Bob Cats struck up a bright dixieland tempo for "Tiger Rag" and "When the Saints Come Marching In," an exciting hand-clapper.

June Bundy.

NIGHT CLUB

Guitarist's Guitarist Graces Latin Club

In its latest Latin-flavored floor show, New York's Chateau Madrid is giving the star treatment to Sabicas, the flamenco guitarist whom other guitarists usually make a point of catching as often as possible in concerts, records (most recently on the Elektra label) and in his occasional club dates. He doesn't dis-

appoint aficionados of the graceful, expressive instrument, even tho it's difficult to make a guitar stand out with any vividness in the noisome atmosphere of a nitery.

In his all-too-brief appearance, Senor Sabicas ranges from a lacy, classical tremolo study to the lively beat of the Spanish ever-

green "Granada," which he styles with a highly individual and romantic treatment.

As an added attraction, America Crespo, red-headed thrush who's been hailed as the "Lily Pons of Cuba," revealed a clear, lyric-soprano voice which she used to good effect in vocal treatments of "I've Got You Under My Skin" (in English), plus Cuban and Italian tunes. Marques and Alba, a young flamenco dance team, neatly completed the bill. Charles Sinclair.

LOCAL RADIO

Britten Opera Gets First U. S. Hearings

New York's WBAI-FM scored another notable first on July 31, when it brought listeners the U. S. premiere of Benjamin Britten's "Noye's Fludde." This was a taped version of the miniature opera first given this past June at England's Aldeburgh Festival.

Britten has taken a 14th century Chester Miracle Play telling the Biblical story of Noah's ark and has transformed it into a 50-minute score designed for performance in churches. Except for

the voices of God, Noah and Noah's wife, and a small group of professional instrumentalists, the work uses child amateurs for the singing roles and for the orchestra.

The simple, deceptively naive production is delightful, with transparent orchestration and some good melodic passages. For fullest appreciation, it is obviously meant to be seen as well as heard, for it's a first-rate Sunday School pageant. The composer creates ingenious effects by

the simplest means. Wonder is aroused by hand-bells echoing the voice of God. Tonguing recorders simulate the dove sent over the waters. There is continuous dramatic contrast, with tension produced by bugle flourishes, and the children's rhythm band, and calm achieved by the use of three familiar English hymns in which the congregation joins, and a lovely Kyrie when the children board the ark.

As yet unrecorded and unpublished, "Noye's Fludde" has great charm and should be as successful as Britten's last full-length children's work, "Let's Make an Opera," which has done well in concert halls and on records in this country. Bernie Hodes.

REVIEWED IN BRIEF

Ross Mulholland

Ross Mulholland, formerly of WWJ and WKMJ, Detroit, moved into the Manhattan disk jockey fraternity last week with a six-day-a-week slotting (6-9 a.m.) on WABC. He plays a representative group of hit-type disks, the music punctuated by his own rather hard-hitting, almost jerky delivery. The style of jockeying might be better suited to segs other than the sleepy, early morning hours when most folks crave an easy-going bit of wake-up fare. Mulholland's constant use of sound beeps to indicate time of day also becomes wearing. (Grevatt)

Bob Haymes

Bob Haymes bowed his new hour-long "Jazz, Voices and Strings" Monday (4) over WRCA, N. Y., 10-11 p.m. And a pleasant how it was. The show is what the title implies, featuring jazz, vocal and lush diskings plus an

occasional live vocal by Haymes. On the opener, he spun such wax as the Hi-Lo's "Skylark," Shorty Rogers' "Night They Invented Champagne," Gerry Mulligan, Les Brown All-Stars, Robert Farnum Ork and Haymes' brother Dick. The seg could grab a lot of adult listeners, with Haymes knowledgeable and not too talky. The lack of commercials should soon be rectified. (Rolontz)

Porgy and Bess

Westbury Music Fair, Long Island, scored last week with a stimulating, exciting arena production of "Porgy and Bess." It was the same company which toured Europe for four seasons under government auspices. Tho many of the actors had never played in the round before, they worked smoothly and well. Andrew Frierson was in fine voice as Porgy, Urylee Leonardos was effective in both her seductive and quiet moments as Bess and

6'6" John McCurry gave a superb portrayal of the villainous Crown. Vaude veteran John Bubbles didn't come up to expectations as Sportin' Life, lacking energy and spontaneity. (Kalish)

Tale of Two Cities

British producers in the J. Arthur Rank fold seem to be paying much more attention to background music tracks, with the Rank interests moving into the record business. A case in point is Richard (Warsaw Concerto) Addinsell's melodic score (conducted by Muir Mathieson) that underlines "Tale of Two Cities," newest remake, by Betty Box, of the Dickens classic. A lyrical, romantic theme, featuring novel use of woodwinds, points up key scenes in which Dirk Bogarde turns in a first-rate job as Sydney Carton, and the stirring, martial strains behind the French Revolution mob scenes, make their modestly budgeted scope appear quite grandiose. (Sinclair)

Fans Flip At Carnegie Under The Welk Charm

By TOM NOONAN

Welk's appearance for one night in Carnegie Hall, N. Y., (1) was not the highest gross for his current tour, nor was it a house record, but it definitely proved many other things, foremost would be the almost fanatic following he has, as a result of his TV shows, among the older set. The packed \$6 top house was about 80 per cent women, and teen-agers or young adults were not among the audience to any great degree. This personal appearance also proved why he is so successful both on TV and with albums. His showmanship, the rapport that is established between audience and every member of his organization, and the type of material selected all could be wrapped up in one saying that accurately describes the reception: "The squares will think it's immortal." And they did.

Welk dances, talks to the front row occupants, takes such great pride in all of the acts he presents and in general fractures the crowd. His every step is applauded and every "funny" draws yocks. There are probably more individual favorites in Welk's group than in any other band in the past 15 years. As each introduces himself at the outset, the audience was actually drowning out what they were saying in rhyme with applause. The close-up TV camera has done much to establish the identification and the Lennon Sisters, Alice Lon, Larry Deane, Pete Fountain, and many others all have large individual followings as a result.

The entire 150-minute show is just an extension of any one of his weekly TV shows but did include a couple of bits that made it different. When Welk asked one lady if she cared to dance with him on stage, he was immediately mobbed by more than two dozen who ran down the aisles faster than the Australian track stars. At another point, the audience was told to come on stage and pick out anyone in the band for a dance. Result was a packed stage with two musicians left to furnish the music. Here even men came forth to pick out Alice Lon and the Lennon Sisters.

Welk is the success that he is because he works hard at it, plays very listenable music and capitalizes on the talents of all in his organization. The dollar sign for personal appearances will not soon vanish and should be around for a long time to be picked up whenever he so desires.

Audience Would Have Dug Nichols-May Wax Session

By BOB BERNSTEIN

Recording sessions more and more are including live audiences. It began with on-location jazz disking and most recently included Van Cliburn's waxing of the Tchaikovsky Piano Concerto for RCA Victor. But they deprived the public and the trade of a great four hours when Mike Nichols and Elaine May etched their first LP for Mercury last week. In fact, they should have sold tickets.

As a lesson in creative ad libbing, the session at Nola Studios, N. Y., was illuminating and delightful. With the barest of outlines, the comedy duo takes off on a dialog which invariably comes out incisive and amusing. The rejected tapes were strong enough to convulse the engineer, the pianist, a &c. exec Jack Tracey and the coffee delivery boy. (There's a cross section of tastes for you.) Among the routines due for November release are fraternity pin, psychiatrist, soap opera and Hitchcock mystery. Mary Rubenstein, Chicago pianist, provides neat accompaniments on piano, organ and celeste. Nichols and May didn't do any of them the same way twice, thus losing pearls along the way with the careless abandon of people who know there are plenty more where those came from.

Just as instructive and hilarious were the side comments and the family fights between the tenacious, low-key Elaine and the flamboyant, high-strung Mike. They really ought to cut a wax session, incorporating the long bits that come from simple remarks like "What we need is a therramin" and "Why can't I say 'Glory osky'?" The team's manager, Jack Rollins, also plays a mean organ.

Diskeries may be missing a bet. The publicity and good will which must follow attendance of the more interesting sessions would certainly aid both the individual LP and the company.

Kurt Weill Music Cheered In Final Lewisohn Concert

By CHARLES SINCLAIR

The revival of interest in the late Kurt Weill's music—a trend sparked by M-G-M Records, whose longhair a.&c. chief, Ed Cole, wrote the bio of Kurt Weill for the Lewisohn Stadium program, incidentally—was given another major boost August 1 in Lewisohn's first big concert devoted to Weill-penned music for the theater.

It also marked the Stadium debut of Lotte Lenya, Weill's widow and long identified with his musical works, as well as Charlotte Rae, Betty Kent and Maurice Edwards, all of whom were featured in a special concert version of "Threepenny Opera" that formed the program's second half.

A near-capacity audience got quite a large sampling of Weill's finely polished wares, starting with a symphonic medley from "Lady in the Dark" and the ballet music from "One Touch of Venus," and progressing thru vocal highlights from "Happy End," "Mahagonny," "Berlin Requiem" and "Oil" sung with much charm and "weltschmerz" by Miss Lenya.

Particularly successful in this group were the bittersweet "Surabaya Johnny" (From "Happy End") and the banjo-flavored, jazz-derived "Alabama Song" (from "Mahagonny"), both of which showed off Miss Lenya's earthy, husky style of perfection.

Highlights of the evening was the concert adaptation of "Threepenny Opera" in which comely Betty Kent and Maurice Edwards (whose diction was a treat to the ears) were particularly strong in supporting roles under Samuel Matlovsky's conducting. Judging from the applause, audience members who hadn't already bought one of the several LP's of the work probably planned to do so at the first chance.

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DISTRIBUTOR NEWS

By HOWARD COOK

With Howard Cook on vacation this week, we have asked Al Levine, owner and operator of Ideal Distributors in New York City, to submit an article that would be of interest to all distributors and others in the industry. Al Levine was one of the first employees of Capitol Records and was in all phases of distribution for that label from 1942 thru 1953. Upon leaving Capitol, he started his own distributing company.

"I am happy for this opportunity to get a few ideas of mine into print. One of the things I feel very strongly about is the overproduction of records without sufficient thought being given to the suitability of the product for the record purchaser. I have the feeling that record manufacturers seem to be more concerned with quantity of production rather than quality of production.

As a distributor, one is faced with tremendous problems in moving the vast numbers of titles into the stores and before the record-buying public. There is little time to promote and build an artist or a record. No sooner have you started on one sales promotion scheme, with the release of a vast number of albums, than the manufacturer is out with another program with additional merchandise that has to be moved. This places the distributor in a difficult position. His promotional resources and sales staff are hard put to do an adequate job of selling these records.

On the other hand, if these manufacturers concentrated on the production of quality merchandise, the distributor's burden would be lessened. Since this would immediately cut down on the number of records produced, the distributor would have adequate time to properly promote the manufacturer's product. In the long run, this would benefit all concerned. The public would be getting a better product and the retailers' shelves would not be filled with merchandise that cannot be promoted properly, and which is finally returned to the distributor. The distributor, having more time at his disposal to promote it and sell it, would do a far better job. He would not be concerned about tremendous returns from the retailer. His problem would be getting additional records for the retailer.

As I conclude this article, there comes to mind the thought that perhaps "Guest Writing" by various people in the industry would be a good idea. It would present an opportunity for many of us to sound off on ideas that we have been carrying around for many years. If anything, it certainly would start arguments pro and con. This is always a healthy thing for any industry."

Don't Miss the Hot 100 This Week

BRIEFS: Roulette Records reports that "Every Beat of My Heart" by Dale Darling is, according to Trutone, Africa, Ltd., the label's South African distributor, among the top three records in South Africa... "Week End" by the King's Men on East West is still the top platter at Custom Distributing in Cleveland. Malcome Newkirk, president of Central Records, writes that Conat has taken over the line in the following cities: Philadelphia, Newark, Cleveland, Detroit and New York.

See the Hot 100 Chart in This Issue

NOTES IN THE MAIL: Top Imperial disks at Marnel in Philadelphia, pens Ted Kellem, are "Poor Little Fool" by Ricky Nelson, "Little Star" by Johnny Garner, "Little Mary" by Fats Domino and "Hula Hoop" by the Deville Sisters. Specialty is cooking with "Hootchy Koo" by Larry Williams, "Ooh! My Soul" by Little Richard and "The Letter" by Don and Dewey. United Artists has a hot contender with "The Green Mosquito." Epic's strongest items are "Summertime, Summertime" by the Jamies, "I Don't Want to Set the World on Fire" by Somethin' Smith & the Redheads and "Wait for Me" by Roy Hamilton.

See the Hot 100

Bob Heller, of Chips Distributing Company in Philadelphia, reports "Little Star" by the Elegants on Apt, "Are You Really Mine" by Jimmie Rodgers on Roulette and "Rockin' Robin" by Bobby Day on Class as the top three. Big record of the week is "Straighten Up and Fly Right" by the DeJohn Sisters on Sunbeam.

Watch the Hot 100

Chicago record distributor Lennie Garmisa, who's also handling the new Elvis Presley "dog tags" in the Chicago area, got a real "break" Friday, August 1, when Clarence Carey, principal of Jones Commercial High School, decided to ban his pupils from wearing the "swivel-hipped one's" jewelry to classes. The outraged youngsters began to picket the school and called the daily newspapers, telling them their tale of woe. Pictures were taken and a large amount of space was devoted to the incident. Garmisa expects this, along with Presley's picture, "King Creole," opening at the Chicago Theater this week, to really "hype" sales of the dog tags. This will undoubtedly also help the sales of the two "King Creole" EP's which are selling fantastically all over the country.

The Fastest, The Greatest, The Most—The Hot 100



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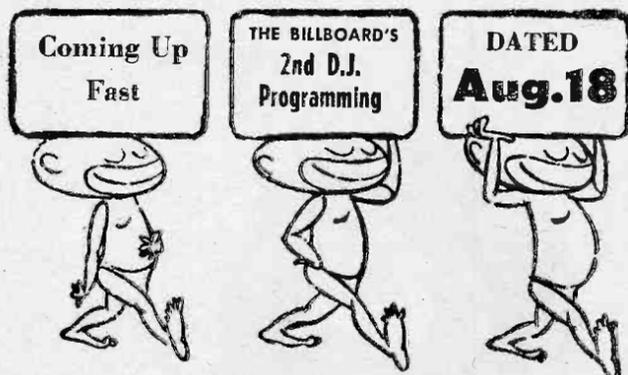
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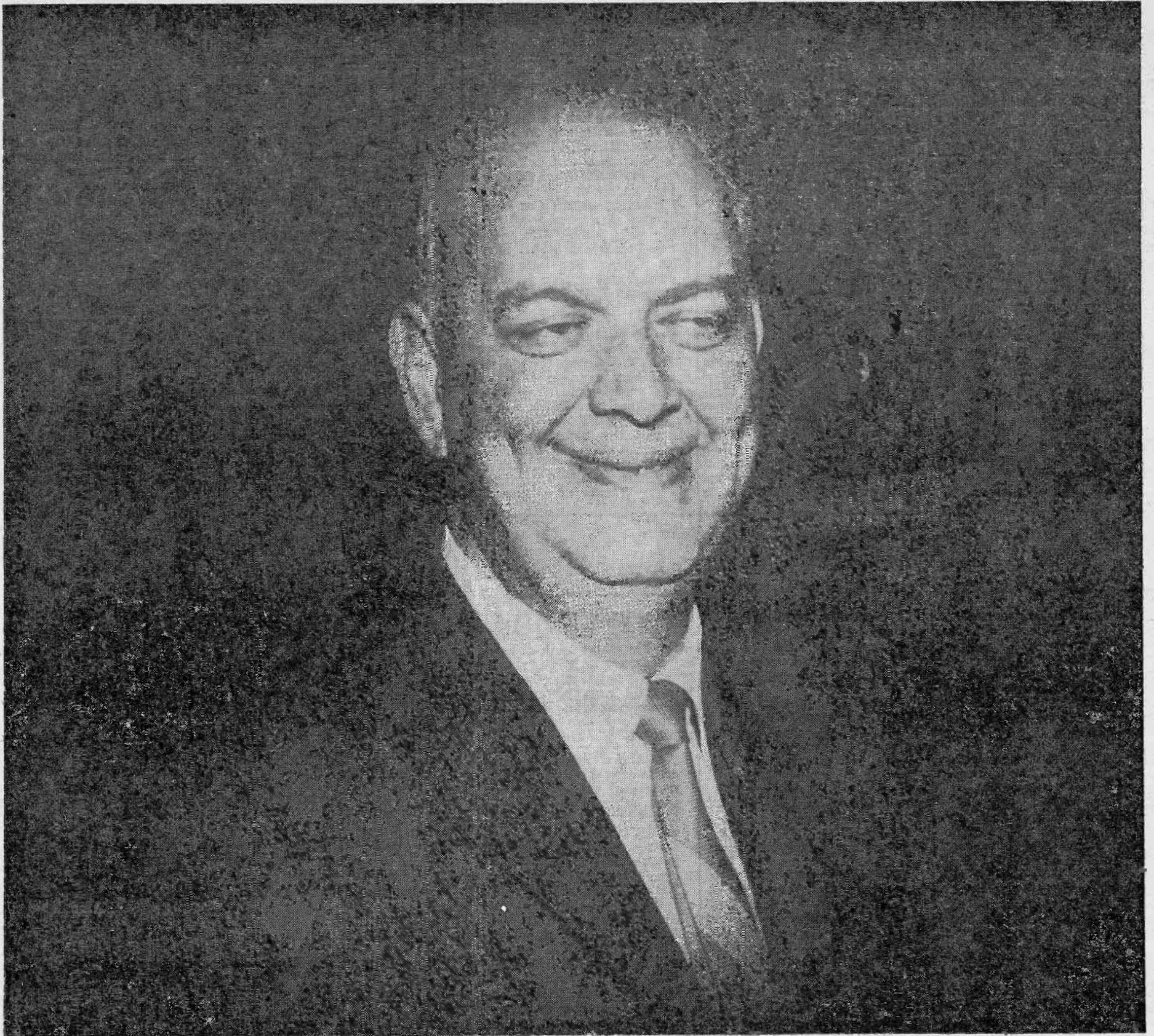
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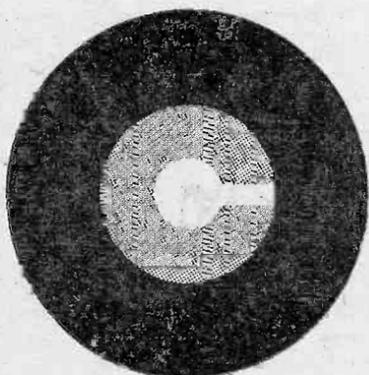


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VOX JOX

By JUNE BUNDY

ADULT HOPS: Freeman Hover, KCSR, Chadron, Neb., writes, "Thought you'd be interested in knowing that record hops aren't limited to teen-agers now. In addition to those, I've had two bookings into the American Legion Club this summer and they've requested more. Naturally they ask for more subdued music than rock and roll, altho there is some of that, too. Anything by Lawrence Welk is a must for a hop at the Legion Club, with "Patricia" and "Rebel Rouger" the biggest singles. Perhaps some of the other fellows would like to try a place like this for a hop—it takes a little imagination, but you can have a whale of an evening."

CHANGE OF THEME: Bill Mayhugh has moved to WOL, Washington, D. C., in the 10 a.m. to 3 p.m. time slot, Monday thru Saturday. . . . Danny Dark, formerly with KICK, Springfield, Mo., has joined KCRC, Enid, Okla., as

morning man. . . . Now that NBC has taken over WJW, Cleveland, jockey Bob January is leaving that station to settle in California. . . . New spinner at KSD, St. Louis, is Ed Wilson, formerly with KWK, same city. He will pilot daily afternoon and evening segs. . . . Ex-fashion model Jeff Singleton has transferred his spinning talents from WTHR, Panama City, Fla., to WPEG, Jacksonville, Fla. He will continue in an early morning spot with his "Tempo Showcase."

Latest jockey at WABC, New York, is Del Sharbutt, well-known radio-TV personality ("Amos and Andy," "Hit Parade," "Bob Hope Show," etc.). Sharbutt will emcee a record show from 4-6:30 p.m. across the board and on Saturdays from 4 to 7 p.m. . . . Marty Mc-Neeley is new morning man at WKMH, Detroit. . . . New program director at KOME, Tulsa, Okla., is

Don Wallace, who joined the out-let as a deejay four months ago.

New afternoon man at WMOD, Moundsville, W. Va., is John Allen. . . . Bob Tracey and Jim Williams are subbing for Art Pallan on KDKA, Pittsburgh, while Pallan is in Europe as a member of the National Council of Disk Jockeys' 10-jock panel. . . . John M. Grubbs has been appointed executive producer of "Program PM" at WBZ, Boston.

Jim Scott, formerly with KNUZ, Houston, has joined KPRC and KPRC-TV, Houston. He will pilot a half hour morning radio show across the board. . . . Don French has resigned from KTSA, San Antonio, to join KFVB, Hollywood. . . . (Big) Don Barksdale, KWBR, Oakland, Calif., has opened his own office, which will serve as general headquarters for his two daily (Continued on page 40)

ON THE BEAT

By REN GREVATT

Pattern of touring pop packages for the fall is gradually emerging, with the picture as it shapes up now reflecting something of a basic change in thinking on the part of agents. The tide seems to be swinging against the long-extended package show with a dozen or more acts on the roster.

It's understood that Irvin Feld, now of GAC, is prepping a new package for the road, similar in nature to his well-known "Biggest Show of Stars" units of other years. However, the date for hitting the road is now expected to be set back till about the first of October, with the duration of the tour cut to from four to six weeks instead of 10 weeks or more.

The primary background for this thinking is, of course, the two tours which went on the road more or less simultaneously last spring.

The Feld tour was not successful in terms of grosses compared to earlier tours, while the big package headed by disk jockey Alan Freed actually lost money.

Now agents raise the point that the big tours often spoil a market for anyone else for a number of weeks. "When you give them a dozen acts in a small auditorium and charge them \$1.85, how can you bring a small band and a couple of acts in the next week and charge them \$1.50?" was the way one put the sentiment.

Another point now being raised concerns the matter of talent itself. "You know a lot of these overnight pop sensations are lost when they have to perform," said another. "When you get a flock of that kind of talent on the same bill, it doesn't always sell very well. It also spoils other bookings because people get used to medi-

ocrity in talent. It's also bad for the performer. If he shares the bill with many others, he doesn't really get a chance to gain any experience. But if you send the act out in a small package with a band, they are forced to perform more numbers and they finally learn something."

GAC has enjoyed considerable success with its summer party packages and now has plans for continuing the dance idea into the fall. This concept is bolstered by the comment from yet another quarter to the effect that the big package shows have no way of allowing dances and the kids really want to dance. Shaw Artists, Circle Artists and Universal Attractions, all active in the field of booking pop and rock and roll attractions, are planning to play it cool this fall as far as organ- (Continued on page 52)

MUSIC AS WRITTEN

By BOB ROLONTZ

THAT JAG IN KODAKCOLOR

The Music Reporters Association (MRA) presented Neshui Ertegun, jazz chief of the Atlantic label, with a tastefully framed full color photo of his like new jazz Jaguar at the firm's home offices in New York last Thursday (7). Pic was taken at Newport during the Newport jazz festival weekend when the famed car was standing in the oval in front of the Viking Hotel. Popsie, well-known swing photographer made the pic, and the car looked like new new. Mint condition, as they say.

HENTOFF, WILLIAMS EDIT JAZZ REVIEW

A new jazz periodical, The Jazz Review, will start publication in September. It will be edited by Nat Hentoff and Martin Williams. It is intended primarily for the jazz fan and it is a monthly of wide scope and high expectations, which we, for one, hope will be fulfilled. According to the editors, it will be concerned with jazz of all styles and schools, and is intended to interest all listeners and musicians. It will contain record reviews, book reviews, press reviews, jazz poetry and blues lyrics, articles, a record exchange and jazz stories.

FRATERNITY BOWS NEW DORSEY DISK

Fraternity Records' special release on the Jimmy Dorsey's ork's recording of "Love on the Rocks" was made to coincide with the band's opening at Moonlight Gardens, Coney Island, Cincinnati, last Wednesday (6) for a four-day stand. To herald the new release, Harry Carlson, Fraternity prexy, played host to some 140 territorial deejays, music men, civic leaders, members of the press and their fem companions at a cocktail party and buffet in a private chamber at Moonlight Gardens. "Love on the Rocks" was penned by Lew Douglas, Glory Fox and Harry Carlson, with vocals on the new platter handled by Tommy Mercer, Diane Wisdom and an eight-voice choir. Flip side is the old standard, "Under a Texas Moon."

TWO PUBLICATIONS FOR MILLS

Mills Music has picked up from the catalog of W. Paxton & Company, Ltd., London, two publications for musical education. They are the two-book set titled "Articulation and Activity Songs," by the music educator John Harvey, which combine thru a series of children's songs both musical values and suggestions for improving speech. Mills Music states that these publications have been well received at music meetings and workshops.

ART SCHWARTZ KUDOED

The Midwest Advertising Executives' Club, meeting in Chicago August 7, named Art Schwartz, advertising director of Columbia Records, as "Ad Man of the Year, in recognition of the advertising campaign he has directed for the company. Schwartz will receive his citation from the club next month.

IT'S A BOY

George Goldner is still probably the youngest grandfather in the ranks of record executives. But the head of Gone and End Records is the grandfather of a baby boy—not a girl—as erroneously reported in last week's column. Sorry, George. (George is still only 40).

New York

Jane Gibbs, Liberty Records rep on the East Coast, has moved to new and larger East Coast offices in New York. . . . Blue Note Records has moved to its own building in Bergenfield, N. J. Firm was formerly in New York City. . . . Good Time Jazz has started a new label, California Records. Good Time is based in California, where else? . . . The Rhythmettes are now at the Offshore Club in New Orleans. . . . Century prexy Eddie Moschetti has signed thrush Gloria Shaw. . . . The Bell Sisters have come out of early retirement to join the new Brad label out of California, under the wing of prexy Brad Atwood. . . . A new record label has started in the vacation island of Bermuda. The label is called U-C and its home base is Nassau. Artists include Carl Brice, John Shaw, The Silver-tone Singers and The Dell-O's.

Roger Coleman, 20th Fox artist, is now at the Casa Seville in Long Island, New York. . . . The proceeds from the jazz concert to be held at the Buckhills Falls Inn in Pennsylvania on August 22 will go to the annual community drive fund at the vacation resort. . . . Della Reese has cut an album of gospel tunes for Jubilee Records. . . . Al Hibler plays the Cotton Club in Atlantic City starting tonight (11) for a week, then to Robert's Show Spot in Chicago for a fortnight. . . . Marguerite Piazza introduces her new night club act at Las Vegas' Sands Hotel on August 13. . . . Neal Hefti will do the musical arrangements on Tony Bennett's new album and then will do his own LP for Coral Records. . . . Johnny Mathis plays the Frolics Club in Salisbury Beach, Mass., starting August 17, and after a week there plays the Carter Barron Amphitheatre in Washington, D. C., August 24 thru 26. . . . Lillian Briggs, Sunbeam Records artist, is now on a Brazilian one-nighter tour. . . . Connie Francis will tour England for a week starting August 15. . . . The Mills Brothers are now at the Beverly Hills nitery, Newport, Ky.

Faron Young will play 12 one-nighters in the Pacific Northwest the latter part of August and will appear on the "Grand Ole Opry" show on August 23. . . . Jimmy Rushing, J. C. Higgenbotham, Jimmy McPartland and Bob Williams will all appear, along with other talent, at the Buckhill Falls Inn jazz concert that Stanley Melba is staging at the Pennsylvania hostel on August 22. . . . Prestige Records will leave New York City this month to move into a brand-new modern building of their own in Bergenfield, N. J. Prexy Bob Weinstock says the firm needed more space. . . . Phonodisks of Canada will issue all Barclay Records of France in the former country. Deal was set by Irv Siders who represents Barclay here.

Russ Carlyle and Bobby Christian are both on tour thru the Midwest with their bands. Christian has just (Continued on page 44)

WHEELING AND DEALING

TALENT TIDINGS

By BOB BERNSTEIN

"From Haydn to Hi-Fi," a long-hair series, and "Jazz Meets the Classics," a jazz skein, will highlight the coming season's schedule for the nation's 50 educational TV stations. Produced by the Educational TV-Radio Center at Ann Arbor, Mich., the weekly shows will be used on film by schools and organizations at later dates. George Shearing will host the jazz series. Also on the Center's agenda is a kids' music stanza headed by balladeer Bash Kennett.

Television's unwritten rule prohibiting second productions of musicals will be broken in October when Bob Hope stars in "Roberta." The 90-minute special, kicking off Hope's new season of eight telecasts, will retain most of the cast of his St. Louis run of last month. The Jerome Kern hit didn't fare too well in its video debut a couple of years back, but it didn't have Hope. The only previous repeat of a musical, "Peter Pan," was an identical production. This one will be totally new.

CINEMATTERS: Sammy Cahn and Elmer Bernstein have teamed

to clef the title song of United Artists' "Anna Lucasta," the Eartha Kitt-Sammy Davis starrer. . . . Max Steiner is penning the "John Paul Jones" score for Warner Bros., including a Jones March earmarked for official use by U. S. Navy bands. . . . "Harlem Wednesday," one-reel color film with a jazz score by Benny Carter, was the only American entry to win an award in the International Festival of Art Films at Venice. . . . Ethel Waters signed for "The Sound and the Fury" at 20th Century-Fox. . . . Katherine Dunham is staging the dances for "Green Mansions" at M-G-M. . . . Saul Cooper, Cinema flack, draws "The Buccaneer" as his first assignment at Paramount.

BROADCAST BEEPS:

Added to "Voice of Firestone" in the new over-all music format are Kathryn Grayson, Jose Greco and his troupe, Jo Stafford, Alfred Drake, Percy Faith ork, Robert Shaw Chorale, Xavier Cugat and Richard Rodgers. John Daly will host the ABC-TV series, beginning September 8. . . . Radio's unique bus-horne "Philip Morris Country Music Show" which has been touring the

U. S. while broadcasting over CBS, cracks Australia this month. . . . Bebe Daniels and Ben Lyons, former vaude-movie stars, have filmed their long-run British TV series, "Life With the Lyons," for U. S. viewing. . . . Keith Hefner, Baltimore's No. 1 mopet idol, becomes Johnny Jelly-bean on WABC-TV's "Time for Fun," New York.

CLUB DATES: Edith Piaf re-opens the Empire Room at the Waldorf-Astoria, New York, September 18. . . . The McGuire Sisters and Pee Wee Hunt play Atlantic City's Steel Pier next week. . . . The Playmates into Eden Roc, Miami Beach, August 27. . . . Mort Sahl settles down at Mr. Kelly's, Chicago, September 8. . . . Corinne Calvet moves from the Celebrity Club, Philadelphia, to Le Cupidon, New York, next month. . . . William Morris prepping "a new Pearl Bailey," thrush Ketty Lester. . . . Marie McDonald visits El Morocco, Montreal, October 20. . . . Danny Costello to the Chase, St. Louis, September 11. . . . Van Cliburn drew 22,500 last week to establish a 41-year record in gate receipts at Lewisohn Stadium, New York.

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4000 MORE BRIDES DAILY MEAN MORE BUSINESS COAST-TO-COAST

4000 *new* families a day! They'll need homes—and everything that goes into them. Meeting these needs means bigger-than-ever opportunities for all of us.

In 1956 America's 53 million families spent an average of:

\$1350 for Food	\$475 for Clothes
\$1300 for Homes	\$575 for Transportation

Now multiply these figures by 60 million—the number of families there will be by 1965. This will give you some idea of America's growing needs—and *your* opportunities.

7 BIG REASONS FOR CONFIDENCE IN AMERICA'S FUTURE

1. More People . . . Four million babies yearly. U.S. population has *doubled* in last 50 years! And our prosperity curve has always followed our population curve.

2. More Jobs . . . Though employment in some areas has fallen off, there are 15 million more jobs than in 1939—and there will be 22 million more by 1975 than today.

3. More Income . . . Family income after taxes is at an all-time high of \$5300—is expected to pass \$7000 by 1975.

4. More Production . . . U.S. production *doubles* every 20 years. We will require millions more people to make, sell and distribute our products.

5. More Savings . . . Individual savings are at highest level ever—\$540 billion—a record amount available for spending.

6. More Research . . . \$10 billion spent each year will pay off in more jobs, better living, whole new industries.

7. More Needs . . . In the next few years we will need \$500 billion worth of schools, highways, homes, durable equipment. Meeting these needs will create new opportunities for everyone.

Add them up and you have the makings of another big upswing. Wise planners, builders and buyers will act *now* to get ready for it.

FREE! Send for this new 24 page illustrated booklet, "Your Great Future in a Growing America." Every American should know these facts. Drop a post card today to: ADVERTISING COUNCIL, Box 30, Midtown Station, New York 18, N. Y.

Your
Great Future
in a
Growing America



**The Billboard Weekly Index
RECORD SALES
IN RETAIL STORES**

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



Total Unit Record Sales halted their downward trek of three weeks with a 2 per cent increase, but the level for the current period is still the second lowest of the year. Actually all speeds increased, save for 45 singles, which held to the same figure as the previous period.

LP's and EP's rose to the highest level on four weeks, while the

best that can be said for 78 singles is that they did not drop any lower. The increase for this speed is completely negligible. The most significant increase, of course, are the LP's, which are climbing back to the par level after a three-week slide. This, coupled with a fact that 45 singles are holding their own, helps the dollar volume of the business considerably.

• Continued from page 1

estimate by rule of thumb that an album should sell 10,000 copies for the company to make a profit. The smaller firms usually have to sell about 5,000 copies to make a profit. Between profit and loss there is a break even point, which usually runs about 7,000 for the large firms and 3,000 for the smaller.

What does the average album release sell? according to many manufacturers checked, the average album release sells about 2,000 copies. In fact, as one bitter manufacturer stated, it is no secret that some albums sell virtually no copies.

A good seller would be an album that moved from 7,000 to 10,000 copies and a hit would be an album that sold from 15,000 to 25,000 copies. Above this sales could be considered "sensational." These figures refer mainly to pop albums. Jazz sets are usually cheaper to produce and thus have to sell less to make money. And classical sets often cost more and have to sell more to bring any return.

With close to 70 new albums being issued each week dealers are faced with a real problem in knowing what to order. The guideposts here are such things as name value, exploitation, trade paper spotlights, salesman's recommendations and display value. There are left field hits in albums, too, and occasionally a shining star like Presley or Van Cliburn burst across the firmament.

Biggest Vocal Wax Session

HOLLYWOOD — High-Fidelity Records last week completed a disk session with more than 1,500 voices, claimed to be the biggest vocal assembly ever crowded into a record groove. The voices belong to the Victory Baptist Choir of the Victory Baptist Church of Los Angeles. The choir was recorded on three-track stereo, using five mikes placed thruout the church. Label Prexy Richard Vaughn, artist-repertoire head Chuck Weed, and an engineer crew spent six hours recording the vocal group.

The recording will be released in September in LP monaural, stereodisk and stereotape forms.

Vaughn also signed flamenco guitarist Bemebe de Moron to the label. The Spanish guitarist was recorded last week in Hollywood with Vaughn using a backing of four other flamenco guitarists, a flamenco mandolin, three castanets plus three Spanish dancers. This album is also set for September release.

Maurie Rose Appointed Columbia District Mgr.

CINCINNATI — Maurie Rose, branch manager for Columbia Records here, has been named Columbia district manager, covering Cincinnati, Louisville and Indianapolis. He succeeds Al Fishman, who covered Cleveland, Cincinnati, Louisville and Detroit, with headquarters in the last-named city. Rose will continue to work out of this city.

In line with Columbia's new policy of cutting the size of its various districts to permit more concentrated coverage, Fishman's new beat will be Detroit and Toledo. Rose has appointed Art Miller, his Cincinnati and Dayton, O., salesman, to succeed him as branch manager here.

WHERE DOES IT END?

Album Output Tabs Industry Dilemma

No one seems to know how many albums are hits, but it has been variously estimated that true money making LP's are certainly no more than 10 per cent of all released and it may even be smaller. Due to the great number of albums released each week many albums never do get displayed or placed in browser boxes or racks. This is why so many diskeries had, and many still have, 100 per cent return privilege for their albums so that dealers will not be afraid to stock an entire line.

It is no secret that up until recently a full line of albums with regular large releases was much more certain of getting dealer display than small monthly issues. Altho this has changed somewhat it is still true that in the fall and in the winter and spring the diskeries rush out a great slew of album product accompanied by special deals and discounts.

What happens to excess album product? Some of it ends up on the shelves of discount stores, novelty houses and in the hands of surplus record merchandise firms from whence it is sold at deeply cut prices. And some of it returns to the manufacturer to be scrapped. Either way, it's a headache for the whole industry.

MGM Deal for 'Thumb' Pic Soundtrack

NEW YORK — M-G-M Records is setting up a deal to issue the soundtrack version of the upcoming flick, "Tom Thumb," as its big Christmas release.

Score for the pic includes four tunes clefted by thrush Peggy Lee, "Tom Thumb's Tune," "Are You a Dream," and in collaboration with Dave Barber, "Con-Fu-Shon Says," and "Take a Little Time to Smile." Other tunes are "The Talented Shoes," and "After All These Years," by Fred Spielman and Janice Torre, and "The Yawning Song," by Spielman and Kermit Goell. Latter is sung on the track by Stan Freberg, tho he doesn't appear in the pic.

The album is being set up by George Pal, producer and director of the pic and Jesse Kaye, M-G-M Records' West Coast veepee.

Liberty Inks Cousin Willy

NEW YORK — Another member of the Ozzie and Harriet Nelson family has entered the rock and roll record field. Willy Nelson, Ricky Nelson's 14-year-old cousin, has signed a contract with Liberty Records, and his first waxing, "Sisie," backed by "No Dough," will be released next week.

Young Nelson, a resident of Tenafly, N. J., was discovered by Liberty's East Coast representative Jane Gibbs. Her son, Scott Gibbs, is a member of Nelson's high school dance band. Ricky Nelson will introduce his young cousin in a joint appearance at Steel Pier in Atlantic City on Labor Day.

Meanwhile, Willy Nelson is booked for the Dick Clark ABC-TV "Bandstand" show, August 12; Buddy Deane's WJZ-TV show, Baltimore, August 15; Milt Grant's WTTG video show, Washington, August 15; and Bob Clayton's program over WHDH, Boston, August 16.

Cap Keys Top Push for Cole 'Espanol' LP

HOLLYWOOD — Capitol Records is throwing its promotional, publicity and advertising weight behind Nat King Cole's "Cole Espanol" album, his first foreign-language package effort to date. Capitol's campaign is bilingual, aimed at both Spanish and English speaking prospects. Spanish portion of the drive includes servicing the top Spanish deejays in this country with the "Cole Espanol" album and explanatory material.

Personalized open-end interviews prepared by Cole were sent to 130 key Spanish program jockeys in the U. S. Cole's scripted replies to jockey interview questions were recorded, with the artist speaking in Spanish. In addition, deejays were sent an EP featuring Cole in open-end interviews in both English and Spanish for use by those spinners who would like to air an English translation of the interview.

Capitol's publicity department prepared a special press kit which included the Cole album, a news release and captioned photo of the artist for coverage of the Spanish-language press in the U. S., and also serviced newspapers in Mexico City and Havana via Capitol International Corporation's promotion department. Also, similar kits were sent to 23 Latin-American correspondents headquartered in New York. News release was in the Spanish tongue for the Latin publications. Cap also sent complete kits to 28 key Latin-American and Spanish diplomats.

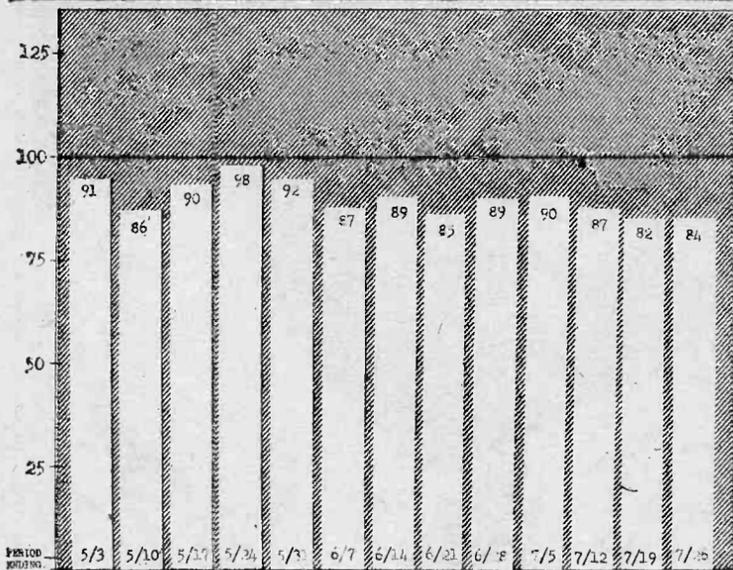
Aside from the Spanish promotion, Capitol sent more than 3,000 copies of the album to top U. S. deejays, along with the Spanish-English EP interview. The same list of deejays also received a single recording of "Come Closer to Me" in English, backed by the Spanish version, "Acercate Mas" on the reverse side. The album will receive special press insert treatment in its distribution to record reviewers. Complete press kits were sent to 49 Negro publications in the U. S.

Dealer display material tied in with the promotion includes full-color, die-cut window displays, self-service counter display material and ad mats for local dealer newspaper co-op ad use. Capitol's ad campaign includes space in both consumer and trade publications.

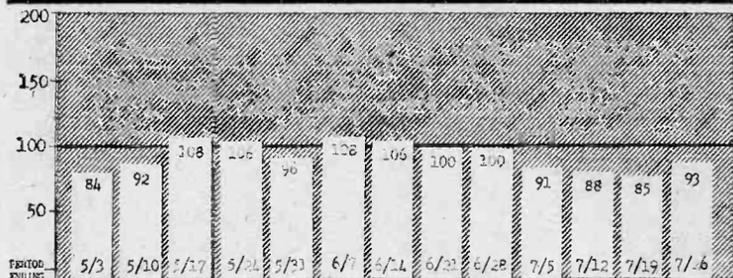
Dot-Tender Distrib Tie

HOLLYWOOD — Dot Records has taken over national distribution for Tender Records' latest release, "You Cheated," sung by the Shields. The disk is reportedly enjoying brisk sales in key market points, and Dot Prexy Randy Wood hopes the Tender release will repeat the distribution success Dot enjoyed when it handled the national release of Arwin Records' "Jennie Lee."

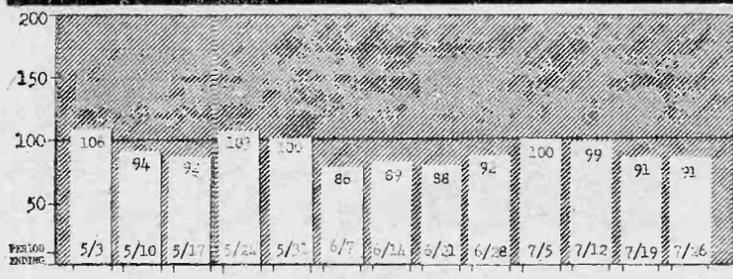
TOTAL UNIT RECORD SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



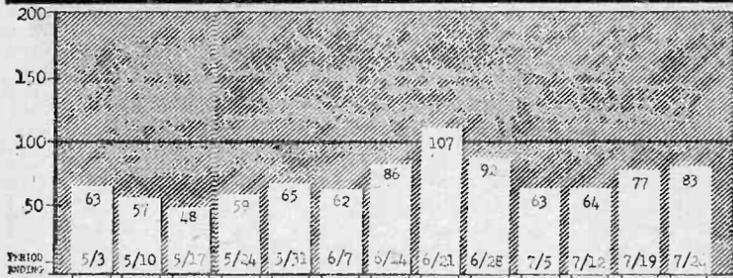
33 1/3 - 12" UNIT SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



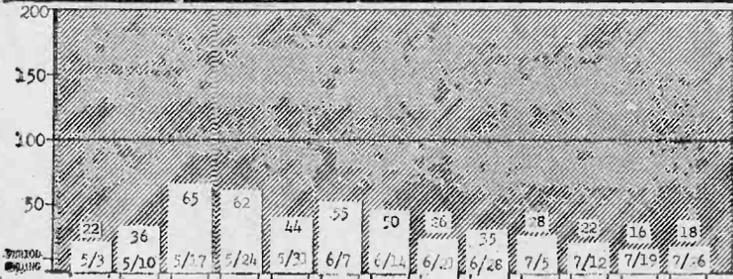
45 SINGLES UNIT SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



45 EP UNIT SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



78 SINGLE UNIT SALES 100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



There's No Trick . . .
to finding
GOOD
BUYS
in
Used
Equipment . . .
just look over the many
ads in the
Classified Section
this issue

One in a Series of Industry Personality Statements

MILTON BERLE

Roulette Records Artist
and Entertainer

says . . .

*“Billboard
thoroughness
sets the trend
in spinner
sanctum”*

“It was when I invaded the record business with my Roulette album, “Songs My Mother Loved,” that I belatedly became aware of the full import of the Billboard as a trade publication. I did a promotional tour in conjunction with its release and everywhere I went—and I went everywhere—the disk jockeys all had a copy of the weekly magazine and a wary eye cocked on its charts and reviews. There is no question that the Billboard thoroughness sets the trend in spinner sanctum.

“Too, in my night club engagements throughout the country, I have found that bookers, cafe owners and agents follow The Billboard reviews with a reverence unequalled in show business dedication. For folks in our business, this publication is the Billboard of Education.”



The Billboard

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY



NIPPON VICTOR GETS IN 1st STEREO PUNCH

YOKOHAMA — Nippon Victor took the stereo lead here this week with the first release of stereo records in this country. The release highlights the interest in 3-D records here, which parallels that in the United States. Other labels are expected to follow suit shortly. Victor has been the most active of all the firms here in the stereo

field, having added a stereo disk player to its phono line last June. The firm was also the first to install a set of Westrex cutters in Japan. The firm has sold out its initial production of stereo players, which list for from \$194.44 to \$277.78.

Next firm expected to enter the new market is Toshiba which operates Capitol, Angel, Imperial and Prep labels. Toshiba does not yet have the Westrex cutters and hence is only pressing the disks from matrices supplied by Capitol. The firm has not yet brought out a player line.

Nippon Columbia is planning its first release of stereo disks simultaneously with the players, which is expected to be before the end of the year. King, on the other hand, is planning its first stereo release from matrices cut by London (British Decca) about the first of the year.

There is the view in some quarters here that owing to the relative rarity of players, the industry may be issuing the stereo records prematurely. "Despite these views," according to one source, "it can be said that the stereo disks can be compared favorably with stereo tapes being tagged at \$16.67." The disks are being marketed for \$7.78, \$2.50 higher than a 12-inch monaural disk.

From the 20th Century-Fox Film
"A CERTAIN SMILE"

A CERTAIN SMILE

MILLER MUSIC CORPORATION

5 GREAT RECORDS

BAISEZ-MOI (KISS ME) VICTOR
TEDDY KING

SO SATISFIED VICTOR
LANE BROS

BY THE LIGHT OF THE MOON ROULETTE
JIMMY BOWEN

I'LL STRING ALONG WITH YOU CORAL
CINDY AND LINDY

IT'S ALL IN THE GAME MGM
TOMMY EDWARDS

MUSIC PUBLISHERS HOLDING CORPORATION

BOUNCING TO THE TOP AGAIN!
Exciting New Rendition of—
STRAIGHTEN UP AND FLY RIGHT
DeJohn Sisters
—Sunbeam—
ALL MY LOVE
Caterina Valente
—Decca—
MILLS MUSIC, INC.

"DANCE EVERYONE DANCE"
Betty Madigan—Coral

"A LITTLE BIRD TOLD ME"
Tina Robin—Coral

"MARJOLAINA"
Gogi Grant—RCA. Jimmy James—Col.

"IT'S EASY"
Julie London—Liberty

"BRIGHT LIGHTS OF BRUSSELS"
Eddie Layton—Mercury
Jose Melis—Seeco

"LADIES PLEASE REMOVE YOUR HATS"
Lou Busch—Capitol

BOURNE, INC.—ABC MUSIC
136 West 52 St. New York 19

A CAT NAMED JOE TIMES 2

NEW YORK — A musical "ringer" got thru the back door of The Billboard in the review of Dave Brubeck's new extended jazz work, "Brandenburg Gate."

Drummer for the Brubeck quartet was Joe Morello. Not Joe Dodge, as reported. Apologies to all hands.

Merc Execs Hit '5 for 1' Glory Road

CHICAGO — Mercury's entire executive staff hit the road last week to steam up distrib over the label's summer merchandising plan, "Five for One, Take All."

Prexy Irv Green covered Baltimore and Philly with Lou Klayman, Eastern regional chief. Vice-prez Art Talmadge hit Los Angeles and San Francisco and Veep Irwin Steinberg took New York, Newark and Boston, also accompanied by Klayman. Detroit, Cleveland and Buffalo were covered by ad manager Kenny Myers, marketing manager Pete Fabri and publicity potentate Tommy Schlesinger. Sales manager Morris Price, accompanied by Pete Fabri did Chicago, Milwaukee and Minneapolis.

The "Five for One" plan allows dealers to turn in old merchandise of any label, any speed for full credit against 20 per cent of purchases of LP's.

Elektra Skeds 4 New Albums

NEW YORK — Elektra Records has announced a new monaural package release, consisting of four LP's, all carrying a \$4.98 list. The group is highlighted by a set called "Our Singing Heritage, Volume I," with songs from the American tradition as sung by such folk artists as Peggy Seeger, Paul Clayton, Pat Foster and George Pegram.

Other sets include "On the Road to Elath," songs of the Negev as performed by the Oranim Zabar Israeli Troupe, and "Run Come Hear," a program of folk items sung by the Folk Singers, a new group. Also included is "Bobby Bruns' Merry Muses," sung by Paul Clayton.

FIVE THRUSHES IN CONTEST

WASHINGTON — The 17th annual beauty contest run by Station WWDC to pick a "Miss Washington" to represent the District of Columbia in the "Miss America Pageant," may have a future record star among its nine finalists. Five of the nine are singers.

The final judging of the nine girls selected at previous judging sessions will take place this week (1) at Loew's Capitol Theater here.

Among the 11 judges on the panel will be Rep. Coya Knutson (D., Minn.); Hirsch de la Viez, president of the Variety Club, and of High Machines; representatives from advertising clubs and agencies, the National Press Club, Junior Chamber of Commerce, Washington Board of Trade, and White House News Photographers Association.

Burning question for the hopeful singers will be: "Who's listenin'?" Everybody's lookin'."

Freed Vs. Brooklyn Paramount Main Event on Labor Day Go

NEW YORK — Disk jockey Alan Freed appeared to be in for another battle for the audiences at week's end when it became known that the Brooklyn Paramount Theater was setting an in-person pop disk act show at the same time as Freed's Labor Day all-star show down the street at the Brooklyn Fox Theater.

At the same time, the line-up of talent already set for the Freed show and announced Friday by Jack Hooke, appeared to have a healthy share of the hottest current acts. The group set for the 10-day package includes Chuck Berry, Frankie Avalon, the Kalin Twins, the Elegants, the Poni Tails, Larry Williams, Jimmy Clanton, the Danleers, Bo Diddley, Teddy Randazzo, Jo Ann Campbell, Jack Scott, the Royal Teens, Bobby Freeman, Bobby Hamilton, Gino and Gina, Ed Townsend, the Rocking Chairs, and the Alan Freed big band featuring Sam (The Man) Taylor, Georgie Auld and King Curtis. The Everly Brothers were also set for the final five days.

The background of the impending battle appears to go back to last June, when the idea of the Labor Day Alan Freed show was first discussed with Paramount Theater officials. According to Hooke: "They wouldn't give us an answer and finally we figured we would have to go elsewhere." Sources close to the scene pointed out that in a meeting of the Paramount Theater exec staff, there was at least one dissenting voice raised against a Freed appearance. "due to the unsettled situation in Boston. We felt that he was still too hot."

Wanted Cool-Off

It's believed that Freed was asked to wait until possibly Christmas or Easter when things would have cooled sufficiently. One ob-

WCMS Cuts C&W Fare to Part Time

NORFOLK — Station WCMS here, for four years an exclusively country music outlet, last week began operations as a part-time country medium. The remainder of the day's programming, predominantly pop, is based on the results of a week-long survey of audience tastes made by the station.

The survey was conducted under the name Listener's Filibuster, and was highlighted the first three days of last week, during which no music at all was heard over the station. Instead, the announcers stated they were taking a vote from the listeners to determine what kind of music they wanted to hear.

Eastern division manager of the Continental Broadcasters, Roy La Mere, in analyzing the results of the survey, stated that country music showed itself as a heavy favorite in the voting, but that this had been anticipated as a direct result of a four-year-old loyal audience. He said the outstanding trend shown in the WCMS survey was the preference for popular music other than rock and roll.

A breakdown on the survey shows that of the more than 22,000 votes cast, 39.84 per cent were for country music, and a 29.95 per cent for popular music. Hymns or sacred music, which was listed under a separate classification, accounted for 14.44 per cent of the balloting, outclassing rock 'n' roll by 3.44 percentage points. Rock 'n' roll received 11 per cent of the votes cast. The votes for classical and jazz music indicated a small minority preference, 2.96 per cent voting for classical, and 1.81 per cent for jazz.

server said that had the theater people thought Freed would "go ahead anyway," they might have relented. Now, annoyed by the Freed move into the directly competing, down-the-street Fox Theater, the Paramount has decided to oppose Freed.

What acts the Paramount group could hope to acquire in the three weeks remaining before the Freed show opens remained problematical. It was known that inquiries were made to at least two of the top agencies but in the case of numerous acts sought, they were found to be "unavailable." The thought was also voiced that some agents and acts would prefer not to go in to oppose Freed at all.

Part of the plan said to be in the works for the Paramount show would involve a rotating group of jockeys from WINS, Freed's former outlet here, but this could not be confirmed at press time.

Kenin Okays 'Best New Band' Push

NEW YORK — A proposal by the American Federation of Musicians to "discover" the top "new band of the year" in this country and Canada and help promote it to a mass audience was advanced as a result of a meeting here last week between Herman D. Kenin, AFM prexy and bandleader Lawrence Welk, who was here for a Carnegie Hall concert appearance.

The "best new band" contest awaits approval of the Federation's international executive board, but Kenin has endorsed the project as "one of several the musicians' union will carry out in the promotion of public appreciation and demand for live music as opposed to the 'canned' substitute."

Stereo? Do It Yourself With An 'Emperor II'

CHICAGO — The public is barely getting used to the idea of playing stereophonic records and tapes, when all of a sudden it becomes possible to make stereo tape recordings right in your own living room.

The Pentron Corporation of Chicago has introduced the Emperor II stereo tape recording and playback system. Two microphones are provided "for recording a whole new world of live, on-location stereophonic home entertainment, business meetings and professional performances. It has also been especially designed for taping stereo disks, A-M, F-M and multiplex broadcasts."

Now even the children's babyish gurgles and the sound of a raucous evening when friends drop in, can be caught on tape, stereo-style. The entire unit lists for \$450.

Seeco Skeds 8 LP's for Aug.

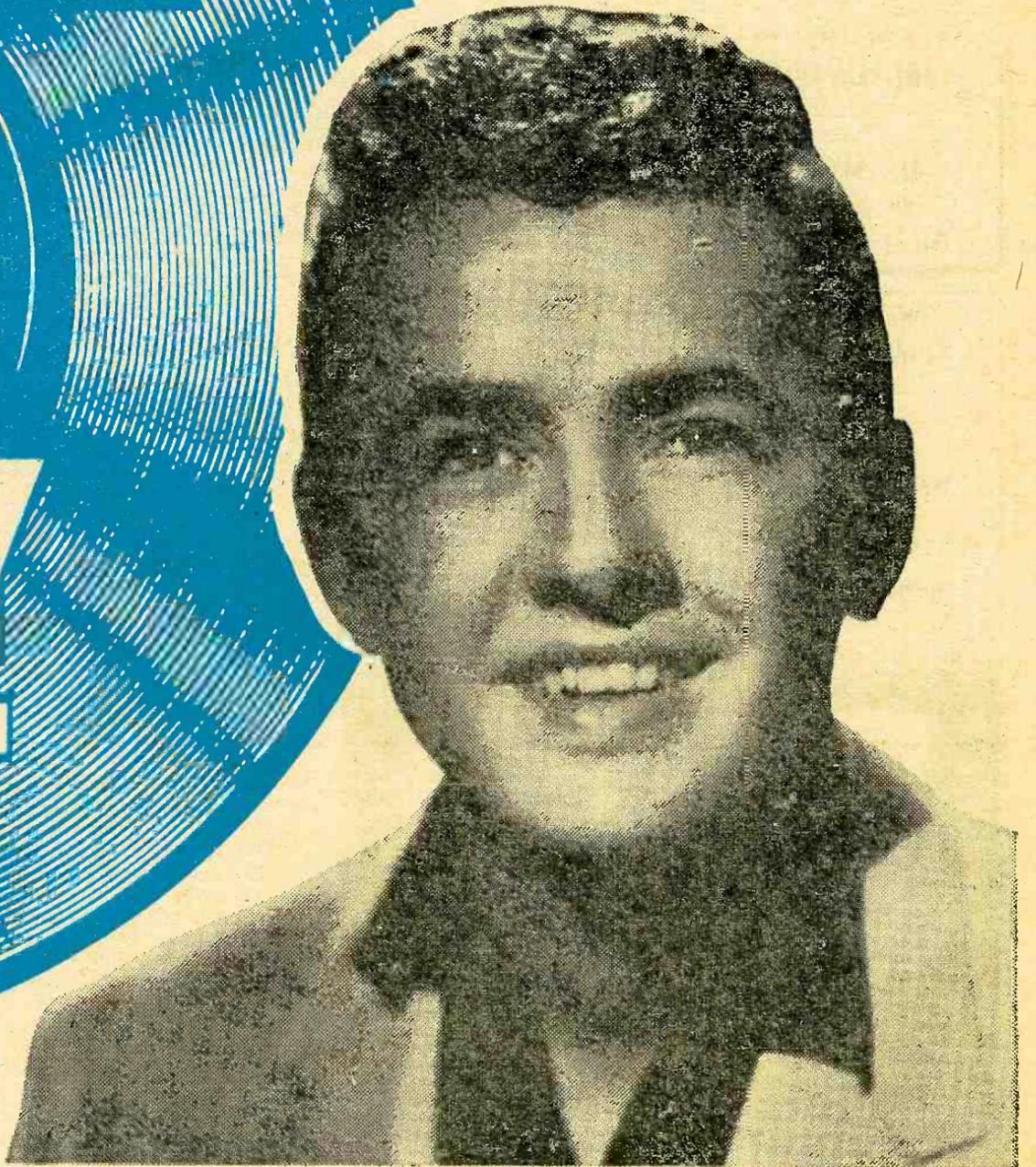
NEW YORK — Seeco Records will issue eight new LP's for August. The new sets are "Vive La France," "Dos Voces Y Un Corazon," "El Ritmico Nelson," with Nelson Pinedo; "El Gran Vicentico," "Un Brindisi Di Edoardo Lucchinia" and "Joe Valle Sings Songs of Rafael Hernandez." These will be in the regular Seeco series. On the "Celebrity Series," there will be "La Plata Swings for You," and "Songs They Censored in the Hills," a master that the firm recently purchased from Dickson Hall.

Will the electrical impulses from the duplicate signal on the new Warner Bros. stereophonic discs have sufficient amplitude to reproduce maximum fidelity?

fidelity, shmidelity, warner bros. stereo in vitaphonic sound is for everybody in the room... no matter where he's sitting. hear it on sept. 5.

Sensational!

GERRY GRANAHAN



SUNBEAM RECORDS

225 West 57th Street
New York, N. Y.
(PLaza 7-8387)

DESIGNED FOR DEALERS

Westinghouse Maps Giant Phono-Radio-TV Promotion

NEW YORK—Westinghouse is planning to backstock its entry into the stereo phono field with a multi-million-dollar advertising promotion campaign designed to aid phono retailers and music shops. The campaign will top last fall's expenditures in the same areas by more than 65 per cent.

The huge drive, due to promote everything from stereo to TV, also marks a close link between Westinghouse as a manufacturer and as a multistation broadcaster. High light of the promotion drive is a 12-inch LP of the Benny Goodman ork, waxed at the Brussels World's Fair in a deal handled by the Westinghouse radio-TV station group.

Altho Westinghouse makes clear

that "we are not in the record business; the album is a store traffic builder," much of the advertising is tailored around the album, which will be sold by the firm's dealers—but not in record stores—for \$1.29.

Major Splash

The timetable for the dealer-angled four-month campaign contains these high points:

Network TV: Starting August 25 on the present "Studio One" series, Westinghouse will start spotting special TV commercials featuring Benny Goodman, the album, and Westinghouse phonos. On September 18 there will be a special hour-long musical show—first in the "Studio One" time slot—featuring Johnny Green and the Benny Goodman Quartet, with BG doing some of the World's Fair numbers.

Westinghouse will also be spotting regular phono, radio and TV commercials in its new Desilu-produced show after October 6. And starting on October 15 there will be Westinghouse segments in National Telefilm Associates' "film

network" telecasts of old Shirley Temple movies in major markets. Plans are to have a trio of minute commercials on each feature telecast, with two of the spots plugging the firm's TV sets and one stressing Westinghouse "Stereo Fidelity" phonos.

On all of the TV activity, there are extensive plans afoot to bring dealers into the act via special displays and local tie-ins.

Newspaper Ads: Using large-space newspaper ads, a factory-paid ad campaign is scheduled to break September 7 in a total of some 63 markets, according to Russ Johnson, who heads up advertising for the Westinghouse radio-phono-TV products.

"This isn't a short-term hit-and-run campaign," he says. "It has continuity and depth in its impact and will go right thru the fall season."

The newspaper and Sunday supplement ads will feature the firm's TV sets heavily, but there will also be plenty of push in print media for the Benny Good-

(Continued on page 20)

AUDIO EXEC IS NEW VAN DOREN

NEW YORK — Never let it be said that an audio exec can't make money at something besides electronics.

Audio Fidelity's John Ridley, a bearded Britisher who's in charge of the label's audio demonstrations of stereo and monaural sound, is currently giving the bank on NBC-TV's "Dotto" quiz series a hard time. As of last Friday, TV contestant Ridley was already up to the \$9,400 mark—"about 3,000 guineas, actually," as he puts it—and showed every sign of continuing to knock off the weekly posers as fast as they come.

So far, he's scored 100 per cent on questions that have ranged from naming obscure sporting goods gear to naming the Wagnerian opera in which there's a search for the Holy Grail.

"My memory is the type that retains all the information that is generally of no earthly use," relates Ridley.

Exit Du Mont Jr., Smiling

NEW YORK — Allen B. Du Mont Jr. has announced his resignation as vice-president of Du Mont Television and Radio Corporation, the company established July 1, 1958 following sale by Allen B. Du Mont Laboratories, Inc., of its television and phonograph business to Emerson Radio and Phonograph Corporation. Benjamin Abrams is president of Emerson and of the newly formed Du Mont Television and Radio Corporation.

In announcing his resignation, Du Mont Jr. stated that "personal problems made it impossible for me to continue full time direction of marketing Du Mont television receivers and high fidelity phonographs." He added that he will be available to Abrams as a consultant on sales problems relating to Du Mont consumer products.

The younger Du Mont had been manager of the Television Receiver division at Allen B. Du Mont Laboratories, Inc., for two years. Prior to that he was assistant Television Receiver Division manager. He started with the company in

(Continued on page 20)

Motorola In New Stereo Disk Tie-Up

CHICAGO—In an effort to see that buyers of Motorola stereo portables and consoles have stereo records to play, Motorola, Inc., has worked out a deal with Dave Miller's Stereo Fidelity label whereby Motorola distributors will handle the recently-announced five record stereo libraries released by the Philadelphia firm.

Peter H. Whelen, radio advertising and sales promotion manager for Motorola, announced that the different libraries (classical, show tunes, mood and dance and basic stereo) will be available thru Motorola distributors to dealers. Firm will sell the disks to distributors at \$6.80 for the individual libraries or \$27.50 for the complete four libraries. Distributors are at liberty then to utilize the records for stereo demonstration, traffic builders or as a bonus gift offer in selling the Motorola stereo line.

The stereo disks carry a special label reading "Motorola Stereo High Fidelity Recordings."

The Motorola-Dave Miller deal marks the first time that a packaged set manufacturer has taken over the whole stereo output of a firm for distribution. Previously, manufacturers have purchased job lots of monaural Long Plays or specially made demonstration records from diskeries.

Arvin Fires Off New 'Satellite'

COLUMBUS, Ind.—An auxiliary amplifier and speakers that can be paired either with its AM-FM stereophonic radio or its new stereophonic phonograph has been introduced by Arvin Industries.

Housed in a cabinet identical to that used with the stereo radio, the amplifier "satellite" unit has two speakers, a 7-inch by 5-inch woofer and a 4-inch tweeter. The amplifier has four tubes with a push-pull output providing "10-watts of undistorted power."

Four separate controls include on-off-bass, treble, volume and four-position record compensator control for stereo radio tuner and flat, R.I.A.A., and L.P. record reproduction. There are two input jacks and an external speaker terminal.

Suggested retail price of the Model 1586 is \$49.95.

Arvin will offer as accessories for its phonographs a stand with silent rolling rubber casters and adjustable top, a 15-foot interconnecting cable, 45 r.p.m. record spindle and an interchangeable stereo cartridge for its Model 7096 phonograph equipped with a monaural cartridge.

Geo. Barth In Symphonic Post

NEW YORK — Ray Clevens, national sales manager of Symphonic Radio & Electronic Corporation has announced the appointment of George F. Barth to the position of manager of marketing services. In this new department, Barth will assist Clevens in all marketing problems, promotions and research and development of new markets.

Barth comes to Symphonic with a background of experience in the electronics field, first with General Electric where he had been New York regional advertising and sales promotion manager and subsequently with Gross Distributors, Olympic Radio & Television and most recently with Capehart.

Fisher Unit Is Designed for 'Stacked' Use

NEW YORK — Fisher Radio is launching a new Model 30-C Master Radio Control at \$59.50 with complete preamplifier and control facilities for one stereo channel or a monaural system.

Compact in size, the unit is reported "ideally suited for stacking," with two 30-C's forming a complete master stereo control. A total of seven, switch-selected input jacks provide for all types of program sources: magnetic phono, ceramic phono, tape deck, microphone, tuner, tape recorder, etc. Two output jacks include "Main" for driving one channel amplifier-speaker system, and "RCRDR" for recording while enjoying normal listening.

Total of five controls are located on the front panel. Six position input selector provides equalization on low-level phono and tape channels, and volume control serves as a channel volume control in stereo systems, and as a master volume control in monaural systems.

The audio circuit has a total of four stages: two-stage high-gain preamplifier-equalizer; tone control amplifier; low-impedance audio output stage permits cables up to 30 feet in length without loss of signal.

The Fisher Master Audio Control, Model 30-C, is available in hand-ribbed cabinets in Mahogany, Walnut and Blonde. Cabinets are priced at \$12.95. Prices are slightly higher in the Far West. Cabinet dimensions are: 12-13-16" wide; 7-1-8" deep; 3-1-4" high.

MASTER MIX DEGREE

Stereo Demands New Know-How

• Continued from page 1

section, the string section and the brass, with extra mikes spotted around for "shading." The physical arrangement of the band looks as tho everybody was trying to sit in a part of the stage he's never sat in before.

"We put percussion dead center, with part of its sound fed to each stereo channel. Utility pieces are spotted on the right to enhance the over-all stereo sound," says Henderson. "Strings and brass are left and right, with our 'extra' cast channel divided and fed electrically to the two stereo lines."

'Ghost' Channel
Altho "Bandstand" has used two-channel (AM and FM outlets in the NBC Radio skein) sound, ork director Henderson makes use—as a growing number of stereo recordings do—of a "third channel" effect.

"We try to play our vocalists to the 'inside edges' of the two loudspeakers listeners are hearing at home," he explains. "Musical backings on the stereo channels

have clean separations to get the 'panorama' effect, but our aim is to make cast and singers sound 'centered' between the two speakers. This is what gives stereo a real illusion."

That the "Bandstand" brand of stereo has achieved this illusion, incidentally, is attested to by un-hip audience members at NBC's dramatically staged press demonstrations of network stereo. Henderson and Sarser have been frequently accused of gimmicking the demonstration by sneaking in a third loudspeaker behind the room's curtain.

"We could collect a fortune in bets on our two speakers," says Henderson.

'ENTERTAINMENT CENTERS'

Sees U. S. Dealers Learning Much From European Selling

OPELIKA, Ala. — "American radio-TV dealers could take a tip from their European counterparts, who have retained the bulk of that business with a successful merchandising formula."

So says audio exec Nat Welch, who recently returned from a business trip which took him to eight European countries. Welch is vice-president for sales, ORRadio Industries, Inc., manufacturers of Irish brand magnetic recording tape.

"The European radio-TV dealer has made his store into a 'Home Entertainment Equipment Center,'" Welch said, "and, as a consequence has retained 95 per cent of the radio, TV and phonograph business."

"Because he has tailored his merchandising program to fit his market, the European dealer has

kept his business from drifting off to a dozen different outlets like jewelry stores, furniture stores and even filling stations," he said.

"I noticed most of them offered, under one roof, a complete stock of equipment for home entertainment—radios, television sets, tape recorders, and record players. A good stock of records brings in heavy traffic. They capitalize on this traffic to push other items of home entertainment."

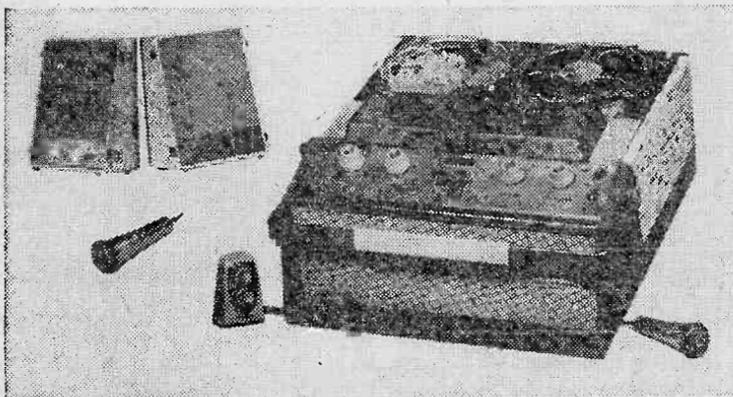
"However, the European dealer does not complicate his merchandising program by carrying unrelated lines. I saw no air conditioning or white goods in any radio stores," he relates.

American radio and TV dealers have an exceptional opportunity however, to recapture a great deal of the musical electronics business

(Continued on page 20)

New Products:

PENTRON'S EMPEROR II



A special feature of the Pentron exhibit at the NAMM show was the Emperor II stereo recorder. This illustration shows both speakers in the rear. The unit is equipped with a special remote control for chairside use.

MANTOVANI plays

Europe's Biggest Hit

Tulips From Amsterdam



1823

Whipping up a storm...

MAX BYGRAVES

You Gotta Have Rain

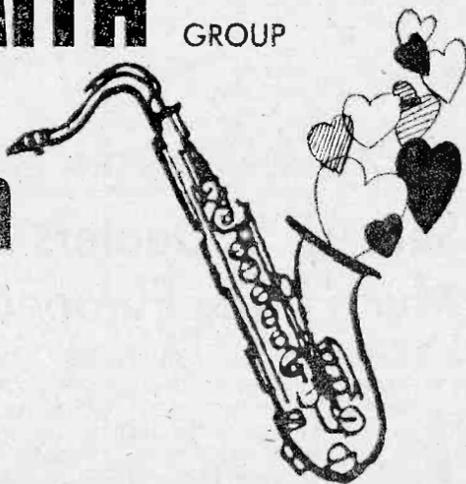


1813

Bigger than "Bewitched"...

THE BETTY SMITH GROUP

My Foolish Heart



1819

LONDON

RECORDS



539 WEST 25TH STREET, NEW YORK 1 NEW YORK

*Plenty of spins
for this great
new talent*

Ron Cummins



Sleeper of the Week

CASH BOX

CINDERELLA

'NEATH A

BEACH

UMBRELLA

8536

Felsted

RECORDS

539 West 25 St., New York 1, N. Y.

PREVIEW FOR DEALERS

Pilot Steers Stereo Course With Packaged Phonos and Components

By CHARLES SINCLAIR
NEW YORK—A bumper crop of phono dealers and components retailers braved the heat of an August afternoon last week to crowd the Waldorf-Astoria's Sert Room for a look at several important new items in what Pilot Radio calls its "Stereo Fidelity component-console line."

First thing that caught most eyes was the flashy new front-end styling on new stereo components like the SP-210 pre-amp (\$89.50 less power supply) and the FA-670

tuner (a de luxe AM-FM job at \$199.50). Panels and knobs fairly glistened—as well they might, since the front ends are gold-plated.

"Stereo purchasing is a family thing today," said Jack Gilbert, whose agency handles Pilot's growing ad account. "The engineering features will appeal to men, but styling will catch a woman's eye quickly."

New Stereo Phonos

A number of the new stereo component units—which do not supersede the older component units like the SP-215 pre-amp, incidentally—appear in new Pilot phono packages.

Of its two key stereo packages, Pilot states:

"A new stereophonic phonograph in contemporary low-boy

styling, Pilot Model C-1065 will provide complete stereo performance in a single cabinet. The attractive self-contained unit is equipped with a Pilot dual pre-amplifier and 32-watt-peak stereophonic amplifier. The matching speaker compartments each contains a three-way, three-speaker system. The clean lines of the cabinet are enhanced by a swept back grille with one speaker system on each side for maximum stereophonic definition. The Model C-1065 phonograph uses the Garrard 121-H four-speed stereophonic changer which is equipped with a Pickering 371D magnetic stereo cartridge and diamond stylus. It is priced at \$339.50 in mahogany.

"Pilot's new Stereo Fidelity (Continued on page 20)

Centralab Offers New 20 p. Booklet

CHICAGO—A revised edition of the Centralab 20-page illustrated booklet on the "Compentrol," compensated volume control for high fidelity, has just been released. Designed as a replacement for ordinary volume controls on radio, TV, phonographs, etc., the Compentrol compensates for the Fletcher-Munson effect, according to Gerry Mills, distributor sales manager.

"When installed on a radio or phonograph, the Compentrol increases the level of the high and low frequencies. Thus, these important frequencies, ordinarily not heard when standard volume controls are used, become audible and dramatically improve the reproduction qualities of the unit," Mills stated.

The booklet is available without charge by writing to Centralab, 900 East Keefe Ave., Milwaukee 1, Wis.

Tandberg Hops on New Four-Track Bandwagon

NEW YORK — Tandberg of America, Inc., is mapping introduction of a new four-track head, three-speed, stereo tape player.

The new unit is called Model 3-Stereo-4T and is currently being made available for distribution on the American market. The machine has all of the features of the Model 3-Stereo presently on the market plus a 4-track head which permits the playing back of the new 4-track 3-3-4 stereo tapes and also playback of the present stereo tapes.

Among the features of the re-

recorder is the increased range of frequency response. The range has been increased to 30-6,500 cycles at 1-7-8 i.p.s., 30-12,000 cycles at 3-3-4 i.p.s., and 30-20,000 cycles at 7½ i.p.s.

The recorder is housed in a Scandinavian styled, fine grain mahogany cabinet with a luggage type leather carrying case. Entire unit, including reel of tape and microphone, is priced at \$379.50.

The 3-Stereo-4T has two balanced playback pre-amplifiers and power amplifier, a Goodman

TAPE SHAPES FAIR SNARE

BRUSSELS, Belgium — World's Fair visitors are flocking to watch a typical Belgian countryside of today transformed to the world of 2000 A. D. in a unique 962-square-foot display that is part of the General Motors diorama exhibit.

Secret behind the animated display is a complete magnetic tape automation control system based on units made by Magnecord Division of Midwestern Instruments, Tulsa. Not only do the Magnecord units control the animation, but four Magnecords deliver a complete magnetic tape commentary in English, French, German, and Dutch simultaneously. Observers on three gallery levels may listen to their choice of languages by selecting the proper electronic headsets.

The diorama weighs 52,000 pounds and has 100,000 individual trees, 150 houses and hundreds of people, bridges, canal barges, and farm animals. 700 miniature automobiles, trucks, and buses, all built to scale, run at various speeds along the highways.

The Magnecord tape instruments which control the exhibit are standard 616 long-play professional types, like those used in background music studios.

speaker, and a matched crystal microphone. Each set comes equipped with 1,200 feet of tape. It can also record 4-track stereo tape with the addition of the Model 241 Stereo Record Pre-amplifier.

Last-named accessory allows use (Continued on page 20)

Tape Industry Wins Victory In Tax Battle

WASHINGTON — Testimony from industry spokesmen has convinced the Senate Finance Committee that levying a 10 per cent tax on tape and wire recorders, players and recorder-players is not warranted at this time.

The Senate tax-writers, in their report issued last week (6) on the proposed levy, pointed out that "testimony" before the committee "has indicated that, as a result of recent events, tape and wire recorders should not at the present time be viewed as competitive with phonographs."

Committee said testimony indicated that "Because of the high development cost of a new, infant industry, combined with the present economic situation, over one-half of the tape recorder manufacturers are continuing to lose money on these products sold in the consumer market."

New tax was incorporated in the (Continued on page 20)

New 4-Track Head For Stereorecorders

SUN VALLEY, Calif.—Superscope, Inc., has announced that all their new Model 555-A Stereorecorders are available with an extra playback head to reproduce the new four track stereophonic tapes. This new head is an optional feature and will be in addition to the regular two channel stereophonic recording and playback facilities that are standard features of the stereorecorder.

UP THE CHARTS goes

DOWN

THE AISLE

OF LOVE

b/w PLEASE, DEAR

on

H-321

by

THE QUIN-TONES

Attn: Dealers! One-Stops! Operators!

"Down the Aisle" is up your alley!

IT'S THE BIG BEAT BALLAD OF THE SEASON!

Sold through your ABC-PARAMOUNT distributor

Distributed in Canada by Sparton of Canada, Ltd.

HIT! HOT!

on the

HUNT

label!

Captain Kangaroo

Now

Mickey Mouse Club

FOR THE FIRST TIME—

THE HOTTEST And MOST COMPLETE

LINE OF CHILDREN'S LP's

\$1.98

ALL AT RETAIL!

* All Available Through Your Disneyland Distributors *



Golden LP's

New!

- GLP 26 CAPTAIN KANGAROO'S MERRY CHRISTMAS
12 favorite Christmas songs and stories from Dickens to "Frosty the Snowman."
- GLP 27 GOLDEN TOP TV JAMBOREE
12 favorite TV characters, including Wyatt Earp, Lassie, Popeye, etc. Musical Director: Mitch Miller
- GLP 28 THERE'S NOTHING LIKE A MARCHING BAND
12 great Sousa marches with lyrics, recorded by a full brass band.
- GLP 29 A CHILD'S INTRODUCTION TO JAZZ
Similar to "Introduction to Orchestra" with top jazz men playing for children.
- GLP 30 17 SONGS FROM 7 GREAT RODGERS & HAMMERSTEIN SHOWS
Including "South Pacific," "The King and I," "Oklahoma!," etc. Musical Director: Mitch Miller
- GLP 31 FOLK SONGS OF AMERICA
Featuring Pete Seeger, who sings and explains authentic songs from our past.

- GLP 1 A CHILD'S INTRODUCTION TO THE ORCHESTRA
Describes the instruments of a great symphony orchestra. Musical Director: Mitch Miller
- GLP 2 WALT DISNEY'S SONG PARADE
25 best songs from Walt Disney motion pictures. Musical Director: Mitch Miller
- GLP 4 A CHILD'S INTRODUCTION TO THE GREAT COMPOSERS
Selections from every noted composer from Bach to Bartok. Musical Director: Mitch Miller
- GLP 7 ROY ROGERS AND DALE EVANS SING 16 GREAT SONGS OF THE OLD WEST
Nostalgic cowboy classics.
- GLP 3 ADVENTURES IN MUSIC: TUBBY THE TUBA, ADVENTURES OF A ZOO, STORY OF CELESTE
Illustrates how music tells a story.
- GLP 11 A CHILD'S INTRODUCTION TO GILBERT AND SULLIVAN
31 selections from "H.M.S. Pinafore," "The Mikado," etc. Musical Director: Mitch Miller
- GLP 12 A GOLDEN TREASURY OF MOTHER GOOSE AND NURSERY SONGS
45 songs from world's best children's music. Musical Director: Mitch Miller
- GLP 13 THE WIZARD OF OZZ (featuring Art Carney) and PETER AND THE WOLF by Serge Prokofieff
- GLP 14 CHRISTMAS SONGS AND CAROLS
9 traditional Christmas carols and 9 songs of yuletide cheer. Musical Director: Mitch Miller
- GLP 17 THE FIRESIDE TREASURY OF FOLK SONGS
Favorites loved and sung everywhere by Americans of all ages. Musical Director: Mitch Miller
- GLP 18 HOAGY CARMICHAEL'S HAVIN' A PARTY
Hoagy sings his best old and new songs, including "Lazy Bones" and "Stardust."
- GLP 19 BIBLE SONGS
8 complete stories from the Old Testament in song, including "Adam and Eve," "Noah's Ark" and "Moses." Musical Director: Mitch Miller
- GLP 20 BING CROSBY SINGS "ALI BABA AND THE 40 THIEVES"
A musical Arabian fantasy in story and song.
- GLP 21 BING CROSBY SINGS A CHRISTMAS STORY ("An Axe, an Apple and a Buckskin Jacket")
A story and a song.
- GLP 22 BING CROSBY SINGS "NEVER BE AFRAID"
Musical version of Hans Christian Andersen's "Emperor's New Clothes."
- GLP 23 BING CROSBY SINGS "JACK B. NIMBLE"
Mother Goose fantasy (including "Old King Cole," "Humpty Dumpty," etc.)
- GLP 24 GOLDEN TREASURY OF POPULAR SONGS
18 popular songs including "Over the Rainbow," "Paper Doll," etc. Musical Director: Mitch Miller
- GLP 25 CAPTAIN KANGAROO'S TREASURE HOUSE OF BEST LOVED CHILDREN'S SONGS
Featuring Bob Keeshan and Lumpy Brannum



Walt Disney's Mickey Mouse Club LP's

New!

- MM 26 THE LITTLEST OUTLAW, THREE LITTLE PIGS, JOHNNY APPLESEED, AND BONGO
Favorite Disney stories with their hit songs told and sung by Jiminy Cricket and Buddy Ebsen.
- MM 22 HOLIDAYS WITH THE MOUSEKETEERS
A song for every holiday, including New Year's, Valentine's, Easter, Father's and Mother's Day, 4th of July, Hallowe'en, Thanksgiving, Christmas and Happy Birthday!
- MM 23 SONGS ABOUT ZORRO AND OTHER TV HEROES
Songs from best known TV shows, including "Zorro," "Andy Burnett," "Chayenne," "Sheriff of Cochise" and "Davy Crockett."
- MM 18 WE'RE THE MOUSEKETEERS
All the Mouseketeers, including Annette, Darlene, Cubby, Karen, Tommy, Doreen, Bobbie, Cheryl, Sharon, Jimmy Dodd and Roy Williams, sing their favorite songs.
- MM 24 SONGS FROM "ANNETTE" AND OTHER TV SERIALS
Includes the best selling "How Will I Know My Love?" and other songs from Walt Disney serials "Annette," "Spin and Marty," "Hardy Boys," "Boys of the Western Sea," etc.
- MM 14 27 NEW SONGS FROM THE MICKEY MOUSE CLUB TV SHOW
Featuring Mousekethoughts with Jimmy Dodd, Safety First with Jiminy Cricket, Mousemusicals with Darlene and roll-up-the-rug type music for Mousekedarances.
- MM 20 WALT DISNEY SONG FEST
Darlene, Jimmy Dodd, Jerome Courtland, Moochie and other Mouseketeers sing selections from "Snow White," "Peter Pan," "Alice in Wonderland," "Cinderella," etc.
- MM-12 MUSICAL HIGHLIGHTS FROM THE MICKEY MOUSE CLUB TV SHOW
26 songs by the actual cast, including the theme song and Mickey Mouse Club March, with special numbers by Jimmy Dodd, Mickey Mouse, Donald Duck, Jiminy Cricket and orchestra.

Best of Classics for Children

Zorro
Annette
Mouseketeers

DISNEYLAND RECORDS
Burbank, California

SPARTON RECORDS
in Canada

Stereo-Slanted 1958 NAMM Show Passed 10,000-Visitor Mark

CHICAGO — The 1958 Music Industry Trade Show and Convention broke all attendance records, exceeding the previous high by 1,913 visitors.

Total registration reached 11,205 during the four-day sessions at the Palmer House. There were 5,050 buyers, compared to 4,361 the previous year. Exhibits, also up from last year, totaled 253.

This year's music show marks the first time the attendance has topped the 10,000 mark. "We knew stereo was bound to make a lot of noise," notes William R. Gard, executive secretary of the NAMM, which sponsors the show. "But frankly we didn't expect as tremendous and enthusiastic a turnout. Stereo was, of course, the big drawing card and I think everyone who attended the show really got an earful."

Gard predicted that stereo's three-dimensional sound will be heard in ever-louder volume in coming months as the new products at the trade show are introduced at the consumer level.

Boom For Music
Big attendance jump at the

music show is considered highly significant of the growth of the music business, coming at a time when all other trade shows in Chicago have reported decreasing attendance.

Buying of all musical merchandise was reportedly excellent, pointing to increased selling activity in the fall and winter seasons ahead. With many dealers' inventories low as a result of an earlier "wait and see" attitude, renewed buying marked the strong spirit of optimism at the show.

Paul E. Murphy, outgoing NAMM president, attributed this optimism to the remarkable music boom of the postwar era and the fact that the music industry has a built-in safeguard against economic slumps. In a recession period, he noted, people are more inclined to stay home and invest their money in something that gives them lasting pleasure—like music.

He outlined the extensive \$80,000 five-year research program now under way at Massachusetts (Continued on page 44)

NEW FACILITIES

H'wood Sound Studio Tailored for Stereo

HOLLYWOOD—Acquisition of a three-story, block-long building at Sunset Blvd. and Highland Ave., to house new built-for-stereo recording studios was revealed last week by Radio Recorder Company.

Custom recording firm, which provides studio facilities for a good portion of the nation's phonograph records, radio spot announcements, and TV sound tracks, will also continue to operate its present studios at 7000 Santa Monica Blvd.

"The new Sunset-Highland studios will make available on the West Coast the most advanced stereophonic disk and tape equipment, including facilities for two, three and four-track recording," said one of the firm's execs.

In addition to the stereo facilities, 35-mm. projection equipment will be provided for scoring motion picture and television films.

\$200,000 Cost
Some \$200,000 will be spent in converting the building. Designs call for a main studio 45 by 75 feet with a 24-foot ceiling which (Continued on page 20)

ORGAN FIRM IN C&W TUNE PLUG?

NEW YORK — The Magnus Organ Corporation, which has broken thru price barriers galore with its new \$129.95 electric chord organ, is nevertheless causing music trade editors to double-take at a promotion letter being mailed over board chairman B. A. Mitchell's signature.

"How would you like to play 'On Top of Old Smokey' on an electric chord organ less than 60 seconds after you see the instrument?" the letter starts out.

Cracked one of The Billboard's staffers: "Like, man, those Magnus cats haven't been visited by a song-plugger in a long time."

Blockbuster Ad, Promo \$\$ From Webcor

CHICAGO — A \$1,250,000 company and distributor-dealer cop advertising and point-of-sale promotional program was announced this week for Webcor's hi-fi and stereo record and tape playback line by George Jincker, ad manager.

Primary prong in the ad program will be approximately 16 full color page ads in Life, Holiday, Living for Young Homemakers and House and Garden. Slick consumer ads will spearhead an "It's Stereo All the Way" slogan for the local firm. In addition, they will run black and white ads in National Geographic, Harper's, High Fidelity, Esquire and the New Yorker. Slick budget is 23 per cent ahead of 1957.

The first point-of-sale program breaks in September, with store windows using a "Hi-Fi Fashion" theme, stressing the entire new line of tape and record, and the designing of Hans Ebert. In late October, a Christmas gift program again (Continued on page 20)

Organ Is in Combo With Stereo Phono

SEPULVEDA, Calif.—Thomas Organ Company has announced introduction of a new organ-hi-fi phono combination with stereo record player and dual amplifier and speaker systems.

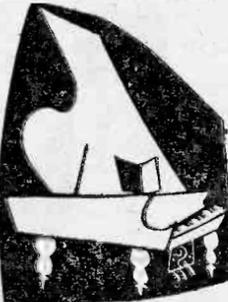
"The new instrument allows the music merchant to make sales to the undecided prospect who wants an organ and a hi-fi, but cannot afford both, in addition, it offers the up-to-the-minute sales potential of stereo sound. Reaction from many merchants is that his unit can be a key in helping to get sales of stereo records off the ground," says a Thomas exec.

40 watts peak power from this new unit is effected thru the use of two complete sound systems in an attractively styled cabinet and thru six speakers located in the (Continued on page 44)

Amperex Sets 2 New Tubes

HICKSVILLE, N. Y. — Two new type TV tubes (type 6ES8 and type 6DJ8) incorporating the frame grid construction recently developed by Amperex Electronic Corporation will be used for the first time in many 1959 model TV sets. The use of these tubes will make possible an increase in effective TV signal reception area of up to 35 per cent over what is now attainable with present day sets, according to Amperex execs.

Manufacturers of electron tubes (Continued on page 44)



Manufacturers and dealers will provide information for THE BILLBOARD'S SPOTLIGHT ON CLASSICAL RECORDS ISSUE

It's coming in the SEPTEMBER 29 ISSUE

"CAROL"

BY

CHUCK BERRY

chess 1700

"LADO-DADA"

BY

DALE HAWKINS

checker 900

"TRY A LITTLE TENDERNESS"

BY

TAB SMITH

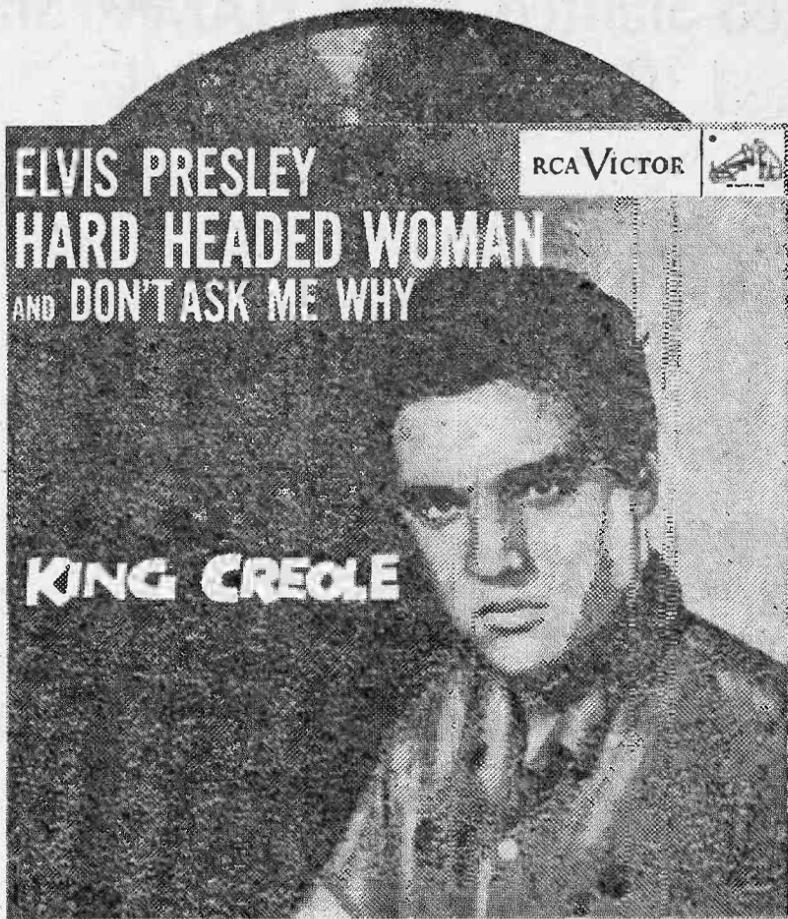
argo 5304

Chess Producing Corp., 2120 S. Michigan, Chicago 16, Ill. Phone: CALumet 5-2770

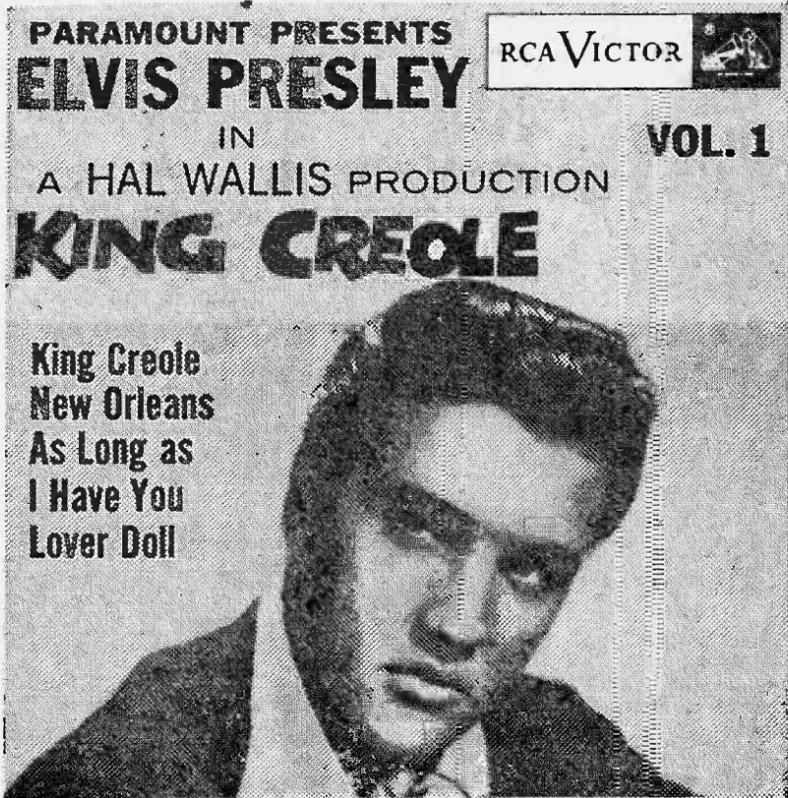


ELVIS' GREATEST YET!
SENSATIONAL SELLERS
 FROM HIS NEW MOVIE, NOW
 PLAYING IN OVER 500 THEATRES
KING CREOLE

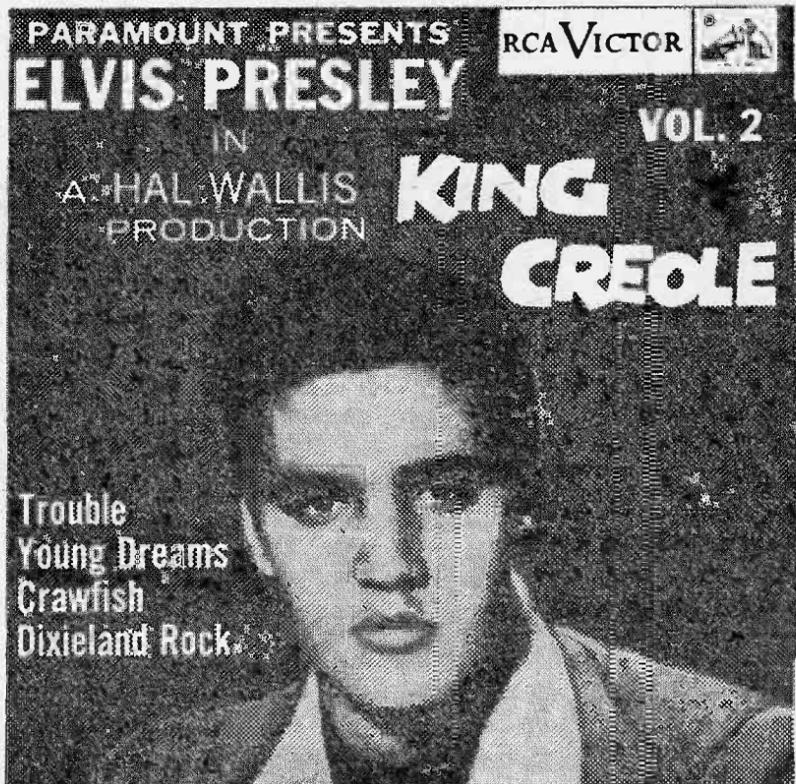
STOCK NOW FOR THE RUSH!
 A HAL WALLIS PARAMOUNT PICTURES PRODUCTION



SINGLE RECORD 47/20-7280



45 EP, VOL. 1—EPA-4319



45 EP, VOL. 2—EPA-4321

Westinghouse Maps Promotion

• Continued from page 14

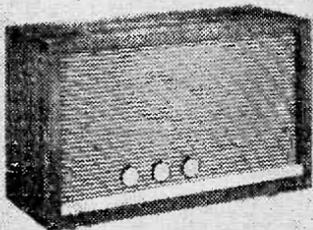
man album, with many of the ads scheduled to carry the names of local Westinghouse dealers where the album is available.

Local Radio: Radio is also a key item on the media list in the big Westinghouse campaign. Spots will be scheduled for a total of 50 cities to run over a month's time in midfall, according to present plans. And there's even a chance Westinghouse may shop for radio advertising outside of the U. S. as well, for the Benny Goodman album is due to receive international promotion by Westinghouse, which exports many of its top electronic items.

Agency Planning

The campaign is being handled for Westinghouse by the Grey Agency, one of the slickest medium-sized agencies in the trade and a veteran shop in handling all kinds of retailing promotions.

"Every buck that's spent in this campaign this fall will be put to work in many ways for the Westinghouse dealer," says Hal Davis,



Grey veepee and himself a confirmed jazz and audio buff.

One angle of the campaign is—so far—purely a local one, but it's been tested in a "pilot project" that may be expanded to as many as a dozen major cities thruout the country.

Musical Salutes

Title of this project is "Salute to Music," which is described by Westinghouse as, "a formula which mixes Westinghouse plus music plus the dealer to build traffic, product exposure, dealer prestige, and valuable publicity."

Civic proving ground for the "Salute" project was Boston, where earlier this summer Westinghouse went all-out in a far-ranging series of musical tie-ups to salute musical Boston. Involved in the liaisons were a varied list of local activities including chamber music,

Exit Du Mont

• Continued from page 14

1953 as a sales trainee in the Cathode-Ray Tube Division. Later, he became a divisional sales representative and assistant to the Tube Division manager. His next assignments were with the Television Receiver Division, where among his posts in sales, merchandising and administration, he was district sales manager of New York State, before being named assistant division manager.

Son of Dr. Allen B. Du Mont, founder and chairman of the board of the pioneer electronics firm, he is a graduate of Rensselaer Polytechnic Institute where he received a degree in management engineering.

folk music, piano recitals, children's choruses, choirs and glee clubs, public school and collegiate music, religious music, musical education, plus Westinghouse hi-fi and stereo sound demonstrations within the city and at famed Jordan-March department store.

"Our entire ad promotion program," says E. J. Kelly, the general manager of Westinghouse phono division, "will be the biggest thing of its kind in the music field."

U. S. Dealers Learn

• Continued from page 14

with the boom in stereophonic sound, Welch believes.

U. S. Vs. Russia

Welch represented ORRadio Industries at Alabama Day at the Brussels World's Fair. The exhibits in the American Pavilion were in sharp contrast with those from Iron Curtain countries, he said, and were indicative of the difference in living conditions in the free world and in Russia and her satellites.

"Nowhere was this difference more striking than in the music rooms and the kitchens of the exhibits," he said. "In the music room of the American Pavilion you relaxed in an atmosphere of pleasure and comfort to stereophonic music on tape. The ceiling was covered with a design made up of the colorful jackets of 1,000 long-playing records.

"Recorded music in the Russian exhibit came from scratchy records on cheap little record players. The record-jackets were only white cardboard imprinted with plain black type.

"When my wife saw the American kitchen she wanted to put on an apron and move right in. By comparison, the stoves and refrigerators shown in exhibits of Iron Curtain countries would have been out of date in the U. S. 25 years ago."

Welch noticed particularly that the flooring in the Russian exhibit was patched in a large number of places and commented: "I couldn't help but wonder what happened to the Russian who put down that floor."

Webcor Promotion

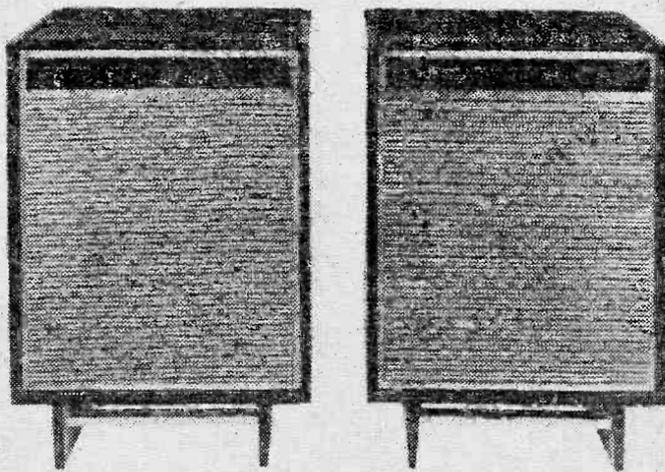
• Continued from page 18

featuring a window display, will be used.

Dealer-wise, Webcor will offer 2,400 outdoor billboards in approximately 50 market areas, with the theme, "Stereo Music Sounds Better on a Webcor." New open-end e.t. spots for radio are also being offered. All literature on the 1958-

New Products

COLUMBIA STEREO PHONO



The Columbia Model 680 is completely equipped for stereo reproduction. One unit includes changer, controls, dual amplifier and one set of speakers. The matching unit contains the second set of speakers. Available in three finishes, the 680 retails for \$379.95 and is a major Columbia fall item.

'Up the Irish' In Tape Sales

OPELIKA, Ala. — Irish Recording Tape chalked up a new record sales month in July, leading ORRadio executives to predict "exceptionally good business" this fall.

The month's sales soared to an 89 per cent increase over July, 1957, reports Nat Welch, vice-president for Sales, ORRadio Industries, Inc. July is a normally slow month, he said, but this July was "the biggest month in the history of the company."

"Ordinarily, following the summer period, we don't experience an upturn in business before September," he said, "but this year the upswing started in July. On top of that, August has opened with strong sales for us. We believe this to be positive indication that business will be exceptionally good this fall."

Mr. Welch pointed out that the figures were following the pattern of ORRadio's sales trend. "Every quarter has shown an increase over the corresponding quarter of the previous year," he declared.

He noted also that 1957-'58 fiscal year sales showed a 49 per cent gain over the 1956-'57 figures which, in turn, were 63 per cent ahead of the year before."

Canadian Hi-Fi Show Is Opened to U. S. Mfrs.

WASHINGTON — U. S. firms are invited to display in the Eastern Canada Appliance - Radio - Hi Fi Television Show to take place in Montreal, September 15-20.

The trade show, previously known as the All Electrical Show, is in its ninth year, and exhibitors are solely manufacturers and manufacturers' exclusive distributors. Last year's show drew 60,000 consumers and dealers during a week-long run.

U. S. firms interested in participating are invited to contact Mr. W. R. Berlinguette, Eastern Canada Exhibitions, Inc.; Suite 257, Show Mart Building, 1600 Berri Street, Montreal, Canada.

A limited number of brochures on the show can be obtained from the Trade Development Division, Bureau of Foreign Commerce, U. S. Department of Commerce, Washington 25, D. C.

'59 tape and phono line will be four-color art work. Webcor will also offer at cost a special 12-inch LP of stereo demo tracks around September 1 for store demonstration only.

Entire program was worked out with John W. Shaw Advertising Agency, Chicago.

Pilot Steers Stereo Course

• Continued from page 16

Model C-1066 features a stereophonic phonograph system identical to Model C-1065, above, and includes an FM-AM tuner — Pilot component Model FA-540, for FM or AM radio broadcasts. Model C-1066 is priced at \$449.50 in mahogany."

Each of these stereo component-console units will be available in mahogany, blonde or walnut. Model C-1056 and C-1066 also feature an automatic shut-off switch, which will stop the record changer and turn off the amplifier after the last record. At the option of the user, this switch may be placed in the "manual shut-off" position, and the changer will stop after the last record altho the am-

plifier will continue to operate until turned off manually. The C 1065 and C-1066 are equipped with a Balance Control to permit precise adjustment of either speaker system, a synchronized volume control to adjust both channels simultaneously, and separate bass and treble tone controls.

Big Stereo Line

During its Easter dealer conference, Pilot demonstrated all instruments in the new stereophonic line—including 12 phonographs and radio-phonographs, and five speaker systems, as well as the new stereo-phononic components used in the console systems, and also sold separately.

Four models of the Pilot Stereo Fidelity line are self-contained systems. Eight additional stereophonic phonographs and radio-phonographs are two-cabinet systems, each designed to accommodate all of the required dual-channel electronic components and controls in the record changer cabinet. The Companion cabinet is used only for the matching four-way speaker system—requiring no additional power lines to the auxiliary speaker and no remote switching or remote amplifier. "This system enables a consumer to purchase a compatible stereo-engineered console now and add only an auxiliary speaker system later, for stereo," Pilot states.

The Pilot component-console line includes two portable stereophonic phonographs, three stereo phonographs, three FM-AM stereo radio - phonographs, two radio-phonograph combinations with stereophonic FM-AM tuners, a completely self-contained Regency credenza radio-phonograph also with FM-AM tuner for stereophonic or monaural reception, and a Provincial cabinet with identical components. The entire Pilot component-console line ranges from \$199.50 to \$1,050. All Pilot consoles use Garrard four-speed record changers with Pickering 371D magnetic stereo cartridges and diamond styli.

Eight new components displayed by Pilot included Model FM-660 De Luxe FM Tuner, FA-670 De Luxe FM-AM Tuner, FA-680 De Luxe Stereo FM-AM Tuner, FA-690 De Luxe Stereo FM-AM Tuner and Dual Pre-Amplifier, SP-210 Stereophonic Pre-Amplifier and Control Center, P-10 Power Supply, SA-232 Stereophonic 64-watt-peak Basic Amplifier, and SA-260 Stereophonic 120-watt-peak Basic Amplifier.

Tax Battle

• Continued from page 16

Forand (D., R. I.) Excise Tax Technical Change Act, which passed the House last year. House tax-writers favored the tax because they felt that tape and wire recorders were in competition with phonographs and should be subject to the same 10 per cent tax.

Disks Cheaper

Report of the Senate Finance Committee pointed out that stereophonic records have been introduced by the phonograph and record industry, "and are being marketed at 40 per cent of the price of stereophonic tapes of the same selections." In view of that development, the committee concluded that tape recorders cannot "at present be viewed as competitive with phonographs," and that it would be "unwise" to impose a tax on their sale under those conditions.

Mark Mooney Jr., of the Magnetic Recording Industry Association, told the tax-writers during hearings held last month that the normal seasonal decline in the sale of tape recorders last year was 10 per cent. This year it is 50 per cent. Makers of recorded tape, he said, went from no seasonal drop last year to a loss of 75 per cent or more of their business this year.

Motorola Names Harold A. Jones

CHICAGO — Harold A. Jones has been appointed vice-president and Eastern manager for Motorola Communications-Electronics Inc., a wholly owned sales and service subsidiary of Motorola.

Jones had been the vice-president in charge of the Midwestern area. He replaces Lowell E. White who will be working on special assignments for Arthur L. Reese, vice-president and general manager of the sales organization.

In making known these changes, Reese also announced the election of Robert N. Swift to vice-president and Midwestern manager to succeed Jones as Midwestern manager. Swift had been sales manager, special markets in the Midwestern area.

Tandberg Hops

• Continued from page 16

of models 3-stereo and 3-stereo-4T tape recorders for stereophonic recording from microphones, disks, or radios.

"Long-Play" Stereo

"This makes these two machines the only three-speed recorders that can record stereo at 1 1/2 i.p.s. Stereo broadcasts can be recorded with 'professional fidelity' on either of the Tandberg Stereo Recorders. Stereo disks can be recorded in stereo on the machine and then the disk can be stored away for future use," states Tandberg.

Model 241 pre-amp is housed in a gold hammertone finished cabinet. It is installed alongside the tape recorder so that all controls are in line with those of the Tandberg.

Controls include a "magic eye" level indicator, level control, equalization switch, microphone input jack, and radio-phon input jack. Connections are made to the recorder in a few simple operations. After installation, the record-pre-amp can be unplugged for easy storing. Price of the new Model 241, complete with Tandberg connecting cables and plugs, is \$59.50.

New Facilities

• Continued from page 18

will easily accommodate a 110-piece symphony orchestra. Stereophonic recording and dubbing rooms will also be constructed.

In addition, a sponsor's booth, echo chambers, storage lockers, and tie lines to the Santa Monica Blvd. studios will be available. Main control booth will contain one of the outstanding mixing consoles in the nation.

Present plans are to open the new stereo facilities early this fall. As a rental audio operation, Radio Recorders now serves leading recording companies, independent record producers, radio and television networks, the Armed Forces Radio Service, and advertising agencies.

Master of music that makes cash registers ring!

JACKIE GLEASON

... the man of many moods

and now he's in a great new swinging mood with his latest Capitol success



W1020

VARIETY: "After solid jazz hints in 'Romantic Jazz,' and 'Velvet Brass,' Gleason makes his most advanced venture into jazz. The performer has not discarded the use of strings, but employs them as a novel back-drop. In front, four top-jazz names (Hank Jones, piano; Charlie Shavers, trumpet; Jimmy Cleveland, trombone; and Charlie Ventura, sax) lead the way in sixteen free-swinging bursts. Gleason partially penned all numbers."

CASH BOX: "As the title implies, the tunes are riffs or rhythm figures which are expanded upon by the featured side men... It's a well-conceived set with two brass sections working against each other in addition to rhythmic, rich strings."

BILLBOARD: "Jackie Gleason, who cut out an empire for himself with his 'mood music' albums, now invades an opposite sphere, jazz... It all jumps and could be titled 'music to listen to jazz by' "

other great
Gleason albums

ON



MUSIC TO MAKE YOU MISTY
W 455



MUSIC, MARTINIS, AND
MEMORIES W 509



JACKIE GLEASON
PLAYS ROMANTIC JAZZ
W 568



VELVET BRASS
W 859



MUSIC FOR LOVERS ONLY
W 352



0000!
W 905

MUSIC FOR THE LOVE HOURS • W 816
NIGHT WINDS • W 717
MUSIC TO CHANGE HER MIND • W 632
LONESOME ECHO • W 627
MUSIC TO REMEMBER HER • W 570
THE TORCH WITH THE BLUE FLAME • W 961

Watch for Jackie's great new TV Variety Show — starting Oct. 3, CBS-TV

The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING AUGUST 2

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

This Week	Last Week	Weeks on Chart
1. Como's Golden Records Perry Como, RCA Victor LOP 1007	2	2
2. Gigi Sound Track, M-G-M E 3641	1	8
3. Johnny's Greatest Hits Johnny Mathis, Columbia CL 1133	4	18
4. South Pacific Sound Track, RCA Victor LOC 1032	3	20
5. South Pacific Original Cast, Columbia OL 4180	7	228
6. The Music Man Original Cast, Capitol WAO 990	8	24
7. Sing Along With Mitch Mitch Miller, Columbia 1160	6	5
8. My Fair Lady Original Cast, Columbia OL 5090	5	123
9. Stardust Pat Boone, Dot DLP 3118	10	3
10. Ricky Nelson Imperial IMP 9050	11	3
11. The King and I Sound Track, Capitol W 740	9	105
12. Come Fly With Me Frank Sinatra, Capitol W 920	13	28
13. Around the World in 80 Days Sound Track, Decca DL 9046	14	70
14. 'S Awful Nice Ray Conniff, Columbia CL 1137	20	7
15. Film Encores Mantovani, London LL 1700	18	55
16. Swingin' on Broadway Jonah Jones, Capitol T 963	19	11
17. Muted Jazz Jonah Jones, Capitol T 839	23	16
18. Gems Forever Mantovani, London LL 3032	25	7
19. The Late, Late Show Dakota Staton, Capitol T 876	12	22
20. Oklahoma! Sound Track, Capitol SAO 595	16	149
21. Nearer the Cross Tennessee Ernie Ford, Capitol T 1005	15	10
22. Hymns Tennessee Ernie Ford, Capitol T 756	21	84
23. Warm Johnny Mathis, Columbia CL 1078	22	34
24. Las Vegas Prima Style Louis Prima & Keely Smith, Capitol T 1010	—	3
25. Carousel Sound Track, Capitol W 694	—	59
25. Love Is the Thing Nat King Cole, Capitol W 824	—	37



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

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

Pop Albums

VICTOR HERBERT

(2-12") Percy Faith Ork—Columbia C2L 10

This double LP set could turn into one of the big album sellers of the fall season. It contains 22 of Victor Herbert's best known and best loved songs from "Ah Sweet Mystery of Life" and "Indian Serenade" to "Kiss Me Again" and "Thine Alone." And

they are performed in lush, warm fashion by the big string ork conducted by Percy Faith. The arrangements are very attractive, in a style somewhat in the manner of the Mantovani ork. Package is eye catching and liner notes are excellent. A fine set.



SIGMUND ROMBERG

(2-12") Paul Weston Ork—Columbia C2L 14

Handsomely packaged double-pocket LP has solid sales potential via strong name value of Weston and Romberg, and lush, listenable instrumental arrangements. Selections—all excellent

romantic nostalgia items for mood music segs—include "Romance," "When I Grow Too Old to Dream," "Lover Come Back to Me" and "The Night Is Young."



Jazz Albums

BLACK, BROWN AND BEIGE

Duke Ellington Ork with Mahalia Jackson—Columbia CL 1162

This absorbing, reconstructed and expanded suite by Ellington is one of his best compositions. Based, in part, on blues idioms and showing occasionally thematic material from spirituals and folk themes, it is excellently arranged and executed by the Ellington ork. Miss Jackson is

featured in the fourth section of the work, "Come Sunday," and in the sixth portion, "The Twenty-Third Psalm." She is, as usual, moving, sincere and perfect. The first three sections are instrumental. This ranks with the composer's greatest works. A must!



J. J. IN PERSON!

The J. J. Johnson Quintet—Columbia CL 1161

This exciting new album was taped at a performance of the J. J. Johnson Quintet at a concert in Rochester in the spring of this year. It contains the sounds of the audience plus the spoken introductions by J. J. But more than that it contains some of the strongest work of the quintet

waxed to date, and it features outstanding trombone work by the leader as well as stirring blowing by N. Adderly on cornet, backed by T. Flannagan on piano, W. Little on bass and A. Heath on drums. J. J.'s many fans should enjoy this set the most. Tunes are new and old and fine.



Stereo Classical Album

STRAVINSKY: PETRUSHKA

L'Orchestre De La Suisse Romande (Ansermet)—London CS 6009
STEREO AND MONAURAL

This handsomely covered album is the stereo version of what has been one of London's more popular waxings in its classical catalog. In two-channel sound, what had been a first-rate monaural performance gains an exciting dimension. The sound work in the

new stereo framework is beautifully balanced, with the kind of channel separations that produces a wide orchestral tapestry. Word of mouth is sure to get around among stereophiles on this platter, making it top merchandise for dealers.



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

CHOPIN: LES SYLPHIDES; DELIBES: LA SOURCE

The Paris Conservatoire Orch. (Maag)—
London CS 6026
STEREO AND MONAURAL

A shimmering, translucent, graceful reading of the famous Chopin-based ballet (as arranged in this version by Roy Douglas). Altho there are 10 older versions available monaurally, the magnificent sound work makes this newest

"Les Sylphides" an outstanding item for any dealer's stock and a real "must" in stereo. Delibes' "La Source," a little-known ballet, is also given a first-rate reading by conductor Maag and the skilled Paris ork.



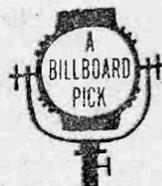
-----**Classical Sound Stereo Album**-----

BERLIOZ: SYMPHONIE FANTASTIQUE

Paris Conservatoire Orch. (Argenta)—
London CS 6025
STEREO AND MONAURAL

If a demonstration of this brilliantly played, beautifully recorded album on good stereo equipment doesn't "sell" stereo to new customers, then nothing will. The Berlioz work has always been one of the great audio show-pieces, with its hair-raising, full-orchestra "shock" effects in the

last two movements. In this waxing, one of the last by Ataulfo Argenta before his tragic death, London has achieved a complete marriage of perfect musical taste and near-ultimate engineering. An ideal item for a "basic" stereo record library.



-----**Classical Albums**-----

THE ROMANTIC MUSIC OF TCHAIKOVSKY

(2-12") Andre Kostelanetz Orch.—Columbia C2L 11

A de luxe package that can hardly miss. The Kostelanetz name on any album is like magic at the counters and adding that to an extensive collection of the works of one of the disk buyers' favorite classical composers, it figures as

great sales bait. Contains generous excerpts from "Sleeping Beauty," "Swan Lake," "Nutcracker Suite," "Romeo and Juliet," etc. This can lend itself well to programming too.



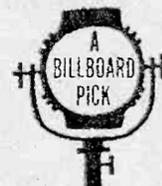
-----**Chamber Music**-----

BRAHMS: MAGELONE SONGS

Dietrich Fischer Dieskau, Baritone with Jorg Demus,
Piano—Decca DL 9401

Baritone employs the excellent musicianship and fine voice control which make him one of today's top male lieder singers in a little-known song cycle. His dramatic understanding of Tieck's poetry compensates for the te-

dium of some of the songs. Jorg Demus' accompaniment is of the highest order. Charming woodcuts illustrating beautifully laid-out notes, text and translation make album a delight to eye as well as ear.



-----**Classical—Specialty Merit Spot**-----

THE PLAY OF DANIEL

(2-12") New York Pro Musica (Greenberg)—
Decca DL 9402

Superbly packaged production of an early liturgical play performed last January at Met Museum's Cloisters for the first time since the middle ages. Album has notes on 12th century music drama by Paul Henry Lang, a verse adapta-

tion of the Daniel story by W. H. Auden, and full Latin text and translation. Combination of medieval instruments, talented artists and loving attention to detail will make disk a must for scholars and devotees of early music.



-----**Children's Album**-----

MOTHER GOOSE

(1-12") Read by Cyril Ritchard, Celeste Holm and
Boris Karloff—Caedmon TC 1091

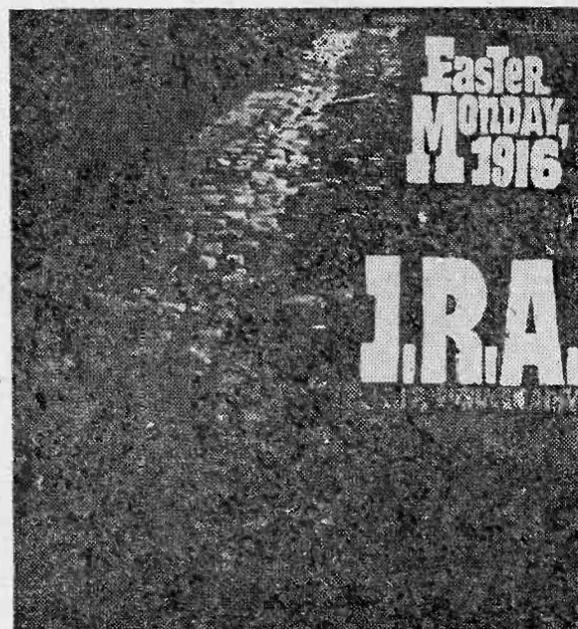
Dozens of poems, rhymes and fragments strung together in a delightful non-stop suite by the versatile principals, with fine music by Hershey Kay. Too sophis-

ticated for moppets under six, but a treat for everyone else in its original handling of old material and its zippy rhythms. Wonderful gift item.



(Continued on page 26)

ALBUM COVER OF THE WEEK



SONGS OF THE IRISH REPUBLICAN ARMY, Riverside RLP 12-820. Striking cover photo in reddish-brown hues of a desolate cobbled alley will help put album over.

• Most Played by Jockeys

FOR SURVEY WEEK
ENDING AUGUST 2

Albums are ranked in order of the greatest number of plays on disk jockey radio shows throuth the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. STARDUST Pat Boone
Dot DLP-3118
2. LESTER LANIN GOES TO COLLEGE Lester Lanin
Epic LN 3474
3. SOUNDS OF THE GREAT BANDS
. Glenn Gray and the Casa Loma Ork
Capitol W 1022
4. SING ALONG WITH MITCH Mitch Miller
Columbia CL 1160
5. JOHNNY'S GREATEST HITS Johnny Mathis
Columbia CL 1133
6. 'S AWFUL NICE Ray Conniff
Columbia CL 1137
7. SWINGIN' ON BROADWAY Jonah Jones Quartet
Capitol T-963
8. BERLIN BY LOMBARDO
. Guy Lombardo and His Royal Canadians
Capitol T-1019
9. COME FLY WITH ME Frank Sinatra
Capitol W 920
10. GIGI Sound Track
M-G-M 3641



Best Selling Pop EP's

FOR SURVEY WEEK ENDING AUGUST 2

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1. KING CREOLE, VOL. 1 Elvis Presley, RCA Victor EPA 4319
2. UNCHAINED MELODY Ricky Nelson, Imperial EP 158
3. SING ALONG WITH MITCH Mitch Miller
Columbia CL 1160
4. HYMNS Tennessee Ernie Ford, Capitol EAP 1-756
5. RICKY Ricky Nelson, Imperial EP 153
6. RICKY NELSON Imperial EP 156
7. FOUR BY PAT Pat Boone, Dot DEP 1057
8. WARM Johnny Mathis, Columbia CL 1078
9. THE EVERLY BROTHERS Cadence CLP 3003
10. COME FLY WITH ME Frank Sinatra, Capitol EAP 1-920

ZOOMING HITS

CONNIE FRANCIS

STUPID CUPID

K12683

TOMMY EDWARDS

IT'S ALL IN THE GAME

K12688

SAM THE MAN TAYLOR

MAN THAT'S CHOICE

K12696 available on 45 & 78 rpm

Picked by Cash Box

KAY BROWN

I LIKE TO ROCK 'N' ROLL SLOWLY

K12694

CONWAY TWITTY

IT'S ONLY MAKE BELIEVE

K12677

from **M-G-M** Records

JOHNNY DESMOND

Picked
by
Cash
Box

**I'LL CLOSE THE HOT
MY EYES CHA CHA**

ALAN DALE

VOLARE

K12659

ART MOONEY & His
Orch.

SAW MY BABY ON TV

and

AUTUMN SUNSET

K12703

DICK HYMAN

CHICKY-CHA

and

NOT SO COLD IN ALASKA

K12698

Picked
by
Cash
Box

MARK DINNING

YOU THRILL ME

K12691

The CHAMPS

EXPLODING WITH THEIR BIG HIT!

CHARIOT ROCK

SUBWAY

#59018



CHALLENGE
Spartan Records • Canada

• Review Spotlight on Albums . . .

• Continued from page 23

-----International Albums-----

PARIS—1925

Zizi Jeanmaire, Roland Petit, Les Freres Jacques with Andre Popp Ork—Columbia WL 128

A real "fun" album which packs the same brand of zestful kidding of the Roaring Twenties that has made "The Boy Friend" a strong success. Singer-dancer "Zizi" Jeanmaire sets the pace, sounding something like a Gallic version of Carol Channing on ditties like "Charleston," and hubby-choreographer Roland Petit's "Sheik of Araby" is a hilarious

spoof of the Folies-type production numbers that enchanted tourists of the prohibition era. Andre "Elsa Popping" Popp's clever sandwiched-in stylings of oldies like "My Blue Heaven" and "Avalon" are real gems, down to the wailing saxes, slide whistles and Doo-Wacka-Doo rhythm. A top novelty wax for deejays.



• Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise—Top Demand

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

★★★—Good Potential—Will Sell

★★—Moderate Potential—Salable Qualities

★—For dealers who stock all merchandise.

POPULAR ★★★★★

IRVING BERLIN
Frank DeVol Ork (2-12") Columbia C2L 12

This beautifully packaged two-record album of the famed composer's tunes, lushly arranged and played by the DeVol ork, should prove a strong item. The numbers are divided into medleys of two or three songs. It can attract buys from those seeking dance packages, and for those who want an easy-listening set, this will also appeal. Good jockey programming item. Cover shot of a pretty gal on a carousel adds to over-all appeal. Strong potential.

I REMEMBER RUSS

Jerry Vale. Columbia CL 1164

The tunes themselves, plus certain vocal characteristics of Jerry Vale as well, are reminiscent of Russ Columbo in this attractive new set. Vale is a classy vocal craftsman and Glenn Osser has put together a fine set of backings on tunes like "Prisoner of Love," "Just Friends," "Paradise," etc. A most pleasant job by Vale makes a good sequel to his "I Remember Buddy (Clark)" album. Jockeys will like this, too.

CLOSER THAN A KISS

Vic Damone. Columbia CL 1174

Damone warbles with his usual rich quality and tasteful phrasing on a group of romantic standards—"Day by Day," "Out of Nowhere," etc. Lush backing by Frank DeVol. A solid quality programming item for jocks.

MUSIC FOR THE WEAKER SEX

Henri Rene Ork. RCA Victor LPM 1583

Here's an interesting mood music LP with plenty of chatter angles for jocks, and considerable teen-appeal. Henri Rene provides romantic, colorful instrumental musical portraits of current fem idols, via tunes tagged "Perry," "Pat," "Elvis," etc. All of them are excellent mood music sides. "Mario" is particularly effective.

THE BEST OF THE AMES

Ames Brothers. RCA Victor LPM 1859

This Save-On-Records package offers solid value, via the warm, smooth warbling talents of the Ames Brothers. Selections—culled from their old singles—include some of the boys' biggest hits—"Melodie D'Amour," "Tammy," "The Naughty Lady of Shady Lane," etc.

THE OLD MAN AND THE SEA

Sound Track. Columbia CL 1183

Dimitri Tiomkin composed this score which eloquently speaks of the many moods of the sea. It has the surging majesty and the contrasting moods of other Tiomkin scores. Superior to many sound-track dramatic scores, this can reap sales as a result of the heavy build-up behind the pic. Those who see the film may be prime customers. The expressive photo of star Spencer Tracy at sea in his boat can generate much interest. This set should move.

WAYNE KING IN HI-FI

Decca DL 8751

Music to smooch by, including "Sleepy Lagoon," "Prisoner of Love" and "Aah! Sweet Mystery of Life." played in King's familiar lush style. Romantic sax solos by King, trombone by Tommy Shepard. Good for dancing, too.

POPULAR ★★★

TROUBLE IS A MAN

Judy Holliday. Columbia CL 1153

Judy Holliday doesn't have much of a singing voice, but she utilizes it so well in this album—a collection of poignant standards and show tunes—that it doesn't matter. The actress endows them with tenderness and feeling—registering particularly well on "I Got Lost in His Arms," "How About Me" and "An Occasional Man." A treat for legit music fans and unusual programming fodder for jocks.

MEMORIES OF DANCIN' WITH ANSON

Anson Weeks Ork. Fantasy 3269

Anson Weeks, well-known West Coast society band, provides light, danceable instrumental arrangements of nostalgic standards in this package. Selections—all wrapped up in a bouncy terpedale tempo—include "Tea for Two," "You Made Me Love You," "It Had to Be You," etc. Buoyant dance wax for jocks and parlor ballrooms.

ELLINGTON FANTASY

Hugo Montenegro Ork. Vik LX 1106

The songs of Duke Ellington receive a new and interesting interpretation on young Montenegro's second album for the label. The scorings are for a sizable ork with emphasis on strings. Tunes include "Sophisticated Lady," "Caravan," "Mood Indigo," etc. A most listenable set with a cover that will catch attention on the browsers and display racks. Very much keyed for mood jocks.

THE KEY

Sound Track. Columbia CL 1185

Strong critical acclaim for Carl Foreman's exciting, symbol-laden film may help sales of this sound-track waxing of Malcolm ("Bridge on the River Kwai") Arnold's musical score. A special orchestration of the love theme, conducted by Mitch Miller with Jimmy Carroll handling a sax solo, has been added to help pad out the original material to fill the album. It's good movie music, but it's still basically just a good background for drama.

YES, SIR! THAT'S MY BABY!

Lois Kahn with Donald Kahn Ork. Jubilee 1073

This album is truly a family affair, featuring great standards by the late Gus Kahn, sung with warmth and intimacy by his daughter in law, Lois Kahn, with attractive arrangements and conducting by his son Donald Kahn. Selections include the title tune, "Mak-

in' Whoopee!" "It Had to Be You," etc. Good chatter item for jocks. Cover, featuring closeup of doll face, is sock display item.

MUSIC OF THE CITY . . . LONDON

Wally Stott Ork. Columbia CL 1170

A delightful listening package. The set starts with the chimes of Big Ben and thenceforth, maestro-arranger Stott provides an interesting array of themes and songs associated with London. It's a big, versatile ork, which ranges from a lilting, swiny beat to march tempo to the light classical sound. Included are "London Pride," "London Bridge Is Falling Down," "Knightsbridge March," etc. Handsome air view of London is on the cover. An interesting package idea and the results are most salable.

JOHNNY PULEO AND HIS HARMONICA GANG—VOL. 2

Audio Fidelity AFLP 1859

If ensemble harmonica work is your customer's dish, this well-recorded album is for you. A follow-up to Puleo's earlier AF album, the label's slick sound work shows off the startling range of the harmonicas in the group, which range from a high soprano to organ-like bass. Selections include a variety of evergreens like "Sabre Dance," "Sweetheart of Sigma Chi" and Puleo arrangements of several items on which the label's Sid Frey shares composer credit.

PLAY, GYPSY, PLAY

Carl Sandor Ork. RCA Victor LPM 1739

Gypsy Sandor and his ork present a lushly romantic series of tunes that are an excellent new source of mood material for jocks. Full, rich ork sound on "Autumn Leaves," "Boulevard of Broken Dreams," "Lullaby Leaves," etc., have a haunting, bittersweet quality. Accent in the attractive package is on strings. Real schmaltz, but it can sell.

AROUND THE WORLD ON A CARILLON

John Klein at the Console. Columbia WL 135

Heard in this recording is the Carillon Americana, considered the world's greatest carillon, consisting of 10 sets of chromatically tuned bells. Performances include Klein's arrangements of 20 folk songs of many nations, as "Alouette," "Juanita," "The Moreen" etc. An interesting, novelty package. Cover is a beauty. For hi-fi addicts.

POPULAR ★★

LIKE, BE MY GUEST

Rozelle Gayle. Mercury MG 20374

Gayle is a versatile small-room type of entertainer who makes his scenes on the West Coast. Here, he does nine tunes, including a couple of parodies, with generous amounts of special material interpretations of familiar items. At least one of these has its very blue moments. In others, Gayle sounds like a composite of Fats Waller, Louis Prima and Louis Jordan.

POPULAR ★

DE LOVELY DE LYS

Helene De Lys. Jubilee JLP 1077

LOW PRICE-POPULAR ★★★

THE GAY NINETIES

Johnny O'Toole & His "Naughty-Naughty"

(Continued on page 27)

• Reviews and Ratings of New Popular Albums

• Continued from page 26

Band. Crown 5069

Several tunes from the "Gay 'Nineties" period are given ricky tick treatments by the crew. The vocals on such fare as "Bicycle Built for Two," "Silver Threads Among the Gold" and "The Band Played On" are backed in the gaudy, brassy style of the period. For the price it's a good buy and can move well on the rocks.

GIGI

Bernie Anders Ork with Various Artists. Crown 5064

The bright score from the film gets spirited performances vocally and instrumentally. Cover is attractive, and sound is good. Songs include "Thank Heaven for Little Girls," "It's a Bore," "The Night They Invented Champagne." A buy at the price.

GLENN MILLER

Les Howard Ork. Crown 5068

There are several Glenn Miller-styled packages on the market, but this \$1.49 collection of Miller-styled instrumentals is good enough to fare well sales-wise in the low-priced LP market. Selections include "Blue Champagne," "Serenade to You," "This Is the Story of a Starry Night" and other Miller-identified themes.

COUNTRY & WESTERN ★★★

LET'S LIVE A LITTLE

Carl Smith. Columbia CL 1172

For country inventory this is a must. The album is authentic c.&w., full of weepers and lively rhythm pieces done in the traditional style. Sides include "If Teardrops Were Pennies," "Let's Live a Little," "Hang Your Head in Shame," etc. Will sell to Smith's fans and all who savour the country field.

COUNTRY MUSIC JAMBOREE

Various Artists. Mercury MG 20350

Fine country package provides a lot for the money. Artists include Tommy Jackson, George Jones, the Carlisles, Lester Platt and Earl Scruggs, Virginia Spurlock—all of them attached to various radio country shows and all performers on WSM's "Grand Ole Opry." Package is programmed in the style of the "Opry," providing change of pace with instrumentals, novelties, weepers, etc.

SONGS THAT MAKE THE JUKE BOX PLAY

Jimmie Skinner. Mercury MG 20352

Good country package, with Skinner singing in his distinctive yet traditional style. Included are "I Found My Girl in the U. S. A.," "Born to be Wild," and—a feature—two duets with thrush Connie Hall. Colorful cover.

RELIGIOUS ★★★★★

MASTERPIECES OF THE SYNAGOGUE
Cantor Josef Rosenblatt. RCA Camden CAL 453

A welcome reissue of representative Sabbath and holiday selections recorded back in 1920-'22 by one of the finest synagogue singers in our century. The old sound does not dim the essential beauties of "Yossele" Rosenblatt's voice. Notes and translations by the late cantor's son are helpful. Will sell in its market.

LOW PRICE-CLASSICAL ★★★★★

RIMSKY - KORSAKOV: CAPRICCIO
ESPAGNOL; STRAUSS: DON JUAN
Bavarian Art. Orch. (Aufhauser). Crown 5071

An attractive value in the low-priced classics field. The two well-known works are given robust performances by a big European ork billed as "Bavarian Art," with Martin Aufhauser wielding a firm baton. Packaging is tasteful and attractive, and should help move the album in rack sales. Sound work is also of a higher-than-average caliber.

LOW-PRICE CLASSICAL ★

BIZET: L'ARLESIENNE SUITES, NOS. 1 & 2
Vienna Pro Arte Orch. Crown 5066

LATIN AMERICAN ★★★

TANGOS AND PASADOBLES
Luis Tuebols & The Banda Espanola. Mercury MG 20283

Tuebols offers some authentic-sounding instrumental arrangements of Latin American themes. Six romantic tangos are featured on one side of the LP, while the flip spotlights six spirited pasodobles. Thoroughly pleasant instrumental wax with good dance tempos. A solid entry for the market.

TROPIC HOLIDAY

Don Enrico Ork. Fiesta FLPS 1234
STEREO & MONAURAL

Electric organ and guitar set the pace for some pleasant, small-group stylings on such Latin evergreens as "El Relicario" and "Poinciana." Sound in the stereo version is smoothly handled, giving a nice "panoramic" effect, particularly effective if the album is being sought as background for dancing. Basically an item for a specialized Latin taste.

LATIN AMERICAN ★

THE LATIN-AMERICAN WAY
Johnny Conquet Ork. Mardi-Gras LP 5016

INTERNATIONAL ★★★★★

VOLARE
Umberto & The Casamatta Ork. Kapp KL 1101

Umberto Marcato, a well-known Italian artist, who is currently gaining an American reputation via his recording of the imported hit, "Volare" (Nel Blu Dipinto Di Blu), offers several other catchy Italian ballads, all done in crisp, pleasant style. Tho the vocals are in Italian, the charming delivery and ork support leave little wanting. Other numbers include "Autumn Concerto" and "Torero." It's an excellent jockey programming set, and with a plug it could also prove healthy saleswise.

BUON GIORNO NAPOLI

Aurelio Fierro Ork. Columbia WL 131

A full-bodied Latin lass adorns the cover of this package of Neapolitan songs, brightly and lightly handled by chanter Aurelio Fierro. Lyrics and backings are strictly native with such Italian standards as "Santa Lucia," and "Funiculi Funicula," included along with other less familiar tunes. Sound is excellent (set was recorded in Italy) and in view of the current interest in foreign and particularly Italian material, it can win a measure of interest.

INTERNATIONAL ★★★

FIRE GODDESS
Presented by Webley Edwards with Al Kealoha Perry. Capitol T 1033

Authentic chants and songs mixed with instrumentals featuring bamboo organ, gourds, shells and lava rock castanets. Ethnic sound should please collectors but not dance parties. Startling cover, good artists.

MUSIC OF THE CITY . . . AMSTERDAM
Jos Cleber Ork. & Chorus with Soloists. Columbia CL 1169

This package is a sure-fire tourist item, presenting as it does music and sounds of Amsterdam—"Night Traffic on Rembrandt Square," "The Street Organ," "Stormy Weather in the Harbor," "The Dancing Mussel Vendor," etc. Dutch ork conductor Cleber provides vivid instrumental-vocal impressions and sound-effects of his native city.

INTERNATIONAL ★★

VIVE LE BAL MUSETTE
Joss Maselli Ensemble. Columbia WL 129

From the label's new "Adventures in Sound" series comes this listenable album of bal musette dances, played by the Joss Basselli ensemble. Tunes are all legitimate French items such as "Reviens, Reviens-Moc," "Ou Sont-ils Donc," and "La Foulle." Instrumentals are played in happy style with accordion featured. Album was recorded in Paris.

DOCUMENTARY ★★

SOUNDS OF PARRIS ISLAND
Gold Star G. S. 520
This is a thro and detailed sound

documentary of the training of a new Marine recruit at Parris Island, S. C. You hear the commands of the drill sergeants, the phys. ed. instructors; in fact, all the details of a recruit's every working hour during his training regimen. It should interest prospective Marines and their parents, plus alumni of the Corps.

FOLK ★★★

THE BLUES
Big Bill Broonzy. Mercury MG 36137

A notable addition to the many blues packages appearing the past year. Material is, of course, deep Southern, in Broonzy's affecting, primitive style. Songs are his own, including "Willie Mae," "Southbound Train," "Stump Blues." Sides were recorded in 1951 and recently exhumed from Mercury's vaults. An album for collectors and lovers of folk and blues.

SWISS MOUNTAIN MUSIC

Various Artists. Capitol T 10161

One of the Capitol of the World series, this package is loaded with charm and melody. It features alp-horns, bells and yodeling singers. Sides were recorded in Switzerland and include Swiss waltzes, polkas and other country dances. The recording of an alp-horn is considered the first on modern equipment. Cover is an eye catcher.

FOLK ★★

THE BANJO MINSTREL MAN
John Cali. Mercury MG 20357

Banjoist John Cali gets a chance to show off some first-rate banjo work on this collection of tunes that were popular about half a century ago when the showboats once sailed the Mississippi. Tunes include such evergreens as "Tara-ra Boom-te-ye," "Oh by Jingo," "Waiting for the Robert E. Lee," "Wait Till the Sun Shines, Nellie," etc. Trombones, tubas and a barbershop quartet support the banjoist on this bright momento of yesteryear.

• Reviews and Ratings of New Stereo Albums

LATIN AMERICAN ★★★

THE FABULOUS FINGERS
OF IRVING FIELDS
Fiesta FLPS 1228

Aided by a small rhythm group, light-fingered pianist Irving Fields makes a smooth stereodebut playing a dozen bolero, cha cha, rumba and samba favorites in a suave, romantic style. Should fare equally well with buyers who want a good Latin-flavored album for dancing or just listening. The stereo sound work is well handled—a very tricky thing on piano. Best track: Fields' restyling of Bizet's operatic "Habenera" which emerges as "Carmen's Cha Cha."

LATIN AMERICAN ★★

CHA CHA CHA - TANGO
Argueso Ork. Fiesta FLPS 1225

Maestro Argueso serves up an assorted dozen Latin dance-tempo stylings—mostly cha chas and tangos, but with some mambos and merengues—that should move across counters to fanciers of South-of-the-Border rhythms. Selections include "Noche De Estrellas," "La Violetera," "Un Sueno" and others. Stereo sound work is nicely handled, with good mike work and balancing, altho the channels are somewhat "blended."

EP ★★★★★

SOMETHING OLD, NEW,
BORROWED AND BLUE
New Glenn Miller Ork Conducted by Ray McKinley. (1-EP) RCA Victor EPA 4225

The new Glenn Miller band under the direction of Ray McKinley is an exciting new Miller crew, retaining the Miller sound and yet moving along with the times. The band has been doing mighty well on the road and the ork's many fans will enjoy this EP. It contains "Domino," "Canadian Sunset," "I'm in Love Again" and "Pancho Maximilian Hernandez."

EP ★★★

LA PARISIENNE
Excerpts from Sound Track (1-EP) United Artists UAE 10002

From the sound track of the new Brigitte Bardot flick "La Parisienne" come four originals penned by Hubert Rostaing and Andre Hodiier. Two of the tunes are interesting, wild driving instrumental-chorus items that are not easily forgotten. The others are quieter and milder. Tunes need some rearranging to sell in the pop market, but EP has solid sales plus in the curvacious BB's cover photo.

Jerry WALLAGE

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**• Reviews and Ratings of
New Jazz Albums**

JAZZ ★★★

**BUDDY COLLETTE'S
SWINGING SHEPHERDS**
Mercury MG 36133

If one flute sounds good, four should sound better is the theory of this album. And true enough the four flutists featured here, Buddy Collette, B. Shank, P. Horn and Harry Klee, do prove this theory, coming off mightily well on this swinging jazz set. The four flutes bring out a warm, woody sound on a group of original tunes ranging from the melodic "Flute Diet," to the funky "Funky Shepherds." Good jazz for those cool fans interested in unusual sounds.

SWINGIN' DIXIE

At Hirt. Audio Fidelity AFLP 1877

A virtuoso performance of Dixieland classics. Hirt's trumpet is exciting, and the ensemble is by turns full of color and soul as the occasion demands. Tunes include "Caravan," "Tiger Rag," "Tailgate Ramble," "Sainis," etc. Sound is beautifully bright. A quality product which will appeal to both Dixieland lovers and admirers of exceptional sound.

THE NEARNESS OF YOU

Helen Merrill. Mercury MG 36134

A warm caressful sound by Miss Merrill on a good selection of tunes. She is equally winning on her ballads as on those numbers which she does up-tempo. Backing is by small groups (flute and rhythm section). It can move in both pop and jazz markets with a shove. Numbers include "The Nearness of You," "I Remember You" and

"Softly as in a Morning Sunrise."
Good potential.

CAL TJADER-STAN GETZ SEXTET

Fantasy 3266

A fine blend of talents is shown by Tjader on vibes and the great Getz on tenor sax in this listenable package. Top track is "Ginza," an original by their pianist Vince Guaraldi. Also included are Lerner and Lowe's "I've Grown Accustomed to Her Face" and the oldie "My Buddy." It's an album that can have wide appeal in this market and one that will sell with exposure.

JIMMY SMITH AT THE ORGAN

With Lou Donaldson, Alto Sax; Kenny Burrell and Eddie McFadden, Guitars; Art Blakey and Donald Bailey, Drums. Blue Note 1552

Jimmy Smith can do some incredible things on organ and on this new Blue Note set, his eighth for the label, he shows off his remarkable talent again. With him on this new set are such fine jazzmen as L. Donaldson, K. Burrell, E. McFadden on guitars and A. Blakey and D. Bailey on drums. Tunes are both originals and standards, and they include "Summertime," "There's a Small Hotel" and "Yardbird Suite" and "Plum Nellie." Good jazz here.

TERRY GIBBS PLAYS THE DUKE

Mercury MG 36128

Gibbs swings thru a more relaxed than usual (for him) set for Ellington's best known tunes. He is supported by a rhythm section including Leroy Vinnegar on bass; Gary Frommer on drums and Pete Jolly on accordion. On some of the numbers Gibbs works out on marimbas. As usual, he's swift and dexterous. It's a good switch for the artist and one that should please his regular supporters and attract new fans, if the set is plugged.

JAZZ ★★

LOU TAKES OFF

Lou Donaldson. Blue Note 1591

A swingin' four track set that offers three up-tempo tunes with solos by Donaldson and the rest of the crew and one medium-beat number. Supporting Donaldson are D. Byrd, trumpet; C. Fuller, trombone; S. Clark, piano; G. Joyner, bass, and A. Taylor, on drums. It's a hard-driving set that can attract buys from hard bop buffs and mainstream fans. A good demo track is "Sputnik."

COOL STRUTTIN'

Sonny Clark. Blue Note 1588

Sonny Clark, one of our good young pianists, shows off his blues-based style on this new set, backed by A. Farmer on trumpet, J. McClean on alto, P. Chambers on bass and the J. Jones from Philadelphia on drums. The set moves and Farmer and McClean have good chances for solos. For hard bop fans.

SMITHVILLE

Blue Note 1594

Louis Smith, whose trumpet style is derivative of both Parker and Miles Davis, appears to be turning into one of the more capable of modern trumpet men according to his work on this new album. He has imagination and technique and he uses both well. Tunes on this set include three originals and two standards. Best sides are "Smithville," and "Embraceable You." Modern fans of all styles should dig this set.

**• Reviews and Ratings of New
Classical Albums**

CLASSICAL ★★★★★

RAVEL: Rhapsodie Espagnole; DEBUSSY: LA MER, PRELUDE A L'APRES-MIDI D'UN FAUNE — L'Orchestre De La Suisse Romande (Ansermet). London 6024

STEREO & MONAURAL
Three of the best known works of the musical "impressionists" of France are given sensitive readings by Ansermet and the famed Swiss orchestra, producing a rich, melting sound that is probably just what the composers had in mind. The Ravel work, in the stereo version, is particularly vivid in the "Malaguena" and "Habanera" movements, while the orchestra's glowing strings give a real concert hall "presence" in the shimmering Debussy works.

CLASSICAL ★★★

NONE BUT THE LONELY HEART—Jennie Tourel with Brooks Smith, piano. Decca DL 9981

A package of beautiful performances. The warm-voiced thrush sings compositions of

Tchaikowsky, Rachmaninoff, Glinka, Rimsky-Korsakov, Dargomijsky and others — totaling 16 songs. Tasteful piano and cello accompaniment by Brooks Smith and George Ricci respectively. Notes are a help, providing free translations of the song material.

CLASSICAL ★★

BOULEZ: LE MARTEAU SANS MAITRE; STOCKHAUSEN: NR. 5 ZEITMASSE — Conducted by Robert Craft. Columbia ML 5275

Columbia inaugurates its "New Directions in Music" series with two highly original works by young French and German composers. Stockhausen is an electronic music pioneer and Boulez is director of music for Jean-Louis Barrault's company. Webern's influence is acknowledged by both men in their rhythmic patterns and instrumentation. Musical values must be decided by individual listener. Disk has detailed notes by conductor and striking cover.

THE CONCERT - MASTERS OF NEW YORK PLAY KREISLER—Conducted by Emanuel Verdi. Decca DL 9986

A completely delightful program by the Concert Masters ensemble in their second disk for the label. The group, comprised of 13 violins, five violas, four celli and two basses, offer the works of Fritz Kreisler, including "Slavonic Dance No. 2 in E Minor," "Liebesfreud," "Caprice Viennois," etc. The group has a richness of tone and a sensitivity that's a pleasure to hear. Can be sold particularly to fanciers of stringed sound.

WAGNER: LOHENGRIN (HIGHLIGHTS) —Various Artists with Bavarian Radio Orch. & Chorus (Jochem). Decca DL 9987

Excerpts from Wagner's "Lohengrin" are presented by such artists as Annelies Kupper (Elsa), Helena Braun (Ortrud), Lorenz Fehenberger and Hans Braun (Herald). There are several excellent complete versions of the opera available by stronger names. Tho this attractive package lacks little artistically, the stiff competition may prove a handicap. It can, however, find a home with the opera devotee.

SEMI-CLASSICAL ★★★★★

VIENNA

Chicago Symphony Orch. (Reiner). RCA Victor LSC 2112

STEREO & MONAURAL
Lush, big orchestral rendition of favorite Viennese waltzes, parts of which were previously issued on tape. Stereo effect of the lush, majestic big ork scorings of the familiar melodies is excellent. A not too heavy selection that's good for background listening and for demonstration purposes. This one can be sold. Selections include "Emperor Waltz," "Beautiful Blue Danube," etc.

Decree Data

• Continued from page 4

crees, such as that of ASCAP in 1941, 1950, and presently under further negotiation. (Billboard, Aug. 4). The bill would force the Antitrust Division to file an evidentiary brief, which could then be used in suits brought by aggrieved third parties.

The other bill by Long, S. 4225, would enable plaintiffs in successful injunction suits to recover costs. Under present law, courts can authorize recovery of costs and attorneys' fees only in damage suits. Many actions for injunctive relief have been abandoned because of the steep legal costs. The bill would make such suits more available to small business by in effect guaranteeing legal costs.

It is doubtful if either of the Long bills will get even Judiciary Committee consideration in this closing session of Congress, and would need to be re-introduced in the 86th.

Fair Trade Bill

• Continued from page 4

those failing to sustain the manufacturers' retail price, which would be made legal merely by manufacturer notice to retailers.

Rep. Bruce Alger (R., Tex.), member of the House Commerce Committee, last week told fellow Congressmen that the bill is unfair to consumers. He quoted editorials terming Fair Trade laws a boon to lazy retailers who want "high prices, low volume and short hours." Justice Department and Federal Trade Commission have both spoken against the legislation as a deterrent to competition at consumer expense.

Music Formats

• Continued from page 4

Arthur Fiedler and the Boston "Pops" ork, Howard Barlow, Paul Lavalley, Richard Rodgers, Wilfred Pelletier, Doretta Morrow, Abbe Lane, Robert Merrill, Patrice Munsel, Elaine Malbin and others. John Daly will host the series.

A similar format is in the works for a series of four musicals sponsored by Bell Telephone on NBC-TV next season (January 12, February 10, March 12 and April 9). Each show will carry a different musical theme—ballet, etc. An interesting aspect of the Bell series is that the musicals will probably be done in stereo.

Also on tap at NBC are two jazz spectacles—tentatively scheduled for late August and early September — a Fred Astaire show for Chrysler October 17 (and another Astaire telecast in the spring), a repeat of the Kay Starr musical "Pied Piper"; Alfred Drake in "Kiss Me, Kate," November 20; Bob Hope in "Roberta" on September 19 with John Raitt; a live repeat of "Green Pastures" March 23; two Perry Como specials for Pontiac, which will be produced by Como's Ron-Com Productions—no dates set.

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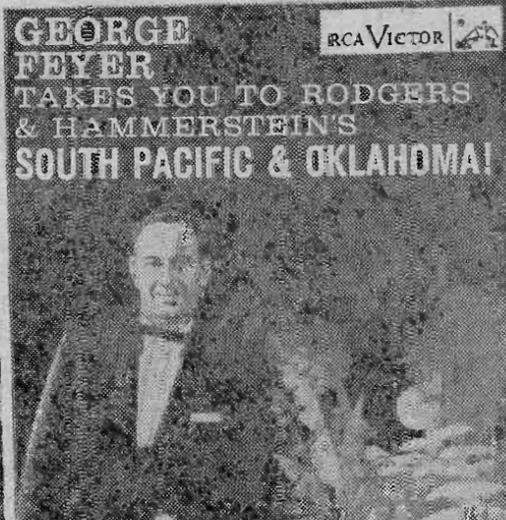
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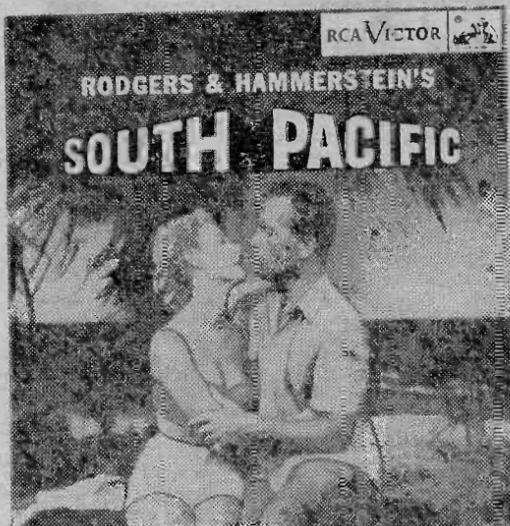
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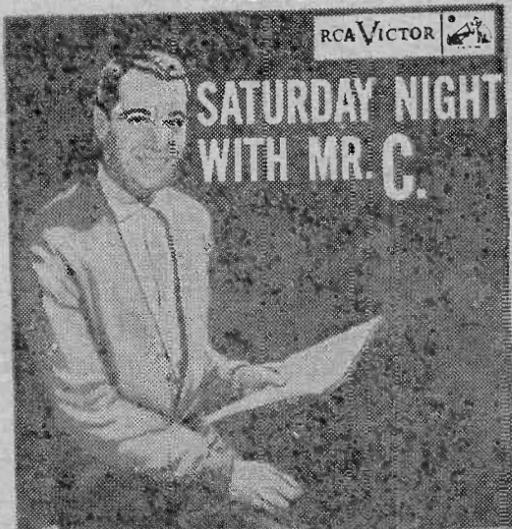
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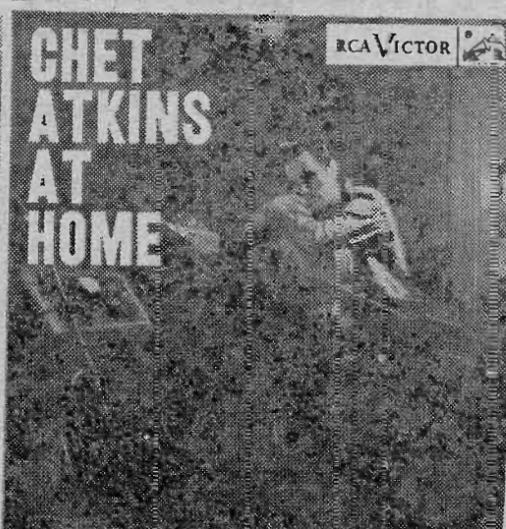
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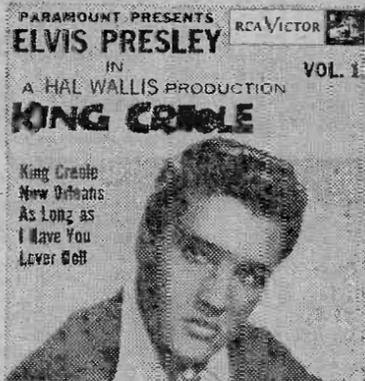
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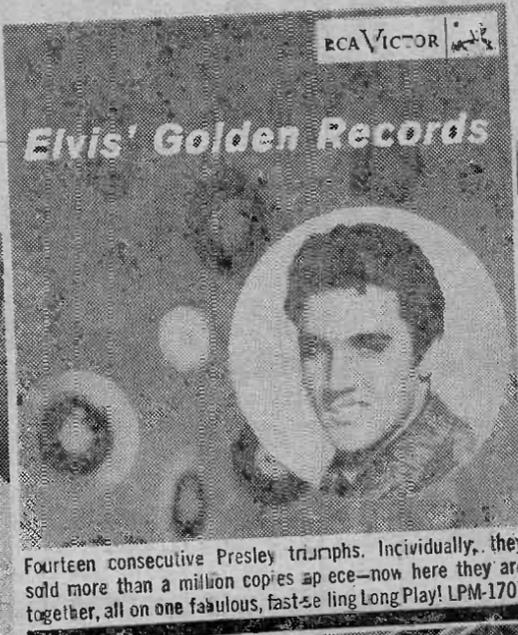
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TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending August 2

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Patricia		1	7		
By Perez Prado—Published by Peer (BMI) BEST SELLING RECORD: Perez Prado, Vic 7245. RECORDS AVAILABLE: Morty Craft Ork, M-G-M 12672; Jerry Martin, Chock 106; Ray Peterson, Vic 7303.					
2. Poor Little Fool		2	6		
By S. Sheeley—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5528 RECORD AVAILABLE: Johnny Angel & the Dodgers, Sky 119.					
3. Volare (Nel Blu Dipinto Di Blu)		23	2		
BEST SELLING RECORD: Domenico Modugno, Dec 30677. RECORDS AVAILABLE: Jesse Belvin, Vic 7310; Dalida, Verve 10146; Alan Dale, M-G-M 12699; Aurelio Fierro, Col 41223; Marty Gold, Kapp 232; J. Jones, Morocco 1002; Rosa Linda, Challenge 59016; Charles Magnante, Grand Award 1019; Umberto Marcato, Kapp 228; McGuire Sisters, Coral 62021; Dean Martin, Cap 4028; Nilla Pizzi, Vic 7361; Nelson Riddle, Cap 4024.					
4. Splish Splash		4	7		
By Darin-Murray—Published by Portrait (BMI) BEST SELLING RECORD: Bobby Darin, Atco 6117.					
5. When		7	6		
By Jack Reardon-Paul Evans—Published by Sounds & Michele (ASCAP) BEST SELLING RECORD: Kalin Twins, Decca 30642.					
6. Little Star			8		3
By Venosa-Picone—Published by Keel (BMI) BEST SELLING RECORD: Elegants, Apt 25005.					
7. Rebel-Rouser			6		6
By Duane Eddy-Lee Hazlewood—Published by Gregmark (BMI) BEST SELLING RECORD: Duane Eddy, Jamie 1104.					
8. Hard Headed Woman			3		7
By Claude De Metruis—Published by Gladys (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 7280.					
9. Yakety Yak			5		10
By Jerry Leiber and Mike Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6116. RECORD AVAILABLE: Tompall and the Glasers, Robbins 1006.					
10. My True Love			10		4
By Jack Scott—Published by Starfire-Peer Intl. (BMI) BEST SELLING RECORD: Jack Scott, Carlton 462.					

Second Ten

11. Just a Dream		15	2		
By Jimmy Clanton-C. Matassa—Published by Ace (BMI) BEST SELLING RECORD: Jimmy Clanton, Ace 546.					
12. Fever		13	4		
By Davenport-Cooley—Published by Lels (BMI) BEST SELLING RECORD: Peggy Lee, Cap 3998.					
13. If Dreams Came True		12	4		
By R. Allen & A. Stillman—Published by Korwin (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15785.					
14. Willie and the Hand Jive		14	5		
By Johnny Otis—Published by El Dorado (BMI) BEST SELLING RECORD: Johnny Otis Show, Cap 3966.					
15. A Certain Smile		16	5		
By Paul Francis Webster and Sammy Fain—Published by Miller (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 41193. RECORDS AVAILABLE: Leni Barteri, Big B-1012; Jerry Fuller, Lin 5015; Sunny Gale, Dec 30670; Bud Hermann, 20th Fox 107; Montenegro Ork and Chorus, 20th Fox 107; Ray Rivera, Patio 100; Andy Russell, Vic 7299; Milton Sparks, Hunt 320; Sandy Stewart, Atco 6118.					
16. Everybody Loves a Lover			24		3
By Richard Adler & Robert Allen—Published by Korwin, Inc. (ASCAP) BEST SELLING RECORD: Doris Day, Col 41195.					
17. Left Right Out of Your Heart			11		6
By Mort Garson — Earl Shuman—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Patti Page, Mer 71331 RECORD AVAILABLE: Vaughn, Monroe, Vic 7284.					
18. Ginger Bread			20		2
By C. Ballard-H. Hunter—Published by Jimskip & Rambda (BMI) BEST SELLING RECORD: Frankie Avalon, Chancellor 1021.					
19. One Summer Night			21		3
By Danny Webb—Published by Melody Lane (BMI) BEST SELLING RECORD: Danleers, Mer 71322.					
20. Born Too Late			25		2
By S. Tobias & C. Strouse—Published by Mansion (ASCAP) BEST SELLING RECORD: Foni Tails, ABC-Paramount 9934.					

Third Ten

21. Western Movies			1		
By Fred Smith-Cliff Goldsmith—Published by Elizabeth-Aries (BMI) RECORDS AVAILABLE: Marlene Gwynn, Ensign 34021; Olympics, Demon 1508.					
22. The Purple People Eater		9	11		
By Sheb Wooley—Published by Cordial (BMI) RECORD AVAILABLE: Sheb Wooley, M-G-M 12651.					
23. For Your Precious Love		19	6		
By Brooks & Butler—Published by Gladstone (ASCAP) RECORD AVAILABLE: Jerry Butler and the Impressions, Abner 1013.					
24. Endless Sleep		18	11		
By Jody Reynolds-Dolores Nance—Published by Johnston-Montel-Elizabeth (BMI) RECORDS AVAILABLE: Jody Reynolds, Demon 1507; Gene Ross, Herald 517; Jimmy Witherspoon, Rip 126.					
25. Return to Me		22	13		
By Carmen Lombardo & Danny Minno—Published by Southern Music (ASCAP) RECORDS AVAILABLE: Ernie Freeman, Imperial 5419; Guy Lombardo, Cap 3854; Dean Martin, Cap 3894.					
26. Early in the Morning			1		
By Harris-Bobby Darin—Published by Royalty (ASCAP) RECORDS AVAILABLE: Bobby Darin and the Rinky Dinks, Atco 6121; Ding Dongs, Brunswick 55073; Holly, Coral 62006; B. B. King, RPM 486.					
27. Enchanted Island			30		5
By Robert Allen and Al Stillman—Published by Korwin (ASCAP) RECORDS AVAILABLE: Four Lads, Col 41194; Jane Morgan, Kapp 221.					
28. Secretly			17		13
By Hoffman-Manning-Markwell—Published by Planetary (ASCAP) RECORD AVAILABLE: Jimmie Rodgers, Roulette 4070.					
29. Guess Things Happen That Way			23		9
By Jack Clement—Published by Knox (BMI) RECORD AVAILABLE: Johnny Cash, Sun 295.					
30. Moon Talk			1		
By Al Hoffman-Dick Manning—Published by Roncom (ASCAP) RECORD AVAILABLE: Perry Como, Vic 7274.					

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

2 SURE-TO-HIT CHART CLIMBERS

**Mark
Dinning**



**"YOU
THRILL
ME"**

(Through and Through)
c/w

**"DO YOU
KNOW"**

(There's A Someone Who Loves You)

MGM-K-12691

**Bob
Gallion**



**"RUN
BOY"**

c/w

**"THAT'S WHAT
I TELL MY
HEART"**

MGM-K-12700

M-G-M Records

The
Billboard

HOT 100

FOR THE WEEK
ENDING
AUGUST 17

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	1	1		POOR LITTLE FOOL	Ricky Nelson, Imperial 5528	2
—	54	2	2	★	VOLARE (Nel Blu Dipinto Di Blu)	Domenico Modugno, Decca 30677	2
—	2	3	3		PATRICIA	Perez Prado, RCA Victor 7245	2
—	3	4	4		SPLISH SPLASH	Bobby Darin, Atco 6117	2
—	5	5	5		WHEN	Kalin Twins, Decca 30642	2
—	8	6	6		MY TRUE LOVE	Jack Scott, Carlton 462	2
—	4	7	7		HARD HEADED WOMAN	Elvis Presley, RCA Victor 7280	2
—	6	8	8		REBEL-ROUSER	Duane Eddy, Jamie 1104	2
—	9	9	9		WILLIE AND THE HAND JIVE	Johnny Otis Show, Capitol 3866	2
—	12	9	9		JUST A DREAM	Jimmy Clanton, Ace 546	2
—	7	11	11		YAKETY YAK	Coasters, Atco 6116	2
—	14	12	12		IF DREAMS CAME TRUE	Pat Boone, Dot 15785	2
—	10	13	13		FEVER	Peggy Lee, Capitol 3998	2
—	18	14	14		LITTLE STAR	Eleganis, Apt 25065	2
—	11	15	15		GINGER BREAD	Frankie Avalon, Chancellor 1021	2
—	19	16	16		EVERYBODY LOVES A LOVER	Doris Day, Columbia 41195	2
—	16	17	17		ONE SUMMER NIGHT	Danleers, Mercury 71322	2
—	26	18	18		BORN TOO LATE	Pool Tails, ABC-Paramount 9934	2
—	13	19	19		LEFT RIGHT OUT OF YOUR HEART	Patti Page, Mercury 71331	2
—	17	20	20		ENDLESS SLEEP	Jody Reynolds, Demon 1507	2
—	23	21	21		WESTERN MOVIES	Olympics, Demon 1508	2
—	21	22	22		GUESS THINGS HAPPEN THAT WAY	Johnny Cash, Sun 255	2
—	15	23	23		FOR YOUR PRECIOUS LOVE	Jerry Butler and the Impressions, Abner 1013	2
—	52	24	24	★	EARLY IN THE MORNING	Bobby Darin and the Rinky Dinks, Atco 6121	2
—	38	25	25	★	SOMEBODY TOUCHED ME	Buddy Knox, Roulette 4082	2
—	93	26	26	★	ARE YOU REALLY MINE?	Jimmie Rodgers, Roulette 4090	2
—	20	27	27		DO YOU WANT TO DANCE?	Bobby Freeman, Josie 835	2
—	22	28	28		A CERTAIN SMILE	Johnny Mathis, Columbia 41193	2
—	29	29	29		ENCHANTED ISLAND	Four Lads, Columbia 41194	2
—	37	30	30		MOON TALK	Perry Como, RCA Victor 7274	2

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	25	31	31		WHAT AM I LIVING FOR?	Chuck Willis, Atlantic 1179	2
—	27	32	32		THINK IT OVER	Crickets, Brunswick 25072	2
—	35	33	33		ROCK-IN' ROBIN	Bobby Day, Class 229	2
—	92	34	34	★	BIRD DOG	Everly Brothers, Cadence 1350	2
—	72	35	35	★	STUPID CUPID	Connie Francis, M-G-M 12683	2
—	32	36	36		BLUE BLUE DAY	Don Gibson, RCA Victor 7010	2
—	68	37	37	★	VOLARE (Nel Blu Dipinto Di Blu)	Dean Martin, Capitol 4028	2
—	31	38	38		CHANTILLY LACE	Big Bopper, Mercury 71343	2
—	30	39	39		ANGEL BABY	Dean Martin, Capitol 3988	2
—	41	40	40		EARLY IN THE MORNING	Buddy Holly, Coral 62006	2
—	28	41	41		SECRETLY	Jimmie Rodgers, Roulette 4070	2
—	—	42	42	★	SUSIE DARLIN'	Robin Luke, Dot 15781	1
—	—	43	43	★	DEVOTED TO YOU	Everly Brothers, Cadence 1350	1
—	78	44	44	★	BETTY LOU GOT A NEW PAIR OF SHOES	Bobby Freeman, Josie 841	2
—	89	45	45	★	BLUE BOY	Jim Reeves, RCA Victor 7266	2
—	53	46	46		COME CLOSER TO ME	Nat King Cole, Capitol 4004	2
—	24	47	47		PURPLE PEOPLE EATER	Sheb Wooley, M-G-M 12651	2
—	42	48	48		YOU CHEATED	Slades, Domino 500	2
—	43	49	49		COME WHAT MAY	Clyde McPhatter, Atlantic 1185	2
—	61	50	50	★	ITCHY TWITCHY FEELING	Bobby Hendricks, Sue 706	2
—	—	51	51	★	ALONE WITH YOU	Faron Young, Capitol 3982	1
—	84	52	52	★	SUMMERTIME BLUES	Eddie Cochran, Liberty 85144	2
—	60	53	53		OVER AND OVER	Bobby Day, Class 229	2
—	34	54	54		DON'T ASK ME WHY	Elvis Presley, RCA Victor 7280	2
—	33	55	55		THE FREEZE	Tony and Joe, Era 1075	2
—	56	56	56		LEROY	Jack Scott, Carlton 462	2
—	39	57	57		THAT'S HOW MUCH I LOVE YOU	Pat Boone, Dot 15785	2
—	—	58	58	★	DRIP DROP	Drifters, Atlantic 1187	1
—	36	59	59		NO CHEMISE, PLEASE	Gerry Granahan, Suebeam 102	2
—	47	60	60		I WONDER WHY	Elton and the Redmonds, Laurie 3012	2

THE INDUSTRY'S FASTEST AND MOST COMPLETE PROGRAMMING AND BUYING GUIDE

These 100 sides are listed in order of their national popularity, as determined by weekly local studies prepared for The Billboard in markets representing a cross-section of the

United States. These studies take into consideration such factors as disk jockey plays, juke box activity and record sales.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	74	61	★	WIN YOUR LOVE FOR ME	Sam Cooke, Keen 2006	2
—	—	40	62		CRAZY EYES FOR YOU	Bobby Hamilton, Apt 25001	2
—	—	48	63		RETURN TO ME	Dean Martin, Capitol 3894	2
—	—	57	64		YOU NEED HANDS	Edvie Gorne, ABC-Paramount 9925	2
—	—	63	65		PADRE	Toni Arden, Decca 30628	2
—	—	63	66		HIGH SCHOOL CONFIDENTIAL	Jerry Lee Lewis, Sun 296	2
—	—	—	67	★	LEAN JEAN	Bill Haley and His Comets, Decca 30681	1
—	—	65	68		YOU'RE MAKING A MISTAKE	Platters, Mercury 71320	2
—	—	50	69		BY THE LIGHT OF THE SILVERY MOON	Jimmy Bowen, Roulette 4083	2
—	—	83	70		TRY THE IMPOSSIBLE	Lee Andrews and the Hearts, United Artists 123	2
—	—	76	71		MIDNIGHT	Paul Anka, ABC-Paramount 9937	2
—	—	95	72	★	LITTLE MARY	Fats Domino, Imperial 5526	2
—	—	—	73	★	TEARS ON MY PILLOW	The Imperials, End 1027	1
—	—	45	74		KATHY-O	Diamonds, Mercury 71330	2
—	—	55	75		LET'S GO STEADY FOR THE SUMMER	Three G's, Columbia 41175	2
—	—	—	76		JUST MARRIED	Marty Robbins, Columbia 41143	1
—	—	44	77		JENNIE LEE	Jan and Arnie, Arwin 108	2
—	—	—	78		HARVEY'S GOT A GIRLFRIEND	Royal Teens, ABC-Paramount 9945	1
—	—	94	79		SHE WAS ONLY SEVENTEEN	Marty Robbins, Columbia 41208	2
—	—	77	80		HAPPY YEARS	Diamonds, Mercury 71330	2
—	—	59	81		YOUNG AND WARM AND WONDERFUL	Tony Bennett, Columbia 41172	2
—	—	—	81		LOOKING BACK	Nat King Cole, Capitol 3939	1
—	—	87	83		JEALOUSY	Kitty Wells, Decca 30662	2
—	—	—	84		YOU'RE A SWEETHEART	Little Willie John, King 5142	1
—	—	—	85		THE WIZARD	Jimmie Rodgers, Roulette 4090	1
—	—	—	86		MOONLIGHT BAY	Drifters, Atlantic 1187	1
—	—	—	87		COME IN, STRANGER	Johnny Cash, Sun 295	1
—	—	—	88		CERVEZA	Boots Brown, RCA Victor 7269	1
—	—	91	89		THE PURPLE PEOPLE EATER MEETS THE WITCH DOCTOR	Joe South, NRC 5000	2
—	—	70	90		DON'T GO HOME	Playmates, Roulette 4072	2

From The Hot 100:

THE BILLBOARD'S BEST BUYS

These records, of all those listed on The Billboard Hot 100, have shown sales break-out potential for the first time this week. Action sides are listed in capital letters.

ROCK-IN' ROBIN/OVER AND OVER Bobby Day
(Recordo, BMI/Recordo, BMI) Class 229

TEARS ON MY PILLOW The Imperials
(Vanderbilt-Boonie, ASCAP) Two People in the World (Real Gone, BMI) End 1027

BETTY LOU GOT A NEW PAIR OF SHOES Bobby Freeman
(Benell-Clockus, BMI) Starlight (Benell-Clockus) Josie 841

ITCHY TWITCHY FEELING Bobby Hendricks
(Sue, BMI) A Thousand Dreams (Sue, BMI) Sue 706

EARLY IN THE MORNING Buddy Holly
(Royalty, ASCAP) Now We're One (Portrait, BMI) Coral 62006

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	49	91		ALL I HAVE TO DO IS DREAM	Everly Brothers, Cadence 1348	2
—	—	—	92		LA PALOMA	Bitty Vaughn, Dot 15793	1
—	—	97	93		I BELIEVE IN YOU	Robert and Johnny, Old Town 1021	2
—	—	—	94		MIDNIGHTER	Champs, Challenge 59007	1
—	—	—	95		CHARIOT ROCK	Champs, Challenge 59018	1
—	—	—	96		DOWN IN VIRGINIA	Jimmie Reed, Vee Jay 287	1
—	—	—	97		SUNDAY BARBECUE	Tennessee Ernie Ford, Capitol 3997	1
—	—	74	98		GOTTA HAVE RAIN	Edvie Gorne, ABC-Paramount 9944	2
—	—	—	99		NOTHING IN THE WORLD	Nat King Cole, Capitol 4004	1
—	—	50	100		BAUBLES, BANGLES AND BEADS	Kirby Stone Four, Columbia 41183	2



BEST SELLING POP SINGLES IN STORES

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

FOR
SURVEY WEEK
ENDING
AUGUST 4, 1958

This Week	Week Last	Chart Weeks on	This Week	Week Last	Chart Weeks on	This Week	Week Last	Chart Weeks on
1. POOR LITTLE FOOL (BMI)— Ricky Nelson 1	1	6	18. ONE SUMMER NIGHT (BMI)— Danleers 14	14	6	35. ALL I HAVE TO DO IS DREAM (BMI)—Everly Brothers 37	37	16
Don't Leave Me This Way (BMI)—Imperial 5528			Wheelin' and A-Dealin' (BMI)—Mercury 71322			Claudette (BMI)—Cadence 1348		
2. VOLARE (Nel Blu Dipinto Di Blu) (ASCAP)—Domenico Modugno 30	30	2	19. FOR YOUR PRECIOUS LOVE (ASCAP)—Jerry Butler and Impressions 16	16	9	36. ARE YOU REALLY MINE? (ASCAP)— Jimmie Rodgers —	—	1
Martu in Citta (BIEM)—Dec 30677			Sweet Was the Wine (ASCAP)—Abner 1013			The Wizard (ASCAP)—Roulette 4090		
3. PATRICIA (ASCAP)—Perez Prado 2	2	8	20. BORN TOO LATE (ASCAP)—Poni Tails 23	23	3	37. VOLARE (Nel Blu Dipinto Di Blu) (ASCAP)—Dean Martin —	—	1
Why Wait? (BMI)—Vic 7245			Come On, Joey Dance With Me (BMI)— ABC-Paramount 9934			Outta My Mind (ASCAP)—Cap 4028		
4. LITTLE STAR (BMI)—Elegants 6	6	3	21. WESTERN MOVIES (BMI)—Olympics 34	34	3	38. PADRE (ASCAP)—Toni Arden 29	29	12
Getting Dizzy (BMI)—APT 25005			Well? (BMI)—Demon 1508			All At Once (ASCAP)—Dec 30628		
5. YAKETY YAK (BMI)—Coasters 4	4	10	22. GINGER BREAD (BMI)—Frankie Avalon 20	20	4	39. WITCH DOCTOR (ASCAP)— David Seville 31	31	18
Zing! Went the Strings of My Heart (ASCAP)— Atco 6116			Blue Betty (ASCAP)—Chancellor 1021			Don't Whistle at Me, Baby (ASCAP)— Liberty 55132		
6. HARD HEADED WOMAN (ASCAP)— Elvis Presley 3	3	7	23. A CERTAIN SMILE (ASCAP)— Johnny Mathis 21	21	6	40. LOOKING BACK (BMI)—Nat King Cole 43	43	18
DON'T ASK ME WHY? (ASCAP)—Vic 7280			Let It Rain (ASCAP)—Col 41193			Do I Like It (BMI)—Cap 3939		
7. REBEL-ROUSER (BMI)—Duane Eddy 7	7	6	24. RETURN TO ME (ASCAP)— Dean Martin 23	23	18	41. DO YOU WANT TO DANCE? (BMI)— Bobby Freeman 27	27	13
Stalkin' (BMI)—Jamie 1104			Forgetting You (ASCAP)—Cap 3894			Big Fat Woman (BMI)—Josie 835		
8. WHEN (ASCAP)—Kalin Twins 8	8	7	25. ENDLESS SLEEP (BMI)—Jody Reynolds 13	13	12	42. YOUNG AND WARM AND WONDERFUL (ASCAP)—Tony Bennett —	—	1
Three o'Clock Thrill (BMI)—Dec 30642			Tight Capris (BMI)—Demon 1507			Now I Lay Me Down to Sleep (ASCAP)— Col 41172		
9. SPLISH SPLASH (BMI)—Bobby Darin 5	5	8	26. EVERYBODY LOVES A LOVER (ASCAP)—Doris Day 25	25	3	43. THE FREEZE (BMI)—Tony and Joe 49	49	3
Judy, Don't Be Moody (BMI)—Atco 6117			Instant Love (ASCAP)—Col 41195			Gonna Get a Little Kissin' Tonight (BMI)— Era 1075		
10. JUST A DREAM (BMI)—Jimmy Clanton 12	12	5	27. GUESS THINGS HAPPEN THAT WAY (BMI)—Johnny Cash 18	18	11	44. ROCK-IN' ROBIN (BMI)—Bobby Day —	—	1
You Aim to Please (BMI)—Ace 546			COME IN, STRANGER (BMI)—Sun 295			OVER AND OVER (BMI)—Class 229		
11. LEROY (BMI)—Jack Scott 9	9	9	28. SECRETLY (ASCAP)—Jimmie Rodgers 22	22	14	45. NO CHEMISE, PLEASE (BMI)— Gerry Granahan 28	28	9
MY TRUE LOVE (BMI)—Carlton 462			Make Me a Miracle (ASCAP)—Roulette 4070			Girl of My Dreams (ASCAP)—Sunbeam 102		
12. FEVER (BMI)—Peggy Lee 15	15	4	29. MOON TALK (ASCAP)—Perry Como 36	36	2	46. ANGEL BABY (BMI)—Dean Martin 45	45	4
You Don't Know (BMI)—Cap 3998			Beats There a Heart So True (BMI)—Vic 7242			I'll Gladly Make the Same Mistake Again (ASCAP)—Cap 3988		
13. PURPLE PEOPLE EATER (BMI)— Sheb Wooley 10	10	11	30. WHAT AM I LIVING FOR? (BMI)— Chuck Willis 26	26	14	47. THE BIRD ON MY HEAD (ASCAP)— David Seville 48	48	5
I Can't Believe You're Mine (ASCAP)— M-G-M 12651			HANG UP MY ROCK AND ROLL SHOES (BMI)—Atlantic 1179			Hey There, Moon (ASCAP)—Liberty 55140		
14. LEFT RIGHT OUT OF YOUR HEART (ASCAP)—Patti Page 19	19	6	31. STUPID CUPID (BMI)—Connie Francis 33	33	3	48. COME CLOSER TO ME (BMI)— Nat King Cole —	—	2
Longing to Hold You Again (ASCAP)— Mercury 71331			Carolina Moon (ASCAP)—M-G-M 12683			Nothing in the World—Cap 4004		
15. IF DREAMS CAME TRUE (ASCAP)— Pat Boone 11	11	5	32. ENCHANTED ISLAND (ASCAP)— Four Lads 35	35	5	49. SUGAR MOON (BMI)—Pat Boone 39	39	14
THAT'S HOW MUCH I LOVE YOU (BMI)—Dot 15785			Guess What the Neighbor'll Say (BMI)— Col 41194			Cherie, I Love You (ASCAP)—Dot 15750		
16. WILLIE AND THE HAND JIVE (BMI)—Johnny Otis Show 16	16	7	33. BLUE, BLUE DAY (BMI)—Don Gibson 32	32	5	50. I WONDER WHY (ASCAP)— Dion And the Belmonts 38	38	12
Ring-A-Ling (BMI)—Cap 3966			Too Soon to Know (BMI)—Vic 7010			Teen Angel (ASCAP)—Laurie 3013		
17. BIRD DOG (BMI)—Everly Brothers —	—	1	34. EARLY IN THE MORNING (ASCAP)— Bobby Darin and the Rinky Dinks —	—	1			
DEVOTED TO YOU (BMI)— Cadence 1350			Now We're One (BMI)—Atco 6121					

artists' biographies

artists' biographies



Domenico Modugno Has Hit of Two Countries

In 1954, Erberto Landi, Modugno's personal manager, was in Milan and caught a show which featured the famous Italian comedian Walter Chiari. On the same

bill was a singer of Sicilian songs who played the guitar and went over big with the audience. Landi signed him and arranged for a tour of the United States and Canada. This is how Domenico Modugno was introduced to Americans. He appeared in this country in 1955 and was a success in clubs like the Blue Angel in New York and others.

He returned to Italy and continued writing and singing. His song, "Lazzarella," won second prize in the Festival of Naples. Then his current smash, "Nel Blu Dipinto Di Blu," won him first prize in the San Remo Festival and was a big hit in Italy. He is now returning to our country to appear on the Ed Sullivan Show on both August 17 and September 14.



Bobby Darin a Real Triple Threat Artist

This young 21-year-old Atco artist is a singer, writer, arranger, performer and musician. That's quite a list of accomplishments and he

has been most successful at all of them.

Taking them one at a time—as a singer, Darin has proved to be a teen-age smash plus a polished warbler of other type material for adult audiences. As a writer, he has written his current hit disk, "Splish Splash," plus other tunes which have been recorded by Eddy Arnold, LaVerne Baker, Gene Vincent and others. "Early in the Morning," as recorded by Darin and the Rinky Dinks, was also Darin-written, arranged and directed.

He has performed on television, radio and in night clubs and plays six instruments. He is five feet nine and one-half inches tall, weighs 155 pounds and was born and raised in New York.

BEST BET
FOR THE **BIGGEST**

NEW HIT NOVELTY SENSATION!

I DIG IT, MAN!



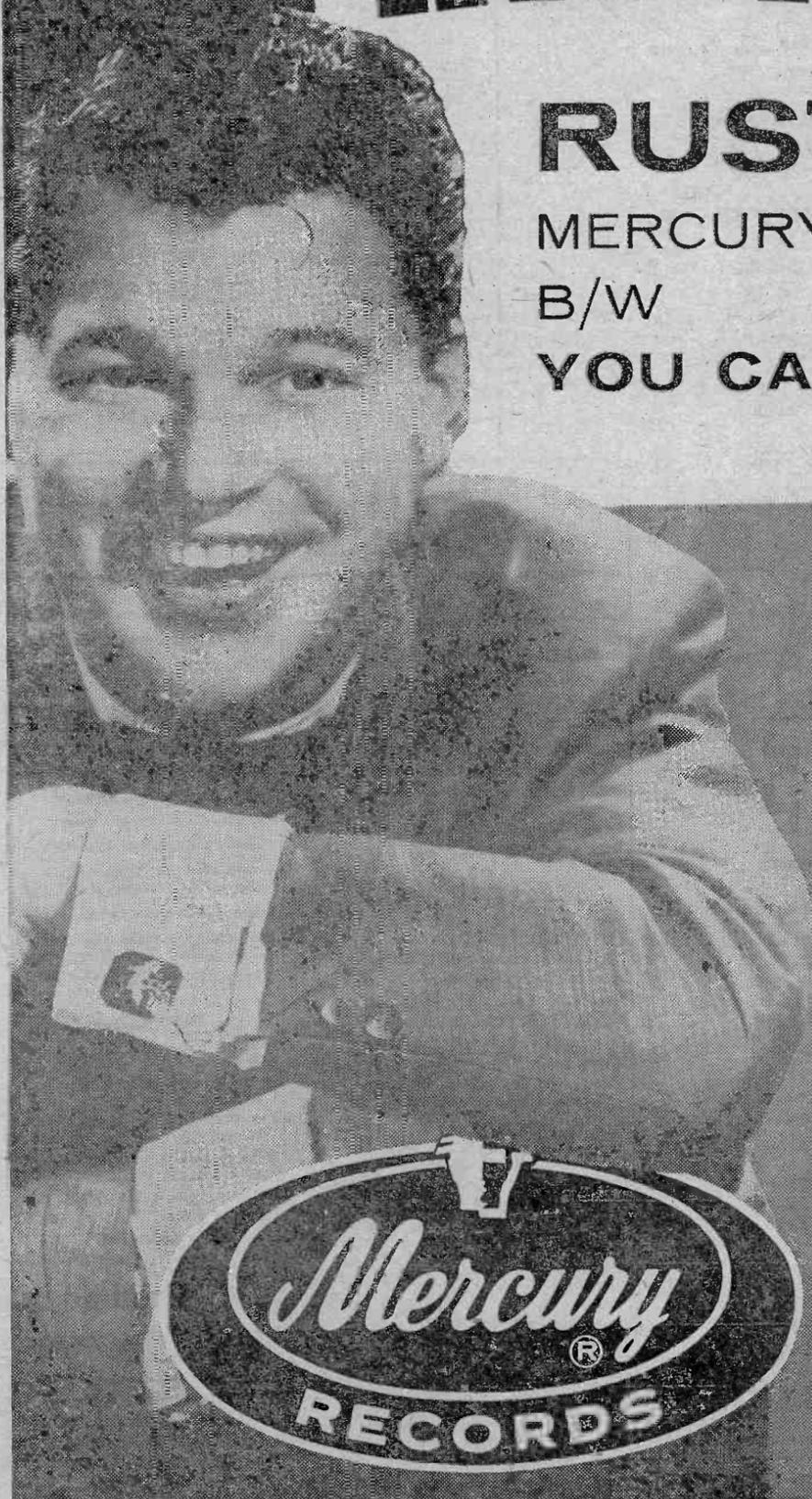
HIP MONKEY

RUSTY DRAPER

MERCURY/71351

B/W

YOU CAN DEPEND ON ME



3 MORE NEW HIP HITS!

SHE BELONGS TO ME
GINO and GINA / 71346

WACKY WACKY
THE CARDIGANS / 71349

DANCING BABY
SHEPHERD SISTERS / 71350

**HIT
FOLLOW-
UP TO...**



"I WONDER WHY"

**"NO ONE
KNOWS"**

b/w
"I CAN'T GO ON (ROSALIE)"
LAURIE #3015

**DION & THE
BELMONTS**

Immediate Sales Reaction in New York, Minneapolis, Miami, Newark, Hartford, Denver and Los Angeles.

**The Cash Box
Disk of the Week**

"Dion and The Belmonts display their versatility on their follow-up disk as they introduce a beautiful ballad effort dubbed 'NO ONE KNOWS.' Top Drawer love song . . . great potential . . ."

**Billboard
Spotlight Review**

"Top side is a slow ballad that gets an emotional reading by the lead with good group backing. 'I CAN'T,' the flip, is a frantic blues side handled with gusto by the lads. Both sides are given solid ork backing and appear strong contenders."

LAURIE RECORDS 1674 Broadway
New York, N.Y.
(Circle 7-5198)



Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 2

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

- Ginger Bread, Frankie Avalon, Clr.
- Hard Headed Woman/Don't Ask Me Why Elvis Presley, Vic.
- Just a Dream, Jimmy Clanton, Ace
- My True Love/Leroy, Jack Scott, Car.
- Patricia, Perez Prado, Vic.
- Poor Little Fool, Ricky Nelson, Imp.
- Rebel-Rouser, Duane Eddy, Jam.
- Splish Splash, Bobby Darin, Atco
- Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.

CHICAGO

- Endless Sleep, Judy Reynolds, Dem.
- Hard Headed Woman, Elvis Presley, Vic.
- Patricia, Perez Prado, Vic.
- Poor Little Fool, Ricky Nelson, Imp.
- Rebel-Rouser, Duane Eddy, Jam.
- Splish Splash, Bobby Darin, Atco
- When, Kalin Twins, Dec.
- Yakety Yak, Coasters, Atco

DETROIT

- Hard Headed Woman, Elvis Presley, Vic.
- Little Star, Elegants, Apt.
- Patricia, Perez Prado, Vic.
- Poor Little Fool, Ricky Nelson, Imp.
- Splish Splash, Bobby Darin, Atco
- Western Movies, Olympics, Dem.
- When, Kalin Twins, Dec.
- Willie and the Hand Jive Johnny Otis Show, Cap.

EAST TEXAS

- Early in the Morning Bobby Darin & the Rinky Dinks, Atco
- For Your Precious Love Jerry Butler & the Impressions, Abn.
- Hard Headed Woman/ Don't Ask Me Why Elvis Presley, Vic.
- Just a Dream, Jimmy Clanton, Ace
- My True Love/Leroy, Jack Scott, Car.
- Poor Little Fool, Ricky Nelson, Imp.
- Think It Over, Crickets, Brk.
- Willie and the Hand Jive Johnny Otis Show, Cap.

**ALL TITLES ARE LISTED
IN ALPHABETICAL ORDER**

FLORIDA

- Endless Sleep, Judy Reynolds, Dem.
- No Chemise, Please Gerry Granahan, Sunbeam
- Poor Little Fool, Ricky Nelson, Imp.
- Purple People Eater, Sheb Wooley, M-G-M.
- When, Kalin Twins, Dec.
- Willie and the Hand Jive Johnny Otis Show, Cap.
- Witch Doctor, David Seville, Lib.
- Yakety Yak, Coasters, Atco

LOS ANGELES

- Fever, Peggy Lee, Cap.
- My True Love, Jack Scott, Car.
- Patricia, Perez Prado, Vic.
- Poor Little Fool, Ricky Nelson, Imp.
- Purple People Eater, Sheb Wooley, M-G-M.
- Splish Splash, Bobby Darin, Atco
- When, Kalin Twins, Dec.
- Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.

NEW YORK AND NEWARK

- For Your Precious Love Jerry Butler & the Impressions, Abn.
- Hard Headed Woman/Don't Ask Me Why Elvis Presley, Vic.
- Little Star, Elegants, Apt.
- Patricia, Perez Prado, Vic.
- Poor Little Fool, Ricky Nelson, Imp.
- Splish Splash, Bobby Darin, Atco
- Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.
- Yakety Yak, Coasters, Atco

NORTHERN NEW YORK STATE

- Fever, Peggy Lee, Cap.
- Hard Headed Woman/Don't Ask Me Why Elvis Presley, Vic.

- Leroy/My True Love, Jack Scott, Car.
- Moon Talk, Perry Como, Vic.
- One Summer Night, Danleers, Mer.
- Patricia, Perez Prado, Vic.
- Poor Little Fool, Ricky Nelson, Imp.
- Splish Splash, Bobby Darin, Atco

NORTHERN OHIO

- Born Too Late, Poni Tails, ABC-Para.
- If Dreams Came True, Pat Boone, Dot
- Just a Dream, Jimmy Clanton, Ace
- Little Star, Elegants, Apt.
- Patricia, Perez Prado, Vic.
- Poor Little Fool, Ricky Nelson, Imp.
- Rebel-Rouser, Duane Eddy, Jam.
- Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.
- When, Kalin Twins, Dec.

NORTHWEST

- Endless Sleep, Jody Reynolds, Dem.
- Guess Things Happen That Way/Come In, Stranger, Johnny Cash, Sun
- Hard Headed Woman/Don't Ask Me Why Elvis Presley, Vic.
- I Know Where I'm Goin' George Hamilton IV, ABC-Para.
- My True Love/Leroy, Jack Scott, Car.
- Patricia, Perez Prado, Vic.
- Poor Little Fool, Ricky Nelson, Imp.
- When, Kalin Twins, Dec.

PHILADELPHIA

- A Certain Smile, Johnny Mathis, Col.
- Ginger Bread, Frankie Avalon, Clr.
- Hard Headed Woman/Don't Ask Me Why Elvis Presley, Vic.
- If Dreams Came True, Pat Boone, Dot
- Just a Dream, Jimmy Clanton, Ace
- Patricia, Perez Prado, Vic.
- Purple People Eater, Sheb Wooley, M-G-M.
- Return to Me, Dean Martin, Cap.

ST. LOUIS AND KANSAS CITY

- Bird Dog, Everly Brothers, Cdc.
- Hard Headed Woman, Elvis Presley, Vic.
- My True Love/Leroy, Jack Scott, Car.
- Patricia, Perez Prado, Vic.
- Poor Little Fool, Ricky Nelson, Imp.

- Rebel-Rouser, Duane Eddy, Vic.
- Splish Splash, Bobby Darin, Atco
- When, Kalin Twins, Dec.

SAN FRANCISCO AND OAKLAND

- For Your Precious Love Jerry Butler & the Impressions, Abn.
- Padre, Toni Arden, Dec.
- Patricia, Perez Prado, Vic.
- Purple People Eater, Sheb Wooley, M-G-M.
- Volare (Nel Blu Dipinto Di Blu) Domenico Modugno, Dec.
- When, Kalin Twins, Dec.
- Willie and the Hand Jive Johnny Otis Show, Cap.
- Witch Doctor, David Seville, Lib.

SOUTHERN OHIO

- Are You Really Mine? Jimmy Rodgers, Rit.
- Devoted to You/Bird Dog Everly Brothers, Cdc.
- For Your Precious Love Jerry Butler and the Impressions, Abn.
- Hard Headed Woman/Don't Ask Me Why Elvis Presley, Vic.
- If Dreams Came True, Pat Boone, Dot
- Poor Little Fool, Ricky Nelson, Imp.
- What Am I Living For? Chuck Willis, Atl.
- Yakety Yak, Coasters, Atco

WASHINGTON AND BALTIMORE

- Guess Things Happen That Way Johnny Cash, Sun
- Hard Headed Woman, Elvis Presley, Vic.
- Little Star, Elegants, Apt.
- One Summer Night, Danleers, Mer.
- Patricia, Perez Prado, Vic.
- Poor Little Fool, Ricky Nelson, Imp.
- Splish Splash, Bobby Darin, Atco
- Yakety Yak, Coasters, Atco

SMASHING THRU!
DON RONDO
CITY AS LONG AS
LIGHTS I HAVE YOU

Jubilee #5334

HIT POTENTIAL

BOB MILLER

LONESOME LOVER

b/w
 EVERY ONCE IN A WHILE
 Jubilee #5336

LU ANN SIMMS

FELIPE
 b/w
HARBOR LIGHTS

Jubilee #5335

NEW RELEASES

THE CADILLACS

HOLY SMOKE BABY
 b/w
I WANT TO KNOW

Josie #842

MOONLIGHTERS

BROKEN HEART
 b/w
GLOW OF LOVE

Josie #843

HIT PARADERS

BOBBY FREEMAN

BETTY LOU GOT A NEW PAIR OF SHOES
 b/w
STARLIGHT

Josie #841

GENE SUMMERS

NERVOUS
 b/w
GOTTA A LOTTA THAT

Jane #102

DELLA REESE

YOU GOTTA LOVE EVERYBODY
 b/w
I WISH

Jubilee #5332

JIM BACKUS

DELICIOUS
 b/w
I NEED A VACATION

Jubilee #5330

SLEEPER TO WATCH

STICKS & BRICKS

IT'S MY HEART **KISS THE PRETTY GIRL TWICE**

Josie #839

→ jubilee



josie RECORDS

1721 B'WAY NEW YORK JAY-GEE RECORD CO., INC.

←



IT'S TIME FOR
TAPE

IT'S TIMED FOR TAPE
AND TAPE RECORDER
FALL SALES

ISSUE DATE, SEPTEMBER 1
AD DEADLINE, AUGUST 27

With the amazing new developments in tape and specifically with the new four-track stereo tapes and the revolutionary new tape cartridges, the retailer needs help and guidance and informative instruction from manufacturers of tape and players.

GET YOUR TAPE MESSAGE across to this growing market.
GET YOUR TAPE RECORDER MESSAGE across to this expanding market!
PHONO-RADIO-RECORD RETAILERS WILL READ THIS THIRD TAPE SPOTLIGHT BECAUSE:

- Billboard will tell them the companies that make pre-recorded tapes, and the kinds they make and prices.
- Billboard will tell them ten ways for a dealer to increase tape recorder sales.
- Billboard will tell them what the New Tape Recorders offer the dealer and the consumer.
- Billboard will give the Tape Business Forecast for the fall.

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This important issue of The Billboard delivers your advertising message to more record dealer PAID SUBSCRIBERS* than the next three publications combined.

(RECORD RETAILING, CASHBOX AND VARIETY)

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Chestnut 1-0443
Frank Joerling

New York 36, N. Y.
1564 Broadway
Plaza 7-2800—Dan Collins,
Bob O'Brien, Norm Wieland,
Ron Carpenter, Hal Rand



REMEMBER—ADVERTISING CLOSING DATE . . . AUG. 27

• **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. PATRICIA (Southern)	1	17
2. VOLARE (NEL BLU DIPINTO DI BLU) (Robbins)	12	2
3. A CERTAIN SMILE (Miller)	4	7
4. ENCHANTED ISLAND (Korwin)	8	4
5. LEFT RIGHT OUT OF YOUR HEART (Shapiro-Bernstein)	2	6
6. IF DREAMS CAME TRUE (Korwin)	11	4
7. EVERYBODY LOVES A LOVER (Korwin)	—	1
8. RETURN TO ME (Southern)	7	17
9. YOUNG AND WARM AND WONDERFUL (Frank)	10	6
10. COME CLOSER TO ME (Peet)	—	1
11. TWILIGHT TIME (Porgie)	9	17
12. SECRETLY (Planetary)	3	12
13. PADRE (Jungnickle)	5	12
14. PURPLE PEOPLE EATER (Cordial)	5	10
14. BORN TOO LATE (Evergreen)	—	1

• **Best Selling Sheet Music in Britain**

(For week ending August 2)

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

Tulips From Amsterdam—Cinephonic (Sikorski)	Who's Sorry Now—Feldman (Mills)
All I Have to Do Is Dream—Acuff-Rose (Acuff-Rose)	I Could Have Danced All Night—Chappell (Chappell)
On the Street Where You Live—Chappell (Chappell)	Sugar Moon—Frank (Frank)
Stairway of Love—Leeds (Planetary)	Only Man on the Island—Bron (Shapiro-Bernstein)
Trudie—Henderson (Kassner)	A Very Precious Love—Blossom (Witmark)
Big Man—Grosvenor (Beechwood)	You Need Hands—Lakeview (Leeds)
I May Never Pass This Way Again—Chappell (Oval)	When—Southern (Sounds)
Twilight Time—Victoria (Porgie)	Book of Love—Francis Day (Regent)
Return to Me—Southern (Southern)	Little Serenade—MacMelodies (Maurice)
	Witch Doctor—Bourne (Monarch)
	Kewpie Doll—Leeds (Leeds)

• **Best Selling Pop Records in Britain**

(For week ending August 2)

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

This Week	Last Week
1. ALL I HAVE TO DO IS DREAM/CLAUDETTE—Everly Brothers (London)	1
2. HARD-HEADED WOMAN—Elvis Presley (RCA)	2
3. WHEN—Kalin Twins (Brunswick)	7
4. BIG MAN—Four Preps (Capitol)	3
5. RETURN TO ME—Dean Martin (Capitol)	8
6. TULIPS FROM AMSTERDAM/YOU NEED HANDS—Max Bygraves (Decca)	4
7. ENDLESS SLEEP—Marty Wilde (Philips)	9
8. RAVE ON—Buddy Holly (Coral)	5
9. TWILIGHT TIME—Platters (Mercury)	6
10. SUGAR MOON—Pat Boone (London)	12
11. I'M SORRY I MADE YOU CRY—Connie Francis (M-G-M)	12
12. SALLY DON'T YOU GRIEVE/BETTY, BETTY, BETTY—Lonnie Donegan (Pye-Nixa)	14
13. PATRICIA—Perez Prado (RCA)	—
14. ON THE STREET WHERE YOU LIVE—Vic Damone (Philips)	11
15. WHO'S SORRY NOW—Connie Francis (M-G-M)	10
16. THINK IT OVER—Crickets (Coral)	18
17. TORERO—Julius La Rosa (RCA)	17
18. I'M THE ONLY MAN ON THE ISLAND—Tommy Steele (Decca)	—
19. ON THE STREET WHERE YOU LIVE—David Whitfield (Decca)	15
20. TRUDIE—Joe Henderson (Pye-Nixa)	—
20. JACQUELINE—Bobby Helms (Brunswick)	—

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A SMASH HIT PERFORMANCE ON A
 GREAT NEW BALLAD
STEVE LAWRENCE
MANY A
TIME

b/w

ALL ABOUT LOVE

CORAL 9-62025

VOX JOX

• Continued from page 8

KWBR rhythm and blues shows (merchandising, etc.), his "Top 25" bi-weekly survey of Northern California's top-selling r.&b. records, which he conducts with fellow jock (Bouncin' Bill) Doubleday, and his own label, Rhythm Records, and

publishing company and a personal management firm.

THIS 'N' THAT: Frank Ward, musical director of WAKR, Akron, reports that WAKR is "the highest rated indie in the U. S. with an

over-all share of audience of 55 per cent." . . . Jocks at KXYZ, Houston, are taking on a heavy schedule of weekly dances. Larry Kane will host a hop from 8 to 11 p.m. on Thursdays. Ken Collins emcees a Saturday night dance at the Jerry Roe Dance Studio, and on Sundays Jimmy Kaye hosts a 2-5 afternoon hop at the Alabama Catering Service. The hops are open to the public and keyed for teen-agers and young adults.

BOSTON JOCKS ON THE BALL: The "Live Five" spinning circle of WBZ, Boston (Carl de-Suze, Norm Prescott, Alan Dary, Bill Marlowe and John Bassett), have challenged their listeners to "play a round of golf" against any one of them by proxy. Dialers send in scorecards to WBZ and specify which of the "Live Five" they wish to "play" against. At the conclusion of the contest (August 25), the five deejays will play a round of golf, and prizes will be awarded to winning listeners.

GAB BAG: Alan Field, WTOR, Torrington, Conn., writes "I'm happy to say I topped William B. Williams of WNEW, New York (who recently played eight different versions of 'Volare' in succession) by playing nine records of the song. After playing all nine, I turned them over, noting how many good recordings were on the other sides. In many cases the 'B' sides were better than the 'Volare' covers." Field is engaged to marry Lucille Desky October 12.

Robin Seymour, WKMH, Detroit, received more than 700 letters when he asked his listeners to tell him what it would take to make them happy. . . . Norm Stevens subbing for Jerry Marshall, WMGM, New York, while latter vacations. . . . Dick Laine, program director - deejay, KSYD, Wichita Falls, Tex., writes, "This is probably no national record or anything, but we feel it's a real accomplishment. On June 9, KSYD made a big switch to the modern music-news format. The station became Number 1 two weeks later with a clear cut margin over the former number one station, which had had a 40 per cent lead.

"Sales have increased 200 per cent in one month. Top 40 survey is primary in our programming with a ratio of eight 'Top 40' three comers, and two standards per hour." The KSYD station personnel includes manager Earl Burnam, and jocks Dennis James, formerly with KXOL, Fort Worth, Tex.; Lon Williams, Snuff Garrett, Abe Lincoln (all formerly with KTRN, Wichita Falls.

Bob Barron, program manager of WHMS, Charleston, W. Va., is

anxious to contact jocks who would be willing to participate in the station's "Jockey Club" feature. "The bit," says Barron, "involves the jocks sending us a seven and a half inch tape on which he identifies himself, his show, his station, city, and introduces the top song in his area currently. We would also appreciate it if he would include the disk itself on the tape too. If he wishes he can close the tape out with a tag. We are willing to trade this service with any other stations that may be running similar features."

Phil Laughlin, general manager of the University of Nebraska radio station KNUS, Lincoln, Neb., which serves Lincoln as well as the campus, writes "We have a small budget and would appreciate any records that could be sent to us." . . . George Cromwell, KOIL, Omaha, has started his own BMI publishing firm, Tean Music, and has signed writer Royce Swain, who penned "Twice as Much" and "Bumpety Bump."



AT LEAST THEY AGREE ON FIDELITONE — Bach fans and Brubeck-ites can disagree on the music they like, but all is sunshine and flowers when it comes to phonograph needles. They both buy Fidelitone. They know that Fidelitone is first in the field of quality. Has been first for nearly thirty years. Take advantage of Fidelitone's well earned, well advertised reputation for quality. Stock and sell the needles that most record buyers know and want. Be sure of satisfied customers that come back to you for all their record needs. Ask your Distributor for Fidelitone.

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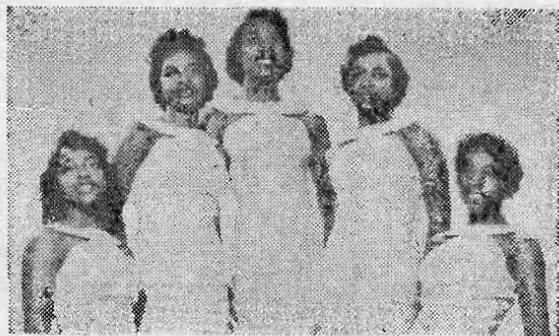
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IN LOVERS LANE

106

DALE

RECORDS

539 West 25 Street, New York 1, N. Y.

The Billboard Reviews

THIS WEEK'S SINGLES

• Reviews of New Pop Records

BEBE WOOLEY

Monkey Jive 80
M-G-M 12704—A cute tale about a monk in the zoo, with the familiar speeded up voice. Good performance by Wooley in a follow-up to "The Purple People Eater." Should do business. (Cordial, BMI)

The Chase....80

A snappy, upbeat. Bo Diddley type blues with interesting guitar backing. A good side that can catch spins with the flip. (Cordial, BMI)

THE PETS

Wow-Ee!!! 80
ARWIN 112—A follow-up to the group's "Chi Hua Hua." Has a money sound. It's in the Latin rocking groove with some modern jazz touches contributed in the vocal department. Can get buys. (Daywin, BMI)

Beyond the Sea....79

This rockaballad is from the pic "The Gunrunners," and it features a fine wailing tenor. Chorus comes in with pleasant soaring sounds behind the tenor. This could go. (Daywin, BMI)

BOB MILLER

Lonesome Lover 80
JUBILEE 5336—Tune cut by Jimmy Wakely a week ago is handed a sock reading by Bob Miller over swinging ork support. Side has a sound and it has a chance. Watch it. (Wakely, BMI)

Every Once in a While....73

Bright little ditty is sung pleasantly by the chanter. Action will be on the flip. (Melhead, ASCAP)

THE CLEFTONES

Trudy 78
ROULETTE 4094—Tune cut on another label is handed a warm reading by the boys, with the lead voice selling the tune in good fashion. Side has a chance. (Kabl & G&H, BMI)

She's So Fine....77

Typical rock and roll effort by the Cleftones. They sing it well and the backing is good. Could get coins. (Patricia, BMI)

FRANKIE LYMON

The Only Way to Love 78
ROULETTE 4093—Feelingful delivery by Lymon on intense rockaballad with effective ork backing and dramatic choral work. Can get spins. (Planetary, ASCAP)

Melinda....76

Fast moving typical Lymon side with fervent chanting by lad on bouncy rhythm item. (Patricia & Mack Martin, BMI)

LORRIE AND LARRY COLLINS

Whistle Bait 78
COLUMBIA 41225—Larry Collins gives a flashy rockabilly reading on this side which could easily win spins and move fast. (Vidor, BMI)

Rock Boppin' Baby....75

A forceful thrashing job by Lorrie Collins in a medium beat tempo. Smart guitar backing. A fine side. (Knox, BMI)

ANITA CARTER

Blue Doll 78
CADENCE 1333—Appealing chirping by country canary on wistful Boudleaux Bryant ballad. Tune is same as Jim Reeves' c.&w. hit, "Blue Boy," with lyric-change for gal. Cadence released it last summer, but is reissuing it to cash in on song's current popularity. Watch it. (Acuff-Rose, BMI)

Go Away....74

Feelingful reading of moving country weeper with mildly r.&r. backing. Also a reissue. (Acuff-Rose, BMI)

PATSY CLINE

I Can See an Angel 77
DECCA 30706—A sincere effort by the thrush, in the same rhythmic framework as her hit "Walkin' After

Midnight." Nice, pleasant sound that could move. (Four Star, BMI)

Never No More....77

A stylish country-type blues ballad, smartly thrashed by the gal. Can contend with the flip for the action. Two good sides. (Four Star, BMI)

LINDA BRANNON

Just Another Lie 77
ROYAL AUDIO MUSIC 1478—A haunting blues ballad sung with delicate quality by the thrush. Discerning jocks will give this country-flavored side a chance. (Hip Hill-Tree, BMI)

Where Are You....76

Another extremely tasteful side. A ballad of a bluesy nature, chanted to simple guitar and chorus background. Thrush has a style. (Cajun, BMI)

DICK JACOBS ORK & CHORUS

Rock-A-Tango 77
CORAL 62023—Tango instrumental with chorus. Superimposed on the tango rhythm is an occasional rock and roll triplet figure, making a neat variation. Watch it. (Chappell, ASCAP)

Song of Paece....75

A pretty waltz, with a soaring movement and a good lyric. Strong performance by Jacobs' ork and chorus. Will get good deejay play. Should be watched. (Kingsway, ASCAP)

JACKIE WILSON

We Have Love 77
BRUNSWICK 55086—Rockaballad of quality. Wilson belts it in stylish fashion. Arrangement has chorus and strings, and includes a triplet figure. Jocks will give it good exposure. (Pearl, BMI)

Singing a Song....73

Interesting side. Song has a heroic, folk quality. Wilson belts it. Arrangement couples rock and roll and classy instrumentation. (Pearl, BMI)

DON CORNELL

But Not Your Heart 76
CORAL 62019—A quality ballad. Cornell sings it with feeling. Arrangement is tasteful, with strings, yet not excessively lush. The antithesis of rock and roll, it will appeal to many jocks looking for good ballads. (Weiss & Barry, ASCAP)

Once More....76

Another quality song. Cornell sings the lyric in impassioned fashion, to a tasteful backing. For jocks looking for non-rock and roll, here's a good one. (Vim, ASCAP)

LEE ALLEN & HIS BAND

The Toc 76
EMBER 1039—Listenable instrumental item is sold well by Lee Allen and his ork. Tenor blazes away, organ and rhythm support him. (Angel, BMI)

Chuggin'....75

same comment. (Angel, BMI)

SHAYE COGAN

Little Ring 76
ROULETTE 4095—Pretty piping by thrush with effective multi-track seg on appealing folk-flavored tune with nice lyrics. Should pull play. (Planetary, ASCAP)

Tippy Canoe....75

Cheerful vocalizing on bouncy old-fashioned novelty with amusing corny but bright backing. Another spinable side. (Planetary, ASCAP)

THE HOLIDAYS

Sands of Gold 76
BRUNSWICK 55084—Feelingful effort by group on a poignant ballad with standout fem lead. Merits spins. (Denny, ASCAP)

French Riviera....74

Another strong performance by fem lead and group on okay continental theme—penned by Webb Pierce, of all

people, as was the flip. (Cedarwood, BMI)

BEEBEE TWINS

Herby the Mer-Man 76
DOT 15802—Novelty rocker, with gurgling water sounds. Chicks chant the lyric brightly, and there's a flute in the instrumentation. Sure to get heavy deejay play. (E. D. M. & Spartan, ASCAP)

I Can't Stop Cryin'....74

Relaxed warbling of a rockaballad. Arrangement has an attractive repeating figure. (Clockus & Music World, BMI)

THE ESQUIRE BOYS

Taboo 76
20TH FOX 110—The old tune gets a smart instrumental reading with a guitar lead. Good sound by the boys rates attention. (Peer, BMI)

Have You Got Good Religion....72

A bouncy spiritual rendition in rocking tempo, gets an okay vocal reading but the flip is the side. (Nicholas, BMI)

JOHN ANDERSON

Whistle Stop 76
LIBERTY 55149—An instrumental blues interspersed with the sound of a diesel (not steam) train whistle. Good tenor sax comes in in the middle and the cats jam from there on. Good rhythm, side could go with jukes and jocks. (Vananco, BMI)

Flamenco....71

Basically a Spanish type rendition, this also has some flavor of the East. Good sound which could get some attention from terpers. (Vananco, BMI)

AURELIO FIERRO

Tu Vuol' Fa' L'Americano 78
COLUMBIA 41223—From Fierro's current album release, this is a humorous, Italian language story about somebody who's trying to act like an American. It's bouncy and cute and could catch spins. (Beechwood, BMI)

Volare....75

A late but stylishly performed version of the current smash tune. This performer is well known in Europe and could become known here with

this side. Worth spins. (Robbins, ASCAP)

THE JORDANAIRE

Where Mary Go 75
CAPITOL 4025—Attractive, old-fashioned folk tune is sung very prettily by the Jordanaires, with a banjo plunking in the background. (Northern, ASCAP)

Wella Wella Honey....74

Group comes thru with a tricky reading of a pop rocker, over a listenable ork backing. Tune is a roolypolo. (Central Songs, BMI)

BARBARA McNAIR

Too Late the Spring 75
CORAL 62020—Richly expressive thrashing on melodic ballad with lush backing. Pretty jockey wax. (Rosemeadow, ASCAP)

See If I Care....73

Dramatic piping by canary on intense rockaballad. (Nels, BMI)

FLOYD DIXON ORK

Change Your Mind 75
KENT 311—Sincere reading of a rockaballad, showing the Domino influence in the arrangement. (Modern, BMI)

Dance the Thing....73

A shouting rhythm side contrasting sharply with the flip. Lyric describes a dance. (Modern, BMI)

COLLEEN & HER SCHOOLMATES

My Heart Is on a Merry-Go-Round 75
CORAL 62024—Bright summer novelty: Tune is a waltz, with arrangement reminiscent of Merry-Go-Round sounds. Thrushes have a bright, fresh approach. (Windy City, ASCAP)

Mairzy Doats....72

The novelty hit of years ago gets a reading by a fresh-voiced chick, with a bevy of youngsters chiming in on the chorus. (Miller, ASCAP)

CURT JENSEN

Just for You 75
PET 806—Rocker is sung with spirit by Jensen over driving support. Led stage it in the Jerry Lee Lewis tradi-

tion and the backing features a sweeping piano. (Don, BMI)

If I Only Knew....71

Jensen sings this pleasant ballad nicely, with a country-ish manner. (Leeds, ASCAP)

BILL RILEY

Is That All to the Ball (Mr. Ball) 78
BRUNSWICK 55085—Lively rocker with exuberant vocal and zingy pace. Merits spins. (Forrest, BMI)

Rockin' on the Moon....70

Okay rockabilly item but flip is stronger side. (Coaxial, BMI)

RIC CARTEY

Scratching on My Screen 74
NRC 503—A good rockabilly job by Cartey, the cat who had the original of "Young Love." Good chanting here backed with persistent guitar rhythm backing. Side is worth a listen. (Lowery, BMI)

My Heart Belongs to You....74

Cartey has a good, pleading quality on this Johnny Cash type of ballad. Good performance that can win spins. (Lowery, BMI)

MICKEY KATZ

Poipe Kishke Eater 74
CAPITOL 4037—Here's another take-off on the "Purple People Eater," with Katz doing his usual fine Yiddish dialect job on the novelty. Solid entry for its specialized market. (Cordial, BMI)

The Knish Doctor....73

Katz' Yiddish wrap-up on the "Witch Doctor" is well done, but isn't as funny as flip. "Walla Walla Bing Bang" is hard to follow. (Monarch, ASCAP)

FIELDS-MADERA ORK

You Can Make It All Come True 74
REDD-E 1015—An interesting blues with a flute and guitar harmony structure. Latinish rhythm effort could catch spins. (Valiant, BMI)

Holy Mackerel....72

A slow, Latinish side with a good rock beat. Disk features a repeated phrasing of the title by a deep voiced cat, plus interesting tenor and flute solos. (Valiant, BMI)



THE BILLBOARD SPOTLIGHT WINNERS OF THE WEEK

Pop Records

DAVID SEVILLE ORK
LITTLE BRASS BAND (Monarch, ASCAP)
TAKE FIVE (Monarch, ASCAP)

Seville seems to have put thru another pair of winners with these two novelty tunes. Top side is about a brass band that plays inside his heart. The flip, "Take

Five," has a slightly bar-roomish piano leading group thru melodic interplays. Both can jump right out.

Liberty 55153

GERRY GRANAHAN
BABY WAIT (Fa-Foo, BMI)

A smart upbeat tune with some of the touches of the Jimmie Rodgers style. Classy backing includes chorus spots. Watch

this one. Flip, "Completely" (Sunbeam, BMI), is a touching rockaballad.

Sunbeam 108



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

CHUCK BERRY
CAROL (Arc, BMI)

A spirited blues rocker reading by the Chess master. Has a lot of sound and beat and the kids should dig it. Strong pop and r.&b. potential. "Hey, Pedro"

(Arc, BMI), the flip, has a walking tempo with Mexican dialect by Berry interspersed.

Chess 1700



Sacred Record

RED FOLEY
IF I CAN HELP SOMEBODY (Leeds, ASCAP)
GOOD NIGHT, DEAR LORD (Rytvoe, ASCAP)

Foley is in great form on this pair of sides from his recent LP titled "He Walks With Thee." Top side is a tender sacred theme while the flip, in slower tempo, carries an equally soulful and ex-

pressive reading. Both sides get splendid backing from the Anita Kerr Singers. Great wax for the market.

Decca 30710



Correction!

Last week's Billboard Spotlight winners' section contained two errors. The Les Paul and Mary Ford Columbia record should have Spotlighted both sides.

LES PAUL & MARY FORD
PUT A RING ON MY FINGER (Hollis, BMI)

Fantasy (Jimskip, BMI)
Columbia 41222

Also, both the Caterina Valente Decca disk and the Tina Robin Coral disk were supposed to be designated as Pop D.J. Programming picks.

BETSY JONES
Vacation Waltz74
KAPP 230—A slow rockawaltz by Miss Jones starts with a Billy Vaughan type intro. It's a sad tale, sung with sincerity. (Jewel, ASCAP)

Wallpaper Flowers73
A pleasant ballad effort, also sung with sincerity. Good song idea. (Regent, BMI)

ART MOONEY ORK
Saw My Baby on TV74
M-G-M 12703—This is the sad tale of the cat who sees his chick on one of those TV jockey shows "dancing with someone else." It's a mild rocker which could find some interest due to the subject matter. Side has a happy ending. (Daniels, ASCAP)

Autumn Sunset72
Mooney saxes emulate the Billy Vaughn sound, together with an organ in a supporting role. It's a pretty enough tune. (HM & Range, BMI)

JIMMY PRICE
No Nearer More74
SAVOY 1545—Wistful rockballad is oiled with appealing pathos by Price. Nice jockey wax with dual market appeal. (Planemar, BMI)

I'm Afraid to Love You69
Personable reading on an attractive tune. (Planemar, BMI)

JERRY MARTIN
Until the Real Thing Comes Along73
CHOCK 106—The standard, chanted in slow tempo, with a well-marked rhythm and relaxed feeling. (Chappell, ASCAP)

Patricia73
A pretty vocal version of the hit tune. Arrangement is uncluttered and moves at a brisk pace. (Southern, ASCAP)

THE RIP-CHORDS
I Laughed So Hard73
M. M. I. 1236—A rocker. Lyric has a novelty touch with a laugh sequence. Arrangement features a driving rhythm. (Clockus, BMI)

You and I73
Rock and roller. Good vocal is abetted by driving rhythm and horns. (Clockus, BMI)

THE EMERALDS
Confess73
ABC-PARAMOUNT 9948—A medium beater with an okay lead with group joining in on repetition of the solo phrases. Side is set to a dated type of rocking backing. (Oxford, ASCAP)

I'm Dreaming71
An emotional voicing by the lead of a reflective type ballad. (Pamco, BMI)

FRANKIE AND THE ECHOES
Come Back Baby73
SAVOY 1544—Lively vocalizing by group on catchy rhythm side with infectious tempo. (Savoy, BMI)

Until We Meet Again71
Lead singer packs plenty of emotion into a moving rockballad. (Savoy, BMI)

BOBBY CHRISTIAN
The Spider and the Fly73
WING 2102—Even in this day of outre diskings, this one is unusual. It is a story, over instrumental backing, of a fly trapped by a spider. Ending is a shocker. Doubtful stuff. (Clare-Pure, BMI)

Cha Cha Hop69
On this side the Allan Sisters sing, rather lackadaisically, about a hop. (Clare-Pure, BMI)

RICHARD BERRY & THE LOCKETTES
The Mess Around73
FLIP 336—A slow rhythm, bluesy effort that's supposed to be the framework for a dance called the Mess Around. Berry sings it with expression backed by hormonal chick group. Good beat and sound are worth spins. (Limax, BMI)

Heaven on Wheels68
A more upbeat, out-of-breath effort by Berry. Lacks the appeal of the flip. (Limax, BMI)

TEACHO WILTSHIRE
The Loping Ghost (Parts 1 & 2)73
SAVOY 1546—Haunting instrumental tone-poem with plaintive main theme and effective flute solo work. Intriguing off-beat jockey wax for mood sogs. (Savoy-Miller-Kraft, BMI)

THE MIRACLE MEN
The Goose72
CORAL 62022—Interesting mildly swinging instrumental with nice organ solo work and distracting quack-quack sound gimmick. (Tannen, BMI)

The Gander72
Another quietly effective instrumental with non-lyric vocal seg by male group. (Tannen, BMI)

CLICK-CLACKS
Roma Rocks-Rolla72
APT 25010—This is all about a pizza joint and what happens there when some Americans show up. Okay effort with a determined lead performance. (Sierwin, ASCAP)

Pretty Little Pearly72
Good performance by the lead and group on a blues effort. (Wella, BMI)

THE EXCLUSIVES
It's Over72
K&C 102—On this side the lads sing pleasantly a new ballad about a broken love. Jocks may spin. (Ethical, BMI)

My Girl Friend71
Group of airmen from the Myrtle Beach (N. C.) Air Force Base sing this rock and roller pleasantly over good guitar support. (Ethical, BMI)

BREIN FISHER
It's Up to You72
UNITED ARTISTS 115—Lad assumes the Jerry Lee Lewis style on this rocker. Nice wax. (Nash, BMI)

Double Dating72
Lad sings this medium rock and roll item pleasantly. (Nash, BMI)

ROY HARRIS
Cut 'n' Shoot72
DECCA 30717—This is all about the cat's home town, down Texas way. It's bouncy, with a certain amount of brightness. If he wins the fight this will get action but the odds are against him. (Melody Trails, BMI)

Desert in the Sky70
A fair reading of a sacred tune by the heavyweight contender. Harris offers a spoken bit in the middle which has an inspirational message. (Ludlow, BMI)

MONTE BALLOU
I've Been Floating Down the Old Green River72
CALIFORNIA 302—Clever Dixieland effort is sung and played with gusto by Monte Ballou with backing from the Castle band. (Mills, ASCAP)

The Torch69
The tear jerker is sung with sadness and melancholy by Monte Ballou. (Robbins, ASCAP)

CLANCY HAYES
Ace in the Hole71
CALIFORNIA 301—The standard is sung with much feeling by Hayes over appropriate backing. Many old-timers will enjoy this, and jocks should spin. (Vogal, ASCAP)

Silver Dollar71
Same comment. (Hampshire House, ASCAP)

AUSTIN SISTERS
It Happened at the Hop71
EDISON INTERNATIONAL 401—Bouncy r.&r. tune is an ordinary side, but sisters have a fresh teen-appearance sound. (Ric-Page, BMI)

Love Can Do Most Anything70
Catchy theme piped prettily by gals. Flip, tho, is better for today's market. (House of Fortune, BMI)

Jazz

THE MASTERSOUNDS
Stranger in Paradise77
WORLD PACIFIC 655—From the upcoming "Kismet" album, the group swings with guitar, vibes and drums on the tune from the score of the show. Has a nice sound. (Frank, ASCAP)

Gesticulate & Rhythms Have I75
Another selection from "Kismet" gets a fast-moving reading by the group which does not lend itself too well to the needs of the singles market. Flip would have a better chance. (Frank, ASCAP)

LOUIS CARPENTER'S ALL STARS
Yeah!72
MAD 1007—A voice keeps coming in shouting "Yeah!" on this side which swings somewhere between rock and roll and jazz. Tenor sax rides most of the way in front of a jamming riff from an organ. Good dance side. (Josette, BMI)

Cha Cha Boogie72
Side is what the name implies and the rhythm groups plus piano give it a good danceable ride that builds nicely. Possible for jokes. (Josette, BMI)

International

SERGIO BRUNI
Chiave A zeffunno74
CAPITOL 71134—From the Neapolitan Song Festival comes this soulful ballad. Beautifully sung in impassioned fashion. Italian vocal. (Vis Radio)

Giulietta E Romeo67
Material comes from the Neapolitan Song Festival. An Italian vocal of a bright rhythm piece. (La Canzonetta)

NICIA DI BRUNO
Mandolino D' O Texas72
CAPITOL 71131—"Mandolin From Texas," an entry from the Neapolitan Festival, is a lively rhythm piece sung with spirit by the thrush. Italian style. (Canzon Modern)

Tuppetteppe Mariscia71
Latin beat with Italian vocal. Tune is a lively one with pretty melody. Thrush does an attractive job. (Biderl, ASCAP)

SERGIO BRUNI
Vurria72
CAPITOL 71133—Beguine with Italian vocal. Chanter has a warm well-trained voice. Tasteful disk. (Rendine)

Suonno a Marechiaro71
Tango with Italian vocal. Chanter delivers from the heart to a sensitive arrangement. (M.I.A.)

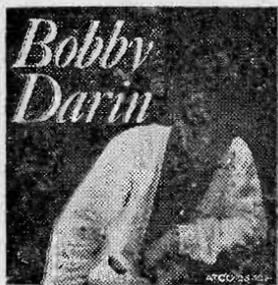
The following records, also reviewed by The Billboard music staff, were rated 70 or less.

- ART AUGUST: I Lost My Love/Sad Love Affair—Brad 2211
- BELL SISTERS: Something Japanese/Honey Baby—Brad 2210
- ANDY CALDWELL: She's So Fine/Tell Me—Liberty 55142
- JACK CARROLL: Wack! Wack!/By All That's Beautiful—Decca 30697
- CAROLS CASAL, JR.: You'll Change Your Mind/Don't Meet Mr. Frankenstein—Emgo 1005
- EDDIE L. DAVIS: Tick Tock Rock/Teen Age Brain Surgeon—Fable 637
- FRITZ DRINKAULFER: I Love to Kiss the Ladies/Lift Your Glass—Ac'cent 1062
- NICKY FORTE: Baby I Need My Kicks/Rockin' Guitar—Harrison 100
- THE FORTUNES: Trees/How Clever of You—Decca 30688
- DOUG FRANKLIN: Love Me Now/I Send My Love—Aha 101
- MAD MAN JONES BAND: Josette/Snako Charmer—Mad 1008
- BOB LAURIE: Our Last Dance/Cry and Cry—Cry—Stephany 1829
- LITTLE BILLY EARL: Honey Baby/O Couple in the Car—Goldband 1075
- THE MAJESTICS: Divided Heart/Please Don't Say No—NRC 502
- LINDA MAY: Get Goin'/Eleven Days—Avalanche 1001
- JOE McCOY & HIS REAL McCOYS: Wella Wella Willia/Dizzy Little Girl—Tiara 6119
- RUTH McFADDEN: If You Hada't Gone Away/My Baby's Comin' Home—Tiara 6128
- TOMMY NICHOLS: Three Sisters/Miss You—Stephany 1830
- CARRIE NORMAN: I Can't Help It/Teach Me to Care—Mark 130
- DONNIE OWENS: If I'm Wrong/Need You—Guyden 2001
- SAM SAMSON: Rockin'—Celinto/Crazy Rancho Rock—Verve 10144
- TONY & KRIS: Blue Melody/Ramblin' Man—Manor 1001
- LUCIANO VIRGILI: Maistate/Sincerita—Capitol 71132

Number of Releases This Week

Label	Pop	R&B	C&W
ACCENT	1	—	—
AHA	1	—	—
ARWIN	1	—	—
AVALANCHE	1	—	—
AZALEA	—	—	1
BRAD	2	—	—
BRUNSWICK	2	—	—
CADENCE	1	—	—
CALIFORNIA	2	—	—
CAPITOL	2	—	1
CHESS	1	—	—
CHOCK	1	—	—
COLUMBIA	2	—	1
CORAL	5	—	—
D	—	1	—
DECCA	2	—	—
DOT	1	—	—
EDISON	—	—	—
INTERNATIONAL	1	—	—
EKO	—	—	1
EMBER	1	—	—
EMGE	1	—	—
END	1	—	—
FABLE	1	—	—
FEDERAL	—	1	—
FLIP	1	—	—
GOLDBAND	1	2	—
GUYDEN	1	—	—
HARRISON	1	—	—
HERALD	—	1	—
JUBILEE	1	—	—
K & C	1	1	—
KING	—	2	—
LIBERTY	1	—	—
LOVE LOCK	—	—	1
LUCKY	—	—	1
MANOR	1	—	—
MARK	1	—	—
MERCURY	—	—	1
M-G-M	2	—	1
MINOR	—	—	1
M.M.I.	1	—	—
NRC	2	—	—
OAK	—	—	1
PET	1	—	—
RCA VICTOR	—	—	1
ROBBINS	—	—	1
ROULETTE	3	—	—
ROYAL AUDIO	—	—	—
MUSIC	1	—	—
SARG	—	—	1
SPIRAL	—	—	1
STEPHANY	2	—	—
TIARA	2	—	—
20TH FOX	1	—	—
UNITED ARTISTS	1	—	—
VEE-JAY	—	1	—
VERVE	1	—	—
WING	1	—	—
TOTALS	57	9	14

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MUSIC AS WRITTEN

• Continued from page 8

released a Mercury record titled "The Spider and the Fly." . . . Alan Freed and Figure Music Manager Jack Hooke will move into new offices in the Coliseum Apartments at Columbus Circle in New York this week. . . . Joe Carlton of Carlton Records flew to Houston last week to work out sales plans with new regional Sales Manager Lelan Rogers. . . . Sunbeam Music chief Tommy Valando has appointed Charlie Warren to handle his music interests on the West Coast. . . . Teddi King will open tonight (11) for two weeks at Fack's No. 2 Club in San Francisco. . . . The Four Voices play a week at the Dayton Club in Dayton, O., for a week starting August 18. . . . The Rover Boys are now at the Frolics Club in Revere Beach, Mass. . . . Jerry Levy and Fred Amsell have signed comic Wally Griffin.

Judy Scott starts at the Diamond Beach Club in Wildwood, N. J. starting August 15. . . . The Four Voices start a week stint at the Copa Club in Dayton, Ohio on August 18. . . . Carolyn King debuts on screen in the flick "The Beautiful Stranger." The thrush follows up her movie chores with a long engagement at Chicago's Blue Angel. . . . Jimmy Simmons, Atco artist, is set for 10 weeks at the Living Room Club in Manhattan. . . . Gene Krupa and his trio will play at the festival in French Lick, Ind., on August 16 and after a two-week vacation will resume at Storyville, Boston, starting September 3.

R. T. Williams, head of Domino Records of Austin, Texas, has made arrangements with Sparton of Canada to handle distribution in that country for the Domino disk "You Cheated" with the Slades. . . . Columbia Records has set up an employee scholarship plan under which employees who receive scholarship awards will have their tuition fees paid by the diskery. Plan starts September 1. . . . Mercury Records has picked up the option of Sister Rosetta Tharpe for another year.

Amperex Sets 2

• Continued from page 18

and semiconductors for communications, defense and industry, Amperex is wholly owned subsidiary of the North American Philips Company, Inc., New York City.

Low noise is the outstanding feature of these tubes; the noise figure is appreciably lower than with any current tube types. "This means that TV signals can now be picked up reliably in areas where reception was difficult, and in fringe areas where reception was only possible with the use of extremely expensive towers and elaborate high gain antennas. With sets incorporating these new frame grid tubes, TV viewers in fringe areas can use the inexpensive antennas used in urban areas and with comparable reception. In urban areas reception will noticeably improve with existing antennas," says Amperex.

Use of Amperex frame grid tubes in TV sets can be expected to have an immediate effect on TV set sales. Increasing the effective reception area means increasing market areas for dealer, the firm predicts.

Organ Combo

• Continued from page 18

front and sides of the organ console.

The organ portion of the unit is a single 49 note keyboard instrument with five voices and a 13-note, 16 foot pitch pedal base.

Joe Benaron, president, emphasized that the new instrument provides a "built-in music teacher" thru use of special recorded organ lessons the Thomas Company has developed.

"We've made it so easy to learn to play the organ by this method. You just put one of the recorded lessons on the phonograph and follow the instructions," Benaron stressed.

Benaron plugged a pair of headphones into the instrument in a recent showing to demonstrate that the lessons could be taken "privately," without embarrassing the student or disturbing the rest of the family. He also demonstrated the binaural feature of the headphones, showing how "ideal stereophonic sound can be attained from the new stereo records thru this device."

The new Thomas instrument (model GS) will sell for \$899.50.

NAMM Show

• Continued from page 18

Institute of Technology, a project underwritten by music manufacturers and dealers. Said Murphy: "Music must take its place beside nuclear energy, space travel, communications and automation as one of the fields in which rapid strides are made. Our industry has the choice of being part of tomorrow's world, or belonging to yesterday along with the makers of carriages and buggy whips.

"The basic research program at M.I.T. may result in better, different and possibly new things in music - perhaps easier ways of learning or playing instruments. Whatever this program may produce, it cannot help but benefit the entire music industry, for there will be no secrets. Free circulation of results is essential."

Succeeding Murphy as president of the 1,500-member organization is NAMM's new head, Clay Sherman, board chairman of Sherman Clay and Company, a chain of 21 West Coast music stores. He is a grandson of Leander S. Sherman, pioneer San Francisco merchant who built the Coastwide chain of music stores. Sherman's election as top executive of the music association at the age of 42 makes him the second youngest president in its history.

Elected with him were Philip Werlein IV, of Werlein's for Music, New Orleans, who takes office as vice-president; Harley T. Bennett, of H. T. Bennett Music Company, Santa Barbara, Calif., secretary; R. Gregory Durham of Lyon Healy Inc., Chicago, treasurer, and Ted Korten, Korten's Longview, Washington, NAMM director to the American Music Conference.

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HITS ABNER HITS
HITS HITS VEEJAY
ABNER HITS HITS

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by

THE SPANIELS

VEEJAY 290

THE BIG SIDE

DOWN IN VIRGINIA

by

JIMMY REED

VEEJAY 287

WABASH BLUES

by

AL SMITH

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WATCH FOR NEW

JERRY BUTLER

and

The Impressions

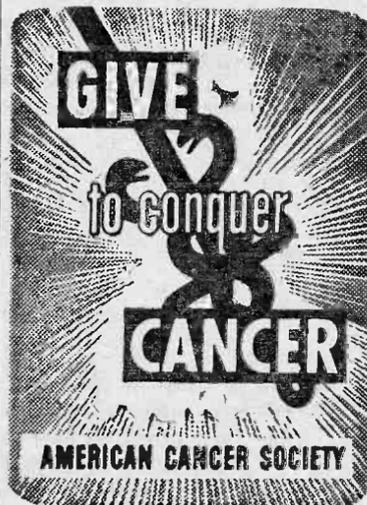
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47/20-7294



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WARREN STORM

PRISONER'S SONG **MAMA MAMA**

b/w **MAMA** (Look What Your Little Boy's Done)

Nasco 6015

NASHBORO RECORD CO., INC. Nashville, Tennessee
CHappel 2-2215

GIVE TO DAMON RUNYON CANCER FUND

National Service For Col. '59 Phono Line

• Continued from page 2

models. Models of previous years are still the responsibility of the distributor to repair.

The firm is setting service agencies up across the entire country to repair their sets. They hope to set up a service agency in every city in which there is a Columbia phono dealer, altho they will immediately concentrate on the largest markets. Columbia believes that their new program is a great step forward for phono repairs, and that it will relieve the dealers of much trouble and aggravation.

Fall Pick-Up

• Continued from page 3

the record business always needs to sell disks.

In addition to stereo records, monaural LP's are being ordered strongly by distributors and dealers. Van Cliburn, of course, has helped monaural LP sales with his hit waxing. All of the diskeries are out pushing their new product at this time. According to execs at Columbia, Victor, Capitol, Decca, ABC-Paramount, Mercury, M-G-M and others, the orders are good. Columbia, which had its distributors set quotas for dealers to participate in its forthcoming "coupon plan" program, says that many dealers are buying more than the quota. Columbia execs feel that their "coupon plan," which starts in September, will add a real stimulus to monaural sales.

The pressing plants are also very busy, with some saying they have never been busier. And the recording studios rarely have enough time in any one day to accommodate all of the professional and amateur a.&r. men who want to cut sides. The number of album and single releases each week has never been higher.

Fantasy Label

• Continued from page 3

for this cutting to make it a quintet. Classical release consists of two Bela Bartok rhapsodies featuring violinist Nathan Rubin and the San Francisco Little Symphony. The flamenco item is recorded by Chinin De Triana. As a sequel to the label's strong selling "Good Old Days," Fantasy will issue "The Spirit of the Twenties," which again features Paul Miller's San Francisco Marching, Trotting and Walking Band.

Catalog items re-issued in stereo form include "The Good Old Days," two Anson Weeks packages, Elliott Lawrence's "Dream On, Dance On," an album spotlighting the Cal Tjador-Stan Getz Sextet, Tjador's "Mas Ritmo Caliente." Monaural version of all stereo will list for one dollar less or \$3.98. Fantasy plans to offer both monaural and stereo packages simultaneously in all future releases.

Cap-Design Suit

• Continued from page 3

to go "tooth and nail" against attempts to cash in on our talent and ingenuity and to assure this we will use every resource of the law." There have been many complaints by one record company versus another re "similarity" of covers but this is one of the first that is slated to go to trial. Capitol is seeking a permanent injunction against the Design "Pal Joey."

Warners Set Distrib Machinery

• Continued from page 2

about 80 albums are expected to be on the market, with 40 albums set for the remainder of this year.

Cook, who stated that he had more than 250 requests for the line, has set up the sales organization in four divisions. Eastern division is headed up by Victor Circumbolo; the Midwestern, by Robert Summers; the Western by Stuart Woodruff and the Southern division by Al Klein. Salesmen, Cook stated, would have regular monthly presentations and merchandising programs. Many of the indie distributors who will handle the Warners line are putting on a separate sales force, using the Warners label as the flagship, Cook stated.

Cook also noted that in certain key areas, a Warners record representative will work on sales, promotion, publicity and a.&r. liaison. Each such representative will turn over all business he writes to the local distributor. In other words, such reps. will be on the Warner payroll but will work closely with the distributors. Two representatives have already been named. These are Donald Graham in San Francisco and Frank Cosara in Boston. Others will be appointed shortly.

Debut in September

Debut of the diskery product is set for September 4, with the release of 12 monaural and 1 stereo packages. In the first month, four

singles are expected to be released. Cook stated that of the 80 albums to be released during the first 10 months, most would be on both stereo and monaural versions.

With regard to sound track packages, Cook stated that wherever an opportunity presents itself, the diskery would be bidding; that is, it would by no means confine itself to Warners sound tracks.

Several additional men have been added, Cook concluded. One is Peter Sutro, who will do sales promotion and publicity. Sutro was formerly with RCA in market research and prior to that was affiliated with Angel Records. Much of his function with Warners will be in connection with TV tie-ins, national radio exploitation, etc. Another addition is Bill Hall, formerly with Verve's field management set-up. Hall will be in charge of radio and deejay exploitation.

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by **JOE SOUTH**

NRCO 5000

NATIONAL RECORDING CORP.
Atlanta 19, Georgia

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SWAN 1010

SWAN RECORDS

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IN FULL,
GLORIOUS
COLOR

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EP's Dominate Swedish Mkt.

• Continued from page 3

Swedish newspaper Bekantas Bekanta—are Paul Anka (whose name in Swedish means Duck) three waxings by Presley, "Melodie D'Amour" by the Ames Brothers, a Swedish-lyric version of "Sugar Time" by Alice Babs (a Metronome artist), two versions of "Volare," one Swedish, the other Italian, neither of which has been released here, and Louis Prima's "Buena Sera." No. 1 waxing is Gerhard's rockabilly version of the same tune.

Most of the Swedish rock and roll artists sing the U. S. r.&r. songs in phonetic English, Ekberg explains, adding the tongue-in-cheek observation that it doesn't make too much difference that their English isn't very good, since you can't understand U. S. r.&r. artists much better.

Ekberg distributes Mercury, EmArcy, Atlantic and Prestige, and Disneyland abroad and has a first-refusal deal with Mercury for release of Metronome disks here. The firm's New York representative is Claes Dahlgren. While here, Ekberg is studying U. S. stereo recording methods, with a view towards going into stereo production on an extensive basis when he returns to Sweden. He has already cut some things in stereo for the U. S. market.

Since Sweden's total population is 7,800,000 only six pop singles have sold more than 100,000 in the last nine years. Three of those were Metronome disks — Alice Babs' "Dear John," and waxings by the Delta Rhythm Boys (hot in Sweden since they arrived there from the U. S. in 1949), and Owe

Thornqvist, "the Swedish Stan Freberg).

Ekberg also records U. S. jazz star Quincy Jones and American canary Ernestine Anderson. The latter's "Hot Cargo" album will be released here by Mercury. Swedish record fans are so jazz-minded that two of the top five best selling albums (pop or jazz are jazz packages—Metronome's "Quincy's Home Again," and Miss Davis' "Miles Ahead."

Kay, UA Mull Jazz Hook-Up

NEW YORK — Monte Kay, jazz producer, manager and impresario, has been holding huddles with UA boss Max Youngstein about the possibilities of producing jazz albums for the label. Nothing has been signed but it is known that the negotiations have been going on for the past month. It is believed that if Kay does go with the label it will be on a sort of free-lance, outside producer basis.

Mills Clarifies Carisch Deal

NEW YORK — Mills Music here has clarified earlier reports (The Billboard July 28) on its new relationship with the firm of Carisch of Milan, Italy. Mills has acquired United States and Canadian rights to Carisch's library of light popular music, lyric songs for voice and piano and selected choral music.

Longhair Pull

• Continued from page 3

Rome; WRRD - FM, Syracuse; WKOP-FM, Binghamton; WHDL-FM, Olean; WJTN-FM, Jamestown; WRRL-FM, Buffalo; and WHLD - FM, Niagara Frontier. Plans are also underway to expand the network into other Eastern markets.

Meanwhile, the Concert FM Network (WNCN, New York; WBCN, Boston; WHCN, Hartford, and WXCN, Providence) has launched its first new group of all music programs. The line-up includes "Symphonic Masterpieces," Mondays 8-11 p.m.; "An Evening of Opera," Wednesdays 8-11 p.m.; and "Concerto," Fridays, 8-10 p.m.

Latest station to commence separate FM programming operations is KYW-FM, Cleveland, which, as of August 1, is operating as a "fine arts station," featuring classical music (culled from a library of over 5,000 hi-fi albums) from 5 p.m. to midnight seven nights a week. The outlet will expand its programming early in the fall with the addition of stereo broadcasts, talk-shows, theater reviews, etc. David Hawthorne, formerly with WZIP, Cincinnati, will be KYW-FM's chief announcer.

Subs for Clark

• Continued from page 3

August 12; Alan London, WFRV-TV, Green Bay, Wis., August 13; Bill Wylar, WPST-TV, Miami, August 14; Felix Grant, WMAL-TV, Washington, August 15; Ron Scott, WOI-TV, Ames, Ia., August 18; Alfred Bell, KTRK-TV, Houston, August 19; John Bilyou, KMBC-TV, Kansas City, Mo., August 20; Jim Lounsbury, WBKB-TV, Chicago, August 26; Jerry Haynes, WFAA-TV, Dallas, August 27; Bobby Troupe, already emcee of a weekly ABC-TV jazz show, KABC-TV, Los Angeles. Still to be finalized are jockey selections for August 21, 22, 25 and 29.

Chain, M.O. Buying Tactics

• Continued from page 3

possibility was not ruled out. Rather, he said, deals were made wherever they could be made, with indie distributors in various parts of the country, for example, who were in a position to buy up a stock of merchandise at a good price and pass the saving on.

"Do you mean by that transshipping?" the spokesman was asked. "I guess you might call it that," was the reply, altho the source of the goods was not revealed. He said, however, that "Sears Roebuck is getting some of their stuff from the same place we are."

Later, another spokesman identified one of the mysterious sources as an indie distributor of Providence, R. I., who also has been called a "graveyard" for distressed merchandise from overloaded distributors. "The record companies know all about this," was the comment of another buyer. "They don't do anything to stop it, so we have to assume they condone it. When they allow that to go on, then you've got to fend for yourself brother, and get yourself the best deal around."

Woolworth View
Meanwhile, the F. W. Woolworth chain of variety stores leaves much authority in the hands of their local store managers. "We check on distributors in the various territories and with our okay, the local stores do their own buying. Our store men deal with these distributors and if any deals or extra discounts are arranged, they work them out themselves. We sometimes deal with a distant distributor because a store may not be close enough to get direct delivery. In these cases, we get overnight shipments. We sell our records for as close to list price as the competition will allow.

Despite the orthodox nature of the Woolworth operation, the gradually evolving buying practices of major chains is being seen by observers as another trouble spot on the already stormy sea of dealer-manufacturer relations.

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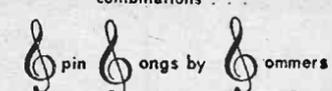
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Coming Up Fast

The Billboard's Disk Jockey Programming ISSUE

DATED Aug. 18



Featuring a Spotlight On Jazz
 With information to help dealers, disk jockeys and juke box operators buy and program better.

2 Chi Dates To Net Welk Flat 35G

CHICAGO — Lawrence Welk will take \$35,000 in flat fees out of two engagements in Chicago following his current concert tour. Both dates were sold by Joe Kayser, vet indie booker, who was one of Welk's first agents years ago when both were associated with the Frederick Bros. office.

Heaviest of the dates is Sept. 17 when Welk is pacted for \$25,000 for a two-hour concert in Chicago Stadium for members of the Western Electric Pioneer Club, an employe group. Attendance is expected to be 15,000.

On Sept. 18, the champagne maestro takes \$10,000 out of a four-hour dance date at William Karzas' Aragon Ballroom, open to the public.

Kayser, whose effervescence over the contracts competed with Welk's bubble machine, reminisced that in 1939 he sold Welk to Andrew Karzas for one night at the Aragon and another at the Trianon as the second band for \$300 a night.

Decca Earnings Announced

NEW YORK — Decca Records has announced net earnings of \$76,370 for the six-month period ending June 30, 1958, after allowing for the company's share of undistributed losses of its subsidiary, Universal Pictures Company, Inc. This is equal to 5 cents per share on 1,527,401 outstanding shares of stock. In the corresponding period in 1957, earnings amounted to \$1,742,600, equal to \$1.08 per share.

AFM-IFM Meet Set On Canned Imports

NEW YORK—In a move to control the international shipment of recorded music, the American Federation of Musicians of the U. S. and Canada and the International Federation of Musicians (representing most of the unions of instrumentalists in Europe) will convene in Zurich, Switzerland, August 15 and 16. Spokesmen for 16 countries are expected to attend.

At a press conference here last week, IFM prexy Herman D. Kenin said preliminary talks were held last month in Europe and a draft proposal for mutual protection had been approved by spokesmen for the unions involved.

The agreement is designed to block American movie, TV and other firms using music (with the exception of disks recorded abroad for public sale) from taping music in foreign countries for use on U. S. TV shows (particularly TV film) and as background music for films.

The pact, said Kevin, would help stop foreign recordings of types of music outlawed by AFM contracts. However, Kenin said the AFM, which is not a member of the IFM, has "no notion" of joining the International union. The meet will be attended by union reps from the U. S. and Canada, Great Britain, Sweden, Norway, Denmark, Finland, Iceland, Belgium, Italy, Austria, France, Switzerland, Spain, West Germany, Mexico and Argentina.

Kenin praised the "co-operation" offered the AFM by foreign unions during the recent strike against the motion picture studios. He also said the newly formed Musicians Guild of America would benefit from the pact, adding: "I have the idea disenchantment will set in (about the MGA) but they're musicians and any benefit for the agreement will be for musicians."

In describing the dangers facing U. S. musicians from music taped abroad, Kenin cited Maurice Chevalier's recent U. S. tour, wherein he utilized taped back-

ground music recorded in Europe by a French orchestra. Altho U. S. musicians were paid (in most cases) to play opening and closing segs for the act, Kenin decried the fact that American musicians were asked just to sit on the stage while a French ork played the show. He also said that Chevalier didn't employ a U. S. ork in Portland, and that he hired a U. S. organist in Seattle only after the AFM local in that city raised a strong protest.

Kenin said resolutions have been introduced in both houses in Washington, D. C. seeking an investigation of the problem and some kind of legislation to control the importation of music taped abroad by U. S. companies.

The exec pointed out that presently the value of such tape is tabulated by length of footage, rather than what is recorded on it. He said the AFM doesn't have any specific plan, but opined that it might be possible to determine damage (to U. S. musicians) by measuring the length of a sound track (half hour TV film, feature movie, etc.).

BUY ADULT

Kids Are Wonderful, But . . .

NEW YORK — The New York Times radio station WQXR here is dramatizing its high percentage of adult listenership (96.6 per cent are adults) via a new direct mail series, which will be sent to more than 4,000 key agency and business execs across the country.

The first mailing piece carries the illustrated copy theme . . . "Teen-agers live in a world of their own. They have their own heroes . . . their own language—their own music. Kids are wonderful, of course, but not necessarily for you as a businessman. You're after a money market. Now adults too have a world of their own. Especially in music. In New York, adults prefer the good music of WQXR. Pulse shows that you reach a bigger percentage of adults on WQXR than on any other radio station. . . . Teen-agers and their world are fabulous. But if you want to sell adult goods and services to an adult audience—use WQXR."

UA Album Tie For Peck Pic

NEW YORK — United Artists last week released a sound-track LP from the new Gregory Peck movie "The Big Country," tying in promotion on the album with the opening of the film in 12 key cities across the country.

Peck, co-producer of the picture, will plug the album on TV and radio shows, during a personal appearance tour for the film this month. Interviews—both live and taped—have also been set for others appearing in the film, Jean Simmons, Charlton Heston, Burl Ives, etc., with deejays in each city.

UA is backing the LP with an extensive radio-TV spot campaign and point of sale merchandising tie-ins with theaters showing the film.

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1958 BUSIEST FOR LIBRARY OF CONGRESS

WASHINGTON — The Music Division of the Library of Congress had the busiest year in its history in fiscal 1958. It reports over 15,000 visitor-readers, 22,000 phoned inquiries, over 2,600 reference letters written, and more than 36,000 items circulated.

Collections grew to a grand total of about 2,241,560 items. New acquisitions totaled 35,206 items: music, 30,386 items; books and pamphlets, 2,039, and sound recordings numbering 2,781.

Of special interest in the past year was the launching of a research project for preserving sound recordings, made possible by a Rockefeller Foundation grant.

The Library reports that it received most of the funds requested in its fiscal 1959 appropriation of \$12,436,442. Of this, the Copyright Office received \$1,274,056, which will enable it to add six positions to handle the increasing workload. Amount appropriated for Library salaries and expenses is \$6,224,851, about \$349,851 higher than fiscal 1958, but still \$50,000 under what the library requested. Music will benefit by additional staff to keep its non-book materials in order.

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C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING AUGUST 2

RECORDS are ranked in order of their current/national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side last on top.

This Week	Last Week	Weeks on Chart
1. GUESS THINGS HAPPEN THAT WAY (BMI)— Johnny Cash	1	12
2. BLUE BLUE DAY (BMI)—Don Gibson	2	10
3. HARD HEADED WOMAN (ASCAP)— Elvis Presley	3	7
4. POOR LITTLE FOOL (BMI)—Ricky Nelson	4	6
5. OH, LONESOME ME (BMI)—Don Gibson	5	25
6. SECRETLY (ASCAP)—Jimmie Rodgers	6	13
7. JUST MARRIED (BMI)—Marty Robbins	7	19
8. INVITATION TO THE BLUES (BMI)—Ray Price	8	5
9. BLUE BOY (BMI)—Jim Reeves	14	5
10. ALONE WITH YOU (BMI)—Faron Young	10	7
11. SEND ME THE PILLOW YOU DREAM ON (BMI)—Hank Locklin	11	18
12. ALL I HAVE TO DO IS DREAM (BMI)— Everly Brothers	9	16
13. WHEN (ASCAP)—Kalin Twins	17	2
14. SPLISH SPLASH (BMI)—Bobby Darin	20	2
15. IT'S A LITTLE MORE LIKE HEAVEN (BMI)— Hank Locklin	12	15
16. JEALOUSY (BMI)—Kitty Wells	15	4
17. REBEL-ROUSER (BMI)—Duane Eddy	18	2
18. HIGH SCHOOL CONFIDENTIAL (BMI)— Jerry Lee Lewis	13	10
19. HEY, MR. BLUEBIRD (BMI)— Ernest Tubb and Wilburn Brothers	16	8
20. I CAN'T STOP LOVING YOU (BMI)—Kitty Wells	—	19

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING AUGUST 2

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. ALONE WITH YOU—Faron Young	1	8
2. BLUE BLUE DAY—Don Gibson	2	6
3. GUESS THINGS HAPPEN THAT WAY— Johnny Cash	3	12
4. BLUE BOY—Jim Reeves	4	4
5. INVITATION TO THE BLUES—Ray Price	13	4
6. CITY LIGHTS—Ray Price	8	5
7. IT'S A LITTLE MORE LIKE HEAVEN— Hank Locklin	5	15
8. HARD HEADED WOMAN—Elvis Presley	9	2
9. POOR LITTLE FOOL—Ricky Nelson	10	2
10. CRYING OVER YOU—Webb Pierce	—	13
11. JUST MARRIED—Marty Robbins	12	19
12. HEY, MR. BLUEBIRD— Ernest Tubb and Wilburn Brothers	—	6
13. BIG WHEELS—Hank Snow	7	6
14. JEALOUSY—Kitty Wells	14	4
15. OH, LONESOME ME—Don Gibson	6	26

Reviews of New C&W Records

BILL PHILLIPS
There's a Change in Me . . . 77
COLUMBIA 41218—On this up-tempo novelty Phillips sings about how he's changed since he found the right woman. Good side that could get some loot. (Peer, BMI)

Lying Lips . . . 76
Country weeper receives a meaningful reading from Phillips helped by a fem thrush in the background. Lad has a sound. (Cedarwood, BMI)

DONNIE BOWSER
Stone Heart . . . 75
ROBBINS 1009—Donnie Bowser sells this listenable effort with feeling over good combo support. Bowser has a sound and disk has some chance if exposed. (Nash, BMI)

I Love You Baby . . . 75
Double track voice here of Donnie Bowser sounds like the Everly Brothers. Tune is a medium tempo pleader. He sings it well. Strong backing. (Sage & Sand, SESAC)

WANDA JACKSON
Mean, Mean Man . . . 75
CAPITOL 4026—Lass sings of her love for a mean, mean man on this driving rockabilly effort. She sells it in fem Presley fashion. Could get some loot if exposed. (Central Songs, BMI)

Our Song . . . 74
A weeper receives a heart-tearing rendition from the country thrush over triplet piano support. Country jocks will spin. (Lowery, BMI)

SUNNY GEORGE
Tell Me, Tell Me . . . 74
M-G-M 12697—A blues with a high, piercing chick type voice in the answers. Big sound with a lot going on in the band backing. Has a novelty quality which could catch some spins. (Bel Aire, BMI)

Lip-Lockin' . . . 73
It's another name for kissin' and George sings it as tho he liked it. Cat has a touch of the country feel in the rocker but arrangement is pop. Moderate potential. (Bel, Aire, BMI)

BENNY MARTIN
My Fortune . . . 73
DECCA 30712—Feelingful rendition of country ballad. Pleasant way for traditional c.&w. jocks. (Tree, BMI)

Border Baby . . . 73
Bouncy Latin-styled ditty warbled sprightly by Martin with catchy tempo. (Tree, BMI)

ADOLPH HOFNER & THE PEARL WRANGLERS
Bandera Waltz . . . 72
SARG 152—Three-beat tune chanted in relaxed fashion, to an arrangement which has a triplet figure. Chanter is backed by an occasional chorus. (Main Street, BMI)

The Paul Jones . . . 72
Fine hoedown, with calls. The great old tune has plenty of color and spark in this version. (CHS, BMI)

JIMMY EDWARDS
Do That Again . . . 72
MERCURY 71348—A blues sung for fair results by Edwards. It's got a bouncy rhythm which could bring spins. (Mayflower, BMI)

Wedding Band . . . 70
A sad rockaballad sung to no great effect by Edwards. Chorus joins in the backing. (Mayflower, BMI)

GENE PARSON
Man, She's Nice! . . . 71
EKO 505—Lively country novelty, chanted in recitative fashion. Lyric points a moral—the sacredness of married life. (Parson, BMI)

Your Letter Didn't Say . . . 70
A weeper, sung in the traditional style. Good performance. (Garden of Allah, BMI)

BOBBY BARNETT
Blue Day . . . 70
RAZORBACK 104—Barnett wails effectively on the weeper, but chances are slim for traditional wax these days. (Razorback, BMI)

Wasted Dreams . . . 688
Pleasing country reading on traditional c.&w. ballad. (Razorback, BMI)

Sacred

THE CHUCK WAGON GANG
Hallelujah, What a Promise . . . 76
COLUMBIA 41219—Sincere warbling stint by group on a moving sacred item with strong fem lead. Good for the market. (Affiliated, BMI)

I Want My Light to Shine . . . 75
Same comment. (Affiliated, BMI)

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

BILL ZEKLE BROWNING: Breaking Hearts/I'll Pay You Back—Lucky 0001
JIMMY BURSON: Is There Room in Your Heart for Me?/Ain't Love Something—Azalea 111
LEON COLLARD: The Road That Has No End/Hello U. S. A.—Spiral 800
TROY CRANE: Ring On Your Finger/Honky Tonk Piano—Oak 101
CLAUDE GRAY: Late Again/Barricade Around My Heart—Minor 110
JIM SHELTON: Love Come to Me/Teenage Love—Love Lock 113



This Week's C&W Best Buys

YOU'RE THE NEAREST THING TO HEAVEN (E&H-Hi-Lo, BMI)—
Johnny Cash—Sun 302
THE WAYS OF A WOMAN IN LOVE (Hi-Lo, BMI)
Picked by The Billboard just last week and looks like another winner to follow up his other two hits this year. Breaking out in all sections, especially c.&w. markets.

Review Spotlight on . . .

NO SELECTIONS THIS WEEK.

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 2

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Alone With You, Faron Young, Cap.
2. Guess Things Happen That Way, Johnny Cash, Sun
3. Send Me The Pillow You Dream On, Hank Locklin, Vic.
4. Blue Blue Day, Don Gibson, Vic.
5. It's a Little More Like Heaven, Hank Locklin, Vic.

Dallas-Fort Worth

1. Guess Things Happen That Way, Johnny Cash, Sun
2. Blue Blue Day, Don Gibson, Vic.
3. Oh, Lonesome Me, Don Gibson, Vic.
4. Hard Headed Woman, Elvis Presley, Vic.
5. I Can't Stop Loving You, Don Gibson, Vic.
6. It's a Little More Like Heaven, Hank Locklin, Vic.
7. She Was Only Seventeen, Marty Robbins, Col.
8. Blue Boy, Jim Reeves, Vic.
9. Come In, Stranger, Johnny Cash, Sun
10. Poor Little Fool, Ricky Nelson, Imp.

Houston

1. Poor Little Fool, Ricky Nelson, Imp.
2. City Lights, Ray Price, Col.
3. Hard Headed Woman, Elvis Presley, Vic.
4. Jealousy, Kitty Wells, Dec.
5. Blue Blue Day, Don Gibson, Vic.
6. Splish Splash, Bobby Darin, Atco

Memphis

1. Invitation to the Blues, Ray Price, Col.

All I Have to Do Is Dream

1. Blue Blue Day, Don Gibson, Vic.
2. Invitation to the Blues, Ray Price, Col.
3. Alone With You, Faron Young, Cap.
4. Guess Things Happen That Way, Johnny Cash, Sun
5. Hard Headed Woman, Elvis Presley, Vic.
6. City Lights, Ray Price, Col.
7. Hey, Mr. Bluebird, Ernest Tubb & Wilburn Brothers, Dec.

Nashville

1. Blue Blue Day, Don Gibson, Vic.
2. Invitation to the Blues, Ray Price, Col.
3. Alone With You, Faron Young, Cap.
4. Guess Things Happen That Way, Johnny Cash, Sun
5. Hard Headed Woman, Elvis Presley, Vic.
6. City Lights, Ray Price, Col.
7. Hey, Mr. Bluebird, Ernest Tubb & Wilburn Brothers, Dec.

New Orleans

1. Blue Blue Day, Don Gibson, Vic.
2. Guess Things Happen That Way, Johnny Cash, Sun
3. Just Married, Marty Robbins, Col.
4. Blue Boy, Jim Reeves, Vic.
5. Poor Little Fool, Ricky Nelson, Imp.
6. Hard Headed Woman, Elvis Presley, Vic.

St. Louis

1. Poor Little Fool, Ricky Nelson, Imp.
2. Guess Things Happen That Way, Johnny Cash, Sun
3. Alone With You, Faron Young, Cap.
4. High School Confidential, Jerry Lee Lewis, Sun
5. Just Married, Marty Robbins, Col.
6. Oh, Lonesome Me, Don Gibson, Vic.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Johnny Cash has left the "Grand Ole Opry" to cast his lot with Los Angeles television, where he is presently negotiating with two channels. He will leave for the Coast around September 1, where he plans to devote his time to TV, picture work and his publishing business. Johnny and his wife, Vivian, are lullabying a new daughter, Cindy, born recently at St. Joseph's Hospital, Memphis. It's their third girl. . . . Hank Snow and the Rainbow Ranch Boys show their wares at the Gibson County Fair, Princeton, Ind., Friday (15).

Nigberg is searching for a replacement for her. He says she must be attractive and able to sing country songs and yodel. . . . Bobby Breen, who as a little boy singer thrilled moviegoers a decade ago, turned country singer for one night, August 9, when he guestarred on "Country Music" over KABC-TV, Los Angeles. He's in Hollywood for a limited engagement at Chuck Landis' Largo Club.

When a storm of near-tornado proportions hit the Macon County Fair, Decatur, Ill., Sunday (27), just minutes before show time, (Continued on page 53)

"JEANIE"
b/w
"HAVE I LIVED"
by
ANDY DOLL

AD RECORDS
DELWEIN, IOWA

JOHNNY CASH
"THE WAYS OF A
WOMAN IN LOVE"
and
"YOU'RE THE NEAREST
THING TO HEAVEN"
Sun 302

Texas Bill Strength, who has been roaminn' the country far and wide on personals since leaving his deejay chores at KEVE, Minneapolis, several months ago, appeared as guestar on "Big D Jam boree," Dallas, August 2, where he shared the spotlight with Martha Carson, Wally Fowler, the Johnson Sisters and Roy Carter. While in the Western country, Texas Bill visited with Mac Sanders and Hiram Higsley at KSIR, Wichita, Kan., and Hank and Dorothy Thompson at their home in Oklahoma City. . . . The Four Marks-men returned to the Flame Club, Minneapolis, for the umpteenth time last week. Flame manager, Ray Perkins, has balladeer Will Mercer, in for a four-day run this week (13-16).

Betsy Gay, featured comedienne-vocalist with Nat Nigberg's "Country America," heard each Saturday night over KABC-TV, Los Angeles, is awaiting another visit soon from that long-legged bird. Betsy already is the mother of a boy and twin gals. Producer

This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . .

R&B RECORDS

CHUCK BERRY

Carol (Arc, BMI)—Chess 1700
See review in Pop Spotlight section.

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 2

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. My True Love, Jack Scott, Car.
2. Splish Splash, Bobby Darin, Atco
3. Hard Headed Woman
Elvis Presley, Vic.
4. Just a Dream, Jimmy Clanton, Ace
5. Yakety Yak, Coasters, Atco
6. For Your Precious Love
Jerry Butler and the Impressions, Abn.
7. Little Star, Elegants, Apt
8. Poor Little Fool, Ricky Nelson, Imp.

Charlotte

1. Splish Splash, Bobby Darin, Atco
2. Yakety Yak, Coasters, Atco
3. Patricia, Perez Prado, Vic.
4. Poor Little Fool, Ricky Nelson, Imp.
5. Just a Dream, Jimmy Clanton, Ace
6. Rebel-Rouser, Duane Eddy, Jamis
7. Hard Headed Woman
Elvis Presley, Vic.
8. Willie and the Hand Jive
Johnny Otis Show, Cap.

Chicago

1. Poor Little Fool, Ricky Nelson, Imp.
2. Little Star, Elegants, Apt
3. Patricia, Perez Prado, Vic.
4. Just a Dream, Jimmy Clanton, Ace
5. Fever, Peggy Lee, Cap.
6. When, Kalin Twins, Dec.
7. Rebel-Rouser, Duane Eddy, Jamis
8. For Your Precious Love
Jerry Butler and the Impressions, Abn.
9. Yakety Yak, Coasters, Atco

Cincinnati

1. You're a Sweetheart
Little Willie John, King
2. For Your Precious Love
Jerry Butler and the Impressions, Abn.
3. Blip Blop, Bill Dogget, King
4. You Cheated, Del Vikings, Mer.
5. Just a Dream, Jimmy Clanton, Ace

Detroit

1. Patricia, Perez Prado, Vic.
2. Poor Little Fool, Ricky Nelson, Imp.

3. Splish Splash, Bobby Darin, Atco
4. My True Love, Jack Scott, Car.
5. Poor Little Fool, Ricky Nelson, Imp.
6. When, Kalin Twins, Dec.
7. Little Star, Elegants, Apt

New York

1. Yakety Yak, Coasters, Atco
2. Little Star, Elegants, Apt
3. Poor Little Fool, Ricky Nelson, Imp.
4. Splish Splash, Bobby Darin, Atco
5. Patricia, Perez Prado, Vic.
6. One Summer Night, Danleers, Mer.
7. Purple People Eater
Sheb Wooley, M-G-M
8. Hard Headed Woman
Elvis Presley, Vic.

Philadelphia

1. Splish Splash, Bobby Darin, Atco
2. Yakety Yak, Coasters, Atco
3. Little Star, Elegants, Apt
4. Willie and the Hand Jive
The Johnny Otis Show, Cap.
5. Fever, Peggy Lee, Cap.
6. Just a Dream, Jimmy Clanton, Ace
7. Purple People Eater
Sheb Wooley, M-G-M
8. Do You Want to Dance?
Bobby Freeman, Josie

St. Louis

1. My True Love, Jack Scott, Car.
2. Yakety Yak, Coasters, Atco
3. Patricia, Perez Prado, Vic.
4. Little Star, Elegants, Apt
5. Splish Splash, Bobby Darin, Atco
6. Poor Little Fool, Ricky Nelson, Imp.

Washington, D. C.

1. Splish Splash, Bobby Darin, Atco
2. Patricia, Perez Prado, Vic.
3. Yakety Yak, Coasters, Atco
4. For Your Precious Love
Jerry Butler and the Impressions, Abn.
5. One Summer Night, Danleers, Mer.
6. Hard Headed Woman
Elvis Presley, Vic.
7. When, Kalin Twins, Dec.

Reviews of New R&B Records

JOHNNIE PATE
Stroll Some More . . . 76
FEDERAL 12332—Listenable instrumental stroll effort by the Pate Trio with tenor, drums and guitar featured. Good side here. (Yvonne, BMI)

Revival . . . 76
Organ intro starts off this swinging jubilee spiritual with the Pate flute and horns in the lead. A good tender. (Yvonne, BMI)

EARL BOSTIC ORK
Home Sweet Home Rock . . . 75
KING 5144—The fine standard is rocked from here and gone by the Bostic crew with an alto taking the pulsating lead. Fine wax.

Pinkie . . . 75
Driving effort is handed a strong reading by the Bostic band with the horns leading the rhythm section. Two good sides by the ork. (Armo, BMI)

THE SPANIELS
Stormy Weather . . . 75
VEE-JAY 290—The standard is sung with spirit by the boys with a strong lead handling the lyrics. (Mills, ASCAP)

Here Is Why I Love You . . . 70
Old-fashioned rockaballad is sung with warmth by the group, who handle it well. (Conrad, BMI)

JIMMY WILSON
Big Wheel Rolling . . . 74
GOLDBAND 1074 — Enthusiastic blues reading by Wilson, backed with chorus of chicks. Cat gets in the spirit and gives it a good performance in a style reminiscent of Joe Turner. (Kamar, BMI)

Please Accept My Love . . . 72
A slow, meaningful ballad rendition by Wilson. Side has the flavor of some earlier sides by Ivory Joe Hunter. Okay performance. (Kamar, BMI)

SONNY HALL
My Big Fat Baby . . . 74
D 1009 — Frantic, traditional type

blues material which gets a rendition in something of the wild Little Richard style. Lots of screaming here. (Glad, BMI)

Gonna Pack Up My Troubles . . . 71
Hall shouts a blues here with enthusiasm but without too much appeal. Has the down-South flavor. (Glad, BMI)

TOMMY RIDGELY
I've Heard That Story Before . . . 74
HERALD 526—Southern blues is sold in satisfactory fashion by Ridgely over interesting combo support. May get spins in the South. (Angel, BMI)

Malrzy Doats and Dozy Doats . . . 69
Unusual reading of the novelty oddie by Ridgely that doesn't come off. (Miller, ASCAP)

CLIFFORD SCOTT ORK
Good Gosh . . . 72
KING 5145 — Bill Dogget's former reed sideman takes his own combo thru their paces neatly on this nice instrumental item. Scott plays lead flute. (Jay & Cee, BMI)

Cuban Echoes . . . 72
Same comment. (Jay & Cee, BMI)

JERRY LAMBERT
Rockin' Strings . . . 71
K & C 100 — Instrumental group turns in a listenable version of a "Walkin'" riff with guitar and piano featured. Could get some box loot. (Ethical, BMI)

Alone . . . 69
Jerry Lambert bows on the new label with a so-so reading of a slow ballad. He is supported by the Arcs. (Ethical, BMI)

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

LARRY HART: You Are the Only One / I'm Just a Mender—Goldband 1070

ON THE BEAT

Continued from page 8

izing any big packages of their own are concerned, altho each will undoubtedly furnish acts within its own stable to whatever tours are finally put together.

Incidentally, speaking of rock

and roll, there appears to be a studious avoidance of the term in effect as far as shows, disk jockeys and records are concerned. The GAC summer dance promotion, it was noted, made no reference to rock and roll, in promotion, even

R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING AUGUST 2

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side last on top.

This Week	Last Week	Points	Chart
1. PATRICIA (ASCAP)—Perez Prado	3	3	3
Why Wait (BMI)—Vic 7245			
2. SPLISH SPLASH (BMI)—Bobby Darin	2	4	4
Judy, Don't Be Moody (BMI)—Atco 6117			
3. YAKETY YAK (BMI)—Coasters	1	10	10
Zing! Went the Strings of My Heart (ASCAP)—Atco 6118			
4. POOR LITTLE FOOL (BMI)—Ricky Nelson	3	6	6
Don't Leave Me This Way (BMI)—Imperial 5528			
5. JUST A DREAM (BMI)—Jimmy Clanton	8	3	3
You Aim to Please (BMI)—Ace 546			
6. LITTLE STAR (BMI)—Elegants	10	3	3
Getting Dizzy (BMI)—APT 25005			
7. MY TRUE LOVE (BMI)—Jack Scott	6	5	5
LEROY (BMI)—Carlton 462			
8. REBEL-ROUSER (BMI)—Duane Eddy	11	3	3
Stalkin' (BMI)—Jamie 1104			
9. WHEN (ASCAP)—Kalin Twins	13	2	2
Three o'Clock Thrill (BMI)—Dec 30642			
10. HARD HEADED WOMAN (ASCAP)—Elvis Presley	4	7	7
Don't Ask Me Why (ASCAP)—Vic 7280			
11. WILLIE AND THE HAND JIVE (BMI)—Johnny Otis Show	7	7	7
Ring-A-Ling (BMI)—Cap 3966			
12. FOR YOUR PRECIOUS LOVE (ASCAP)—Jerry Butler and Impressions	14	3	3
Sweet Was the Wine (ASCAP)—Abner 1013			
13. ONE SUMMER NIGHT (BMI)—Danleers	18	3	3
Wheelin' and A-Dealin' (BMI)—Mercury 71328			
14. FEVER (BMI)—Peggy Lee	—	1	1
You Don't Know (BMI)—Cap 3998			
15. WHAT AM I LIVING FOR? (BMI)—Chuck Willis	9	15	15
Hang Up My Rock and Roll Shoes (BMI)—Atlantic 1179			
16. ENDLESS SLEEP (BMI)—Tody Reynolds	12	10	10
Tight Capris (BMI)—Demon 1507			
17. GINGER BREAD (BMI)—Frankie Avalon	—	1	1
Blue Betty (ASCAP)—Chancellor 1021			
18. PURPLE PEOPLE EATER (BMI)—Sheb Wooley	—	1	1
I Can't Believe You're Mine (ASCAP)—M-G-M 12651			
19. WESTERN MOVIES (BMI)—Olympics	—	1	1
Well! (BMI)—Demon 1508			
20. LITTLE MARY (BMI)—Fats Domino	—	2	2
Prisoner's Song (ASCAP)—Imperial 5526			

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING AUGUST 2

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Points	Chart
1. SPLISH SPLASH—Bobby Darin	1	3	3
Atco 6117—BMI			
2. YAKETY YAK—Coasters	2	9	9
Atco 6116—BMI			
3. FOR YOUR PRECIOUS LOVE—Jerry Butler and Impressions	5	3	3
Abner 1013—ASCAP			
4. WHAT AM I LIVING FOR?—Chuck Willis	4	15	15
Atlantic 1179—BMI			
5. JUST A DREAM—Jimmy Clanton	—	1	1
Ace 546—BMI			
6. ONE SUMMER NIGHT—Danleers	7	2	2
Mercury 71322—BMI			
7. HARD HEADED WOMAN—Elvis Presley	6	6	6
Vic 7280—ASCAP			
8. PATRICIA—Perez Prado	—	1	1
Vic 7245—ASCAP			
9. POOR LITTLE FOOL—Ricky Nelson	8	7	7
Imperial 5528—BMI			
10. LITTLE STAR—Elegants	—	1	1
Apt. 25005			
10. MY TRUE LOVE—Jack Scott	—	3	3
Carlton 462—BMI			
12. REBEL-ROUSER—Duane Eddy	—	1	1
Jamie 1104—BMI			
12. WHEN—Kalin Twins	—	1	1
Dec 30642—ASCAP			
14. WILLIE AND THE HAND JIVE—Johnny Otis Show	3	6	6
Cap 3966—BMI			
15. LITTLE MARY—Fats Domino	—	3	3
Imperial 5526—BMI			

tho the talent was obviously of that school. It has also been noted that Alan Freed, once known as the king of rock and roll, and who takes credit for first employing the term in its modern connotation, now carefully avoids its mention. Freed's on-the-air remarks now refer only to "the big beat."

Universal Attractions has signed a flock of new acts. The line-up includes Donnie Elbert, Lee Andrews and the Hearts, the Crowns, the Videos, Arthur Prysock, the Pearls, Joe McCoy and the Real McCoys, Clifton Chenier, and the Royal Holidays. The outfit also is currently booking Etta James, Jackie Wilson and Little Willie John.

Despite dire predictions about the band business in many circles, the names are still doing business. Jack Green of the Willard Alexander office reports that the new

Tommy Dorsey band, being fronted by trombonist Warren Covington, is doing solid business on the road, comparable to the grosses that Ray McKinley's Glenn Miller band pulled when it first hit the trail. The Miller band, by the way, moves into the Starlight Roof of Manhattan's swank Waldorf-Astoria for a three-week stay from August 25 to September 17. The band will have a new album out in September on Victor. The Alexander office is now booking and building bands fronted by Urbie Green, Leon Merrian and Sy Oliver. The Commanders and Sam Donahue's band, meanwhile, are also on the road under the aegis of the Alexander firm.

Charlie Gracie, a favorite in England, is mulling a third tour there to start in October. . . . Music Corporation of America is moving into the jazz field. Officials of MCA (Continued on page 53)

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FOLK TALENT AND TUNES

Continued from page 51

canceling the appearance of Red Foley and his gang, fair officials asked Red and the cast to stay over to work on a hastily rebuilt stage the following Tuesday. Foley and his "Jubilee" crew voted unanimously in favor of the idea and succeeded in playing to a full grandstand. . . . Harold Morrison, banjoist, steel guitarist and singer, who has spent the last two years with Johnny and Jack and Kitty Wells, has returned to the staff of

Country Music Jubilee" in Springfield, Mo., and is again being teamed on personals with Jimmy Gately.

Jim Eanes and His Shenandoah Valley Boys, with Allen Shelton on banjo, plus Clyde Moody and Barbara Allen are set for the guest slot on "New Dominion Barn Dance," Richmond, Va., August 23. Miss Allen will feature her latest Decca release, "From Midnight Till Dawn." Tommy Riddle is this Saturday's (16) guest on the Richmond country opra. . . . Shirlee Hunter, who appears daily on WDBJ-TV, Richmond, plays a return engagement at Fort Lee, Va., August 24. She'll be accompanied on the occasion by the Country Cavaliers. On September 5, Miss Hunter shows her wares at the annual Firemen's Carnival at Mineral, Va.

Ferlin Husky is reported to have attracted the largest crowd of the season, over 6,000 paid, to Harry Smythe's Buck Lake Ranch, Angola, Ind., Sunday, August 3. . . . Faron Young, for the second straight year, was voted the most popular c.&w. singer in a poll conducted among his listeners by Bob Dryer, of WKNX, Saginaw, Mich., ending August 1. Dryer plans to bring the Young show to Saginaw for a personal early in October. . . . Bobby Gregory has just had a release on 12 new sides on the Gregorian label, including his "The Laughing Fat Man," "Valley of the Blues" and "I'm a Worker for the Lord." . . . Roy Acuff and His Smoky Mountain Boys and June Webb will be Saturday's (16) feature at the Bourbon County Fair, Fort Scott, Kan.

Leon McAuliff and His Cimarron Boys are now working under the management of Don Thompson, long-time friend and business associate of McAuliff. Thompson will handle bookings on the combo under the firm name of Cimarron Artists, with offices in Tulsa, Okla., and Rogers, Ark., where he and McAuliff own and operate several businesses, including Station KAMO. Smokey Dacus, ex-Bob Wills musician, is KAMO manager. . . . Kent Baker, who works in an act with his parents, is anxious to contact Curtis Gordon, Mercury artist, with whom he served in Special Services in the Army. When Baker last heard, Gordon was located on the West Coast. Baker's address is Stary's Trailer Park, 7400 Brookpark Road, Cleveland 29.

Charlie Walker and Ferlin Husky will occupy the guest slot on "Louisiana Hayride," Shreveport, September 20. . . . Jerry Case, 14-year-old staff guitarist on the Roy Clenn-Pee Wee Reid "Red River Jamboree," Paris, Tex., appeared as guest with David Orrell and band at the Montague County Centennial Celebration, Nocona, Tex., August 1. Orrell is heard on the Felsted label. . . . Spider Rich is now associated with Hal Smith's Gaylord Music, Nashville, as a tune scout. Smith's Cullman Records firm has EP releases coming up soon on "Grand Ole Opry's" Stringbean and Joseph J. Joseph, veteran c.&w. fiddle man. . . . Joe Slatery has taken over the management of Earl Barton Music, Springfield, Mo.

Nat Nigberg, producer of "Country America," beamed Saturday nights over KABC-TV, Los Angeles, is presenting "A Tribute to Fred Rose" on

his telecast of August 23, a day after the anniversary of Rose's passing. The entire show will be dedicated to Rose, with his son, Wesley Rose, of Acuff-Rose, Nashville, flying to the Coast for the occasion. . . . Red Foley, along with Crossroads TV's Don Richardson, will spend Tuesday and Wednesday (12-13) in Fort Wayne, Ind., where Red will officiate at the opening of a new department store in behalf of his television sponsor, the makers of Dickies work and casual clothes.

Rick Johnson, a feature of "Gulf Coast Jamboree," heard each Friday night at 6:30 over KFDM-TV, Beaumont, Tex., recently cut his first session for RCA Victor in New York. One of the tunes waxed was "The Purple People Eater Meets the Witch Doctor," which Rick wrote in collaboration with J. P. Richardson, Johnson was formerly heard on Comet Records. . . . Charlie Walker's new Columbia release, "Two Empty Arms" b.w. "Pick Me Up On Your Way Down," made its bow last week. Deejays may obtain a sample by writing to Charlie at KMAC, San Antonio.

Slim Wilson, Flash and Whistler, Suzi Adren, the Marksmen, Chuck Bowers, the Tall Timber Boys, and the Jubilee Promenaders, with L. D. Keller, head up the grandstand show Wednesday (13) at the Yuma, Colo., Fair. . . . The gospel-singing Blackwood Brothers Quartet is routed as follows: Anderson, S. C., August 15; Atlanta, 16; Des Plaines, Ill., 22; Hammond, Ind., 23; Tupelo, Miss., 26; Albany, Ga., 29, and Waycross, Ga., 30. . . . C.&w. entertainers Tex Zario and Lucky Taylor have launched their own label known as Skyrocket Records, with offices at 1739 N. Third Street, Philadelphia 22. Gordon Jennings, of WKOY, Bluefield, W. Va., will serve as a.&c.r. man for the new firm. . . . Roy Clark, heard on the M-C-M label, is still appearing with the Stardusters at the Ozark Restaurant in Washington.

With the Jockeys

Gene Stripling, who has been operating in the Georgia country the last 20 years under the name of Uncle Ned, has inaugurated a new daily air show, 3:45-6 p.m., on WMAZ, Macon, Ga., spotting c.&w. and gospel music exclusively. Gene's is the only all-country air show in Macon, which boasts five stations and a population of 130,000. Stripling says he can always use wax. In addition to his radio stint, Gene continues with his television show, five days a week at 6 p.m., plus 7:30 p.m. on Fridays, over WMAZ-TV. Stripling wants his friends to know that he's in pretty good shape again, following a heart attack more than a year ago.

Bill Snidow has shifted his activity from WNRV, Narrows, Va., to WKTC, all-country music station in Charlotte, N. C., and asks the artists and record companies to please note the change in address. He requests that the deejay samples be mailed to him at Station WKTC, 2001 Suttle Avenue, Charlotte, N. C. . . . Lou Epstein, manager of the Jimmie Skinner Music Center, Cincinnati c. & w. hangout, is vacationing in Puerto Rico.

Dudley Bernard, who spins five hours of country, six days per week, over KLFT, Golden Meadow, La., reports that still in first place with his listeners is "Hey! Mr. Bluebird," by Ernest Tubb and the Wilburns, with Jim Reeves' "Blue Boy" climbing fast. Another platter ascending rapidly, Bernard says, is Ernest Tubb's "Deep Fur-

ON THE BEAT

Continued from page 52

confirmed that discussions are now going on with various jazz artists. Heretofore, Associated Booking and Shaw Artists have enjoyed the lion's share of the jazz scene. . . . MCA is also putting Harry James and a 17-piece band on the road for a series of one-nighters from October 22 to November 24. The Ray Anthony band will also hit the road under the MCA banner for a six-week tour during the fall. . . . "Something Japanese," and "Honey Baby," is the newest release from Brad Records by the Bell Sisters. The gals came out of a four-year retirement to make the disk. . . . Jim Shell of Dallas writes that Orville Couch's first Dixie disk, "Let It Happen," clefied by Shell with Joe Price, already looks good in the Dallas-Fort Worth area.

Barbara Barnes sends us the latest word out of the Sun Records scene to the effect that new offices and studios are now under construction. Jerry Lee Lewis, who hasn't been heard from lately, has a new disk, "Breakup," and "I'll Make It All Up to You." The latter side is described as a departure, "a calming down," as the Sun people put it, from past frantic hits such as "Great Balls of Fire." Despite the recent signing by Columbia of Johnny Cash, Sun is planning a stepped-up release schedule of singles and EP's "to satisfy the great demand for Johnny's numbers." Cash's album is reportedly reaching a peak of popularity. The label has also released a Jerry Lee Lewis album.

Another newsletter came in this week from Sunbeam Records, diskery operated by publisher Tommy Valando. Bernie Lawrence, editor of the sheet, points out that there's action in Kansas City and St. Louis on Eddie Fontaine's new disk, "Nothin' Shakin'." Sounds like the answer to "Whole Lotta Shakin' Goin' On." Good indications are also reported for the DeJohn Sisters' initial Sunbeam outing, "Straighten Up and Fly Right." The label has appointed Herman Kaplan as Eastern Sales and Promotion chief and Sherman Ford as production manager.

ple Blues." "Enjoy hearing from these artists and am still in need of albums," writes Dud.

Pat Boyd, fem c.&w. jockey at WMAX, Grand Rapids, Mich., is appearing with her Country Rhythm Boys at Evelyn Genung's Tamarack Barn Dances in that city. Pat and the lads have also been working personals in the neighboring territory and are set for Labor Day weekend at the Michigan Championship Rodeo at Sparta, Mich. . . . Buddy Starcher is back on WSWA, Harrisonburg, Va., with his own c.&w. record show after an absence of more than 13 years. He's heard daily, 10:05-11 a.m. Buddy, who is heard on Columbia Records, is the writer of "I Still Write Your Name in the Sand."

Stereo Label Adds 15 LP's

HOLLYWOOD — Stereo Records, Good Time Jazz subsid, is following up its six-album stereo-disk release with 15 during the month of August. Eight stereo packages will be issued during the first week of the month, followed by seven additional binaural albums toward the month's end.

According to the label's sales manager, Bob Kirstein, the increased stereo release resulted from enthusiastic dealer reaction to the label's first stereo issue. Most vocal response, according to Kirstein, came from Hi-Fi shops and component manufacturers. The August stereo records release will be drawn from best-selling albums issued previously.

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Photograph by Howard Zief

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RECORD TURNOUT OF AUD MGRS. ELECT ATWOOD OLSON PREZ

146 Reps From 74 Buildings Attend; Oppose Free Rentals for Conventions

By TOM PALKINSON

SEATTLE—Atwood Olson, of the Minneapolis Municipal Auditorium, was elected president of the International Association of Auditorium Managers at its convention here thru Monday (4). He succeeds Winifred Eaton Corey, of Kleinhans Music Hall, Buffalo, N. Y.

It was the best attended IAAM convention in the 33-year history, with 146 registrants, including some 74 building managers. They selected Augusta, Ga., for their next convention and New Orleans for the 1960 meeting.

Problems of building management, including show business, occupied the managers in business sessions for four days here, with a fifth day to be used for a trip to Victoria, B.C., to visit the arena and a curling club. Members of the British Columbia Arena Managers Association met with the IAAM also.

The convention voiced opposition to any policies by which conventions in their buildings are not charged fees to cover at least building operation costs. They also called attention of the federal government to the availability of IAAM know-how in connection with auditorium-arena construction and show or exhibition production by our government overseas.

They urged that buildings publish their rate schedules with minimums indicated, that no exclusive agreements be made by which an

individual could control key dates at the building without having a bonafide contract for those dates, that charges be levied against building users for special services, and that trade area around a building be blacked out for TV when a commercialized spectator event is being televised from that building.

Vice-presidents elected Monday were:

P. E. M. Thompson, Atlantic City Convention Hall; William B. Stark, Onondaga War Memorial, Syracuse, N. Y.; Elmer Krahn, Milwaukee Arena and Auditorium; Horace Strong, Veterans Memorial Building, Des Moines; Fred McCallum, Birmingham (Ala.) Municipal Auditorium; Dee Fuller, Oklahoma City Municipal Auditorium; Edward J. Allen, Pasadena (Calif.) Civic Auditorium, and Ted

Droettboom, Memorial Field House, Tacoma, Wash.

New directors include:

Louis J. Gualdoni, Keil Auditorium, St. Louis; Don Myers, Allen County War Memorial, Fort Wayne, Ind.; Claude Ritter, Miami Beach Exposition Hall and Auditorium; C. W. Van Lopik, Masonic Temple Auditorium, Detroit, and Harry Niebruegge, Atlanta (Ga.) Municipal Auditorium.

Charles McElravy was re-elected secretary-treasurer. Charles Swan, formerly building manager at Albuquerque and El Paso, and now in Orlando, Fla., was voted an honorary membership. IAAM also participated in a memorial service for the late Lawrence Wicklund, recent manager of the Seattle Civic Auditorium.

In convention sessions, M. E. (Continued on page 66)

FAST ACTION AT TULSA

TULSA — A scant two months after fire destroyed the grandstand at the Tulsa State Fair, auto racing was resumed Saturday (9). One month after the fire all the debris had been moved and by re-opening day, portable bleachers with a capacity of 5,000, portable concession stands, and portable rest rooms were up.

Fort Williams Expo Turnouts Off Slightly

Unemployment Cuts Attendance; Royal Midway Up 12%

FORT WILLIAMS, Ont.—The Canadian Lakehead Exhibition made a strong showing here thru Thursday (7), the fourth day of its six-day run.

Despite slightly higher unemployment in the Fort Williams-Port Arthur area and rain on opening night, the exhibition registered a drop of only 3 per cent in attendance in the first four days from the corresponding period in '57.

Grandstand business was down only slightly, Winfred Walker, secretary-manager, said, but midway receipts for the Royal American Shows were up 12 per cent over last year.

The night grandstand offering was a bill of acts booked thru Barnes - Carruthers Theatrical Enterprises, Chicago, and fireworks by Thearle - Duffield Fireworks Company, also of Chicago.

"The Home of Tomorrow," a giveaway promotion staged by the fair, was meeting with considerable success.

Walker expressed the opinion as the fair went into its next-to-closing day that the event could well overcome the slightly early attendance drop and finish with a higher gate than last year.

Rodeo Assn. To Introduce World Series

DENVER—An annual "World Series" of professional rodeo riders and ropers to crown the champions of each rodeo event will be inaugurated in December 1959.

The Denver-based Rodeo Cowboys Association last week named a commission to set up the proposed annual event. The five-day meet would match the top 15 or 20 cowboys in each event to decide the championships. It would replace the association's present system of picking the champs on a point award idea involving money won and participation.

Harold May of Oakdale, Calif., president of the professional cowboy's group, said the exact amount of the purse for the finals was still to be worked out but "we'll be shooting for \$50,000 for the standard events plus the entry fees. That would make it the biggest five-day rodeo in the world."

John Van Cronkite, Nacogdoches, Tex., businessman and rodeo performer, was selected general manager of the "National Finals Rodeo." He will head a seven-man committee with headquarters in Denver.

Van Cronkite will name the site of the first series soon.

Ideal Weather Aids Great Falls Fair

Attendance, Grandstand Tops '57; Siebrand Midway Gross Surprises

GREAT FALLS, Mont.—The North Montana State Fair registered gains in all major segments of its operation here thru Thursday (7), fourth day of its six-day run.

Operating in the finest weather it has had in years, the fair showed slight increases at the gate and grandstand and in pari-mutuel betting and on the midway.

The night grandstand was a bargain bill, four chuck wagon races nightly, plus a revue with acts booked in by Fred H. Kressmann of Barnes-Carruthers Theatrical Enterprises, Chicago, and fireworks by Art Briese of Thearle-Duffield Fireworks, Inc.

Twenty chuck wagons were brought in from the Calgary area, and the wagons began a series of nightly races Tuesday (5). The Barnes-Carruthers show was in for the first five nights, with the chuck wagon race finals slated to take over the entire program Saturday night (9).

A grandstand sell-out loomed for the final night, according to Leo Dailey, fair manager, who based his forecast on the advance ticket sale. Dailey winds up his years as fair manager with the close of the fair. He will be succeeded by Dan Thurber, who had managed the event before Dailey moved into the post.

The perfect weather served during the first four days found ranch hands in the fields, harvesting, but Dailey said he looked for a big outpouring of ranchmen on closing day.

Commenting on the spending pattern, Dailey observed that more patrons bought bleacher seats than last year.

On the midway spending was brisk and Pete Siebrand, of the Siebrand Bros. Combined Shows, was agreeably surprised because his regular line-up of attractions topped the gross for last year, when the Rotor was also here.

B-C REVUE UP AT IONIA FAIR

Surpasses Last Year's Western; Attendance, Midway Takes Even

IONIA, Mich. — Night grandstand business at the Ionia Free Fair, tee-off spot for the Barnes-Carruthers No. 1 revue, yielded better business in the first four days of the six-day run than "West-O-Rama," the Barnes-Carruthers offering in '57.

The '58 B-C revue is supplemented here by the Chordettes, who were booked in by Music Corporation of America, and fireworks by Fireworks Corporation of America, Newcastle, Pa.

An important factor in the increased business was the stepped-up promotion and publicity put behind the night show, Alan Williams, fair manager, said. The reception given the Chordettes and the Barnes-Carruthers revue and the word-of-mouth advertising which followed were enthusiastic.

The Barnes - Carruthers revue features include Cuneo's Baby Elephants, Cuneo's Wild Animal Fantasy, the Kormpates, high act; a 10-member male chorus; the Three Renowns, comedy dancing; Wes Harrison, sound effects-impersonator; the Roberti Trio, fast tumblers; the Valenos, aero, and Mary Gail, prima donna.

Williams said he expected the Chordettes - Barnes - Carruthers bill to pull substantially larger crowds the closing two nights than "West-O-Rama" did on those nights last year.

Attendance at the fair was estimated on a par with last year. Midway receipts for the Cetlin & Wilson Shows were about equal to last year.

Business generally on the grounds held to '57 levels, which was something of a surprise to many showmen. The fair each day of its run normally draws twice as many people as live in Ionia County, and relies heavily on two out-of-county cities, Grand Rapids and Lansing, both of which have higher unemployment than last year.

Except for Wednesday afternoon (6), when rain fell, the fair was given excellent weather.

Matinee track attractions generally held to about '57 levels. Jack Kochman's International Daredevils were in Monday (4), with harness horse races in the following three afternoons. Wednesday's program of sulky events were cancelled because of a muddy track.

Otis Airmen Rival Fairs With Program

OTIS AIR FORCE BASE, Mass. —The airmen of this New England base held their annual three-day carnival and sports show August 7-10 and in its scope it rivaled many major fairs.

Presented on a portable stage, an innovation, was a bill of name attractions including Sir Cedric Harwicke, drummer Buddy Rich, Chris Conners and Presley Marker. In addition the Black Watch of the first Battalion of the Royal Highland Regiment of Canada performed, as did the Falcons, a drill team from the Air Force Cambridge Research Center and an acrobatic team of flyers from the Colorado National Guard. Victor Amusement Shows provided the midway attractions.

The airmen's giveaway program this year totaled \$25,000. Included was a 1958 Chevrolet, a 17-foot outboard cruiser, a 14-foot outboard motorboat, a Florida home site and a trip for two to the Brussels World's Fair.

Take Delivery On 3 Helicopters

NORTH TONAWANDA, N. Y. —Three new Helicopter rides are currently on the road, according to officials of the Allan Herschell Company here.

New buyers are B. A. Slover, who has his ride on Cetlin & Wilson Shows; W. C. Wade Jr., and Harry Kahn, of the New England Amusement Company.

Tom Packs Inks Rodeo For 5 Years

ST. LOUIS—The Thomas N. Packs Amusement Enterprises has been awarded a five-year contract to produce the annual St. Louis Firemen's Rodeo, officials announced.

This year's event will be held in the St. Louis Arena October 28-November 2 and stock will be furnished by Tommy Steiner, Austin, Tex. Dale Robertson, star of the TV series, Tales of Wells Fargo will be the name attraction.

Under a new set-up, Mayor Raymond Tucker will be honorary chairman of the event; Joseph P. Sestric, St. Louis director of public safety, is general chairman, and Fire Chief James W. Sauerwein is in charge of the show committee. individual could control key dates

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Water Show Pulls 65,000 At Minneapolis

MINNEAPOLIS — The 1958 edition of Al Sheehan's water and stage spectacle, "Aqua Follies," now in the midst of a two-week engagement at the Seattle Sea Fair, had one of the most successful runs in its 18-year history as a feature of the Minneapolis Aquatennial.

This was one of the few years on record that not one performance was rained out during the show's entire Aquatennial engagement (July 18-27). The result was a total attendance of 65,000, up 10 per cent over last year.

Houston Voters OK \$20 Million Coliseum-Stadium

HOUSTON — A \$20 million bond issue for construction of a multi-purpose stadium and air-conditioned coliseum in Houston carried by over three to one majority in the July 26 State election. Site of the structure will be voted on later. Estimated cost of complete plant, including land and extras, about \$25 million.

Saskatoon, Sask., Up-Dates Arena

SASKATOON, Sask. — The Arena Rink, in downtown Saskatoon, is to be renovated at a cost of \$49,500. With the money coming from the city's property development fund, there will be no additional burden on the taxpayers.

Included in the project will be a complete paint job, renovating of the seating arrangement, a fibrated asbestos coating for the underside of the roof, a method for removing smoke from the building and improvements to the heating and plumbing facilities. The job is expected to be completed by the end of September.

Owego Fair OK to Wagner Stunt Unit

PITTSBURGH — Joie Chitwood's Eastern thrill show unit, under the direction of Buddy Wagner, performed before a turnaway crowd of 8,000 fans at the new Greater Pittsburgh Speedway in a combined stock car-thrill show card Friday night (25) with tickets priced at \$2.

The s.r.o. sign was hung out a half-hour before show time, according to Wagner. The show, in on a percentage deal, raked up one of its largest grosses.

With only three rain-outs since the season's opener on May 16 at Philadelphia Municipal Stadium, Wagner said the Chitwood unit was running 40 per cent ahead of last season on still dates and the season as a whole would easily top last year.

Fair opener at Owego, N. Y. toppled records for the opening day at the Tioga County Fair, followed by a big grandstand and bleacher crowd on Saturday (26), closing night.

Season's top grosses were registered at the Riverside Park Speedway, Springfield, Mass.; Canadian National Exhibition grounds in Toronto when 14,000 turned out for a combined program with stocks, Islip, L. I., Speedway, Old Bridge, N. J., Boston, Mass.; New London, Conn. and York, Pa.

Personnel with Wagner include (Buzz) Bundy, Dick Cobb and Bob LaBay, all ramp-to-ramp performers; Barbara (Bobbi) Collier, female star; Johnny Jordan, motor cycle ramp-to-ramp; Bobby Lynch, Jim MacAllister, Bert Bell, Ken Griswold, Brian Van Wert, Rocky Carlisle, Skippy Kling, Jack McGlynn, Jack Mayo, Johnny Dzuiba and Lefty Griswold, chief mechanic. Clowns are Bozo the midget, and Crash Anderson.

Food Fair Gives Million Tickets

Chain Ties-In 51 Supermarkets With Free Admission at Trenton

TRENTON — A tie-in through which a major food chain will distribute 1,000,000 kids' tickets for the New Jersey State Fair was worked out last week between fair officials and Food Fair Stores. It is a development of Food Fair's regular Friday promotion at the Steel Pier at Atlantic City, according to George Hamid, fair president.

During the beach season Food Fair has been distributing tickets in its Southern New Jersey markets, for "Cowboy Day" at the pier. Good until noon on Fridays, the ducats give the kids half-price (25 cents) admission and Western pier entertainment. Adults pay the regular 93 cents.

For the fair, Food Fair is contributing its 51 supermarkets in New Jersey and Eastern Pennsylvania. It will devote store displays and its supermarket advertising to the ticket promotion, distributing tickets in the stores for Monday, August 22, which will be Mercer County kids' day; Friday, statewide kids' day, and Thursday, called Governor's day and Food Fair day.

There will be 250,000 tickets given out for each of the kids' days and 500,000 for Governor's day. They will be good for free admission until 7 p.m. on kids' days a 25-cent general admission entry to the grandstand. They will also be good for half-priced reserves in the grandstand. On Thursday there will be \$12,000 worth of prizes awarded after the Gene Autry grandstand show, for which the special ticket holders will be eligible. Included will be grocery supplies for a family for six months, three months, etc., plus color TV and other appliances. All kids will get autographed pictures of Autry. High hopes are held for the ticket deal. It brought in 300-400

kids when it started at Atlantic City, and grew to where more than 2,600 turned up with the tickets on Friday (1).

Another innovation this year will be the two grandstand performances plus automobile racing on Sunday September 21. Sandwiched between the Autry matinee and night show will be a 100-mile midget automobile event. The race grossed some \$12,000 in 1957. It was felt that auto race fans might not attend except for the chance to see the race, so the program is arranged to attract them. Sam Nunn, auto race manager, is also promoting on the final Sunday, with a 100-mile big car event.

New London's \$ Trails 1957

NEW LONDON, Conn. — City Manager Edward R. Henkle believes that city owned and operated Ocean Beach Park has little chance of catching up with last year's record-high receipts, attributing this feeling to continuing bad weather. At mid-season's point, he said, the park was \$28,000 behind the 1957 receipts for the same time. Rain and cold started early in the season.

Plan New Spot In Dorchester, S. C.

DORCHESTER, S. C. — Plans for a new park for Negroes were announced here last week by Herbert Clark and Arthur (Gus) Worthington.

The spot will include a 10-acre picnic grove and amusement area with a swimming pool and several small buildings. Plans are to lease out the actual operation, Clark said.



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Excise, Pool-Rink Tax Bills Advance

WASHINGTON — A proposal to exclude the first \$1 of admission tickets from the federal excise tax still faces rough sledding before it becomes law.

The proposal, introduced by Sen. Robert S. Kerr (D., Okla.) during executive sessions of the Senate Finance Committee last week, still faces action in the Senate. Then it will probably be referred to a Senate-House conference committee, where a compromise bill acceptable to both houses may be worked out. The House, so far, has frowned on lowering Treasury revenues.

As the proposal now stands, it would exclude the first \$1 from the admissions tax. If the admission is \$1.50 the tax would be incurred only on 50 cents. Under present law, admissions up to 90 cents are free of the levy, but if the admission is above 90 cents, the entire amount is subject to the tax.

If the Kerr proposal becomes law, it may be possible for admissions up to \$1.05 to be free of the tax. Internal Revenue Code levies a tax of 1 cent for every 10 cents or major fraction. If that wording is not changed, and Kerr's proposal becomes law, an admission of \$1.05 would be free of the tax because 5 cents is not a major fraction. This would, in effect, give the amusement operator an extra 5

cents, if he wants to run the risk of antagonizing customers by tacking on the extra amount.

Also on the tax front, spokesmen for the Senate tax writers say that no objection has been raised to exempting admissions to swimming pools, beaches and skating rinks from the admissions tax. The Finance Committee has been considering the Forand (D., R. I.) Excise Tax Bill, which would allow such an exemption.

Forand Bill passed the House last year, and the Finance Committee is attempting to push it thru the Senate in the near future so the legislation will not die. Under law, all bills not passed by both houses at the end of a two-year session, die, and must be reintroduced next session.

The Billboard has pointed out in recent weeks (July 21 and 28) that failure of pool, beach and rink operators to testify on behalf of the legislation before the Senate Finance Committee does not indicate indifference on their part. Spokesmen for the Participating Sports Association of America were advised by legislators not to testify in the interest of saving time.

The tax-writing committees of both houses have been openly sympathetic to the exemption, and lack of lengthy testimony gives them more time to get the 429-page bill thru the Senate and on its way to the President for his signature.

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AQUA FOLLIES REVIEW

Al Sheehan 1958 Water Production Termed a Natural for Arena Tour

SEATTLE—"Aqua Follies" is a colorful, quality production that would delight arena crowds across the country.

Producer Al Sheehan has a lavishly costumed show with delightful production and spectacular diving. Singing is unusually good.

This show makes two stands this year, Minneapolis and Seattle, with

its third city, Detroit, omitted for this season. Viewing the show at Seattle, where it is featured in the annual Seafair, were conventioning members of the International Association of Auditorium Managers. They saw the show as Sheehan unveils plans for a new and similar show that is to tour arenas in 1959.

Basically, the current show is made up of stage and water chorus numbers interspersed with champion divers and swimmers and variety stage acts. Format of the productions has a stage line of 18 girls including single entries by several fabulously costumed featured girls. Then action moves forward to the water and the water ballet.

Thruout, there is excellent accompaniment and featured work by the vocalists. Jeanette Scovotti, with Broadway musical roles to her credit, is outstanding. Ken Cantril, Wesley Dalton and Burt Hanson are the male singers and good. Their parts in a production, "Aqua Italia," is a high point in the show. In fact this number builds to such a peak that the audiences think its the finale; there's too much in it.

Swimming ballet glides into various formations using a sequence of simple movements, mostly the crawl and surface dive. In the giant "Italia" number three large statues are floated in and they give fountain effects. Precision swimming is good.

Eight champion divers perform from two towers in a series of spectacular dives. They are Orwin Harvey, Hobie Billingsley, Joaquin Capilla, Al Coffey, Charlie Diehl, Willie Farrell, Bruce Harlan and Don Wright. One of their three appearances is made up of comedy dives that are tops.

Comedy also gets a big boost from two circus acts. One is Bobo Barnett with his tiny car and big collection of little dogs. Auto is updated as a "sports car" and dogs are accompanied by a skunk. The other act is the Rudells, trampoline. It opens with the girls singing and the men interfering. They get to the trampoline for some excellent acrobatics, and they have excellent comedy patter with it all.

Starred in a swimming demonstration of superb skill and beauty is Delia Muelenkamp. Olympic champion and a performer as well as an athlete. Her swimming is flawless on both counts, and she fills the tough show spot of following the strongest production.

Approach and attitudes of this show is similar to that of ice shows. It's both sports and show, strong on costuming, and its treatment of the audience is reminiscent of the iceers.

A show like "Aqua Follies" should find great favor on a route of arenas. The public will love it; the promoters and managers couldn't ask for better fulfillment of their clamor for more arena shows. Tom Parkinson.

English Park Ops to Host NAAPPB Tour

CHICAGO — English amusement park representatives are planning special events in honor of the European tour party representing the National Association of Amusement Parks, Pools and Beaches.

This is the gist of the latest information received from Leonard Thompson, head of Blackpool Pleasure Beach, England's famous seaside resort. He has informed NAAPPB Executive Secretary John S. Bowman that Ronald Pickering, Executive Secretary of England's Amusement Park Association, has been delegated to arrange a tour of English amusement centers after the group's arrival in London on September 9.

Thompson had previously announced that he is planning a Welcome Banquet at Blackpool when the Association group arrives September 26, following their stay at the Worlds' Fair in Brussels. Also that week-end he will provide special tours of the Blackpool amusement parks and an extensive tour of Blackpool's famed Illuminations Festival.

Meanwhile, Morgan (Mickey) C. Hughes of Hot Rods, Inc., is perfecting arrangements for a luncheon and reception in honor of the NAAPPB tourists when they visit the Oktoberfest in Munich September 20. Among the guests of honor will be officials of the Oktoberfest, the Mayor of Munich, and American diplomatic representatives.

To date, 66 persons have reservations for the tour which will include 50 by air and 16 by ocean liner. The ocean tour group will sail from New York September 3 on the Queen Mary. The air party leaves New York Idlewild Airport September 8. Informal receptions are being arranged in honor of each group. For the air party there will be a bon voyage open house at the Hotel New Yorker September 6 and 7.



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Middletown Loses Mgr. in Fair Week

Germain Dies at 56; Second 110,000 Year Builds; Revise Grandstand Fee

MIDDLETOWN, N. Y.—The Orange County Fair rolled toward its second 100,000 attendance effort last week without the guiding hand of Fred Germain, popular general manager who died on Wednesday (6), midway thru the week. Germain's condition had been failing since an operation in E. A. Horton Memorial Hospital, three weeks earlier.

While working under a typical committee structure, the local fair had leaned heavily on Germain, whose vitality and progressiveness were evident in many respects of the event. He managed it for five years, leaving his job as secretary of the Chamber of Commerce last year to become the fair's first full-time paid manager.

Germain had been hospitalized on and off since June. The fair functions were carried out by Ben Strong, president of the agricultural society, Doug Vernooy, superintendent of concessions, and Ken Piggott, treasurer. Jack Davis, publicist, advertising manager and aid to Germain for five years, co-ordinated the grandstand program, which had a couple of changed elements this year.

Weather early in the run was good. Governor Harriman attended on Sunday (3), toured the fair, and viewed the Jack Kochman Hell Drivers show. During the week there were acts by Klein's Attractions, the Lipiatt mule racing and the Ballantine Hayride Western music group. The troupes performed under canvas on the grounds, then took part in the grandstand shows. Last year there was a free grandstand, this year there was a 50-cent gate for all over 14 years old. On Monday (4)

the show dragged considerably, and Davis credited emcee Johnny Woods with tightening and improving the performance.

Also set for the grandstand were midget auto racing Saturday (9) and stock racing the following day, both promoted by Eno Van Dam's Victory Speedways, and the Black Diamond Rodeo on Sunday, booked in thru Ward Beam.

A heralded improvement this time was the acquiring of the uniformed Mobile Police out of Springfield, Mass., to man the gates. Lt. Jack Leonard had seven men working, and fair officials said traffic and receipts at the gates were definitely improved. Another change was the extension of ticket selling at the front gates to 11 p.m. In previous years the ticket booths were closed and gates thrown open at 9 p.m.

On the midway, I. T. Shows was having a satisfactory week, with 18 rides, four shows and 60 concessions in operation. The Ben Weiss bingo held down its customary location.

Many Improvements
 Many of the fair's major improvements were accomplished during Germain's managerial interest. Included were a modern Farm and Home Building which served as a fair administration quarters, new 4-H Building, midway paving and lighting, storm fencing, additional parking, and redwood paneling of the grandstand facade.

A native of Brooklyn, Germain had been active in Middletown since 1941. He was the first manager of radio station WALL, and was Chamber of Commerce secretary for 12 years until April 1, 1957, when he moved over to the fair full time. He had been a stock

company producer in Newark, N. J., press agent and front man for theatrical road shows, and sold automobiles for a time. During World War II he instructed Marines in the use of auto testing equipment. Fair officials are undecided as to whether they will continue with a paid manager or go back to the volunteer operation of the past. Germain was well known in New York State fair circles, for his constant activity in improvements and experiments on the grounds.

Services were scheduled for Saturday (9) at the Appleby Funeral Home, to be conducted by the Rev. Gordon Fear. It was asked that expressions of sympathy be in the form of contributions to the Middletown Cancer Society.

Surviving are Germain's widow, Dorothy Murray Germain; sons John and Frederick 3d, and the parents, Mr. and Mrs. Frederick Germain of Point Pleasant.

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Your key to **SALES RESULTS** — the advertising columns of **THE BILLBOARD!**

Gate Rises 11.5% for Catskill Game Farm

CATSKILL, N. Y. — Admissions and revenues this season are breaking records at the Catskill Game Farm, rural zoo, according to Roland Lindemann, head of the enterprise.

As of August 1, paid admissions were up 11.5 per cent over 1957, with more than 200,000 customers registered. Total revenues at the zoo, including admissions and sales of food, souvenirs and camera film, increased 16 per cent. Food sales increased 20 per cent; novelties dropped 8 per cent.

A live animal sales business is conducted in conjunction with the zoo. Including the figures for this enterprise, total revenues are up 20 per cent, Lindemann reports.

Gross business to date is over \$400,000 including the live animal branch. If the weather is favorable for the rest of the season, Lindemann expects a total of 450,000 paid admissions before the spot closes for the winter.

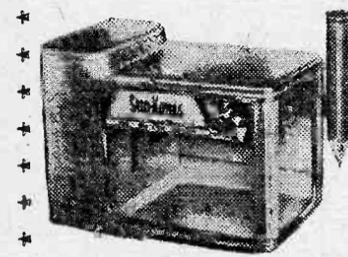
The Game Farm runs on an admission scale of \$1.10 for adults and 40 cents for children between four and 12; children under four, free. Ticket sellers are liberal in judging age. Sales inside include feed for the animals, food and drink, souvenirs, post cards and camera film. Cameras may be borrowed on a small deposit; the customer pays for the film. In the amusement section there is a Kid-land. A train, opened in early July, has been such a success that a second has been ordered.

Game Farm visitors come mostly by automobile — there is parking space for 1,960 cars. Many come by chartered bus, and, now, in response to requests from Northern New Jersey residents, Public Service Coordinated Transport has applied to the Interstate Commerce Commission for permission to operate scheduled bus trips to the Game Farm from Newark, Jersey City and Paterson.

The Game Farm, now in its 25th season, started in a small way in 1933. As of August 1 there were 2,860 animals on the place.

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2916 Secor CR. 4-2408 Toledo 13, Ohio

Exhibits include a large herd of kangaroos, the famous Przewalski horses, Tarpan horses, a large variety of deer, giraffes, bear, and other animals too numerous to mention. The place received national publicity last November when it became known that it had sold four black bears to the U. S. Air Force experimental laboratory at Holloman Air Force Base, New Mexico.

Smythe Skeds Antique Cars

ANGOLA, Ind. — Harry Smythe's Buck Lake Ranch will hold its first annual antique automobile show here August 24. The event is expected to bring in old-time cars from a wide area.

The amusement spot is racking up good business on its Alan Hawes Paddlewheel Boat and Schiff Roller Coaster, both new this season, Smythe said.

The park, which holds weekly wrestling programs, is featured in the current issue of Wrestling Life, grappling magazine.

RCA Sets Rodeo 'World Series'

1st Effort in Late 1959; 50G Purse; Las Vegas, Phoenix, Spokane Bid

CHEYENNE, Wyo. — A National Finals Rodeo—in effect the "Rodeo World Series"—was established by the Rodeo Cowboys' Association, Inc., at its regular Board of Directors session held here last week. The first "World Series" is set for December, 1959, at a city to be determined by the National Finals Rodeo Commission (NFRC). Three cities expressed early desire to be chosen for the site.

The top 15 contestants in each of the seven standard rodeo events (bareback and saddle bronk riding, calf roping, steer wrestling, Brahma bull riding, steer roping and team roping) will provide an annual climax to rodeo's 11-month season by matching their professional skill against the abilities of America's best known and competition-proved broncos and bulls.

The Rodeo Cowboys' Association created the NFRC and gave it full authority to administer the new event. Producer and general manager is John Van Cronkhite, of Nacogdoches, Tex. The Commission is

composed of Chairman Harley May, president of the RCA; Lex Connelly, RCA executive secretary-treasurer; Casey Tibbs, RCA vice-president; Willard Combs, steer wrestling champ and RCA board member; Lynn Beutler, representing RCA contractors, and Van Cronkhite. Seventh commission member will be designated by the nation's sponsoring rodeo committees.

Stock for rodeo's top event of the year will be furnished by all RCA stock contractors, with each contractor (about 60 over the nation) nominating his most famous and best bronks and bulls.

Van Cronkhite said the NFRC will consider both indoor and outdoor facilities but noted that December weather conditions would play an important part in any location decision made by the commission.

A total purse of \$50,000 plus entry fees is planned for the five-day contest.

Three Western cities have indicated a forthcoming bid for the sporting event: Las Vegas, Nev.; Phoenix, Ariz., and Spokane, Wash. Van Cronkhite said the Commission hoped to investigate all possible sites and come to a decision "before January 1.

The top 15 cowboys, according to the regular RCA points award standings at the end of the rodeo year, would automatically go into the world series competition.

Van Cronkhite said no decision had been made by the Commission as yet concerning contract or specialty acts. Headquarters for the Commission are at 1744 Champa Street, Denver.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be added in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held: Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.
Cincinnati 22, O.

- | | | | |
|---|----------------------------|---|---|
| Ackley, Jimmy | Delock, David | Johnson, Josephine | Polare, Fred N. |
| Akers, M. T. | Depp, Buck | Johnson, Mike | Polan, Eileen |
| Alexander, Jackie | Dennis, Russell | Jones, Helen | Polan, Charlie & Mrs. |
| Allen, Charles | Diggs, Edgar Lee | Jones, Peter W. | Procter, Ellen |
| Allen, Tommie & Mrs. | Dimock, Kenneth | Johnson, Walter | Procter, Pomano |
| Anderson, Bill | Doleschal, Roy E. | Jones, William F. | Prussek, Chester |
| Andrews, Guy C. | Donnelly, Russell | Kalbaugh, William | Puglisi, Mary Sue |
| Annis, Jimmie | Doucette, Gerard | Kibel, J. H. | Puckett, George |
| Annis, Ralph J. | Drew, H. D. | King, Raymond | Pyykolo, Francis |
| Annis, Leroy | Dunlap, Phyllis | Kiser, Eugene | Ragan, Madeline |
| Anthony, Mark | Edward, Mrs. Carl | Kiser, G. B. & Mrs. | Randow, Gene |
| Anthony, Milo Side Show | Elvid, Jack | Klaus, Freddie | Reade, Butch |
| Asher, Charles | Enger, Capt. | Kleban, Harry | Reeves, Glen |
| Ashton, Mrs. Marie | Ernest | Knapp, James | Remington, Les |
| Austin, Arthur | Epsom, Babe & Ed | Knapp, Ruth | Reynolds, Larry & Buddy Anderson |
| Avantes, Frank W. | Evans, Billie & Mrs. | (Blondie) | Riddick, Themy |
| Baldwin, Thomas | Evans, W. A. & Mrs. | Kushnir, Paul | Rieder, Laurence |
| Balleras, Clarence (Candy Man) | Ewen, Ralph | Kushnir, Eugene V. | Rigsbee, Big Six |
| Barnes, Tomie | Farris, Mrs. Frances | Lane, Sherry | Rison, Cleo |
| Bartley, George & Mrs. | Fein, Morris | Lankford, Mrs. | Rittenie, Luther G. |
| Bayer, Dick | Feinberg, Nate | Law, Booker T. | Ritchie, Nora M. |
| Bays, R. C. | Feller, Jim & Mrs. | Lee, T. Tom | Robert, W. L. |
| Beal, Glen & Edna | Fisher, Mrs. Dixie | Leib, Mrs. Rodrick | Rodgers, Johnie |
| Beck, Jimmie | Fitzgerald, Geoffrey | Lester, H. W. | Rosmusse, Everette |
| Bell, Fred H. | Flanagan, Frank E. | Levey, Max | Ross, Emile |
| Bell, William | Flash, R. | Lilly, (Professor Max) | Rossi, Peter |
| Benesch, Frank | Fowler, Floyd J. & Loretta | Lotter, Geo. D. | Rouse, Blackie |
| Bessette, Guido | French, Perry E. | Love, Lester R. | Roy, Edd |
| Bodin, Johnnie | Fritz, Robert (Lachy) | Lovette, Robert | Russell, William H. |
| Boring, Mrs. Alice | Frohness, Harry | Loverly, Mrs. John | Sales, Art |
| Boatman, Robert | Geffen, Mrs. Bobette | Lush, Doc | Sanderson, Bill |
| Boude, Clinton & Mrs. | Gennusa, B. C. | McCarten, Mrs. Carol | Sanders, Clifton |
| Bozeman Jr., Oscar G. | Gillespie, Eddie | McCormy, John Reade | Saunders, Clarence |
| Bradley, Leo | Gloesser, Elp | McDermott, W. H. | Sears, Steve |
| Brady, F. J. | Godwin, James (Teapot) | McGill, Frank & Sallie | Schwarz, Vernon C. |
| Bratton, O. T. | Goodman, Joe | McKnight, C. H. | Shaffer, Melvin |
| Bray, W. M. | Gosslin, Douglas | McSpadden, Jimmie | Shaffer, William |
| Breneman, Mrs. E. L. | Gordon, John W. | Mack, LeRoy | Shepherd, Nathan |
| Broeffle, Mrs. Barbara | Gray, Stash | Maki, Eddie | Shinbaum, Jerry |
| Brooms, Yvonne | Green, Johnny | Mallor Amusement Corp. | Shlipman, Cecil E. |
| Brown, Thomas (Legal Adjuster) | Green, Kayo | Manginello, Mrs. Jean | Short, Thomas |
| Bryant, Carl | Gross, Frank | Manes, Thomas O. | Shuemaker, J. Raymond |
| Bryant, Dorothy | Guess, Robert W. | Marks, Mrs. Pearl | Simpson, Jimmy |
| Buck, William J. | Guilford, E. 30¢ due | Martin, Edward | Smiglak, Harry & Mrs. |
| Burges, Ed | Hackett, Mrs. E. J. | Martin, Jack C. | Smiley, Ethel |
| Burke, Anthony | Hagan, Orval | Martin, Sam | Smith, H. D. |
| Burridge, Mrs. Margy | Haley, Peggy | Mayer, William B. & Betty Jane | Smith, Walter |
| Burton, George W. | Hall, Allan (Bob) | Medlin, Jimmy | Spain, E. Eleanor |
| Bush, Berleuse | Hanson, L. T. | Mercer, Eugene | Stafford, Mrs. Al |
| Bye, Frank (Rabbit) | Harmon, George H. | Metcalf, William F. Jr. | Stanley, W. O. (Red) |
| Callahan, Cecil | Harris, B. | Metzger, Bert | Stempson, Sgt. Dale K. |
| Campbell, Frank A. | Harris, Charles L. | Miller, Dave | Stevens H. G. |
| Campi, Mrs. John | Harris, Mal & Mrs. | Miller, Donald | Stevenson, Louis E. |
| Canter, Kenneth G. | Hawk, Gay | Miller, Donald S. | Stout, Silm |
| Carangi, Z. | Haws, Mason | Miller, F. W. | Sudan |
| Cecil, Herbert Lamar | Hazelwood, Mrs. B. | Miller, John Adam | Summerrall Production Co. & Joseph T. White |
| Chapman, Mrs. Helen | Heaton, A. P. & Mrs. | Mitchell, Watson W. | Sullivan, Roy |
| Chaney, Carol | Heck, Robert Allen | Mitchell, Mrs. Don | Swanagan, George |
| Chillberg, Alfred L. | Heitzman, Dan | Moore, Jimmie | Swank, Ruth L. |
| Christian, Gene | Helson, Billy | Moore, William J. | Sykes, Vernon Earl |
| Cullen, Frank | Henderson, E. S. | Moreland, Mrs. Effie | Terrell, Bob E. |
| Cody, Wyatt Dene | Henderson, Grabbo | Moreno, Tony | Terrell, Mrs. Hallie |
| Cole, Brownie | Herron, G. E. | Morgan, Clayton | Tetts, W. F. Jr. |
| Cole, Hobe & Mrs. Connelle (Uncle Toby) | Hendricks, Cecil | Mott, Rusty | The Thing Show (Frank) |
| Cook, Jack | Hennessee, Rosa | Murphy, Bob | Thibidoux, Theresa T. |
| Cooper, Mrs. Billie | Hitchcock, Clyde | Murphy, Charles J. | Thibts, Johnny |
| Cooper, James L. | Holoboff, Peter P. Esq. | Murray, Robert | Timex, Joe |
| Counter, Mrs. E. | Hoss, Lee | Newman, Sydney | Trapeze Bros Circus |
| Crain, George L. | Howey, Mrs. John | Nicholas, Epreim | Travis, Jimmie |
| Craman, Max | Hunt, Art E. | Novak, John | Turner, Lee & Mrs. Uknis, Joe |
| Cramer, Clarence (Blackie) | Husley, J. D. | Nurney, Bill | Vandayberg, Berle T. |
| Crayden, Sam | Ivey, Jack B. | O'Dare, Lynn | Varra, George |
| Crouch, Lee E. | Jack, Barbara | O'Hara, Frederick | Vick, Dorothy |
| Cunio, Bill | Jack, Frank | Orzechowski, Frank | Walters, Fidessa |
| Davis, Jess Carroll | Jacobsen, Charles | Olsen, O. S. | Webster, Paul |
| Davis, John M. | James, Al | Owens, Pauline | White, William |
| Davis, Mrs. Thelma | Jeter, Charles | Owens, Ralph | Wilder, Dan |
| Davison, Pete | Jeter, Myrtle | Paimatier, C. Richard | Williams, Rebecca L. |
| DeGraffenreid, M. F. | Johnson, C. A. | Palmer, John | Williams, Georgia |
| DeMoss, Jitana | Johnson, Charlie W. | Palmer, Kitty | Williams, Joseph |
| Decker, Joe | Johnson, Doc | Pan American Animal Exhibit, Inc. (Owner) | Williams, Joseph P. |
| Dellamure, Anthony | Christmas Parades | Pannebaker, David | Williamson, Al |

(Continued on page 73)



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ATLANTIC CITY—Here's an easy way to remember your wedding anniversary—get married on the floor of the Atlantic Ocean. The offer was made as a publicity stunt, naturally, by George Hamid Jr., general manager of the Atlantic City Steel Pier.

There's a diving bell which goes down 60 feet from the pier to rest on the bottom. Ten years ago a couple was married in it. Hamid thought it might pep up business to have another underwater wedding.

He said he will consider applicants from anywhere in the United States, will pay for the minister, wedding trip and enough furniture for a house.

KOUNTZE, Tex. — Dennis (Chester) Weaver, of TV's "Gun-smoke" program, has been signed as the name attraction by the Kountze Homecoming Association. Chester will appear at the September 27 event and ride in the parade.



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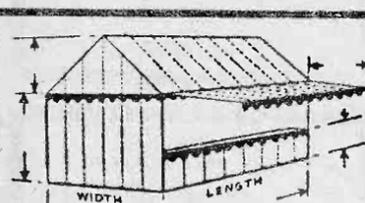
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American Beauty: Bloomfield, Ia., 12-15.
Amusements of America: (Fair) Hagerstown, Md.; (Fair) Huntington, Pa., 18-23.
B. Amusements: Callao, Mo., 21-23; Shelbyville 28-30.
Badger State: Brainard, Minn., 13-16; Windom 18-20.
Baker United: (Fair) Wabash, Ind.; (Fair) Boswell 18-21.
Beam's Attractions: (Fair) Manassas, Va.; (Fair) Gaithersburg, Md., 18-23.
Bee's Old Reliable: (Fair) Campbellsville, Ky.
Belle City, No. 1: (Fair) Wausauke, Wis., 14-17; (Fair) Rhineland 20-24.
Belle City, No. 2: (Fair) Racine, Wis., 11-14; (Bay Shore Shopping Center) Glendale 15-24.
Bernard & Barry: Victoriarville, Que.; Sorel 18-23.
Big D Am. Co.: Waterloo, Ia., 14-17; Eldora 21-22; Livermore 24-25.
Big State: (Fair) Fredericksburg, Tex.; (Fair) Waxahachie 18-23.
Blue Valley: Braymer, Mo., 13-15.
Brasch Bros.: Waterloo, Ia., 15-17; Sun Prairie, Wis., 23-24.
Brown, Al: Worthington, Minn., 11-13; Morris 14-17; Pipestone 18-20; Vermillion, S. D., 21-22; Bloomfield 23-26.
Buck, O. C.: Elmira, N. Y.; Malone 18-23.
Burke, Harry: (Fair) Delcambre, La.; Morgan City 18-23.
Burkhart: East St. Louis, Ill.; Strasburg 18-23.
Byers Bros.: (Fair) Jefferson, Ia., 11-14; (Fair) Rockwell City 15-17; Humbolt 18-21.
Capell Bros.: (Fair) Emmett, Idaho.
Capital City: Berea, Ky.; (Fair) Barboursville 18-23.
Carl, A. J.: (Fair) Hastings, Mich.; Shelby 19-20; Ravenna 21-23.
Carpenter Bros.: Monroeville, Ind.
Carroll's Greater: Cokato, Minn., 11-13; St. Cloud 14-17; Bird Island 18-20; Marshall 21-24.
Central States: Burwell, Neb., 12-16; Abilene, Kan., 18-22.

Cetlin & Wilson: (Fair) Huntington, W. Va.; (Fair) Lewisburg-Ronceverte 18-23.
Chanos, Jimmie: Kendallville, Ind.; Winchester 18-23.
Cherokee Am. Co.: (Fair) Ft. Scott, Kan.; (Fair) Holton 18-20; (Fair) Seneca 21-23.
Coleman Bros.: Afton, N. Y.
Collins, Wm. T.: Cedar Rapids, Ia.; Albert Lea, Minn., 18-21.
Conklin: Belleville, Ont., 11-14; Three Rivers, Que., 15-21; Sherbrooke 22-28.
Continental: Westport, N. Y., 12-16; Lyndonville, Vt., 22-23.
Copeland: White Pigeon, Mich.; Manchester 18-23.
Crafts 20 Big: El Monte, Calif., 13-17; (Fair) Hemet 20-24.
Cumberland Valley: (Fair) Gallatin, Tenn.; (Fair) Tracy City 18-23.
D & D Am. Co.: (Fair) Corning, Ia., 11-14; Newton 16-17.
Dauberman's Rides & Concessions: Lykens, Pa., 13-16.
Davidson United: Afton, Ia., 12-15.
Davis Am. Co.: Grants Pass, Ore., 13-16; Roseburg 20-24.
Deggeller Am. Co., No. 1: (Fair) Hilliards, O., 13-16; (Fair) Marion 16-21; Anna 22-25.
Degeller Am. Co., No. 2: Owensville, O., 12-16; Toledo 16-25.
Deluxe Ride Co., No. 1: Ft. Wayne, Ind., 11-17; Sandusky, Mich., 19-23.
Deluxe Ride Co., No. 2: Flint, Mich.; Monroe 18-23.
Dixie Am. Co.: (Fair) Sylvan Grove, Kan., 11-13; (Fair) Minneapolis, Kan., 14-16; (Fair) Smith Center 18-20; (Fair) Glasco 21-23.
Dobson's United: Spooner, Wis., 11-13; (Fair) Ellsworth 15-17; (Fair) Hayward 18-20; (Fair) Black River Falls 21-24.
Donovan Bros.: Hardtner, Kan., 11-13.
Down River Am. Co.: Mt. Morris, Mich., 12-16; (Fair) Standish, Mich., 20-23.
Drago, No. 1: Rensselaer, Ind.; Hartford City 18-23.
Drago, No. 2: (Fair) Mooreland, Ind.; (Fair) Spencer 18-23.
Drew, James H.: (Fair) Terre Haute, Ind.; (Fair) Harlan, Ky., 18-23.
Dudley, D. S.: (Fair) Colby, Kan.; (Fair) Syracuse 18-20; (Fair) Ulysses 21-23.
Dyers: Boone, Ia., 11-14; Tipton 16-21.
Eastern Am. Co.: Skowhegan, Me.
Eastman: Ellicottville, N. Y.
Eddie's Expo.: (Fair) Dayton, Pa., 12-16; (Fair) Washington 19-23.
Emshoff: Rockton, Ill., 21-24.
Evans United: La Crosse, Kan., 11-13; Ness City 15-16.
Fairland Am. Co., No. 1: Lockport, N. Y., 12-14; Niagara Falls 15-17.
Fera Bros.: Woonsocket, R. I.; Wrentham, Mass., 20-23; Natick, R. I., Sept. 1.
Fidler: Wilsonville, Ill.
Franklin, Don: (Fair) Blue Earth, Minn., 11-13; (Fair) New Ulm 14-17; (Fair) Fairmont 20-24.
Fred's Playland: Tazewell, Va.; (Fair) Chatham Hill 18-23.
Fun Beam: McHenry, Md.
Funland: (Fair) Trenton, Mo., 11-15; Lockwood 20-23.
G & B: Riversville, W. Va.
Gala Expo.: Mammoth Springs, Ark.; DeWitt 18-23.
Garden State: Wind Gap, Pa.; High Bridge, N. J., 18-23.
Gem City: (Fair) Davenport, Ia.; (Fair) Tompkinsville, Ky., 19-23.
Gentsch: Philadelphia, Miss., 11-15; Granada 18-23.
Georgia Am. Co.: (Fair) Hiawasse, Ga.; (Fair) Blue Ridge 18-23.
Geren, W. R.: Martinsville, Ind.; Hodgenville, Ky., 18-23.
Glades Am. Co.: Remington, Va.; Madison 18-23.
Gladstone Expo.: (Fair) Ironwood, Mich., 13-17; Rice Lake, Wis., 21-24.

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Circus Routes

Adams Bros.: Aberdeen, S. D., 11; Watertown 12; Brookings 13; Mitchell 14-15; Yankton 16; Norfolk, Neb., 17-18; Fremont 19; Columbus 20; Grand Island 21; Lincoln 22-23.
Beatty, Clyde: Freeport, Ill., 11; Racine, Wis., 12; Sheboygan 13; Appleton 14; Green Bay 15; Wisconsin Rapids 16; La Crosse 17; Madison 18; Beloit 19; Dubuque, Ia., 20; Waterloo 21; Fort Dodge 22; Sioux City 23; Council Bluffs 24.
Carson & Barnes: Conrad, Mont., 13.
Cristiani Bros.: Syosset, N. Y., 11; Massapequa 12; Smithtown 13; Patchogue 14; Riverhead 15; Southampton 16.
Hagen Bros.: Watertown, N. Y., 11; Ogdensburg 12; Massena 14; Tupper Lake 15; Saranac Lake 16; Schroon Lake 17.
Hunt Bros.: Rocky Point, N. Y., 11; Greenport 12; Amagansett 13; Mastic Beach 14; Brentwood 15; Commack 16; Belford, N. J., 18.
Kelly-Miller: Ellensburg, Wash., 11; Yakima 12-13; Sunnyside 14; Kennewick 15-16.
Mills Bros.: Bloomingdale, N. J., 11; Franklin 12; Succasunna (Rosebury Twp.) 13; Raritan 14; Metuchen 15; Middletown 16; Cologne (Galloway Twp.) 18; Ocean City 19; Millville 20; Clayton 21; Beverly 22; Leavittown, Pa., 23.
Packs, Tom: Gulfport, Miss., 11; Jackson 12.
Polack Bros.: Klamath Falls, Ore., 12-13; Vancouver, B. C., 18-Sept. 1.
Ringling Bros. and Barnum & Bailey: Oklahoma City, Okla., 15-17; Topeka, Kan., 19-20; Omaha, Neb., 22-24; Denver, Colo., 28-Sept. 1.
Trapeze Bros.: Meadow Lake, Sask., 16.

Miscellaneous

Bisbee's Comedians: Morgantown, Ky., 11-12; Russellville 13-18; Elkton 19-23.
Blythe, Billy, Tent Theater: Omega, Ga., 11-16.
Kriel's Circus Acts: Morrison, Ill., 13-15; Warren 16.
Matchstick City: (Shopping Centers) Indianapolis, Ind., 11-26.
Popo Circus Productions: (Fair) Woodland, Calif., 14-17; (Fair) Ukiah 21-24; Oakland 25-Sept. 1.
Schaffner Players: Vandalia, Mo., 11-17; Paris 18-24.
Scott, Tommy, Country Show: Concord, N. H., 11; Franklin 12; Laconia 13; Berlin 14; Lebanon 16; Claremont 18; Keene 19.

Thrill Shows

Aut Swenson Thrillcade: (Fair) Eldora, Ia., 11; (Fair) Denison 12; (Fair) Blue Earth, Minn., 13; (Fair) Decorah, Ia., 14; (Fair, afternoon) Jackson, Minn., 15; (Fair, night) Slayton 15; (Fair) De Pere, Wis., 16; (Fair) Pectonia, Ill., 17.
Jack Kochman Hell Drivers: (Fair) Berea, O., 11-13; (Fair) Napoleon 14; (Fair) Maumee 15; (Fair) Zanesville 16; (Fair) Maumee 17.
Jack Kochman Intl. Auto Daredevils: (Fair) Celina, O., 11; (Fair) Palmyra, N. Y., 12; (Fair) Westport 13; (Fair) Caledonia 14; (Fair) Dayton, Pa., 15; (Fair) Lowville, N. Y., 16.

Ice Shows

Shipstads & Johnson's Ice Follies: San Francisco, Calif., 11-31.

Talent Busy In Stockholm

STOCKHOLM — Sweden has an abundance of vaude acts during the summer season as it has two first-class vaude theaters, two big amusement parks and more than 250 folk parks, all of which employ big-time acts.

Grona Lund Tivoli, in Stockholm, has Howell and Radcliffe, American vocal and instrumental duo; the Rassos, bike act; Bobby Jule, juggler; Two Fokkers, eccentrics, and the George Garden Dancers, from England, as free attractions.

Stockholm's China Theater has a tab girl show; the Deep River Boys, American vocal group; Jeanne Darbois, Canadian vocalist; Samy Brothers, antipodists; Algeria Brothers, jugglers; Eddie Seifert and Company, equilibrists; Bertil Perrolf, imitator, and Mink, Devine and Barbara, gagsters.

Circus Scott opens here on Friday (8) with Pinito del Oro topping the bill, which also has the Akeffs, (3) antipodists; Burkerts (5) flying trapeze; Little John, equilibrist; Antaleks, perch; Hans Strassburger, Liberty horses; Hans Koss-mayer, elephants; Edith and Ingrid Schickler, high horses; Boegh's mixed cats and the Digger Pugh Girls.

During July, Liseberg, Gothenburg, had the Goofers, zanie American musikers, and Reco and May, comedy wire, as free attractions. Its Cabaret Hall had Jacqueline Hurley, American dancer; Catherine Sauvage, French chirper; Three Kims, stilt-walking comics; Wilson, Keppel and Betty, comedy dance; Pedro, juggler, and the Flash Ballet.

The Delta Rhythm Boys are being featured, for the entire season, with the big Karl Gerhard show which is touring Sweden with a big top, usually playing one-week stands in the heavily populated sections of Sweden.

Ike Names Rec Group

WASHINGTON — Names of senators appointed by the President to serve on the newly authorized National Outdoor Recreation Resources Review Commission were announced last week by the Vice-President.

They are Senators Anderson (D., N. M.), Neuberger (D., Ore.), Watkins (R., Utah) and Barrett (R., Wyo.) Other appointees will be announced at a future date.

The Commission was established under legislation introduced earlier by Senator Anderson. It will consist of 15 members who will make a comprehensive study of outdoor recreation. Data will be compiled and submitted with recommendations, to the President and Congress by September 1, 1961.

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ICE RINK OPERATION

Skate, Concession Sales Important

Altho admissions and skate rentals loom as the most important source of income to the operator of a public ice rink, other revenue should not be discounted, according to Michael Kirby, veteran owner-operator of ice rinks.

The former skating partner of Sonja Henie, he has two skating schools and one combination school and public rink in the Chicago area and will expand in several directions this fall as franchise operator of the Michael Kirby Ice Skating School.

In his set-up, skate sales are big. For one thing, a student must have proper skates before he's permitted to enroll and the most convenient place to purchase them is at the skate shop.

In addition to sales, concessions are an important source, especially at Kirby's outdoor rink, where the exercise and cold puts a keen edge on appetites.

In his several years in the business, Kirby has found that the best promotion is thru direct mail, altho word-of-mouth advertising also brings in many patrons and students. The novelty of an outdoor rink that provides ice skating even during mild winter weather, when natural rinks are pools of water, leads to good publicity breaks in both metropolitan and neighborhood newspapers, as well as numerous mentions on radio and television.

Youngsters Active

Biggest age group that he is working on is those from 14 to 20. There's no trouble in getting an abundant turnout of youngsters under 14, many of whom are students or former students at his studios. And the 20-to-30-year-olds turn to ice rinks in goodly numbers. The 14 to 20's, however, present a problem that he hopes to be able to solve by added mailings and parties.

Ride Activity Detailed for Hot Rod Firm

NEW YORK — Recent ride activity noted by the Hot Rods, Inc., office includes the sale of six Hot Rod cars to J. B. Gwin, of Frontier City, Okla., and six for Mrs. Bill Boyd of the James E. Strates Shows. The Oklahoma shipment is at sea and the Boyd shipment arrived last week in New York, Morgan (Mickey) Hughes said. Mrs. Boyd will also operate a Junior Hot Rod ride for Hughes on the show.

Hughes reported purchasing a Satellite Jet from Eric Wedemeyer, to operate on the Conklins' midway at fairs in Toronto and London, Ont. The ride, reportedly the third on the continent, will then be brought into the United States. Other Satellite Jets are reportedly operated at Ben Krasner's Lakeside Park, Denver, and at Hunt's Pier, Wildwood, N. J.

At Toronto, Hughes will have the Satellite Jet, 14-car Hot Rod and seven-car Junior Hot Rod.

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The party form of promotion, similar to that used to good profit by amusement parks and roller rinks, is looming bigger each year. Not only do private parties help swell the coffers but industrial recreation programs have begun to recognize ice skating, especially when it can be provided at any time during the winter, and this looms as a big income getter.

Kirby, who operates his big commercial rink from November 1 to the middle of March, charges adults 90 cents at night and 80 cents in the afternoon. Kids are charged 50 cents at night and 35 cents in the afternoon.

The veteran figure skater and rink operator this fall will open his first pure franchise operation in Cleveland. This will be a studio only, with no public rink. He will provide the instructors and will operate the entire program.

A Kirby franchise will also be started at the Meadowdale (Ill.) Shopping Center, where the operators have built a big rink that will serve as a combination public and private lessons spot. The rink will be in the center of the mart which is all under roof.

Kirby, who thru a life-long association with ice skating, is enthusiastic over the future of ice rinks, reports several more franchise deals are still being negotiated, and one of these days hopes he can rival the dancing school set-ups of Fred Astaire and Arthur Murray.

B. C. Arena Assn. Elects Stone Prexy

SEATTLE—The British Columbia Arena Managers Association met here July 30-31 and stayed over to join in the convention of the International Association of Auditorium Managers.

New president of the BCAMA is Reg Stone of Trail, B.C. He succeeds Jack Elliott. New vice-president is John (Bus) Evans, of the Pacific National Exhibition's buildings. Secretary-treasurer is Bill Oliver, Victoria. Joe Dukowski, Victoria, also is active in the IAAM and was host to the IAAM when it toured Victoria Island Tuesday (5).

BCAMA awarded the Bob Muir Trophy to Jack Morgan, of Nelson, as man of the year in the organization. Fifteen of the 19 British Columbia buildings were represented at the Seattle meeting.

Corrigan Back as Movie Ranch Pilot

SANTA SUSANA, Calif.—Corriganville Movie Ranch here is again under the supervision of Ray (Crash) Corrigan and will be operated by him and a group of Hollywood film associates under the name of Outdoor Amusements, Inc. Until Corrigan reassumed direction, the ranch was operated by Jack Wrather Productions.

Plans call for an elaborate building program and Western shows featuring name personalities on Saturdays and Sundays. Corriganville covers 2,000 acres with oak groves around Robin Hood Lake. Corrigan declared that 2,500 motion pictures have been made around here over the years.

GM Revives Motorama Road Unit

DETROIT—The General Motors Motorama will go back on the road this fall after an absence of a year, opening a seven-day stand at the Waldorf Astoria Hotel in New York City on October 16.

The new theme will be "Imagination in Motion," highlighting a 30-minute stage show, which will utilize topflight talent in every phase of dramatics, theater and stagecraft, to present "the motoring magic of General Motors research, styling, and engineering."

Original music and choreography will be by top artists in the field, special staging techniques including some devices said to be not yet available to either Broadway or Hollywood, and a cast of 100 will be featured.

This is the fifth "annual Motorama", with none held in 1957 when an industry-wide trade show was held by the automobile business. Actual gate attendance was clocked in excess of eight million over this period, multiplied by the large television audiences the spectacles draw annually. The second stop will be the National Guard Armory at Boston, for nine days opening November 8. Future route has not been definitely disclosed, but it is expected to move to the West Coast and Miami.

MIDWAY CONFAB

Carl Sedlmayr, owner of the Royal American Shows, flew from Fort Williams, Ont., to Chicago to pick up his three grandchildren, Carl Sedlmayr III, Patsy and Michael, and then fly with them to rejoin the show at Superior, Wis. The three children, who will be on the show for the balance of the summer, had flown from Tampa to Chicago, to meet their granddad.

Drago Amusements celebrated its birthday at Flora, Ind., with a party in the bingo tent and ice cream and cake was served to almost 100 guests. Three cakes, two baked by Paul Drago's daughter, Josephine, were served, the third one a gift from Mrs. Esther Trent. Pat Harville took photos of the gathering. Helping to serve were Mrs. Trent, Josephine Drago, Mrs. William Ward, Mrs. William Bell, Connie Wilburn and Jerry Lawhorn.

Ben and Fay Prell, of the Prell Shows, celebrated their 25th anniversary July 24 with a party at Bill and Lillian Sylvester's house trailer. Guests included Max and Sylvia Pinous, Harry Weiss, John Hoffman, Rosita Dell, Jimmy and Marie Zabriski, Dolores Goodman, Sandy and Margie Prell, Art Miller, Ken and Margo Swain, Harry and Alice Stevens, Mary Stevens, Abe and Joan Prell, Jack and Mae Levine, Paul and Max Prell, Don and Edna Marcheri, Paul and Ann Williams, Al and Sue Stewart, Joe and Bea Prell, Al and Lil Reisinger, Max and Rita Sharp, Charles and Pat Gross, Pinky Sylvester, Tommy Mann, Cookie Stevens and Billy Strickland.

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THE FINAL CURTAIN

BURTON—George W., 72, veteran concession operator with Monarch Exposition Show, recently in a Belleville, Ill., hospital. During his many years in the business he had been with Bob Myers, Buff Hottle, John R. Ward and other shows. He was a veteran of World War I. Survivors include his widow, Eva; a stepdaughter, Mrs. Gordon Rutter, and a grandson, Ronald.

COX—Mrs. Harriet (Honey), 46, sister of Mrs. Betty Hartwick, Tampa, July 21 in Tampa General Hospital. A native of Pittsburgh, she had lived in Tampa for 15 years and was a member of the Ladies' Auxiliary, Greater Tampa Showmen's Association. Also surviving are her mother and four brothers, all of Pittsburgh. Burial in Showmen's Rest, Tampa, with club members serving as pallbearers.

CURRY—Bill, 41, stunt pilot and brother of Jimmy Curry, of thrill show note, July 30 in an airplane crash near Hartsville, S. C. In addition to his stunting, he had worked as a crop duster. Survivors, in addition to his brother, include his wife, Gladys; three children, two other brothers, two sisters and his parents, Mr. and Mrs. Boston N. Curry.

GERMAIN—Frederick, 56, general manager of the Orange County Fair in Middletown, N. Y., died August 6 in E. A. Horton Memorial Hospital, Middletown. (Details in General Outdoor section.)

KESTER—Norman E., 71, former vaude and circus performer, recently in Ventress, La. For many years he and his wife toured as Jack and Jill in vaudeville, were aerialists with circuses and played on showboats. For the past five years they operated a lunch stand in Baton Rouge. In addition to his wife, he leaves a daughter, Hazel LeBoeuf, aerialist with Mills Bros. Circus; one grandchild and one great grandchild.

KLINE—Johnny J., 69, former carnival operator and publisher for 31 years of the Greater Show World, August 3 in New York. (Details in Carnival section.)

LANG—Don, 59, writer and publicist whose real name was Walter L. Whitney, died August 4 in a friend's apartment in New York. He lived in Berlin, Md. Under his

MARRIAGES

BEASLEY-MITCHELL—S/Sgt. Joel M. Beasley, of Whiteman Air Force Base, Knob Noster, Mo., and Dolly Sue Mitchell, daughter of Mr. and Mrs. Red Mitchell, outdoor show people, July 14.

HEATON-BERUBE—A. P. (Red) Heaton, concessionaire, and Frances C. Berube, nonpro of Washington, D. C., July 12 in Walhalla, S. C.

VENTLING-BURNETT—Carl Ventling, of Moore's Modern Shows, and Ella E. Burnett, Holbrook, Mass., June 6 in Hermitage, Mo.

BIRTHS

GENDERS—A son, Gregory Deane, to Curtis and Barbara Genders July 28 in Sarasota, Fla. Grandfather is Harold Genders, manager of the Ringling Bros. and Barnum & Bailey Circus.

pen name he wrote fictional books and short stories about animals, including "Strawberry Roan." As a publicist he worked with Gene Autry and the Ringling Bros. and Barnum and Bailey Circus. He is survived by two brothers, Alden, of Cleveland and Maj. Gen. Courtney Whitney, U. S. A., retired, aide to Gen. Douglas MacArthur; a sister, Mrs. Dorothy Coughlin, of Escondido, Calif., and his widow, Mrs. Martha Z. McGraw Whitney, former actress.

NEALE—E. Roy, 42, former juggler and wire walker, July 31 in Veterans' Hospital, Cincinnati, of cancer. During the past seven years he had been an insurance agent. Before and after Navy service in World War II he had performed at fairs and night clubs in Southern Ohio. He was a member of the Masonic Order. Survived by his widow, Marian; a son, Michael; a daughter, Patricia; his parents, Mr. and Mrs. Charles R. Neale, Cincinnati, and three brothers, Charles, Houston, and William and Russel, Cincinnati. Services August 4 and burial in Spring Grove Cemetery, Cincinnati.

PORTER—Ted, retired showman, August 5 in Henry Ford Hospital, Detroit, of a cerebral hemorrhage. Burial in Milan, Mich.

SIGSBEE—Albert W., 74, retired agent with a number of circuses, July 28 in Milwaukee following a long illness. During his years in the business he had been with Linedmann Bros., Seils-Sterling, Bud Anderson, Seal Bros., and others. He was a member of the CFA. Survivors include his widow, Adelaide, and a son, David.

IN LOVING MEMORY OF MY HUSBAND, SWEETHEART AND PAL VINCE McCABE



DIED AUGUST 14, 1954 RUTH McCABE

In Loving Memory Of My Husband TED LEWIS Who passed away August 17, 1956, and is sadly missed by his wife MIDGE

In Memory OF MY DEAR HUSBAND J. A. (TIM) WATERS Who passed away Aug. 16, 1956. JEANNETTE WATERS

Pleasure Beach's 'Retarded Day' OK

BRIDGEPORT, Conn. — One of its best performances of the season was pulled off Friday (1) by Pleasure Beach Park, when the day was taken over by the Parents and Friends of Mentally Retarded Children. The deal, intended to

benefit the group's building fund, won it more than \$10,000.

Pleasure Beach had 60,000 books printed, each with \$1.20 worth of tickets. With a 60-40 split (favoring the sponsor), there were more than 18,000 books sold in advance of the day. Radio publicity was intense and the promotion did very well despite a relatively late booking.

In addition to its ticket receipts, the sponsor had licensed bingo and concession games running. The park, which can accommodate around 30,000 people, surpassed that figure, with the result that it was too crowded for easy movement of patrons, it was reported. The day was a big success.

During the afternoon Vic Alexander, of WICC, made a helicopter landing in the park and distributed free Columbia records. He presided that night at the regular Friday record hop. At 6 p.m. there was stage entertainment by local club acts.

Park business has been very encouraging this season. Pleasure Beach grossed \$120,000 under city ownership and management last year. The spot, privately owned this season, reported the \$120,000 mark was reached on July 1, and a gross of \$250,000 to \$300,000 is likely for 1958. This is reported as close to the break-even point and a pleasant surprise, since Bridgeport's 12 per cent unemployment placed it in a critical labor category this year.

Final promotion of the season will be August 29, and is labeled "Pleasure Beach Blood Bank Day." Families attending the park will get tickets good for rides and food if any member donates a pint of blood at the park. Red Cross facilities will be available. Capacity rides will be labeled "Red Cross Rides" all day. Red Cross is co-operating, as is WICC, which has scheduled 300-odd one-minute spot announcements in advance of the promotion. A target of 250 pints has been set up.

The Sunday Bridgeport Herald has been printing ride coupons, and has put 500 showcards on area newsstands, publicizing the tie-in. Park's publicity, promotion and advertising are handled by Don Becker.

1 ATTRACTION SENDS ACTS TO ANOTHER

BRIDGEPORT, Conn. —

It isn't often that participants in one park are active in promotions of another, but that's what happened Friday (1) at the Retarded Children outing at Pleasure Beach Park here. Talent included the Dalton Gang bad guys, sheriff's posse, Indians and Western band from Silver City Ranch in Newtown. The attractions are only 25 miles apart. Western performers participated, starting at 11:30 a.m., then returned to Silver City Ranch, which opened at 2 p.m. The day's publicity did neither spot any harm.

Fun Park Plan Muddled For Newport, R. I.

NEWPORT, R. I. — A park operation is proposed for Easton's Beach here by Holmes Cook, miniature golf course builder and operator, who operates amusements at Ocean Beach Park, New London, Conn. Cook has offered to install a number of units, and the city council is studying his and other propositions.

Cook wants to bring in an 18-hole miniature golf course, Train Ride, Kiddie Coaster, Helicopter, Tilt-a-Whirl, Crazy Cups, Roto-Jet, Ferris Wheel, dark ride and Dodgem.

City Manager Irving H. Beck has been in favor of developing the beach to stimulate summer business for merchants and also

bring in more city revenue. He has urged the council to visit Ocean Beach Park before deciding.

Under one plan, the \$200,000 park construction cost would be provided by private developers, who would run the spot on a 10-20-year lease. City would be getting 50 per cent of gross receipts estimated at \$500,000 annually.

Easton's Beach was an active resort in the 1920's, being served by steamer and trolley. Roller Coaster and other amusements were offered. Right now the city operates a kiddie Merry-Go-Round, Ferris Wheel, Handcars and wet Boat Ride. Other than those, the beach has not contained amusements for more than 20 years.

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1. German Caterpillar Ride, beautifully and artistically decorated.
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4. Allan Herschell 18-car stainless steel Caterpillar Ride.

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Classified Section

this issue



Publicity Firm Submits Deal to Atlantic City

ATLANTIC CITY — A New York public relations firm is courting resort officials for the creation of a \$96,000-a-year Atlantic City publicity account.

Carl Erbe Associates, 595 Madison Avenue, New York, has submitted the \$8,000-a-week proposal to State Sen. Frank S. Farley. The plan subsequently was discussed privately by the city commission and taken under advisement.

In the 27-page report, Theodore G. Leonard, an associate in the firm, says his organization could keep Atlantic City's name prominent in the nation's newspapers, magazines, house organs and on radio and television shows.

One idea in the plan is the immediate establishment of an Atlantic City Travel News Bureau in New York. Another is ballyhooing a "New Look" for Atlantic City, emphasizing city and Boardwalk improvements, new amusements, motel and hotel accommodations and revival of the legitimate theater.

His plans for press coverage include a junket here of prominent writers, columnists and photographers 10 days after his firm is awarded the year contract it seeks. In addition, business news editors and columnists from various parts of the country would report on Atlantic City at the business level. Syndicated society and gossip editors would visit Atlantic City. These columnists would be given news, anecdotes, gossip and special angles on everything that relates to Atlantic City, or is even indirectly connected, Leonard said.

Detroit Spot Has Troubles

DETROIT — A projected new Kiddieland in Northwest Detroit on West Eight-Mile Road ran into opposition from neighborhood residents last week, with a property owner's suit filed in Wayne County Circuit Court.

Owners of the projected park, which would be in conjunction with the Playland Ice Skating Club, now being completed, are named as Edward Born, Carter R. Goulding Jr., Philip Richman and Donald Barr. The residents complain that the legal requirement of approval of 75 per cent of property owners within 500 feet of the site has not been met.

ROLLER RUMBLINGS

Promotion the Key to Successful Operations

By H. F. REVES

Well-planned and executed promotion is the key to successful rink operation in the face of a recession, in the opinion of Walter E. Sutphen, veteran of 50 years in the business, who recently operated the Academy of Roller Skating in Royal Oak, suburb of Detroit.

"Rink operators can turn their poorest nights into good-paying sessions if they will use any of the ideas that smart promoters are using in widely scattered States," he says. Now actively interested in the rink business on a consulting basis, Sutphen offers three typical programs used by a variety of rink owners with good results at the box office.

The Vero Beach (Fla.) Rink is consistently using a Treasure Chest program, somewhat similar in format to the familiar television program. Owner Earl King, a former Detroit, works closely with local merchants on this event and, most important, sees that the merchant is given incentive to co-operate.

Creates Store Traffic

Merchants donate merchandise prizes, worth not over \$2.50 apiece, so the cost is kept down. A large announcement board in the rink lists the merchant-donors of all prizes, with their addresses, providing good advertising in itself. The winner is given a letter to take to the merchant, so that store traffic is created.

More important is the emphasis upon furnishing tie-in prizes. In each case, the objective is to give a type of prize which will lead to a further sale of merchandise when the winner comes to the store. Thus the prize may be a parakeet, and this, in turn, will lead to the sale of a cage and bird seed. This type of tie-in makes it easy to interest the merchant in King's promotion, and everyone, in turn, benefits.

In this Treasure Chest, when a winner selects a box, it includes several different prizes—all small—with the first winner receiving merchandise worth \$17.50.

(2) An old-timer called the Voo-

Doo is used by Earl and Inez Van Horn at Mineola (N. Y.) Roller Rink. In fact, they have been doing it successfully for 20 years. This is something like a game of musical chairs on wheels.

Voo-Doo may be played by couples, trios or fours. There is a large brightly lighted numbered wheel, roulette type, on a sidewall. Large numbers, one to four, are on each of the four walls, hooked up electrically with the wheel. When a number one to four comes up, the wall numbers light up and, for instance, all trios under the lighted section must then leave the floor. This process is repeated until just one couple or trio is left on the floor. They are, of course, the winners.

Worthwhile prizes are given, everything from watches to precision skates. This event has become a factor in building steady rink attendance, says Sutphen.

Well Educated

"The Mineola Rink has given so many valuable prizes that the public does not wait to learn what is in the offering," says the Detroit. They just come, expecting that someone in their party will be a winner. They never tire of this game because it is run smoothly and without delays and they have fun."

(3) In the Detroit metropolitan area, suburban Dearborn Roller-drome's owner-manager, George Brett, has for some years followed a policy of active and frequent special promotions. Some of these have been individualized developments of a distinctive type. Brett concentrated, for instance, on his slowest night, building it up by

(Continued on page 71)

SKATING RINK TENTS

42 x 102 IN STOCK
53 x 122 AT ALL TIMES

NEW SHOW TENTS
MADE TO ORDER

CAMPBELL TENT & AWNING CO.
100 Central Ave. Alton, Ill.

FOR SALE

Amusement Park located on Rt. 150, North edge of Galesburg, Illinois. Consists of Train, Merry-Go-Round, Tilt, Wet Boat, Auto Ride, Ferris Wheel, Lusse Scooter, Chairsplane, Aeroplane, Hand Car, and Space Ship. All Rides in good shape, good paint. This park has been in operation 5 years and shown an increase each year. Some credit to responsible party.

Galesburg Amusement Park, 245 No. Cherry St., Galesburg, Ill.

SACRIFICE !! ROLLER SKATING EQUIPMENT
MUST SELL IMMEDIATELY—BEST OFFER.
WILL SELL OR PART—DON'T WAIT!!

Complete Pipe Organ (Wurlitzer, Hope-Jones)

500 pr. Rink Skates—like new, all sizes. Electric Automatic Program Sign. Skate Shop (fully equipped), Cashier's Booth, Counters, Lobby Rubber Floor Mats, Benches, Fountains, Fluorescent Light Fixtures. Phone: Central 6-0923. Write Grossman & Grossman, 33 N. La Salle St., Chicago, Ill.

IONIA SURPRISES CETLIN & WILSON

Rides, Shows Match '57 Grosses
Despite Unemployment Conditions

IONIA, Mich.—Midway business at the Ionia Free Fair thru Thursday (7), fourth day of its six-day run, matched that for the corresponding period of last year.

Receipts of the Cetlin & Wilson Shows proved a pleasant surprise to co-owners Issy Cetlin and Jack

Wilson, who had expected a drop-off because of unemployment in Grand Rapids and Lansing, two cities which provide much patronage to the fair.

The Minstrel Show, managed by Jerry Jackson drew top money on the back-end, with the Raynell Show a close second. Bob Perry joined with his Pygmy Horse Show.

Bert Slover took delivery on a new Helicopter for the date, and his Flying Jets (Roto Jets) were among the leaders Monday (4), kid day. Other additions to the line-up were a Bubble Bounce, the Dowis Sky Wheels, and Dong Wade with a Hurricane and Flying Saucer ride.

About 50 merchandise concessions were in operation. The show did not book any eating stands, but used its seven stands to good advantage under the supervision of Al Dors, commissary manager.

Show came out of Pennsylvania okay despite the innocent bystander role it played in a truckers' union dispute in New Castle (The Billboard, July 21). Four extra days were played, thru Thursday (24), a couple of them in the rain. Move to Michigan was made in good time, with arrival before dawn on Saturday (2).

Ahead were the West Virginia State Fair, Indiana State Fair in Indianapolis, and Reading (Pa.) Fair, then the Southern fair tour.

VELARE WHEEL RIDES 40,000 IN 30 DAYS

MISSION BEACH, Calif.—Velare Bros.' Space Wheel the double-Ferris wheel that rises to 92 feet and rotates on booms, rode approximately 40,000 people during its 30-day stand at Belmont Park, John C. (Jack) Ray, park president, said. The Space Wheel was debuted here and was in operation over the July 4 week-end.

Ray said "Everyone was well pleased at the reception the ride received." He had previously said that the installation of the Space Wheel in the park had helped other rides and the park's gross in general.

The device was scheduled to open on the midway of the Olson Shows Friday (8) at the Illinois State Fair, Springfield.

RAS Ends A Loop With Big Winnings At Regina Stand

Ride, Show Takes Jump 17%;
Four Circuit Events Up

REGINA, Sask.—Favored with good weather all the way, Royal American Shows topped off its five-stand Western Canadian tour here Saturday (2) with a local gross 17 per cent ahead of last year.

Main gate attendance at the Regina Exhibition was up nearly 10,000, the grandstand and pari-mutuels were off and the midway did okay considering the tight money situation.

The big deal in Regina was the Wild Mouse, which arrived in Edmonton, Alta., and was set up for a few days in Saskatoon.

Here, the Mouse was active from noon on Monday until its teardown started at 8, Saturday evening, and, at half a buck, it piled up a lot of dough.

Another money-maker was the Rotor, which was new and had been given a build-up in the press. The Roller Coaster and the Dodgem still did well, too.

Among the shows, the Leon Miller-produced girl revue, Mitzi, topped Leon Claxton's Harlem in Havana for the second week in a row. Dick Best's Side Show ran a close second and Lash La Rue's western show was right behind.

The carnival got off to a good start Monday, Children's Day, when business was up 25 per cent over last year. The second day was about even, Wednesday was up 15 per cent, hot weather held (Continued on page 67)

Royal Takes Up 12% at Fort William

Increased Earning
Power Overcomes
Attendance Lag

FORT WILLIAM, Ont.—Attendance at the Canadian Lakehead Exhibition here thru Thursday (7), fourth day of its six-day run, was down 3 per cent but the Royal American Shows nevertheless notched up a 12 per cent increase in ride and show receipts over the corresponding period of last year. Greater earning power of the Royal's 1958 line-up of rides and shows was responsible for the increase.

The Royal made a record run in here from Regina. The first section of the show train, arrived from Regina, 896 miles away, at 5:45 a.m. Monday (4), the second section at 7:30 a.m., and the third section at 8:15 a.m.

Except for two big shows, the Mitzi show and Leon Claxton's Harlem and Havana, and one ride, the Wild Mouse, everything was up in operation by 2:30 p.m. Monday (4). The two shows were ready at 6 p.m. and the Wild Mouse swung into operation the following morning.

Mitzi paced the shows thru the first four days, followed closely by Harlem in Havana, with Dick Best's Side Show third.

DEPT. STORE

Weiss Sets 2d Bingo Layout At Allentown

MIDDLETOWN, N. Y.—There will be two Ben Weiss bingo units at the Allentown (Pa.) Fair this season, it is reported. The Weiss clan opened its fair season Saturday (2) at the Orange County Fair, and opening business was on a par with 1957. Saturday total of games, in fact, was virtually the same as last season's opening day.

Allentown's second unit is one of the noticeable alterations in the Weiss operation this year. The other is the department store format of merchandise.

The usual broad variety of items is on display, but signs thruout the layout bear such notations as "Bennie's Toy Dept.," "Bennie's Hardwares Dept.," etc. The labeling has received favorable comment so far.

(Continued on page 67)

Coleman Does Well at Boonville & Norwich

AFTON, N. Y.—The Norwich Fair's record attendance proved a boon to Coleman Bros. Shows last week, the midway doing a 10 per cent increase over the first three days alone. Dick Coleman reported a good possibility of earnings topping last year by 20 per cent or more if the good conditions were to continue.

Midway held 18 rides, 10 shows and around 60 concessions, with every available space occupied. Included were the Harry Manus Rock-o-Plane and Lajoie Amusements with two rides.

Boonville, the preceding fair, was better than last year by 10 per cent, owner Coleman said, despite a rainout on Monday (28), firemen's night. Weather turned fair and mild and business was good on the rest of the week.

Midway crowds were boosted by grandstand business, which was reportedly very good. The Cisco Kid made Wednesday (30) the fair's biggest kids' day. The Wagner-Chitwood thrill shows made two

appearances, with a full house on Tuesday and overflow business for Chitwood on Saturday (2), when State Troopers had ticket booths closed for lack of spectator space. Al Martin Agency provided a grandstand show.

A promotion set for Altamont, N. Y., is well underway, Coleman said, and is another in his underprivileged children's promotions designated "Coleman Day," when orphaned kids from the three county area will be given free rides and refreshments. In addition Coleman is leaving a trail of giveaway bicycles behind on his fair route.

Westport 1st Of Fairs for Continental

WESTPORT, N. Y.—Continental Shows went into its initial fair date here this week, following a disappointing week's business in Tupper Lake.

Show was doing fine until the weekend, when rainfall on Saturday (2) sliced the week's anticipated gross in half. Carthage, N. Y., was pretty good to the show, which opened in rain but recovered nicely to match the previous year's revenue.

Move from Carthage to Winookski, Vt., about 225 miles, was made without serious hitches, and the show was in on Sunday and all ready the next day.

Belle City Starts Fairs

ANTIGO, Wis.—Belle City Shows went into its fairs here August 1, to be followed by seven more including those on the Northern circuit of Merrill, Ladysmith, Neillsville, Wausaukee, Rhineland, Shawano and Wyeauwega.

Prior to launching its fair route the show played 15 weeks in the Milwaukee area, with business adversely affected by cold nights. Show added a comet and Rolloplane this year.

I. T. Matches 1957 at Middletown Fair Opener

NEW YORK—The I. T. Shows returned to New York City this week, following their opening fair date, the Orange County Fair in Middletown. Business was equal to last year. The show reported excellent co-operation from the fair

committee, running the event in the absence of Manager Fred Germain, who is ill.

Eighteen rides, four shows and some 60 concessions crowded the compact midway in Middletown. Included were three Ferris Wheels, two Merry-Go-Rounds, Octopus, Little Dipper, Rolloplane, Caterpillar, Tilt-a-Whirl, Roundup, Pony Ride, five kiddie rides, and a local Miniature Train.

Shows included Dave Rosen's Side Show, Jack Chicarelli's Girl Show, Fitzpatrick's Snake Show, and the Wild Life of Augie Dentinger.

Season's gross has been hampered by weather, and is reportedly off around 15 per cent. Operation has continued smoothly, however, despite the untimely death of General Manager Phil Isser. Partner Is Trebish is carrying that title until a possible reorganization after the closing fair this fall.

Show plays New York City next, except for its fair dates in Flemington, N. J.; Danbury, Conn., and Westbury, N. Y.

Other staff members are Morris Brown, concession manager and assistant general manager; Al Brown, business manager and treasurer; Harry Sussman, secretary, and Louie Scherer, assistant secretary. A visitor on opening day was Ethel Weinberg, of the National Showmen's Association. Brown's new cookhouse won a nice week's gross.

Vivonas Earn Big Sendoff At Hughesville

Midway Jammed;
Weather Aids
Fair Premiere

HAGERSTOWN, Md.—The Vivona midway, Amusements of America, virtually overflowed its area at the opening fair date in Hughesville last week, with business so satisfactory at the kickoff that negotiations were begun for the 1959 contract.

Twenty-two rides were up, plus nine shows and 60-odd concessions. Kids' day on Wednesday (6) was exceptional, it was reported.

The show will be enlarged from here on into the fair route. After Labor Day a third light plant will be brought over from the bazaar unit, from Fredricksburg, Md., plus a third Ferris Wheel. The Caterpillar and Helicopter joined here, and the Tilt-a-Whirl was brought on in Hughesville by Bobby Miller and Franklin Layne. Cliff (Kid Drifty) Hauser reported here with the Rock 'N' Roll Show.

Also adding to the midway was Mickey Donahue with his Motor-drome, and Lee Jones and Al Urenovich with their big Miniature Train display.

Top ride money went to Danny Dell's Scrambler, followed closely by the show's Tilt-a-Whirl. On the show line-up, Tony Mason was the leader with Girl-A-Rama. Britt's Roller Coaster and Dark Ride had a good week.

Other shows were Teena, Club Macambo, Dickie Hilburn with the Side Show, Tarzan Banks' Snake Show, Eddie Knapp's Alligator Show, and the Minstrel Show.

Weather which was discouraging all season was okay for the first fair, and crowds responded by coming out in big numbers. The show was in good physical shape and geared for its longest and heaviest list of fairs, ending in Charleston, S. C., with both the Agricultural Fair and the Colored Farmer's Fair on successive weeks.

There's No Trick . . .

to finding

GOOD

BUYS

in

Used

Equipment . . .

just look over the many

ads in the

Classified Section

this issue



Morris Hannum Shows

One of the Great Eastern Shows

KUTZTOWN, PA., FAIR—AUGUST 18-23—BIG TIME PROFESSIONAL WRESTLING—TWO KID DAYS

Entire Concession Midway newly paved.

Followed by **SOMERSET COUNTY FAIR, MEYERSDALE, PA., AUGUST 25-30**

Then our **BIG LABOR DAY DATE—CAMBRIA COUNTY FAIR, EBENSBURG, PA., SEPTEMBER 1-6**

Space getting limited here. Wire or call now about Kutztown and Ebensburg.

SHOWS

Have equipment for Monkey and Snake Shows. Will book Arcade, Mechanical, Unborn, Monkey Speedway, Illusion, or any capable family-type show at a low office percentage.

HELP

Can always place experienced Ride Men who drive; top wages and bonus. Want experienced Kiddie Ride Help who drive. All replies to

RIDES

Scrambler, Round-Up, Rock-o-Plane, Caterpillar, Scooter.

CONCESSIONS

Bear, Bird and Glass Pitches, Hats, Custard, French Fries, Photos, Break the Plate, Buckets, Six Cats, Pitch-Till-You-Win, Hanky Panks of all kinds. Have a limited space for a few Wheels and Grind Stores at the Kutztown Fair.

MORRIS HANNUM, YORKTOWN HOTEL, YORK, Pa., August 11-16; then Kutztown, Pa., Fairgrounds. Show office phone: Overbrook 3-7637

WALLACE BROS. SHOWS INC.

WANT FOR FAIRS AT WAUSAU, THIS WEEK; FOLLOWED BY MANITOWOC, ELKHORN AND BEAVER DAM (ALL WISCONSIN). THEN SOUTH FOR ARKANSAS, LOUISIANA AND MISSISSIPPI FAIRS, STARTING AT EL DORADO, ARK.

SHOWS

Illusion, Snake, 10-In-1, Monkey, Mechanical, any Grind Show.

CONCESSIONS

Place Cookhouse, Hanky Panks of All Kinds, Grab, Photos, French Fries.

RIDE HELP

Place Men on all rides; top wages.

PHONE OR WIRE: E. E. FARROW, MGR. (Fairgrounds)
Wausau, Wis., this week; then per route.

WANTED

Semi Drivers, Bingo Caller, Stock Wheel Worker, Hanky Agent. Top line wages, excellent fairs. Scale & Age for Hillsdale, Mich., Ex. Joe Bevans contact. Choice space for Hankys at Caro, Mich., Aug. 17-23.

JOHN MULDER

965 Santa Barbara Dr., East Grand Rapids, Mich.

AGENTS WANTED

Balloon Darts, Tip-Over Coke, Ball Games, Lucky Strike, Cork Gallery, Clerks for Double Lamp and Bear Pitch and Flying Saucer, Sandwich Stand for Hamburg and Syracuse, N. Y., Fairs, Aug. 15 to Sept. 6.

WALTER COX

c/o Strates Shows
Hamburg, N. Y., this week.

CAN PLACE

Motordrome Talker and Riders; top salaries for balance of season. Contact:

DEL CROUCH
Olson Shows
Springfield, Ill.

WANT

Annex Attraction; Penny Law, contact. Sword Swallower, Contortionist, Grinder, Ticket Seller, Grinder for Rochester Fair and rest of season.

PRINCE KARMA

Page Combined Shows, Aug. 11 to 16, Sandy Creek, N. Y.

FOR SALE

7-Car Tilt-A-Whirl and No. 5 Eli Wheel.

BOX D-61
c/o The Billboard,
Cincinnati 22, O.

WANTED

Agents for Grind Stores and Hanky Panks for Fairs and Celebrations at Grants, N. Mex.; Sandia Base, N. Mex.; Lawton and Ardmore, Okla.; Iowa Park, Tex.

JIMMIE CASE

c/o Carnival, Belen, N. Mex., this week.

WANTED DUE TO DISAPPOINTMENT

Carnival or few Rides for **CHOCTAW COUNTY FAIR**
September 2-5, Hugo, Okla.
Contact
GLEN J. JARMES, Mgr.
Chamber of Commerce, Hugo, Okla.

PENN PREMIER SHOWS

worlds * cleanest * midway

WANT FOR LARGEST FAIR IN PENNSYLVANIA NEXT WEEK
INDIANA, PA.—Over 200,000 attendance last year.

CONCESSIONS

COOK HOUSE, JOIN AT ONCE. Can place Derby Racer, Short Range, Novelty, Age, Scales, Ball Games, Fish Pond, Photos, Bear Pitch and all types of Eating Stands. Want any other legitimate Concessions. TED DIAZ, phone me.

SHOWS

Girl Show Manager. Must have wardrobe and sound. We have all solid Fairs. Can place Monkey Show, Midget, Drome or any Shows not conflicting. CARL THOMPSON, phone me.

RIDES

Can place Round-Up, Merry Mixer, Rock-o-Plane, Fly-o-Plane or any Ride not conflicting. These are all big ride spots. DOLLMAN, phone me.

HELP

Foremen for Roll-o-Plane and Hot Rod. Also want Help for Ferris Wheel and other Rides. Must drive Semis. Men with cars don't answer. JOHN WILLIAMS, call Buster. Top proposition.

Address all mail and wires:

LLOYD D. SERFASS, Owner & Mgr.; HARRY (BUSTER) WESTBROOK, Bus. Mgr.
Johnstown, Pa., this week. We have phone in office: JOHNSTOWN 5-3301. No Collect Calls.

C.S. PECK presents

KEY CITY SHOWS

WANT FOR
FOUNTAIN SQUARE, INDIANAPOLIS

ON THE STREETS, AUGUST 21, 22, 23

Week ahead of the State Fair. Don't overlook this one, it's good. CONCESSIONS—Age and Scale, Hi Striker, Punk Rack, Coke Bottle, Dish Pitch, Bear Pitch, Lamp Pitch, Cig. Block, Photos, Break Record, Novelties, Cork Gallery, Add 'Em Up Dart, any other legitimate concession.

Pete Norman, Mike Denko, take notice.

Do not wire or write. Phone C. S. PECK, Marion, Ind., all this week. Phone in my office.

MARYLAND STATE FAIR

TIMONIUM, MD., AUG. 29 TO SEPT. 6; NORTH VIRGINIA-FAIRFAX COUNTY FAIR, SEPT. 10 TO 20.

CAN PLACE Grind Shows, Fun House, Round-Up, Rock-o-Plane, Hanky Panks. WANT outstanding INSTREL SHOW to feature, Monkey Show. Want Foremen for Merry-Go-Round, Flying Scooter. Drivers—top salary. Want Show Carpenter and Painter; Dick Mahan, come on. Seven more Fairs and all winter in Florida. All answer:

DAVID B. ENDY

P. O. BOX 5014, ALEXANDRIA, VA.

Holiday Amusement Co.

Can place for balance of season—Cig. Gallery, Buckets, Swinger, Long and Short Gallery, Baskets, Duck Pond, Glass Pitch, Coke Ring and Ball Pitch, Pitch Till You Win, Roll-a-Ball, String, Hi-Striker, Age and Weight, Roman Target. Can use two major Rides and set of Kid Rides for Bentonville, Ark., Fair, Sept. 23 to 27. FIELDING GRAHAM, Burden, Kansas, Aug. 12 to 15; Osage City, Kansas, Aug. 19 to 23.

AGENTS

For Pin Store who can take orders for only Store on Show. No lishes. Also want Hanky Pank Agent and Roughie. Lucky O'Brian, Ray Parks, Harvey Gunter, contact

Whitey Boatwright, Fairgrounds,
Fairfield, Iowa

GIRLS GIRLS

Torchy Lee wants Girls for her Hollywood Revue, also wants colored Girls for her Ramble Show. No time to write. Wire or come on. Late season playing the best Fairs South. Pat Paris, contact.

All replies c/o Drago Shows No. 1,
Rensselaer, Ind., then as per route.

WOM Preps For Big One, Ottawa's CCE

VALLEY FIELD, Que. — World of Mirth Shows hoped it was finally out of the mud as it played its pre-Ottawa date at the fairgrounds here. Weather conditions have been far from perfect thru most of the still-date season, with four straight weekends finding the railroader mired down. Considerable refurbishing goes on annually as the big Canadian date, the Central Canada Exhibition, approaches.

Augusta was a case in point, with one result being a delayed arrival at the opening fair, Bangor, Me. The Tuesday (29) kiddies' day was rained out, with a rehash on Wednesday turning out fair. Show hopped from Bangor to Presque Isle last week. Because of rain, the gross in Bangor was less than last year's.

Everything was in action in Bangor except one or two rides and the big revue. Top money on the back end went to Tirza's wine unit, managed by Joe Boston; Gay New Orleans, managed by Dave Wiles, and the Walter Wanous Side Show.

Charley Cooper's rides all had a good week. The Scrambler, Twister and Tilt-a-Whirl led the line-up in revenue.

The No. 100 wagon has been refitted for Frank Bergen and Bud Sollenberger, with oak panelling, acoustical tile ceiling, vinyl tile floor, and leather upholstered furniture. Lew Hamilton has joined Howard Ramsey in the office.

Johnny Kline Dead at 69

NEW YORK—Johnny J. Kline, known in carnival circles thru his management and ownership of the Greater Show World, died here Sunday (3). He would have been 70 years old on September 2.

A native New Yorker, Kline operated Kline's Golden Ribbon Shows early in the century and left the road in 1923 to enter the publishing field. His magazine was originally named The Show World. Some of the early uses of the descriptive terms, "carney," "par-kie" and "cirkie," to describe show folk, were in the publication.

Kline had been ill for three years, during which his son, Manny, took over the management of the publication. Kline was a member of the Showmen's League of America and joined the National Showmen's Association in early 1938.

A resident of Brooklyn, he is survived by his widow, Jane; sons Manny and Davie; a daughter, Lorraine, seven grandchildren and two great-grandchildren.

Services were held Tuesday (5) from Riverside Chapel, Brooklyn, with burial in the NSA plot at Ferncliff Cemetery, Hartsdale, N. Y.

WANT SIDE SHOW ACTS

Fire Eater, Pin Cushion and all working Acts to join here at once. Troy, George and Curly answer at once.

EARL MEYER, Circus Side Show
c/o Prell's Broadway Shows,
Carlisle, Pa., Fairgrounds.

FIDLER SHOWS

Want Foremen for Ferris Wheel and Tilt. Must drive.

Address Wilsonville, Ill., this week. Then heading South for Arkansas.

O.C. BUCK SHOWS

Want for Malone, N. Y., Fair, Aug. 18-23; Bath, N. Y., Fair, Aug. 27-Sept. 1.
 Followed by 8 outstanding Southern Fairs.
 Can place a few Hanky Panks and Merchandising Concessions at Malone & Bath Fairs.
 Eating, Drinking and Merchandising Concessions at all Southern Fairs.
 Can place Mechanical Show, Single Attraction, or any Money-Getting Grind Show. All answer: O. C. BUCK, Elmira, New York.

COBLESKILL, NEW YORK, FAIR—AUGUST 22-27

WANT **WANT** **WANT**
RIDES—Scooter, Chairplane, another #5 Eli Wheel, Kiddie Rides, Ponies, or any other Rides not conflicting.
SHOWS—Side Show, Fun House, Grind Shows of all kinds, Girl Show with own equipment, Motordrome, Dark Ride.
CONCESSIONS—All legitimate Concessions, Novelties, Age & Scale, etc. Limited space—new paved midway.

KING REID SHOWS

Skowhegan, Maine, this week. Phone: Greenwood 4-9731; or as per route.

BLUE GRASS SHOWS

Can place for Clinton County Fair, Frankfort, Ind., starting Sunday, August 17 thru Saturday, August 23; followed by continuous route of bona fide fairs.
CONCESSIONS—Hanky Pank Prize Every Time Games of all kinds, Bird, Bear, Lamp and Glass Pitches, Cookhouse that caters to show people, Grab Joint—Barkoot, can place your Grab.
HELP—Foremen and Second Men for all major Rides; must be semi drivers. Talker-Grinder for big Chimpanzee Circus.
BILL PERROT WANTS AGENTS FOR SIX CATS, P. C. DEALERS FOR BASKETBALL GAME. COME AT ONCE FOR LA PORTE.
 All wires, C. C. GROSCURTH, BLUE GRASS SHOWS, La Porte, Ind., all this week.

GEORGE CLYDE SMITH SHOWS

Want Ball Games, Pitch-Till-You-Win, Cork Gallery, Hoopla, Six Cats, Buckets, Swinger, Bear Pitch, Glass Pitch, Slum Spindle, Penny Pitch, Photo, Age, Scale, Basketball, Duck and Fish Ponds, Hi-Striker, Penny Arcade. Want Side Show, Monkey Show, Girl Show. Will book Octopus, Tilt, Spitfire, or any Ride not conflicting.
 Agents for office Hanky Panks, general Ride Help, truck and trailer Drivers.

GEORGE CLYDE SMITH SHOWS

Morgan County Fair, Berkeley Springs, W. Va., this week; Winchester, Va., next week.

SMILEY AMUSEMENT CO.

Want for WEST MORELAND COUNTY FAIR GREENSBURG, PA., Aug. 19-23.

Want Legitimate Concessions of all kind. Can use Snow Cone and Frozen Custard. Any Family-type Show. Can use Roller Coaster, Tilt or any other Major Ride not conflicting.

CAN USE GENERAL RIDE HELP

Must drive semis. All replies to New Kensington, Pa., week August 11.

AUDUBON CO. FAIR

Audubon, Iowa, Aug. 18-22

WANT Girl Show, Athletic, Animal and Arcade. Can place Short Range, Photos, Balloon Dart, Striker, Nickel Pitches, Foot Long, One Ball, Dip Milk and Punks. Also want Hanky Panks and Ball Games. WANT licensed Chauffeurs for Rock-o-Plane, Caterpillar, Merry-Go-Round and Ferris Wheel.

SUNSET AMUSEMENT CO.

Webster City, Iowa, this week; Audubon, Iowa, next week.

WANT DRAGO SHOWS #2 WANT

Now booking for Owen County Fair at Spencer, Ind., Aug. 18-23, and big Tri-County Fair at Pana, Ill., Aug. 28-Sept. 1.
 Want Cook House or Grab that caters to show people, Shake-Up, Balloon Dart, Fish Pond, Add Dart, Coke Bottle, Ice Cream, Short Range, Glass and Bear Pitch, Pitch-Till-U-Win, Mug, Novelties, Custard, Age and Weight, Slum Spindle, Cork Guns, Six Cat, Pronto Pups; also Bingo for Pana, Ill., Tri-County Fair. No independent midway at Pana. All games thru our office. Want clean Girl Show with two or more girls. Also any Family Show at small per cent. All replies to

CHET PIERCE

Moreland, Ind., Free Fair, this week; then Spencer, Ind.

CORRECTION

VIRGINIA GREATER SHOWS

Will play HARTSVILLE, S. C., FAIR OCT. 20 to 25.
 Their ad in August 4 issue gave this date as Rock Hill, S. D., thru error.

DICK WILCOX SHOWS

Want for six fairs—including one of the biggest Labor Days in the State—3 Big Days—4 Big Nights, starting August 29.
 Girl Show wanted with own equipment for fairs starting Dover-Foxcroft, Maine, thru 23; Blue Hill, 29-Sept. 1; Milford, thru 6; Machias, 10-13; Cherryfield, 17-20; Unity, 26-27. Want Hanky Panks of all kinds. Entire Show for sale at a bargain. Buyer can take possession after Labor Day with four fairs included. Can and will book for 1959 the best route in State. Selling due to ill health. This equipment can be seen set up and running as per route. All replies:
 DICK WILCOX, Jonesport, Maine, August 11-16; then as per route.

C.S. PECK presents

KEY CITY SHOWS

WANT FOR 6 BONA FIDE FAIRS IN TENNESSEE STARTING PARIS, TENN., WEEK OF AUG. 25

HENRY COUNTY FAIR, PARIS; LEWIS CO. FAIR, HOHENWALD; CANNON CO. FAIR, WOODBURY; DECATUR CO. FAIR, DECATURVILLE; HARDEMAN CO. FAIR, BOLIVAR; GILES CO. FAIR, PULASKI—all Tennessee. Others to follow.

BINGO

Well-flashed Bingo. Flat rate or per cent.

COOK HOUSE

That will cater to show people. Privilege, \$31.50.

CONCESSIONS—Cig. Block, Bear Pitch, Dish Pitch, Novelties, Age & Scale, Hoop-La, Hi-Striker, Dip, Punk Rack, Coke Bottle, Add 'Em Up Dart, Cork Gallery, Fish Pond, Pitch-U-Win, Nickel Roll, Custard, French Fries, Basket Ball, any other legitimate Concessions. Privilege, \$27.50 to \$31.50. **RIDE HELP**—Foremen and Second Men who drive and have license, Roll-o-Plane, Merry-Go-Round, Tilt, Wheel, Kid Rides. Good wages—playing Shopping Center this winter.

SHOWS—Will book any Grind Show—25%.

RIDES—Will book Octopus, Fly-o-Plane, others non-conflicting.

Telephone in my office—C. S. PECK, Marion, Ind., all this week; then as per route.

GOODING AMUSEMENT CO. CONCESSIONS WANTED

AUGUST 18-23
 CORYDON, INDIANA
 HARRISON CO. FAIR
 Can place Hanky Panks of all kinds.

AUGUST 18-23
 KALAMAZOO, MICH.
 FAIR
 Can place all Hanky Panks and some straight sales.

AUGUST 20-21
 WAUSEON, OHIO
 HOMECOMING
 Can place Hanky Panks and some straight sales. No Eats, Drinks, Snow or Ice Cream.

AUGUST 23-29
 JACKSON, MICHIGAN
 FAIR
 Can place Hanky Panks and Photos.

AUG. 28-SEPT. 1
 BARBERTON, OHIO
 LABOR DAY CELEBRATION
 Can place Hanky Panks and some straight sales.

AUG. 30-SEPT. 1
 JACKSONVILLE, OHIO
 OLD SETTLERS' REUNION
 Can place Hanky Panks and some straight sales.

WRITE AT ONCE

GOODING AMUSEMENT CO. CONCESSION DEPT.
 1300 NORTON AVENUE COLUMBUS 8, OHIO

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

Now Morgan County Fair, Martinsville, Indiana, August 11-15; LaRue County Fair, Hodgenville, Ky., August 18-23; Grayson County Fair, Litchfield, Ky., August 26-Sept. 1; Austin, Indiana, Tomato Festival, Sept. 4-13; Brandenburg, Ky., Fair, Sept. 15-20; Versailles Pumpkin Show, Versailles, Indiana, Sept. 24-27; Aurora Farmers Fair, Aurora, Indiana, October 2-4.

Want Hanky Panks, Balloon Dart, Scales, Ball Games, Cats, Bottles, Ice Cream, Custard, Cookhouse, Bear Pitch, Penny Pitch, Hoopla, or what have you.

SHOWS—Family type only—Funhouse, Glass, Snake, Monkey, No Girl Show.

RIDE MEN—Foreman for Tilt, can use two Second Men on rides. Must drive, and if you drink don't answer. Crandell, expecting you at Hodgenville Fair with Bingo. All replies phone Fairgrounds.

W. R. GEREN, Martinsville, Ind., Aug. 11-15.

SKERBECK AMUSEMENT CO. WANTS

CONCESSIONS—Hi-Striker, Foot Longs, Novelties, Sit-Down Grab.
SHOWS—Girl Show, Fat Show, What's It? Snake Show, Monkey Show, Glass House. Especially need Girl Show for Caro, Mich., Aug. 18-23.
RIDES—Dodgem, Rockoplane, Roll-o-Plane or any high Ride.

All Fairs until Sept. 13 in Michigan; then Air Base Celebrations.

Wire or phone

EUGENE SKERBECK OR PAUL PITTMAN

c/o Fairgrounds, Petoskey, Mich.

AGENTS WANTED FOR MINNESOTA STATE FAIR

Agents for Picture Frame, Push-Up Cokes, Baskets and Hanky Panks.
 Contact BOB GLOSSER
 c/o Monarch Exposition Shows
 Warren, Ill., this week; then c/o Fairgrounds, St. Paul, Minn., next.

VOLUNTEER SHOWS

MADISON COUNTY FAIR, RICHMOND, KY., AUGUST 13-16 INCLUSIVE.
SHOWS—Want White and Colored Girl Show for this spot and eleven fairs to follow. Also Geek or Snake Show. Crew for inside Girl Show. **CONCESSIONS**—Place Popcorn, Candy Apples, Age, Scales, Novelties, Glass Pitch, any and all Hanky Panks. Agents wanted for Count, Pin and Skillo. Swinger and Bucket Agents, also Pan Game and Pea Pool Hanky Pank Agents, useful Carnival Help. Address: C. R. LEONARD, Mgr., Fairgrounds; RALPH DECKER, Bus. Mgr., Elyneon Hotel, Richmond, Ky.

ALAMO EXPOSITION SHOWS

WANT FOR BIGGEST RODEO IN STATE OF IOWA
SIDNEY, IOWA, RODEO, AUG. 19-23
FOLLOWED BY 10 MORE WEEKS OF FAIRS.

CONCESSIONS: All Hunky Panks, Bear Pitches, Glass Pitches, Long Range, Short Range, Scales, Photos, African Dip. Will book Cookhouse for Sidney only.
RIDES: Baby Train, Fire Fighter and other Kid Rides that do not conflict.
SHOWS: Clyda Davis wants Girls for Girl Show, can also use good Talker. Can also place Shows of merit with own equipment. This is real good Athletic Show date.
RIDE HELP: Can use Second Men on Rides. Must drive trucks.

All Address: JACK RUBACK

McCloud Hotel, York, Nebr., this week; then Sidney, Ia., Rodeo.

Bigger & Better

On Larger Fairgrounds

HERKIMER COUNTY AGRICULTURE FAIR

At Frankfort, N. Y., August 19-20-21-22-23
Bands—Parades—Billed for miles around.

Can Place Waffles, Snow Cones, Custard, two Grab Stands, French Fries, Long & Short Range Galleries, Photos, Hi-Striker, Pitch-to-Win, Dart Balloon, Bear, Parakeet and Star Pitches, any legitimate Hunky Panks, \$3.00 per ft.—10 ft. minimum. Also Crind Shows, Animal Shows, Ten-In-One, Arcade, Either flat rate or P.C. All Rides booked. All replies to

FRED ALLEN

1400 Brewerton Rd. Phone: CL 4-3000 Syracuse 11, N. Y.

MIDDLEBORO FAIR

LAKEVILLE, MASS., ON CAPE COD WAY

Due to changing of dates August 24-30, want Hunky Panks and legitimate Joints of all kinds. No Grind Shows. Have all major Rides. Want Jewelry and any gadget Pitch, Freak Shows, Penny Arcade or what have you. French Fries, Corn on the Cob, Grab Joints, Ex on Food and Beer open. Will get license. Pony Harness Racing, free Stage Show. Don't miff this one. Wire JOHN VENDITTO, 75 Tiffany Street, Providence, R. I., or phone TOM SENNA, Middleboro, Mass. 1003, from 1 p.m. to 1 a.m.

JIMMIE CHANOS SHOWS

Want for Randolph County Shrine Fair, Winchester, Ind., August 18-23.

Legitimate Concessions of all kinds: Popcorn, Candy Floss, Carmel Corn, Candy Apple. Also want Grab Joint, Ice Cream and Snow Cone, Six Cats, Mitt Camp, Basketball, Jewelry, Ball Games of all kind. Jr. Chamber of Commerce Fair, Fairborn, O., August 25-30; Batesville, Ind., K. of C. Fair, September 10-13. Can use Bingo. Shows with own outfits. Ride Help who can drive semis. All replies Kendallville, Ind., this week.

WILLIAMS AMUSEMENT CO.

Wants for the following fairs:

Galax Fall Festival and Cattle Show, Aug. 18-23, Galax, Va.; Pulaski Co. Fair, Aug. 25-30, Dublin, Va.; Bland Co. Fair, Sept. 1-6, Bland, Va.; Carroll Co. Fair, Sept. 15-20, Hillsville, Va.; Patrick Co. Fair, Sept. 22-27, Stuart, Va.

Want Hunky Pank Concessions of all kinds, Ball Games, Hoop-la, Pitch-Till-You-Win, Lead Gallery, Cork Gallery, Jewelry Engraving, Scales, Age and Weight, Novelty Stand, Glass Pitch and Coke Bear Pitch. All replies to TROY E. WILLIAMS, Williams Amusement Co., Rural Retreat, Va., this week.

ROHR'S MODERN MIDWAY

One of the biggest events in Illinois—the annual MOMENCE Gladiolus Festival, August 14-15-16; then the Greenup Fair, with a string of Southern fairs to follow after the Sweet Corn Festival at Hoopston on Labor Day.
Want Photos, Basketball, Short Range, Novelties, Glass Pitch, African Dip, Hunky Panks only. Want to book Fun House. Want Girl Show for Greenup Fair, August 18-23. Can use experienced Ride Help who drive. Have Ell Wheel for sale.

Frank Myers, concession manager; D. J. Rohr, owner
Momence, Illinois, this week; then per route.

SIDE SHOW ACTS

ROYAL AMERICAN SHOWS

Strong Act for Annex (Americo, call). Working Acts of all kinds.

DICK BEST

3300 N. Western Ave., Chicago, Ill.

SIDE-SHOW PEOPLE WANTED

TO ENLARGE SHOWS FOR STATE FAIRS

Genuine Freaks to feature. Bally people and working Acts that Pitch. Experienced Talker and Second Opener. Top Salaries or Percentage. For Rapid City, Pueblo, Belleville, Huron and Spencer. (Frank Lentini, Red Friend, Doc Garrison, Claude Bentley, Blackie Seemster, Henry & Elenora Valentine, Joe and Pat Kelly, please report immediately.) Also want Girl Show people for Girl Show and Revue, must be young, attractive and experienced. Come on in or contact immediately (no collect).

BILL MORTON, c/o Art B. Thomas Shows, Black Hills Exposition, Rapid City, S. Dak.

WANT

One more good Motordrome Rider, also Talker for new Drome. Top salary and good treatment. Join at Sedalia, Mo., on August 14—for the best route in the U. S.

Contact: DONALD PORTER

c/o Gooding Amusement Co.

THE GREEN TREE SHOWS, INC.

WANT WANT WANT WANT
RIDES—Want to book two Kid Rides and two major Rides not conflicting.
CONCESSIONS—Want Bingo, Cook House, Grab Joints and all Hunky Panks and Merchandise Concessions. SHOWS—Want any family-type Shows with own equipment. What have you?
Estill County Fair, Irvine, Ky., Aug. 11-16; Wise County Fair, Wise, Va., Aug. 18-23; Lee County Fair, Pennington Gap, Va., Aug. 25-30; Tennessee-Carolina Fair, Newport, Tenn., Sept. 1-6. Seven more to follow.
Contact JOHN M. HULS, c/o THE GREEN TREE SHOWS, INC., as per route.

CARNIVAL ROUTES

Continued from page 58

Gold Bond: De Pere, Wis., 12-17; Sturgeon Bay 19-24.
Golden Gate: Susanville, Calif.
Gooding Am. Co., No. 1: (Fair) Troy, O.
Gooding Am. Co., No. 2: (Fair) Connersville, Ind.
Gooding Am. Co., No. 3: (Fair) Sedalia, Mo.
Gooding Am. Co., No. 4: (Fair) Celina, O.
Gooding Am. Co., No. 5: (Fair) Corunna, Mich.
Gooding Am. Co., No. 6: (Fair) Springfield, O.
Gooding Am. Co., No. 7: (Fair) Rockville, Ind.
Gooding Am. Co., No. 8: (Fair) Berea, O.
Gooding Am. Co., No. 9: (Fair) Napoleon, O.
Gooding Am. Co., No. 10: (Fair) Goshen, Ind.
Gooding Am. Co., No. 11: (Fair) Zanesville, O.
Grand American: Eldora, Ia., 11-14; (Fair) Marshalltown 16-19 (Fair) Cresco 21-24.
Great Western: Placerville, Calif.
Green Tree: (Fair) Irvine, Ky.; (Fair) Wise, Va., 18-23.
Groscurth Comb.: (Fair) La Porte, Ind.; (Fair) Frankfort 17-23.
Hale's Shows of Tomorrow: Weeping Water, Neb., 12-15.
Hames, Bill: Alvarado, Tex.; Paris 18-23.
Hammond, Bob: Rush Springs, Okla., 11-15; Anadarko, 16-23.
Hannah Am. Co.: Republic, Pa.; Herminie 18-23.
Hannum, Morris: (Fair) Dalls-town, Pa.; (Fair) Kutztown 18-23.
Happyland: Midland, Mich.
Hartsock, Roy: Clayton, Ill., 14-16.
Hartsock Bros.: Paris, Mo.; Baring 20-23.
Heart of America: (Fair) Norton, Kan. (Fair) Stockton 18-23.
Heth: (Fair) Springfield, Mo., 11-15; (Fair) Mayfield, Ky., 18-23.
Holiday Am. Co.: Burden, Kan., 12-15; Osage City 19-22.
Hottle, Buff, No. 1: Carmi, Ill.; Bridgeport 18-22.
Hottle, Buff, No. 2: Dekorah, Ia.; Kenneth, Mo., 18-23.
Hugo's Novelty Expo.: (Fair) Oskaloosa, Kan.; (Fair) Elfting-ham 18-23.
Hunt Am. Co.: Salem, Ind.; (Fair) Lyons 25-29.
Ideal Rides: (Fair) Greensburg, Ind.; Cullom, Ill., 18-23.

Imperial: Mendota, Ill., 11-12; Princeville 15-16; (Fair) Fair-bury 19-23.
Inland Empire: Sidney, Mont., 17-20; Plains 22-24.
Johnny's United: (Fair) Princeton, Ind.; (Fair) Huntington, Tenn., 18-23.
Kemp & Turpin United: De Kalb, Mo., 14-16; Sparks, Kan., 21-24.
Ken-Penn Am. Co.: Waynesburg, Pa.; Meadville 18-23.
Key City: Marion, Ind.; Indian-apolis 21-23.
Kile, Floyd O.: Fairfield, Ia.; Sac City 18-22.
King Bros.: Julesburg, Colo., 13-16; Ogallala, Neb., 17-20.
Lagasse, No. 1: Blackstone, Mass. Lagasse, No. 2: (Fair) Westfield, Mass.
Lagasse, No. 3: Swampscott, Mass. Lagasse, No. 4: Haverhill, Mass.
Lindle: Columbus Junction, Ia., 11-14; Avon, Ill., 15-16; Peters-burg 18-22.
Lone Star Am. Co.: Plainview, Tex.
Lynn's Midway: Tyler, Minn., 15-17; Waconia 18-20.
Mac's Am. Rides: Croton, S. D., 12-13.
Marks-Manning: (Fair) Covington, Va.; (Fair) Charlottesville 18-23.
Marsh: Thorold, Ont.
Marvel: Pecatonica, Ill.; Morton 19-23.
McKenna's Rides: (Fair) Baraboo, Wis., 14-17; (Fair) Phillips 21-24.
McKeown Am. Co.: Harrison, Mich.
Meeker: (Fair) Hermiston, Ore.; (Fair) Kennewick, Wash., 18-23.
Merriam's Midway: Algona, Ia., 12-15; Wells, Minn., 16-18; West Union, Ia., 19-23.
Midway of Mirth: Nashville, Ill.
Mighty Hoosier State: Martins-ville, Ind.; Hodgenville, Ky., 18-23.
Mighty Interstate: (Fair) Carthage, Tenn.; (Fair) Gray Station 18-23.
Monarch Expo.: (Fair) Warren, Ill.; (Fair) Princeton 18-23.
Moore's Modern: Campbell, Neb., 11-12; Grant 14-16; Benkelman 18-20.
Motor State, No. 1: (Fair) Belle-ville, Mich.; (Fair) Hicksville, O., 18-23.
Motor State, No. 2: (Fair) Mini-mac, Ind., 12-16.
Motor State, No. 3: (Fair) New-ton, Mich., 13-16.
Murphy's Northern State: (Fair) Spencer, Neb., 11-13; (Fair) Madison 14-16; Wayne 18-20; Stanton 21-24.
Nell's United: Alcester, S. D., 11-12; Primghar, Ia., 13-14; (Fair) Sibley 18-20.
New England Am. Co.: Monson, Mass., 12-17; (Fair) Keene, N. H., 20-24.
New Majestic: Oakdale, Md.
North American: Long Prairie, Minn., 12-14 Little Falls 15-17; Aitkin 18-20; Herman 21-24.
Northern Expo.: Havre, Mont.
Norton's Rides: (Fair) Terry, Mont., 15-17.
Olson: (Fair) Springfield, Ill.; (Fair) Des Moines, Ia., 22-31.
Page Bros.: (Fair) Elkton, Ky.; (Fair) Erin, Tenn., 18-23.
Page Comb.: Sandy Creek, N. Y.
Palmetto Expo.: Wilkesboro, N. C.
Pan American: Sheffield, Ala.
Parada: Paola, Kan., 11-13; Lane 14-16; Mound City 18-23.
Penn Premier: Johnstown, Pa.; Indiana 18-23.
Peppers All States: Claxton, Ga.
Peter Paul Am. Co.: Linden, Wis.
Playtime: (Fair) Weymouth, Mass.; (Fair) Marshfield 18-23.
Powelson Am. Co., No. 1: (Fair) Maumee, O.; (Fair) Belle-fontaine 18-23.
Powelson Am. Co., No. 2: (Fair) Chillicothe, O.; (Fair) Woods-field 18-23.
Powelson Am. Co., No. 3: (Fair) Smithfield, O.
Prell's Broadway: Carlisle, Pa.; Cumberland, Md., 18-23.

(Continued on page 66)

W.G. WADE SHOWS

UPPER PENINSULA STATE FAIR

6 DAYS AND NIGHTS
Aug. 19 thru 24
ESCANABA, MICHIGAN

— CAN PLACE —

One or two Grind Shows.
Must not be over 12 feet in depth. Some outright sales privileges still open.

Have Location available for three or four Grind Shows and one or two Bally Shows (depending upon size) at the

MICHIGAN STATE FAIR

DETROIT, MICH.
Aug. 29 thru Sept. 7.

such as GLOBE OF DEATH OR DROME, Midget Horses, Giant Reptile, Midget Family or Village, Fat, Glass House or Maze, outstanding Freak, Jungle Exhibit, etc., or what you have to offer. All replies to

D. WADE
W. G. WADE SHOWS
Fairgrounds, Mason, Mich., all this week.

HARRY MODELE

WANTS

Agents for Wheels and Cigaret Block Game.

Call Ft. Jackson Hotel
Waynesburg, Pa.

\$50 REWARD

Anyone knowing whereabouts of Mr. & Mrs. W. G. Keffer (Jean & Heavy). Have Magnolia house trailer, work on carnival or park. Had 2 Kid Rides, works as Ride Foreman or Supt., Electrician or Mechanic. Last known of on Prell's Show. Contact MRS. CARDIE FRANTZ Box 71, Staflington, Pa.

WANTED

Ride Foremen and Second Men for all Rides. Must drive tractor. Good wages, good treatment. Contact

SAM MENCHIN

Lake Shore Amusements at Shopping Center, 52nd & Keystone, Indian-apolis, Ind.

NAPOLION'S COACH

Wonderful Historical Show Exhibit, 100 years old, shown London many years, outstanding for advertising, \$2,000; photo and history.

G. SCAMMELL & NEPHEW, LTD.
London, E. 1

FOR SALE AND WANT TO BUY

12-ft. Knife Rack, complete, pegs, guns, racks, neon lights. Built on 12-ft. all-steel trailer. Ready to go. No junk. WANT TO BUY—12 Seats for No. 5 Ell Wheel.

BUCK FORTNER
c/o Royal American Shows, as per route.

SCHAFFER'S 20TH CENTURY SHOWS

Want for Fairs: Owatonna, Minn., Aug. 11-16; Monticello, Iowa, Aug. 18-23; Hannibal, Mo., Aug. 25-30; Columbus, Kan., Sept. 1-6.
CONCESSIONS—Want Bumper, Photos, String Game, Knife Rack, Hoopla, Fish Pond, Roman Target, Pitch-Till-You-Win, Cat Rack, Hats, Frozen Custard and Ice Cream. SHOWS: Glass House, Fat and Midget. All contact W. A. SCHAFFER, Mgr., per above route.

WANTED JEWELRY OPERATOR

Also 25 Panorams or Peep Show Machines of all kind. Old or new for World's Fair Penny Arcade. Can place Shooting and Photo Gallery Operators with own outfits. Big money here. Can place Balloon operator and good Grab Operator. Big money here, year 'round, no Ups and Downs. Want 2 Store Workers who can go for a quarter or a half.

MORRIS SCHACTER

519 Washington Ave., St. Louis, Mo.
Phone Chestnut 1-8282

FOR SALE

Portable Skooter Building, 72 plates. Can be used with 56 plates. Also 15 Lusse Cars in good condition. Will sell all or cars separately. Also one Tractor and 32 ft. Semi. Good rubber. Can be seen in operation at White Lake, N. C., until Labor day. Write or wire

RALPH ENDY
Atlantic Beach, N. C.

MIDWAY CONFAB

H. W. (Toronto Red) McGeely, of Wallace Bros. Shows, is confined in Memorial Hospital, Fort Atkinson, Wis., recuperating from injuries suffered in a recent accident, according to L. Brady. Would like to receive mail . . . Archie C. Feathers was guest of honor at a surprise birthday party on Royal American at Edmonton. Guests included his wife, Marie; Don Purdy, Lorene Purdy, Tom Kemper, Josephine Kemper, Chet Fowler, Shirley Fowler, George Hamilton, Cam Hamilton, Vera Cox, Cecil Cox, Cliff Erikson, Thelma Erikson, Betty Hogeland, Jack Hogeland, Whitey Hersha, Nick Nichols, Frank Marley, Warren Volk, George Fisher, Jack Obity, Swede Keller, Ray Bryant and Tex Mooneyhan.

Capell Bros. Shows was hard hit recently when a truck carrying its light plant and shop unit left the road in the mountains, rolled over three times and came to rest in a canyon not far from Montpelier, Idaho. The tractor, trailer and light plant was completely wrecked and it took four days to remove the wreckage from the canyon. Lee Sharp, driver, escaped with minor injuries. . . Ephraim (Ep) Glosser, concession op on Heth Shows, passed out cigars recently when his wife presented him with a new daughter.

Line-up of Walter Wanous Side Show on World of Mirth includes Charles Zerm, Joe Drake and George Ice, front talkers; Tom Blackman, No. 1 ticket box; Maurie Wykle, No. 2 ticket box; Melvin Burkhardt, inside emcee; Charles Seal, seal boy; Pat Zerm, swords; Esther Blackman, feature; Nellie Gray, headless; Chris Doolittle, electric; Sandy Brownman, sword box; Sailor Bill Killingsworth, tattoo; Zorine, girl with the strangest face, annex. Mr. and Mrs. Walter Wanous are owner-managers.

Mrs. Kay Gawles, wife of Walter P. Gawles, former concessionaire, is confined to their East St. Louis, Ill., home following a stroke. Mrs. Gawles is using a cane to get around. . . Mrs. William Rawlings is ailing at 810

Ninth Street, South, Minneapolis. . . Roy (Pepsi-Cola) Jones was a recent Chicago visitor.

Friends are requested to write to Jake Fisher, who is in the Veterans' Hospital Annex, Los Angeles. . . Mr. and Mrs. Jimmie Hirschberg were dinner guests of Mr. and Mrs. Johnny Jones Jr., recently at a hotel in Hamilton, N. D., where the William T. Collins Shows, of which all are members, were playing. . . Harry Gold is ill in B'nai B'rith Hospital, Memphis, and would like to hear from friends. . . C. W. Davis, manager of World of Pleasure Shows, recently gifted his wife, Margaret, with a Pontiac station wagon. The show's Bud Davis was guest of honor at a July 9 midway birthday party in Sparta, Ill. Guests were served a chicken dinner by Mrs. Davis.

Kelly Bell, wheel foreman at the Galveston, Tex., Pleasure Pier, and Mary Louise Michalski, daughter of concessionaires Mr. and Mrs. Louis Balston, middle-aided it recently in Galveston. The Balstons have a jewelry concession on Gala Exposition Shows. . . Tex Conroy, Side Show manager-talker for 30 years, is convalescing at his home, RFD 2, Box 126-A, Sewell, N. J., after a siege in a hospital. During the past five years he has been with a Philadelphia department store but would like to get mail from his old friends in the business.

Leona and Gordon Robinson's Side Show recently joined the Gentsch line-up. Personnel includes Billy Logsdon, outside talker; Paul Gordon, fire-eater; Lady Leona, sword swallower; Victoria, Tempest-Tossed Girl; Mary Valier, electric; Mrs. Gene Kight, blade box; Hobba Hobba, glass dancer; Gordon LaPaul and His Dogs; Karmanne and Her Snakes. Leona-Lee is annex No. 1, and Billy Logsdon's Devil Child is the second annex.

Mary Spitzer is up and around again after a siege in the hospital and is recuperating at her Chicago home. . . Personnel of the World of Pleasure Shows and the Cristiani circus did much visiting recently in Charleston, Ill. Fred Landrus reports that Side Show members who caught the matinee circus performance included Ward Hall, Harry Leonard, Thomas White, Peter Terhune, Harry Beneil, Rodney Harris, Uncle Walt and Clarence Molhand.

Mel Hinds, feature writer for The Lethbridge (Alta.) Herald, did a feature story on the Siebrand family when that show was playing the fair there. He traced the history of the organization and commented on the fact that 39 members of the Siebrand family are active on the midway. Included with the yarn was a three-column photo of P. W., H. W., P. H., W. J. and W. R. Siebrand.

Mr. and Mrs. Ivan Miller will not work fairs with their French fry unit this year owing to the former's hospitalization in Good Samaritan Hospital, West Palm Beach, Fla., for a back injury.

Nora Lucas, of Siebrand shows, was guest of honor at a fem birthday party hosted by her husband at Lethbridge, Alta. Helping her celebrate her 73d were Mrs. Harry D. Clark, Mrs. Inga Siebrand, Mrs. T. Lombardi, Mrs. Inez Carroll, Mrs. Peggy Steinberg, Mrs. Martha Rodgers, Mae Campbell, Beverly Haas, Mrs. Betty Pesicka, Mrs. Ruth Petrantis, Mrs. Mary Giorgio, Mrs. Delores Frazier, Mrs. Margaret Hanna and Mrs. Ann Horstman.

K. L. Carpenter reported the A-1 Amusement Company had plenty of mud at Danville, Ill.

WEST VIRGINIA STATE FAIR

Lewisburg-Ronceverte, West Va., Aug. 18 to 23 inclusive

INDIANA STATE FAIR

Indianapolis, Ind., Aug. 27 to Sept. 4 inclusive

READING FAIR

Reading, Pa., Sept. 8 to 14 inclusive

WANT all legitimate Merchandise, Hanky Panks. No others need apply. CAN PLACE several experienced Workingmen in all departments.

All address

CETLIN & WILSON SHOWS

Huntington, West Virginia

World of Mirth

SHOWS

Largest Midway on Earth

FRANK BERGEN
General Manager

WANT

WANT

WANT

SCOOTER AND SPITFIRE FOREMEN TO JOIN AT VALLEY FIELD, CANADA, AUGUST 11-17.

Top salary and 2 per cent of gross at all Fairs.

Want Talker for Nate Eagle Midget Show.

FRANK BERGEN, Gen. Mgr., World of Mirth Shows, as per route

BEAM'S ATTRACTIONS

MONTGOMERY CO. FAIR—GAITHERSBURG, MD., NEXT WEEK—AUG. 18-23

CONCESSIONS—Can book all types of Hanky Panks and other Legitimate Game Concessions. All concessions will be placed on the main midway.

SHOWS—Family Type Shows can be placed and will be placed on main midway this year.

MOTORDROME—Want Operator-Manager to take over immediately at Manassas, Va., this week.

HELP—Top salary to experienced, sober FLY-O-PLANE Foreman. SECOND Men for other Rides.

CONCESSION AGENTS, OPERATOR FOR FRENCH FRIES (no potatoes to peel). GRIDDLE Men and Counter Help for Cookhouse. Report immediately.

All Communications to BEAM'S ATTRACTIONS, Fairgrounds, Manassas, Virginia.

WANTED WANTED WANTED

LEGITIMATE CONCESSIONS OF ALL KINDS RIDES AND SHOWS NOT CONFLICTING

THREE RED ONES IN MICHIGAN

HARRISON COUNTY FAIR, HARRISON, MICH., AUG. 12 to 16; ISABELLA COUNTY FAIR, MT. PLEASANT, MICH., AUG. 18 to 23; ROMEO PEACH FESTIVAL, ROMEO, MICH., AUG. 28 to SEPT. 1.

McKEOWN AMUSEMENT CO.

HARRISON, MICH., this week.

\$200.00 REWARD

For information as to the whereabouts of

BILL CHRISTENSEN

also known as Bill Marks. Contact

D. L. GRIFFEN

121 N. Second St. Springfield, Ill.

Phone: 4-8112

WANTED

(15) Rides (15) Kiddie & Adult (15) NEED NOW. Good spot adjacent to Patrick AFB & Cape Canaveral Missile Base. We will maintain and operate Rides on percentage basis.

MISSILE PARK

c/o Box 492, Merritt Island, Fla.

STAR LITE PARK AMUSEMENTS

WANT FOR ROCK ISLAND COUNTY FAIR AUGUST 19 TO 23, 1958

Photos, Long and Short Range, Water Games, African Dip, Novelties, Fun House, Class Pitch, Balloon Dart, Six Cat if you have Pankies to go with and any other legitimate Concessions working for stock, prize every time, not conflicting. CONTACT MICHAEL FIX, STAR LITE PARK, RR#2, BOX 245-A, EAST MOLINE, ILL. TELEPHONE 3-6331. "NO REVERSE CHARGES," PLEASE.

EQUIPMENT FOR SALE

Pot Wagon—100 kw. transformer, oil bath, about 1,500 feet 1/2" or 1" copper wire with connectors and switch boxes, included in van . . . \$1,250.00
Bingo and Traller, 30x40 . . . 1,500.00
1955 Glider DeLuxe House Trailer . . . 2,000.00
FRANCIS A. DESIDERIO, D.D.S., 187 CUMBERLAND ST., ROCHESTER, N. Y.
Telephone: Baker 8-8661. Evenings—Congress 8-5331.

Blue Ribbon PARAKEETS
Daily Shipments
Quality Stock
Lowest Prices
BLUE RIBBON PARAKEET FARM
2814 Adams St., Hollywood, Fla.
Phone: Wabash 2-7412

MERCIER ATTRACTIONS
Can place all legitimate Concessions 4 big days and nights, Aug. 13, 14, 15, 16. Holmes Co. Fair, Millersburg, Ohio.
Contact
D. E. MERCIER
3931 Mt. Pleasant Road, N.W.
North Canton 20, Ohio
Phone: HY 9-7842

TILT-A-WHIRL FOR SALE
A-1 condition, with or without two special racked Trallers. Can be seen operating in park. No terms. No propositions. Will trade Trallers ONLY for good Kid Rides.
BOX D-59, c/o The Billboard
2160 Patterson St. Cincinnati 22, Ohio

WANTED
Carnival for homecoming, Sept. 18, 19, 20, or all week, 4 major Rides, 2 Kiddie Rides, 20 Concessions. Contact
MR. H. J. HARPOLD
Phone 1048, Assumption, Ill.

ATTENTION SOUTH CAROLINA FAIR COMMITTEES
Some dates open
Want Hanky Panks and Stock Concessions. Wheel Man and Help for Kiddie Rides. Book now for fairs in South Carolina.
Manager
PETER PAUL AMUSEMENTS
Linden, Wis., this week

WANT FOR MONROE COUNTY FAIR, TOMPKINSVILLE, KY., AUG. 18-23. TO BE FOLLOWED BY LOGAN COUNTY FAIR, RUSSELLVILLE, KY. THEN THE BIG ONE—MONTGOMERY COUNTY FAIR—CLARKSVILLE, TENN.

Soldiers' Pay Day and First Show In. Enough Said.

CONCESSIONS: Hanky Panks of all kinds, including Novelties, Ice Cream, Cookhouse, Grab, Pitches of all types, Custard, Candy Floss and Jewelry.

RIDES: Want to book a complete set of Kiddie Rides. Will book any major Ride of merit such as Scrambler, Flying Scooter or Dark Ride. Want one more #5 Ferris Wheel.

SHOWS: Will book any Show of merit such as Wildlife, Animal, Illusion or any other Grind Show or Ding Show. Wire or phone

THOMAS D. HICKEY, Manager; DON GRECO, Business Mgr.; SAM GRECO, Concession Mgr., c/o Fair Secretary's Office, Davenport, Ia., this week.

GEM CITY SHOWS

CONCESSIONS WANTED

SEPT. 1-6

DUNKIRK, NEW YORK

CHAUTAQUA COUNTY FAIR

Now booking all Hanky Panks and Straight Sales of all kinds.

SEPT. 8-13

MAPLEWOOD, MISSOURI

GOLDEN JUBILEE CELEBRATION

Now booking Prize Every Time Hanky Panks and Straight Sales. No Eats or Drinks.

GOODING AMUSEMENT CO.

CONCESSION DEPT.

1300 NORTON AVE., COLUMBUS, OHIO

Harlan County Fair, Harlan, Ky., Aug. 19 to 23

Farmers Fair, Clintwood, Va., Aug. 25 to 30

With long circuit of Southern fairs following.

WANTED—Family-type Shows, Monkey, Animal, Illusion, Mechanical and any worth-while Shows.

CONCESSIONS—Will place all kinds of Merchandise, Hanky Panks and outright Sale Concessions. Good opening for Arcade, Derby, Bobo, etc. All replies via Western Union.

JAMES H. DREW WORLD'S FAIR SHOWS

Terre Haute, Ind., all this week.

MIGHTY INTERSTATE SHOWS

Want for Washington Co. Fair, Gray Station, Tenn., Aug. 18-23;
Scott Co. Fair, Oneida, Tenn., Aug. 25-30; fairs thru November.

SHOWS: Side Show, Wildlife, Monkey, Snake, Grind Shows of all kinds.
CONCESSIONS: Hanky Panks of all kinds, Straight Sales, Short and Long Range Galleries, Diggers, Custard, Ice Cream. Will book Bingo for balance of season.
RIDES: Will book one or two more flat Rides. Also Live Pony Ride.
HELP: Foremen and Second Men on all Rides. Must drive.
HELP: Want Agents for Popcorn, Candy Apples, Floss and Snow. Want Griddle Man and Waiters for Cookhouse. Want A-1 Mechanic with tools to join on wire. Positively must know your business. All replies to

H. B. ROSEN

Carthage A. M. and L. S. Fair, Carthage, Tenn., this week.

PAGE COMBINED SHOWS

Want for Rochester, N. Y. Fair, August 18-23; followed by Little Valley and Trumansburg Fairs. **CONCESSIONS** that work for stock, especially want Photos, Roman Target, African Dip, Hi-Striker, Glass Pitch and Basketball. Custard open. Will book Nail Joint working for stock. Want Penny Arcade. Dave Dicorta & Roland Page want Bucket and Count Store Agents. **SHOWS:** Wildlife, Freaks, Big Snake, Monkey Show, Drome or any family type show. **RIDES:** Want for both units—Scrambler, Scooter, Rockplane, Dark Ride, Train, or any Kiddie Rides not conflicting, also live Ponies. Want Ride Help on all Rides—you must drive.

Address all replies **BILL PAGE**, Sandy Creek, N. Y., Fairgrounds this week.

BUFF HOTTLE SHOWS

Want for BRIDGEPORT, ILL., FAIR, Aug. 18-22

Want Hanky Pank Concessions of all kind that work for stock. Especially want all kind of Pitches. Also Photos, Cookhouse, Grab, Pronto Pups, Hot Dogs, etc.

All replies to

BUFF HOTTLE, Mgr.

Carmi, Ill., this week.

THOMAS JOYLAND SHOWS

Want Ride Men who drive for all Rides. Can place Shows for Crown Point, Ind. at once. Want Minstrel Show to join Sept. 1. Must have own equipment. Liberal P. C. and Guarantee. Can place Concessions of all kind. Want Man to handle Grind Show at once. Good P. C. Want Penny Arcade. All replies

L. I. THOMAS, Mgr., Crown Point, Ind., this week.

WANT FOR SOUTHERN STATES SHOWS

Experienced Ride Men, must drive trucks and have valid license. We do not promise premium salaries, but you get what we promise. Drunks, chasers, agitators, stay where you are. Have good opening for Stock Concessions. No P.C. Need Agents for office-owned Concessions. We are booked solid until Nov. 8 in Georgia and Florida; fairs, still dates and celebrations. We know the spots and the crops are excellent this year. All mail or telegrams to

JOHN B. DAVIS, Wayside Park, Panama City, Fla., until Aug. 30; then the road.

SHORTER GREATER SHOWS

Want for Worth Co., Fair, Northwood, Iowa, Aug. 10-13; Montevideo, Minn., Fair, Aug. 14-17; Preston, Minn., Fair, Aug. 20-24. Centennials and Street Celebrations to follow. **CONCESSIONS:** Want Jewelry, High Striker, Hoopla, Six Cats, Hit or Miss Ball Game, Fish Pond, Ice Cream, Lemonade Shake-Up, Popcorn, Carmelcorn, Novelties. Want Agents for office-owned Concessions. **HELP:** Foremen for Merry-Go-Round and Mix-Up. General Ride Help of all kind.

Especially want Girls or Girl for Girl Show. Have top and everything ready to go. Good pay and good treatment. Harry Delvin and Jim Dych acknowledge this ad. Contact Manager, as per route.

CARNIVAL ROUTES

• Continued from page 64

Raines Am. Co.: Fredonia, Kan.,

11-13; Neodesha 15-17.

Rainier: Tillamook, Ore.

Reid's Golden Star: Greenville,

Tenn.

Reid, King: (Fair) Skowhegan, Me.;

(Fair) Union 19-23.

Reithoffer: Lowville, N. Y.; Water-

town 18-23.

Reithoffer (Green): (Fair) Cale-

donia, N. Y.; (Fair) Walton

19-23.

Ritter's United: San Bernardino,

Calif.; Arlington 19-23.

Robinson's Greater: Dubuque, Ia.,

14-17; Hampton 18-20; South

Sioux City, Neb., 21-24.

Rock City: Bellevue, Neb.; (Fair)

Geneva 17-19.

Rogers Bros.: Mora, Minn., 11-13;

Grand Rapids 14-17; Pine River

18-20; Detroit Lakes 21-24.

Rohr's Modern Midway: Mokenca,

Ill., 14-16; Greenup 18-23.

Rose City Rides: Puxico, Mo.

Royal American: (Fair) Superior,

Wis.

Royal United: (Fair) Ida Grove, Ia.,

11-13; (Fair) Cherokee 14-16;

Britt 18-19; Wellman 21-22;

New Boston, Ill., 23-24.

Schafer's 20th Century: Owatonna,

Minn.; Monticello, Ia., 18-24.

Shorter's Greater: Northwood, Ia.,

11-13; Montevideo, Minn.,

14-17.

Siebrand Bros. Comb.: Billings,

Mont.; Bozeman 18-23.

Silver Star: Wahoo, Neb., 13-17;

Arlington 19-23.

Skerbeck Am. Co.: Petoskey, Mich.

Smiley's Am. Co.: New Kensington,

Pa.; (Fair) Greensburg

18-23.

Smith, George Clyde: (Fair) Berk-

ley Springs, W. Va.; Winchester,

Va., 18-23.

Smith's Funland: Fort Ashby,

W. Va.; Durbin 18-23.

Stafford's Caston, Ind., 13-16;

Veedersburg 20-23.

Standard: (Fair) Lusk, Wyo.,

12-17; (Fair) Riverton 19-23.

Stanley, Wm. D.: Princeton,

Minn., 11-13; Bagley 14-17;

(Fair) Appleton 21-24.

Stephen's, Otto: Winterset, Ia.,

13-16.

Stipes: Jordan, Minn., 11-13; Hud-

son, Wis., 14-17.

Strates, James E.: Hamburg,

N. Y.

Strong's Am. Co., No. 1: Oxford,

Neb., 11-12; (Fair) Elwood

13-15; David City 17-19.

Strong's Am. Co., No. 2: (Fair)

Orleans, Neb., 13-16.

Stumbo's Tri-State: Eustis, Neb.,

15-17; Central City 19-21.

Sunset Am. Co., No. 1: (Fair)

Webster City, Ia., 12-17; (Fair)

Audubon 18-22.

Sunset Am. Co., No. 2: Morrison,

Ill., 12-16.

Tatham Bros. Comb.: (Fair) Mc-

Lean, Ill., 11-13; (Fair) Green-

ville 16-23.

Tennessee Valley Am. Co.: (Fair)

Murfreesboro, Tenn.

Theiss, No. 2: Kickapoo, Ill., 14-17;

Lacon 19-21.

Thomas, Art B., No. 1 A: Rapid

City, S. D., 12-17.

Thomas, Art B., No. 1 B: Little-

ton, Colo., 12-16.

Thomas, Art B., No. 2: Emmets-

burg, Ia., 11-13; Sioux Falls,

S. D., 15-20; Alexandria, Minn.,

21-24.

Thomas Joyland: Crown Point, Ind.

Thomas, W. A.: Spalding, Neb.,

11-13; Pierce 15-17; Grand

Island 19-22.

Tidwell, T. J.: Spearman, Tex.

Tip Top: (Fair) Jackson, Minn.,

14-17; Caledonia 20-23.

Tivoli Expo.: Macomb, Miss.

Uncle Joe's Am. Co.: Wellington,

Tex.; Roaring Springs 18-23.

United Expo.: Rollo, Mo.

United States: Matewan, W. Va.

Venditto Bros.: Coventry, R. I.;

(Fair) West Greenwich 18-23.

Victory Expo.: Belen, N. M.,

12-17; Grants 19-24.

Virginia Greater: Crisfield, Md.;

Williamston, N. C., 18-23.

Volunteer: Richmond, Ky.

W.B.J.: Antwerp, O., 13-16; Meta-

mora 22-23.

Wade, W. G.: Mason, Mich.;

Escanaba 19-24.

Wade Expo.: (Fair) Berrien

Springs, Mich., 13-17.

Wade Greater: (Fair) Lowell,

Mich., 12-16; (Fair) Fremont

19-23.

Wall, Alfred, Am. Co.: Williams-

port, Ind.; Spring Bay, Ill.,

22-24.

Wallace Bros.: Wausau, Wis.,

13-17; Manitowoc 20-24.

West Coast, No. 1: Yreka, Calif.,

14-17; Anderson 20-24.

West Coast, No. 2: (Fair) Paso

Robles, Calif., 14-17; (Fair)

Monterey 20-24.

Western, No. 1: Lynton, Wash.;

Bremerton 18-23.

Western, No. 2: Norton, Wash.;

Port Angels 18-23.

Wilber, H. O.: Grayling, Mich.

Wilcox, Dick: Jonesport, Me.;

Dover-Foxcroft 18-23.

Williams Am. Co.: Rural Retreat,

Va.; Galax 18-23.

Wilson Famous: Sheffield, Ill.,

12-15; Ottawa 20-24.

Wolfe: Weirwood, Va.: Tasley

18-23.

Wonderland Expo.: (Fair) Osborne,

Kan.; (Fair) Kinsley 18-23.

World's Finest: (Fair) Three Riv-

ers, Que., 16-21; Sherbrooke

22-28.

World of Mirth: (Fair) Valley

Field, Que., 13-17; (Fair)

Ottawa 22-30.

World of Pleasure: Bay City,

Mich.; Coldwater 18-23.

Young, Monte: Cooding, Idaho.

ART B. THOMAS SHOWS

Can place for following route of Fairs:

Colorado State Fair, Pueblo; North Central Kansas Free Fair, Belleville; South Dakota State Fair, Huron; Clay Co. Fair, Spencer, Iowa.

RIDES: Want Lopper and Fly-O-Plane. **SHOWS:** Will book Snake, Monkey and Grind Shows of merit. **CONCESSIONS:** Can place Hanky Panks for Pueblo. Concessions of all kind for balance of Fair season. Especially want Concessions for Arathoe Co. Fair, Littleton, Colo., Aug. 12-17. All contact **BERNARD THOMAS**, Fair Grounds, Rapid City, S. D.

WANTED

RIDES—SHOWS—PENNY ARCADE & CONCESSIONS

For Kalamazoo, Michigan, Fair, August 18-23;
Jackson, Michigan, to follow.

Write at once

GOODING AMUSEMENT CO.

1300 Norton Ave.

Phone: AX 4-3717

Columbus 8, O.

WM. T. COLLINS SHOWS

HELP: Want Foremen for Rock-O-Plane, Octopus, Roll-O-Plane and Round-Up. Second Men on all Rides. Must have chauffeur's license. Want Man to handle light towers.

CONCESSIONS: Can place a few more Hanky Panks.

SHOWS: Want Grind Shows of merit. No Ding Shows. All replies to

WM. T. COLLINS, MGR.

Cedar Rapids (All Iowa Fair), this week.

P.S. Joe Mandrick can place Bucket Agents for balance of season

WEST TEXAS FAIR

ABILENE, TEXAS

Sept. 13-20, 1958

Still available, Concession Locations on Independent Midway. Contact:

Joe Cooley, Manager

P. O. Box 2281

Phone ORchard 4-7241

PARAKEETS

★ Superb Quality



★ Same Day Shipment

★ Lowest Prices

Anywhere

WANT BUCKET AGENTS
 No drunks or chasers. Jimmy Morrison, Bucket George, write or wire:
GEO. W. GORDON
 c/o O. C. Buck Shows
 Elmira N. Y.

HEART OF AMERICA SHOWS WANTS
 RIDE MEN: Openings for first class Men, Top Money, Long Season.
 RIDES: Want to book Coaster.
 HELP: P. L. (Pat) Patterson wants Alibi Agents, Grind Store Agents and Cookhouse Help. Address:
 Norton, Kan. (Fair), Aug. 11-16;
 Stockton, Kan. (Fair), Aug. 17-22.

GIRLS \$100.00 GIRLS
 Want Strippers with or without experience to join at once, must be young and attractive. Long season closing in Florida. All salaries by day or week. No phone calls. Wire
MELVIN SHAFFER
 Care Blue Grass Shows, La Porte, Ind.

HUBERT'S MUSEUM
 228 W. 42nd St., New York, N. Y.
 Open all year round
 Want Freaks and Novelty Acts. State salary, and particulars in first letter.

LITITZ COMMUNITY FAIR
 SEPTEMBER 2-6
 Want Legitimate Concessions of all kinds. Contact
CARL REEDY, CHRM.
 438 Spruce St., Lititz, Pa.

WANT-WANT
 3 Agents for Count and Grind Stores. Answer or come on in. We open here at Fredericksburg, Tex., Fair, Aug. 14; then all fairs until closing. Good crops here and plenty of money. All answers: **LARRY WOODS SR.**, c/o Big State Shows, Fredericksburg, Texas.

WANT FOR FAIRS
 Tilt, Coaster and Tractor. Foremen, seven Second Men who drive. Book Shows, Rides, Concessions. For Sale at Dude Ranch Kiddleland, Lombard, Ill.; Truck Trailers, Tractors. See McAtee. Contact **DYER'S GREATER SHOWS** Boone, Iowa, now; Tipton next; then Wisconsin.

MARVEL SHOWS
 Want Concessions that do not conflict, such as Hi-Striker, Duck Pond, Glass Pitch, Blower, Scales, Coke, Winnebago Co. Fair at Pecatonica, Ill., Aug. 14-17; Morton Fall Festival, Aug. 19-23.
Edward Merriman (Owner)

250 KIDDIE RIDE ROUTE
 Well established, profitable business. Will sell for equivalent of twelve months' gross income. Please don't answer if you cannot handle a good proposition for cash. Good Southern States.
Box D-58
 c/o The Billboard, Cincinnati 22, Ohio

RIDE HELP
 Foremen for Rock-o-Plane, Octopus and other Rides. Second Men who drive. **BILL MASTER** and **PAT WRIGHT**, come on. Long season including 10 weeks south. No drunks, no tourists with cars.
MOTOR STATE SHOWS
 Belleville, Mich., Aug. 11-16; Hicksville, Ohio, 18-23.

CONCESSION WANTED
 For White Pigeon, Mich., Aug. 13-16; for Manchester Fair, Manchester, Mich., Aug. 20-23, and balance of season. Want Ride Help on all Rides. Contact
GEO. HAMDEN
 Concession Mgr., c/o Copeland Shows White Pigeon, Mich.

RAS Ends A Loop
 • Continued from page 61
 things down Thursday and Friday and there was a gain on Saturday. Altho business was down slightly in Brandon, RAS did well around the Class A fairs circuit, with increases being recorded at Calgary, Edmonton and Saskatoon. Cheering news for RAS officials here was the decision of the Western Canada Association of Exhibitions to contract the organization for its 21st tour of the circuit in 1959. More than 50 managers and directors of the WCAE attended the semi-annual meeting of the body here Thursday (31) and many visited the midway. Another visitor was Ralph Lynch, manager of Grand Forks, N. D., fair, who came to Regina for a day with Ernie Young, of CAC-Hamid, Chicago. Front-end business was good here and comment was heard about the amount of stock that was being moved. The show made a fast run from Saskatoon and was set up in good order. At the week's end, a speedy getaway was made for the long hop to Fort Williams, Ont. Press, radio and television coverage was heavy.

Dept. Store
 • Continued from page 61
 With Ben and wife, Martha, holding down the fort during the season, son Jack will visit off and on from his Biscayne Building law office in Miami. On the Weiss fair list are Middletown, N. Y.; Centre Hall, Allentown, York, Reading and Bloomsburg, Pa.; Ronceverte, W. Va.; Timonium, Md.; Spartanburg and Orange, S. C., and Macon, Ga.

FOR SALE MAJOR RIDES
 Merry-Go-Round, Moon Rocket, Octopus, Caterpillar Rides can be seen in operation. Good condition. Reasonable prices.
 P. O. BOX 252, Baltimore 3, Md.

WANTED
 For Callao Harvest Festival, Aug. 21-23 and Shelbyville, Mo., Old Settlers, Aug. 28-30, major and Kid Rides and legitimate Concessions. No gypsies.
B. AMUSEMENT
 Phone: 2884, Shelbyville, Mo.

WANTED
 Ride Foremen for Scrambler and Rock-o-Plane.
 Top salary. Long season.
DELGARIAN AMUSEMENT CO.
 1759 N. Newland Chicago 35, Ill.

WANTED
 For independent midway: Photo, Scales and Age, Gadgets, Hi-Striker.
 West Tennessee District Fair, September 8-13, Jackson, Tennessee.
Hunter Taylor, Secretary-Manager

AMERICAN BEAUTY
 Wants for Bloomfield, Iowa; all fairs balance of season; Iowa, Missouri, Arkansas and Louisiana. Concessions of all kinds, especially Ball Games. Joe Sharp wants Pan and Bucket Agents. Ride Help on all rides. Virgil Tootle and Rockie, contact here. All replies to H. W. BARTHOLOMEW or **JOE H. SHARP**, Bloomfield, Iowa.

FOR SALE
 Allan Herschell 40 ft.—28 horse Merry-Go-Round; new top and new motor. Real good shape. Runs like new.
BRASCH BROS. SHOWS
 Waterloo, Iowa, Aug. 15-17;
 Sun Prairie, Wis., 23-24

WANTED
 Cookhouse, Hanky Pank Concessions that do not conflict. Four good Hanky Agents. Need Ell Wheel Operator. Contact
JOE SEABOLT
 Wellington, Texas, Aug. 11-16, and Roaring Springs, Texas, 18-24.



WANT FOR HUNTINGTON COUNTY FAIR, HUNTINGTON, PA., AUGUST 18-23; BLAIR COUNTY FAIR, HOLIDAYSBURG, PA., AUGUST 25-30; GREAT LEHIGHTON (PA.) FAIR, AUGUST 31-SEPTEMBER 6 (OPENING ON A SUNDAY)
CONCESSIONS: All Kinds. Eating and Drinking stands.
RIDES: Round-Up, Scooter, Octopus.
SHOWS: Snake and Geek Shows. Also any good family-type Grind Show, Wild Life (Augie, contact).
HELP: Joe Cenname wants Bingo Caller, also Countermen. Man and Wife to handle well-framed Grab. Ruby Bennett, contact. Tony Mason needs Talent for third Girl Show. Benny and Dick, Eddie and Diane, Betty O'Leary and Dollie King, contact.
Hagerstown, Md. JOHN VIVONA Regent 9-8282



WANT FOR AMERICAN INDIAN EXPOSITION ANADARKO, OKLA., AUG. 16-23 — DEDICATION OF \$300,000 REDMAN AMPHITHEATER. 12,000 TO 14,000 INDIANS ON GROUNDS NOW.
SHOWS ESPECIALLY WANT GIRL SHOW OR ANY GRIND SHOWS WITH OWN EQUIPMENT. FUN HOUSE, GLASS HOUSE.
RIDES ANY RIDES NOT CONFLICTING, SUCH AS SCRAMBLER, ROCK-O-PLANE AND ROUND-UP. CAN USE SAME FOR BALANCE OF SEASON ENDING AT SHRINE CIRCUS, HOUSTON, TEX., NOV. 14-17.
HELP WANT CONCESSION PEOPLE IN ALL DEPARTMENTS. HANKY PANK AGENTS, GRIND STORE AGENTS.
Contact: AL JAMES OR JIM SCHNECK
 RUSH SPRINGS, OKLA., UNTIL AUG. 15, THEN ANADARKO, OKLA.

WANT WANT WANT
FOR SANDUSKY, MICHIGAN, 4-H FAIR, AUGUST 19-23; FOLLOWED BY MANTON, MICHIGAN, ANNUAL FALL FESTIVAL AND LABOR DAY CELEBRATION, AUGUST 27-SEPTEMBER 1; THEN LAGRANGE CORN SCHOOL, LAGRANGE, INDIANA, SEPTEMBER 9-13. HALF A MILLION TICKETS ALREADY OUT.
 CAN USE a few more Concessions that work for stock.
 CAN PLACE one or two more major Rides at Sandusky.
 WANT RIDE HELP: Foremen for Merry-Go-Round, Ferris Wheel, Scrambler, Flying Scooter. Can use Second Men on fifteen office owned Rides.
DE LUXE RIDES
 Eavy's Super Market, Ft. Wayne, Ind., thru August 17

\$6,000 CASH
 Buys like new 1957 Roll-o-Plane and good 33 ft. Semi and Chev. Tractor. Both booms stay on when loaded. Ride has instant start Fluorescent Lights. Can be seen on Don Franklin Shows at Blue Earth, New Ulm, Fairmont, Minn., Fairs. Contact **D. R. GOWIN** c/o **DON FRANKLIN SHOWS** Blue Earth, Minn., Aug. 11-13, New Ulm, Minn., Aug. 14-17

T. J. TIDWELL SHOWS
 Want for Perryton, Sundown, Texas, and Eunice, N. Mex., Fairs. Concessions of all kinds, especially Hanky Panks. Agents for Six-Cat and Buckets; Cowboy Kannady, come. Foremen for Merry-Go-Round, Wheel and Octopus. L. D. Smith, come on.
 Spearman, Texas, thru August 16.

BINGO HELP WANTED
 Jack Kelly, Bonnie Hatfield, Whitey Stewart, come on.
PAUL BOFWIN
 c/o Page Combined Shows
 Sandy Creek, N. Y., Aug. 11-16.

WANT RODEO OR THRILL SHOW
 for 2 afternoons
PURCHASE DIST. FAIR, MAYFIELD, KY.
 August 18-23.
 Largest fair in State except the Ky. State Fair.
BOB CRAWFORD, Secy.-Mgr.

WILLIAMS GROVE FAIR
 FORMERLY GRANGERS PICNIC FREE FAIR
FREE ADMISSION—FREE PARKING
 August 24 thru September 1 inclusive (Labor Day)
WILLIAMS GROVE PARK
 Mechanicsburg, Pa. (10 miles SW. of Harrisburg)
 Can place legitimate Concessions and Family Shows.
 Write or wire: **BOB RICHWINE.**

Burkhart Shows
 East St. Louis, Ill., this week
 Want for Strasburg, Ill., Annual Homecoming, Aug. 18-23; Labor Day Miners' Picnic, Oakland City, Ind., Aug. 25-Sept. 1; then south to Louisiana Fairs: Pitkin, Sept. 6-13—biggest in Louisiana this year; Ville Platte Centennial and Cotton Festival, 8 big days on the streets, parades, free acts and pageants, Sept. 14-21; then Jena, Winnfield, Jonesville, Oak Grove and more to follow. Want Concessions of all kinds, everything works. Want to book two late model major Rides and two Kid Rides. Buck Smith, contact. Want Cookhouse Help, must be capable; good pay and good treatment. Contact per route. P.S.: (Blackie) W. K. Wittingham or Eddie Hawkins, answer.

LISA DEL MAR
 Wants Fire Eater, Fin Cushion, Inside Lecturer, Mentalist, Tattoo Artist and Working Acts for Side Show, also Legitimate Variety Acts for high-class Rock & Roll Show. I have contracted a recording artist. Capable Musicians write. No collects.
ROBI DEL MAR or BOB VERNON, Mgr.
 Gem City Shows, Davenport, Iowa, Fair, this week.

Regina Gate Up; Stands, Mutuels Off

Attendance Shows 9,177 Increase; Royal American Rides, Shows Up 17%

REGINA, Sask.—An increase of 9,177 in gate attendance, a decrease of 4,584 in the grandstand turnout and a decline of \$45,047 in the pari-mutuel play for six days were recorded when the Provincial Exhibition closed here Saturday (2).

Fine weather prevailed during the week and there was no rain. Saturday's attendance was 41,756, down 711 from the final day last year, and the week's total was 219,941, compared with 210,764 in 1957.

The grandstand drew 11,569 patrons Saturday, a drop of 2,382 from last year, and the week's mark was 68,214 as against 72,798.

Saturday's wagering totaled \$196,098, which was down \$16,638 for the day. The week's total was \$830,322, compared with \$875,367 in 1957. Horse racing continued until Wednesday (6).

Royal American Shows on the midway was ahead 17 per cent on the week. Grandstand attractions were Darrell Hornbeck's swappole act and personal appearances by Smiley Burnette and Tex Ritter of the movies.

Gate Up Early

Gate figures were up on Monday, Wednesday and Friday, with Wednesday's total of 43,873 going into the books as the second largest day in the history of the fair. The only other day to beat it was the Wednesday of 1956 when there were 44,078 people on the grounds.

Monday's grandstand total was 16,309, including the children who attended the free morning show, and Wednesday was a big day with 12,994 attending the races and evening show as against 11,535 last year.

Wednesday's pari-mutuel play was \$201,229, an increase of \$9,313.

Thursday and Friday were the hottest days of the week weather-

wise. Gate, grandstand and pari-mutuel figures were down on Thursday and on Friday the gate was ahead 1,795.

An outstanding feature this year was the giveaway of a display home, complete with lot, basement and utilities. The project was handled entirely by the Regina Exhibition Association, with local Shriners selling tickets, and the house was jammed with viewers all week.

Another draw, conducted by the Regina Kinsmen, saw small model cars given away each night except Saturday when a larger model was awarded.

Certain to be continued as an annual feature is the barnyard zoo in which birds and animals, mostly of the farm variety, were on display for the children. The free admission venture, handled by the exhibition organization, was a big drawing card all week.

Delegates to the semi-annual meeting of the Western Canada Association of Exhibitions on Thursday (31) were impressed with the fair's \$500,000 exhibit building which was officially opened on the first day of the fair. The building housed government exhibits and a women's theater during the week and will be used as a curling rink in the winter.

PLAN CLOSED TV CIRCUIT TO FIND KIDS

PITTSBURGH—Lost children and lost parents will be able to locate each other easily this year at the Allegheny County Fair thru the use of a closed-circuit television hook-up.

Fair, which runs August 28-September 1, will feature Rin-Tin-Tin, Corporal Rusty and Lieut. Rip Masters from the television show. Also scheduled are Alaskan dog-sled races, polka contests and an American Legion drum and bugle corps competition.

Cassidy Quits Ky. State; Joins Pyro Concern

LOUISVILLE, Ky. — L. (Doc) Cassidy, veteran director of special events and publicity at Kentucky State Fair, has resigned his position. He has been named vice-president in charge of sales and production for the Chemorama Division of the Ohio Fireworks Display Company.

Cassidy will return to the fair here to direct its program of special events during the September 4-13 run, he said.

Ice Show Pushes Chippewa Over '57

Gate, Grandstand Charge Ahead; Midway Grosses Register 15% Dip

CHIPPEWA FALLS, Wis. — The Northern Wisconsin District Fair, which Sunday (3) wound up its six-day run, equalled its '57 attendance, registered higher grandstand receipts but suffered a drop on the midway.

"Ice Time," booked in by Barnes-Carruthers Theatrical Enterprises, Chicago, sent night grandstand receipts soaring. The icer was enthusiastically received and grew as the fair progressed. The gross for the night show was up 50 per cent over that of last year. A hike of 25 cents in the admission price helped, but the biggest factor was the pull of the

icer, the first ever presented in front of the grandstand here.

On the midway, rides of the Olson Shows turned in bigger receipts than last year but a sharp drop in receipts from shows put the ride and show gross for the full run down about 15 per cent from last year. There were three fewer shows on the Olson back-end than last year.

The Space Wheel, the "double-double Ferris Wheel," had been slated to join the Olson line-up here and thus offset the reduced earning power due to three less shows, but delivery of the spectacular riding device was delayed until Olson's next scheduled stand, Illinois State fair, Springfield.

Earl Newberry's Tournament of Thrills gave matinee performances the final two days of the fair, and the combined turnouts were down about 25 per cent from the same number of performances last year.

BEATS DRUMS

Kansas State Revised Press Setup Scores

HUTCHINSON, Kan. — The Kansas State Fair, which last year updated its entire press and publicity set-up, last week reported the results.

Virgil Miller, veteran executive secretary, disclosed that the fair's publicity agency scored with more than 12,000 column inches of published material in four months. This, he said, represented a 29

(Continued on page 69)

Del Mar, Calif., Midway Gross 50G

DEL MAR, Calif. — A total of \$50,232.30 was earned on the carnival lot by the Southern California Exposition which closed its annual 10-day run here July 7. Income from midway rides, supplied by Fair Time Shows, Inc., was listed as \$24,308.80 and carnival concessions, booked in the main for the fair by Cecchini & Levaggi, \$25,923.50. Total income from concessions was \$113,070.14.

Fair Time Shows, Inc., of which Olivia Waldron is president, played the date as the first of a three-year contract. Cecchini & Levaggi operated for the fair for the second year and the first on a six-year pact.

Other incomes included that from exhibitors, \$35,132.52; and admissions, \$150,207.07, a new record. Paid attendance was 191,683 and gross, 248,039, both new high marks.

Attendance was based on 10 days. In 1948 the gross attendance was 252,306 and paid attendance in 1955 was 197,432 both for 11 days. Fair had its second largest single day attendance of 46,031 on July 4, the record

still being 52,865 on the same day in 1948. This year's event had the record paid single day mark on July 4 of 40,229, and a record 12,130 cars were parked then.

This year's fair chalked up new marks for entries, which totaled 18,578; exhibitors, 3,961; premium awards—not including medals, trophies or ribbons, \$93,033.50, and kids on their day, 6,664. Newspapers devoted a record 17,393 inches to the event. San Diego radio stations were delivered daily releases with 95 per cent used.

A 12 per cent return was received on a brochure offering free parking coupon mailed only to El Cajon Valley residents, considered a prime area for customers.

N. D. State Tops '57 Gate On Longer Run

MINOT, N. D. — The North Dakota State Fair shuttered its first seven-day run here Saturday (2) with a total gate of 93,587 compared with 88,437 in six days last year.

Addition of an extra day and opening on Sunday had been expected to bring the figure up over the 100,000 mark, but an early harvest kept the farmers in the fields, according to Merrel O. Dahle, secretary. While the extra attendance didn't warrant an extra day, he said he thought the seven-day run should be given another chance.

Total receipts for the run were 7 to 8 per cent ahead of last year due to the bigger gate, grandstand and gross from the William T. Collins' Shows on the midway. The night grandstand show, a GAC-Hamid production, built steadily during the week. Top grandstand crowd, however, was the one that turned out for the big car program of night auto races produced by Frank Winkley's Auto Racing, Inc.

Sherman, Tex., Cancels Run

SHERMAN, Tex. — The Texoma Fair and Livestock Show will not be held this year due to inadequate facilities.

According to Howard A. Mathis, agriculture division director of the Sherman Chamber of Commerce, members of the chamber committee and other civic leaders were vitally interested in preparing a 54-acre site at Loy Lake Park for 1959 shows.

Ga. State Looks for Bumper Run

MACON, Ga. — The October 20-25 Georgia State Fair is expected to be a success if agricultural predictions hold up and weather is favorable. The area's corn, peanuts, cotton and other crops are thriving as never before, fair manager Bob Wade points out, and harvests ought to be tremendous. What it means, of course, is added spending money and leisure inclination, and the fair will be ready to accommodate all who want to visit.

The new poultry building, completed last year, is assured of being jammed with exhibits. Other space is also at a premium, due to the large number of exhibitor reservations made at the end of the 1957 fair.

The Gus Sun office will provide a helicopter acrobatic act, animal act, comedy and other numbers. The fair will repeat the bicycle parade for kids promoted so successfully last year, Wade said.

An innovation here is the new lake shore home giveaway being sponsored by the American Legion. The house is being erected on the grounds and will be awarded during the fair. Ticket sale has already begun. The Cetlin & Wilson Shows are repeating on the midway.

Calif. State Inks Ray, Cole, Rodgers

SACRAMENTO—Singer Johnnie Ray has been signed to appear with Jimmie Rodgers and Nat King Cole as a featured attraction at the California State Fair & Exposition night grandstand show, Dudley T. Fortin, fair manager, announced. Shows will be booked and produced by GAC-Hamid for the first time this year on a percentage basis.

Fortin said that Johnny Mathis and Pat Boone, who were booked for the shows August 27-September 7, had withdrawn because of motion picture commitments.

Cole, Ray, and Rodgers will each play four nights during the 12-day fair and will be supported by a chorus line and headline acts.

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Colo. State Sets Sights On 300,000

PUEBLO, Colo. — Clyde P. Fugate, new manager of Colorado State Fair, last week said that with a break from the weatherman, the August 19-24 run could pull a total attendance of close to 300,000.

Attractions to lure this number will include a night grandstand show featuring Nat King Cole, Manhattan Rockets, Tong Brothers, Kari-Karo Dancing Dolls, Victor Julian and His Dogs, Valitha and Aldino, Four Wireguards, and D'Arco and Cee. The show, produced by GAC-Hamid, will be in for three nights.

The Cremer Rodeo, managed by Harry Knight, will be in for the final three days, with Guy Mitchell as the name draw. For the first time in many years two programs of auto racing are scheduled, both under the direction of Carl Mismach, local impresario.

Other features will include the Colorado State baton twirling championship and the National Open twirling tourney.

The Art B. Thomas Shows will again provide the midway attractions.

Abilene Spots Name Acts, Car Giveaways

ABILENE, Tex. — Two additional days have been added to the West Texas Fair, making the dates September 13-20.

This 53d edition of West Texas' biggest attraction promises to top all previous ones—with headline TV stars, Molly Bee, Johnny Cash, and the Goofers appearing in free Shows on the midway has a free Shows, on the midway has a free act to be presented nightly.

Also presented for the first time in the new \$650,000 fair facilities will be a quarter horse and palomino show, and the fish and wildlife exhibit staged by the Fish and Game Commission of Texas.

Climax of entertainment will be a drawing for the new automobile given away each night from the stage on the independent midway. John Womble, president of the fair, says total attendance for the eight-day event should pass the 200,000 mark.

Dayton, O., Adds Model Home to Plant

DAYTON, O.—The Montgomery County Fair has purchased the model home exhibited on the grounds at an April Home Show and will use it during the fair as a staff and hospitality house. Fair dates are August 30-September 3.

Goldie Scheible, secretary-manager, reports that the fair is spending some \$30,000 on improvements this summer. Included will be painting the stock pavilion and sheep and swine barns, black-topping the areas around the buildings, new roofs on the cattle barn and agricultural hall and painting of the horse barns.

The area in front of the grandstand has been recemented and terraced so that boxes and reserved seats can be placed in front of the stands.

Red Bluff, Calif., Tabs 17,902 Gate To Top '57 Count

RED BLUFF, Calif.—An attendance of 17,902, 1,000 more than in 1957, was chalked up during the annual Tehama County Fair, which closed its three-day run here Saturday (26), Joseph A. Soares, secretary-manager, announced.

The fair featured a one-pay gate of 50 cents for adults and 25 cents for children. This included the stage-show starring the Four Knights and booked by Isabelle Whall, of Fun Unlimited Productions, San Francisco; amateur rodeo on the closing night; free dances daily and the Sammy Wammy Fun Show.

West Coast Shows, California unit, played the midway.

Beats Drums

• Continued from page 68

per cent jump over the space obtained the year previous.

Even more imposing was the fact that locally originated stories, which mentioned the fair, increased 141 per cent during the same period.

Miller credits much of the increase to his annual press day at the fair and a promotional tie-up with the Kansas Press Association.

Fair Dates

The complete list of fair dates was published in the issue dated July 28. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O.

Texas

Dalhart—Inter-State Fair. Oct. 2-4. Nick Craig.

CANADA

Ontario

Sutton West—Sutton West Exhn. Aug. 7-9. J. H. Day.
Tara—Tara Exhn. Sept. 23-24.
Tavistock—Tavistock Exhn. Sept. 5-6.
Teaswater—Teaswater Exhn. Sept. 30-Oct. 1.
Theford—Theford Exhn. Sept. 25-26.
Thessalon—Thessalon Exhn. Sept. 11-12.
Thorndale—Thorndale Exhn. Sept. 20.
Tillsonburg—Tillsonburg Exhn. Aug. 26-28.
Tiverton—Tiverton Exhn. Sept. 25-26.
Toronto—Canadian National Exhn. Aug. 20-Sept. 6. H. E. McCallum.
Toronto—Royal Agrl. Winter Fair. Nov. 14-22. C. S. McKee.
Trout Creek—Trout Creek Exhn. Sept. 5-6.
Tweed—Tweed Exhn. Oct. 3-4. J. O. Sager.
Upsala—Upsala Exhn. Sept. 5-6.
Uxbridge—Uxbridge Exhn. Sept. 27.
Val Gagne—Val Gagne Exhn. Sept. 6.
Vankleek Hill—Vankleek Hill Exhn. Sept. 4-6.
Walkerton—Walkerton Exhn. Nov. 5-6.
Wallacetown—Wallacetown Exhn. Sept. 25-26.
Walsh—Walsh Exhn., Oct. 4.
Warkworth—Warkworth Exhn. Sept. 18-19.
Warren—Warren Exhn. Sept. 19-20.
Wardown—Wardown Exhn. Sept. 16-17.
Welland—Welland Exhn. Sept. 9-13.
Wellesley—Wellesley Exhn. Sept. 9-10.
Wiarion—Wiarion Exhn. Sept. 11-12.
Zurich—Zurich Exhn. Sept. 20-22.
Wikwemikong—Wikwemikong Exhn. Sept. 10.
Williamstown—Williamstown Exhn. Sept. 16-17.
Woodbridge—Woodbridge Agrl. Soc. Oct. 10-13. W. M. Myers.
Woodstock—Woodstock Exhn. Aug. 21-23.
Wyoming—Wyoming Exhn. Sept. 19-20.

Petaluma, Calif., Assured of New Attendance Mark

PETALUMA, Calif.—Altho no final figures were available, the four-day Sonoma - Marin District Fair, which last year pulled 27,866, was certain to set another record, Dom Fusaro, secretary-manager, said. Dick Hemstead Rodeo on Saturday night and Sunday afternoon, (3) closing day, was reported up 23 per cent over 1957.

Grandstand attractions featured the Miss Sonoma County pageant on opening night, Thursday (31) with the Carlssons and the Four Knights. On the Friday and Saturday shows were Eddie Bartell, emcee; Burns Twins and Evelyn, Ford and Williams, Nancy Long. The Madcaps. Sunday's show had Kenny Burt Trio, Lloyd and Susan Willis, Hennessy and Flora with the Carlssons returning.

Tommy LaRosa presented his "Man From Mars" under local sponsorship in the Main Exhibit Building.

Great Western Shows, headed by Ray Cox, played the midway. Dime rides were featured on kids' day Saturday when a moppet parade was staged downtown.

Hal Harper operated his "Lost child" car on the grounds and directed the parade.

Stockton, Calif., Inks Rex Allen As Rodeo Name

STOCKTON, Calif.—TV performer Rex Allen will be featured for three days at the San Joaquin County Fair to be held here for 11 days starting August 14, R. E. Walker, secretary-manager, said. Allen is being booked by Russ Stapleton, of Fanchon & Marco, Hollywood.

Allen will appear in connection with the rodeo on August 21-23. Stapleton has also contracted the Frontiersmen for the date, along with the Skylarks, TV singing group. The latter will appear August 16 only.

F&M will also book the grandstand shows for the first four days. Stapleton is now setting the talent.

Another \$500 Pledged for R. I. Annual

EAST GREENWICH, R. I.—Another \$500 is being contributed for the preservation of the Rocky Hill Fair, threatened with extinction when the General Assembly failed to pass its annual \$11,000 appropriation this year.

John Rego, State director of agriculture and conservation, is setting aside \$500 from his fund for promotion of agriculture. The August 19-24 fair previously was promised \$4,000 from the State's two racing associations at Narragansett and Lincoln Downs.

Baldschun Adds To TV Stable

VAN NUYS, Calif. — Clyde Baldschun, personal manager and show producer, is going strong on Western television stars and is now representing Scott (Jim Bowie) Forbes, Dennis (Chester of "Gunsmoke") Weaver, and Kelo Henderson and Tris Coffin of "26 Men" for fairs and expositions. He also continues to handle Duncan (Cisco Kid) Renaldo and Pinky Lee, the TV comic.

Renaldo and Forbes will appear at the Wabash County Fair in Terre Haute, Ind., with Renaldo there on August 11 and Forbes opening August 12 for three days. Renaldo is also set for Princeton, Ind.; Baton Rouge; Kalamazoo, Mich.; Boston; Keene, N. H.; Cincinnati, and Michigan City, Ind. Forbes plays events in St. Louis and Charlotte, W. Va.

Henderson and Coffin are set for five days starting August 31 as the featured attraction of the horse show and rodeo in Monroe, La. Weaver has been signed for a three-day event in Coffeyville, Kan., starting August 29.

Pinky Lee, currently in Las Vegas, starts his personal appearances in Aylmer, Ont., August 18. Dates this month include Escanaba, Mich.; Croydon, Ind.; Woodstock, Ont., and Hazelton and Stoneboro, Pa.

Falmouth, Ky., Cancels Out

FALMOUTH, Ky.—The Falmouth Fair, which has been operated for the past seven years by Mr. and Mrs. Nelson Breeze, has been canceled this year due to illness of Breeze.

Since the fair was first presented in 1951, it has grown in almost every department, and has included 4-H, FFA and open participation in a wide variety of exhibits.

Breeze, longtime midway showman, has been ailing in recent months and called off this year's run on the advice of his physician.

HUMBOLDT, Sask.—Gate receipts for the 13th annual two-day fair of the Humboldt Agricultural Society totaled \$3,068, a drop of \$112 from last year. The first-day gate was down \$205 and the second was up \$94.

Admissions to the four grandstand performances by Bob Di Paolo's KBD Enterprises, Calgary, were off from last year, but one show by the Auto Daredevils drew well enough to help take up some of the slack. Gayland Shows were on the midway.

PNE to Feature Space Travel, RCMP

VANCOUVER, B. C.—British Columbians, basking in 100 years history this centennial summer, will be taken into the world of tomorrow when the Pacific National Exhibition opens August 18.

Grounds and buildings have been revamped, a \$1,000,000 playground added and the carpet is out for an expected crowd of 1,000,000 visitors.

The big attraction at this year's fair will be a glittering, silver monument to science, as high as a seven-story building. Visitors will enter this rocket by a sweeping ramp and when inside moving galaxies on a velvet darkness will give a sensation of space travel.

Top entertainment for the first week of the fair will be provided by the Royal Canadian Mounted Police in front of the grandstand. Sam Snyder's "Water Follies" will perform in two of the largest portable pools to be set up in Empire Stadium the second week. The new amusement park next to Empire Stadium will be opened on a permanent basis.

Other features will be an Eskimo family and their igloo. General Motors Preview of Progress, a

40-minute non-commercial show, will run every day of the fair from the Electrical Building Plaza. Captain Jimmie Jamison, high-fire diver, will do his stuff twice daily. Defense Minister G. R. Peakes, V.C., M.P. will officially declare the exhibition open from the stage of the Free Outdoor Theater at 3 p.m. August 18.

Norwich Tops 1957 Mark Of 69,000

NORWICH, N. Y. — Chenango County Fair had its best season on record as a certainty, as of last Thursday (7). Last year's 69,000 admissions were due to be exceeded, secretary Len Tyler reported, as a result of good agricultural and employment conditions in the area, plus favorable weather.

With the exhibit hall sold out, the fair came up with a 250-foot-by-42 exhibit tent and had no trouble filling it with commercial exhibits. For 1959 it appeared a pair of such tents would be used, since the exhibit hall space was all reserved for 1959 before the fair let out.

Attendance was about 15 per cent ahead thru Wednesday, with the big firemen's night yet to come on the following evening. Leo Carrillo was set for closing day, Saturday (10), when there was to be giveaways of ponies and bicycles.

Grandstand business was good. Barnes and Carruthers had the Keefe Killinger band present for the week. There were the Motor Olympics performing on Monday night (4), local talent on Tuesday, harness racing with acts on Wednesday and Thursday afternoons with the Rollercoaster of 1958 at night, and the Aquacarnival on Friday and Saturday nights, for which advance sale of reserved seats was very good.

Belleville, Ill., Draws 125,000 To Seven-Day Run

BELLEVILLE, Ill. — The St. Clair County Free Fair closed its seven-day run here Sunday (3) with an estimated 125,000 attendance that surpassed any previous year. The big crowds were registered despite one afternoon and evening that were practically lost to rain.

Top crowd of the week was an estimated 20,000 that turned out for the crowning of the Harvest Queen on Thursday evening.

E. L. Winrod's Monarch Exposition Shows reported good midway takes, with total grosses up close to 20 per cent over a year ago. This was the third year for the show at this fair.

Midgets Revived At Du Quoin After Four-Year Hiatus

DU QUOIN, Ill. — The Du Quoin State Fair will revive midget auto racing this year, marking the first time since 1953. The midget chauffeurs will compete in a 100-mile USAC-sponsored meet August 31.

For the first time the fair will hold 100-mile championship auto races on all three afternoons of the Labor Day weekend. In addition to the midgets, stock cars will run on Saturday and speedway type cars on the holiday.

The fair's oval was resurfaced this year.

Newfoundland, Pa., Extends Run to Four

NEWFOUNDLAND, Pa.—The Green-Dreher-Sterling Fair has extended its run to a total of four days and will operate August 20-23, Bob Staph, secretary, announced. Fair has added a 42 by 80-foot exhibit hall and a new bandshell-stage, 36 by 24 feet.

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Kelly-Miller Wins Despite Weather

Washington Unemployment Cuts Earnings; Reaches Halfway Point in Tour

BELLINGHAM, Wash. — Despite bad weather and tighter money due to unemployment, the Al G. Kelly & Miller Bros. Circus has been racking up steady business during its tour of Washington. Sunday (3) marked the half-way point in the route. The show from then on will be working its way back to its Hugo, Okla., winter base. Business for that period was ahead of the first half of the 1957 season, show execs reported.

Russian Show Does Only Fair At Brussels

BRUSSELS—The Moscow Circus, which opened here on July 9 and is skedded to remain here until August 17, has not created the sensation that the Moscow Circus did which played here two years ago. The present circus is not playing, as originally planned, in the 2,000-capacity Cirque Royal, but is using a big top seating 5,000, pitched on a square in the outskirts of the city.

Bill includes Cossack riders, animal act, acrobats, tumblers, aerialists and jugglers, but the two acts which seem to be featured are an old-style juggling act and an animal act, which has such a bizarre assortment of animals, ranging from pigeons to a hippopotamus, that no one seems able to correctly list all of them.

The featured juggler is Vsevolod Herz, who juggles cannon balls and other hefty objects. He is hefty and muscular, and is lavishly presented with costumed assistants and numerous props. Vladimir Dourov handles the animal group and succeeds in keeping bears, foxes, cats and rats from devouring each other or the rabbits, pigeons, ducks and roosters, which are also in the act, along with an elephant, a sea lion and a zebra.

Also on the bill are the Vladimir Doveik Troupe of tumblers; Khazovs, aerialists; Ossinkis, equilibrist (pedestal); Vera Sabina, wire walker; Minossians, acrobats; Paulina Tehernega and Stephane Razoumov, aerial novelty; Balakines, gymnasts, and Oleg Popov, clown.

Less Competition

Business should be good as it no longer has competition from the defunct American Rodeo and Wild West Show and the 20-day stand of "Holiday on Ice," which ended at the Palais des Sports on July 20. Rene Bady's big "Nouvelle Eve" (Paris) revue, with a fine bill of big-time acts, also has closed after a short run at the Theatre des Galeries. The well-known "Ancienne Belgique" cabaret, which had been sublet by its operator, Georges Mathonet, for the duration of the exposition, went on the rocks, and its former operator has taken it over and will reopen it on September 6.

Bad weather has also been prevalent in Belgium this year, and this has not only affected show business in Brussels but has forced a number of touring tent shows to fold. Among those closing was a new "Music Hall" (vaude-circus) show organized this spring by members of the De Jonghe (cir-

The final week in July was hurt by extreme heat and humidity, and the lack of employment hurt during the same period. All forestry operations were cut in a number of spots due to dry conditions, and crops in the area were suffering from the heat.

The stand here Saturday (2) pulled a capacity business after a light matinee the day previous and a good night turnout. Lynden (31) registered two good crowds, with Anacortes, the day previous, coming up with a half and three-quarters. Despite extreme heat at Oak Harbor (29), the show did a good night business, but the afternoon was light. The extreme heat was also felt at Arlington and Mount Vernon and afternoon attendance suffered.

Everett, Wash., played Saturday (26), pulled capacity crowds; Kirkland (24), a half and straw; Renton, one-third and a straw, and Auburn a straw night house.

Sam and Mary Sylvester joined clown alley and Jimmy and Benny Rossi returned to Hugo.

Obert Miller entered Baylor Hospital, Dallas, for surgery.

Akron Okay For Cristiani Despite Rain

AKRON, O. — Cristiani Bros. Circus scored good business at its three-day stand here, Thursday thru Saturday (31-2), despite an opening-day rain that virtually washed out most activities.

Show trucked here on a long jump from Evansville, Ind., only to run into a rain of record proportions on Thursday that held down ticket sales for the one scheduled evening performance to a reported 237.

On Friday the seats were about half occupied for the matinee with a straw house that night. The Saturday afternoon show was a good three-quarters with a full house that evening.

The big top was put up inside the Rubber Bowl with the menagerie, Side Show and cookhouse outside the structure. Side Show reportedly had its best business here since Philadelphia.

Eddy Kuhn arrived late on Wednesday afternoon after leaving Evansville at 10:30 p.m. the day before. The hippo truck was delayed by a broken wheel and didn't show up until Friday.

Among the visitors here was Ben Davenport.

Birmingham Okay For Ringling Show

MEMPHIS—Ringling Bros. and Barnum & Bailey Circus opened to a strong first night crowd here Monday (4) when an estimated 4,500 turned out for the bow performance. Show was in Russwood park.

Show moved here from a two-day stand in Birmingham where in four shows it pulled 20,000. Set up in 12,500-capacity Rickwood Field, the two afternoon shows pulled approximately 3,000 each with the night performances 5,000 and 8,000. Rain on Friday (1) practically washed out both performances. In fact, the only good weather was for the Saturday evening show which drew the top turnout.

Show garnered top publicity the day before it arrived in Birmingham. Elephants and horses came in that day and much space was grabbed by a mix-up on where they'd be unloaded. Police, rail-

road officials and the SPCA all participated. The Atlanta stand, played prior to Birmingham, was big with manager Art Concello reporting a \$60,000 gross in three days, despite rain on one night. He also reported Knoxville and Chattanooga were strong with Louisville disappointing.

cus) family; Cirque Mme. Arthur Semay, a long-established circus, and Cirque Espagnol, operated by the Verswyvel Brothers. As a general rule showmen operating at big European expositions can look for a notable upswing in business toward the close of August, as many of the leisure class, with money to spend, put off attending such expos until the latter part of their run in the expectation that they will find them less crowded. Also outdoor showmen from Great Britain and Scandinavia will flock to Brussels after the park and resort seasons have ended—some of them with hopes of picking up bargains in used rides and park equipment.

Maurice Esson, former trombonist with the Sells-Floto and Robbins shows, is in Veterans Hospital, Boston, for surgery. He would like to hear from old Sells-Floto troupers.

MICHIGAN BIZ BIG FOR BEATTY

Benton Harbor, Muskegon Strong; Traverse City Scores Two Sellouts

BENTON HARBOR, Mich.—The Clyde Beatty Circus, after a winning tour of Canada, racked up almost equal business thruout Michigan.

Show pulled almost a full house at the afternoon show here Sunday (3) with the night crowd half filling the seats. Two strong houses were registered at Kalamazoo (2) despite the fact that Hagen had been in two weeks before.

An overflow crowd moved onto the lot at Muskegon (1), and the day was capped by a full that night. Bolstered by a big advance sale in Grand Rapids (31), where Pascal Guilano handled the promotion, the show played to two strong crowds. The Variety Club went all out in heralding the date.

At Battle Creek (30) the show broke in a new lot some six miles

from town but came up with two good crowds, nearly full at the matinee and full at night.

Two sellouts were reported at Traverse City (29) and two good crowds at Cadillac the day previous. At Mount Pleasant (27), the matinee was filled with no night show scheduled.

Visitors during the Michigan tour included Jerry Collins and Randolph Calhoun, associate owners of the show.

Beers Skeds Pittsburgh Suburb Dates

PITTSBURGH, Pa. — Beers-Barnes Circus will make its initial tour of nearby suburbs the week of August 18.

First stand will be Monday (18) at Avalon-Bellevue, which hasn't seen a circus since the last rail tour of the Hagenbeck-Wallace show. Two days later it will play Sewickley and a number of other spots before moving east.

Bailey Set for Aug. 20 Bow

GAINESVILLE, Tex. — Plans are going ahead at a rapid pace here at quarters of Bailey Bros. Circus, which springs August 20 at Beaumont, Tex., according to Bob Stevens, owner-manager.

Cuneo's Paramount Bears have been added to the line-up, along with the Riding Dorchesters and Dick Clemen's cats. Arden Beecher and Tito will be in clown alley, with Mickey McDonald producing. Eddie Frisco will join with his comedy car, and Don Rey's band will provide the music.

Bill Moore is handling the Tulsa promotion. A new back-drop has been purchased from the Hoosier Tent & Awning Company, Indianapolis. Glen Henry is building concession stands.

Adams Scores At Superior

SUPERIOR, Wis. — Adams Bros. Circus racked up a big day here Thursday (31). Aided by excellent weather, the matinee performance was an overflow and the night show almost full.

The evening show was delayed until 9:15 p.m. as the city merchants were promoting a big sale, and remained open until 9 p.m.

Weather hurt the show at Grand Forks, N. D., Sunday (3). Rain fell and threatening weather all day was credited with holding the day's business to two quarter houses.

Good business was chalked up at Grafton, N. D.; Tuesday (5). Harvest operations, which were in full swing, held-down the matinee to a half house but that night the performance drew an almost full house.

Mamaroneck, N. Y., Fills Hunt Tent

MAMARONECK, N. Y.—Hunt Bros. Circus did strong business here Tuesday (5). Aided by clear weather, the show pulled a big afternoon crowd and almost a full tent for the evening show. Show was the first one to play this locality this season.

Hunt Hits Break-Even Point a Month Later

MILFORD, Conn.—Hunt Bros. Circus, which annually announces when a point has been reached when the show could go into the barn and still show a profit, reached that milestone here Sunday (3), according to Harry T. Hunt.

"It took a bit longer than usual this year," said Hunt. "Usually we reach it about July 4, but the time has again come when we could close, if necessary, and still show a profit over the season's operating costs and investments in improvements."

Old Saybrook, Conn., played Thursday (31) was a bad day weather-wise but a good one for business. The rain started at 7 p.m. and then settled into a steady drizzle that lasted thruout the night. In addition to the bulls and

show-owned equipment, it took a local tractor to get it off the lot.

The personnel enjoyed their Saturday (2) stand at the Plainville Stadium, which is owned and operated by Joseph Tinty and his daughter, Beatrice, who handles publicity and promotion for the location.

It racked up good business Friday (1) at Middletown, Conn., where it pulled a three-quarters and 60 per cent crowds. Lot there was owned by Richard Coleman, of Coleman Bros. Shows.

Show was nearing the end of its New England tour and was heading for its traditional string of Long Island stops.

Milford, Conn., played Monday (4), had a half house in the afternoon and a near-full at night.

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ROLLER RUMBLINGS

• Continued from page 60

novel ideas and good promotion into one of the best-paying sessions of the week.

Family Night has paid off very well and, Sutphen says, "for most every rink that has tried it." The idea is to encourage broad family participation in the fun of skating by admitting the whole family for \$1. This may include some members of the family who will not want to don skates themselves, but it gives them a chance to see the favorable conditions under which the rink is operated and makes them eager supporters of skating for the youngsters.

Wrist watches, skates and other prizes have been used steadily to draw from a wide area. These have usually been given away on a drawing basis. Skato was used every Friday night, drawing good

attendance. It featured an Emmett Kelly (clown) doll prize during the past winter season.

Builds a Slow Session

The usually slow business at the evening session on Easter Sunday was given a big boost by the use of a Treasure Chest and Pot of Gold combination. Incidentally, the closest guess came only one penny off the precise count, and three skaters shared in the award.

Advertising is used to publicize the promotions, including hand bills and large lobby ads by the prize donors. Bicycles and ponies are especially popular as giveaways. The result is that young skaters have learned to expect something different at the Dearborn Roller-drome. Thus their attendance habit has been stimulated by the appeal of novelty.

Parties for church groups and other special promotions are especially urged by Sutphen who, incidentally, offers to share his experience (without charge) with rink operators, who may write him at 16540 Monica Avenue, Detroit.

New Rollery Opens In Pendleton, Ore.

PENDLETON, Ore.—A good-sized crowd attended the grand opening of Pendleton's newest recreation center, Matlock's Roller Rink, located in the former Alta Theater Building. Henry Matlock is the operator, until recently owner of a local jewelry store.

Marvin Facher Named Treasurer of URO

BLADENSBURG, Md.—Marvin Facher, general manager of the America on Wheels chain of rinks, was named treasurer of the United Rink Operators at that association's semi-annual meeting held here July 10. He succeeds William Schmitz, who is now devoting full time to another business, and will fill the latter's unexpired term. The appointment was made by President Robert Baker, who lauded Schmitz, a charter member, for his many years of service. Members, by unanimous vote, directed that the secretary write a letter of commendation to Schmitz, thanking him for past services and expressing regret at the termination of his membership.

It was also reported that Robert Yoder, association vice-president, was hospitalized for serious burns received in an accident and was without insurance. Members present contributed \$436 for his assistance.

Attention was called to the fact that the next MARSU trade show is to be held September 15 in Hartford, Conn.

Members and guests at the meeting included: Connie Macklow, Park City Skateland, Bridgeport, Conn.; Mr. and Mrs. Pat Alulse, Bladensburg Arena; Milton Aranson and Ira Hirsch, Johnny Jones Jr., Pittsburgh; Mr. Wiechloch, Riedell Shoes, Inc., Red Wing, Minn.; Vince Devitt, Raybestos-Manhattan, Inc., Bridgeport; Mr. and Mrs. Perry Giles and Mr. and Mrs. Darrell Stenke, Curvecrest, Muskegon, Mich.; William Davis, Skatarena, Tecumseh, Mich.; Clayton LeMay, Riverside Arena, Livonia, Mich.; Mr. and Mrs. Jack Edwards and Mr. and Mrs. Marvin

Mac McClosky, announcer on Hunt Bros., was the house guest of Mark E. Woollard when the show played Meriden, Middletown and Plainville, all in Connecticut. Hunt personnel were guests of Ben Segal, producer of the Oakdale Musical Theater in Wallingford, Conn., and caught the show, "Most Happy Fella" . . . Ray Harris, former clown, has taken a leave of absence from his job as manager of a Los Angeles drive-in theater, and is currently touring Europe. Reports he visited five circuses there, all of them getting good crowds.

The Allens of bear act note, visited Bill Green's Rare Bird and Animal Farm in Fairlee, Vt., recently. Other visitors included folks from both Hunt and Mills circuses. . . . George Lake, currently working parks and celebrations around Pittsburgh, writes that Floyd Moser is in Pittsburgh Tuberculosis Sanatorium, Room 7, Ward B, Washington Boulevard.

Chuck Burnes reports from the Ringling show that Dorothy Yerkes is snapping back fast from her appendectomy. The Hugo Schmid family joined. . . . Chico White and her baby are back with it. . . . Felix and Amelia Adler are continuing on the advance, while Burnes continues to make radio and TV appearances. . . . Rusty Parent celebrated her birthday with a party for friends. . . . Sheik Grinnel left to make fair dates with his novelties. . . . Visitors included Merle and Nina Evans, Ricki Ricardi, Babe Floyd, Mr. and Mrs. Pat Valdo, Max Weldy, Jimmy and Peggy Ringling and Johnny Soule.

Fred Pfenning, George Hubler and Jack Sweetman caught Cristiani in Akron, O. . . . Following Chicago Shrine dates, Henry Kyes went to Eau Claire, Wis., to visit friends. . . . Mr. and Mrs. R. C. Bon Seigneur and Mr. and Mrs. Karl Kae Knecht, all of Evansville,

Facher, America on Wheels, Elizabeth, N. J.; George Petrone, Levittown (N. Y.) Arena; Anthony Callahan and mother, Watsonville (Calif.) Rink; Tom Brown, Alexandria (Va.) Arena; Mike Melcher, Roller Skating Foundation of America; Bruce Irvine, National Arena, Washington; Mr. and Mrs. Robert Craig, Oak Ridge Roller-drome, Gary, Ind.; Charlotte Yoder, Sinking Spring (Pa.) Skatarena; Robert Kinsley, Twin City Arena, Elizabeth, N. J.; Mr. and Mrs. Steve Seipp, North Avenue Rollerway, Chicago, and guest, Mrs. Cepelus, Just for Fun Rink, McHenry, Ill.; Mr. and Mrs. Don Victor, Highway Arena, Colonial Heights, Va.; George Apdala, U. S. Amateur Roller Skating Association, Mrs. Vi Koch, Skating Reporter, and William Davis, new member of the URO.

Skating News Notes From the East Coast

America on Wheels' Levittown (N. Y.) Arena cheered the James Girwood Trophy, emblematic of the high-point winners of the New York State inter-club contest by the Associated Roller Skating Clubs of New York. . . . Hillside (N. Y.) Roller Rink has been drawing numerous religious groups to special sessions. . . . Irene Donza won the roller queen contest at Mineola (N. Y.) Rink.

Max Kase, sports editor of The New York Journal-American, was presented with a gold skate award by Joe Shevelson, vice-president of the Roller Skating Foundation of America, for the J-A's contribution to skating. . . . Debbie Milne, two years old, of New Jersey, was the youngest competitor in the U. S. Amateur Roller Skating Association championships at the Bladensburg (Md.) Arena. . . . Outdoor roller skating is going over big at two Long Island recreation centers, Jones Beach and Salisbury Park. . . . Insiders claim the New York City Board of Estimate will kill plans for a combination public roller and ice rink in Prospect Park, Brooklyn.

UNDER THE MARQUEE

Ind., attended the final performance of the Ringling show at Louisville. . . . Don Rey, organist; Jimmy Goff, drummer, and Kenny Richards, trumpet on Rudy Bros., close August 13 at Los Alamos, N. M., and will join Bailey Bros. in Beaumont, Tex., August 20. Rey will also have popcorn, snow and floss.

Kitty Kelly Roustrom, Polack Circus, passes on the info that Mac McDonald, bull man, suffered painful injuries to his shoulder and ribs at Chico, Calif. The injuries came while McDonald was riding in a truck with the bulls. The vehicle turned a corner and an elephant was thrown against the trainer, pinning him to the truck wall. Surgery was necessary. His wife, Peggy, who is working the bulls, reports Mac is on the mend.

Kenny Jackson, Allie Lorraine, Will Carlson and Mickey Walsh were daily visitors in Redwood City, Calif. . . . Fritz Freilanis has a new 18-foot house trailer. . . . Mrs. Bessie Polack hosted Mrs. Carl Sedlmayer Sr. and Mrs. C. J. Sedlmayer Jr. at the circus in Calgary. . . . Wally Newbury commuted from Redwood City to San Jose, Calif., to be with his wife and son.

Carmen Ferroni visited Jose Palacio, and Flo Gonzales visited her husband, Kiko, of the flying act. . . . Jimmy Rison has recovered from his recent illness and left for Baltimore and Philadelphia. . . . Antar Wazzan has his head shaved. He lost a wager with his sister, Fatima.

A party of Connecticut fans visited Mills at Southbridge, Mass., William H. Flanagan, Hartford, Conn., reports. Included were Carl Pratt, Mr. and Mrs. Norman Bigelow, Mr. and Mrs. Howard Chamberlain and family, Albert Loeffler, Mr. and Mrs. James B. Hoyer, Mr. and Mrs. Gordon B. Pepion, Charles C. McNamara, Art and Henry Gunther, Ray Flint, Mr. and Mrs. Joseph P. Carberry, Frederick J. Carberry, Frank Sullivan, M. V. Francis, W. Lacouline, Mr. and Mrs. R. Burnett, Eric Olson and Mr. and Mrs. Oscar V. Jacobson.

Don Marcks spent a week with James Bros. Circus in California. . . . The Juggling Carlsons played the Sonora County Fair in California. . . . Jimmy Jamison was the free act at the Antioch, Calif., fair.

Frances and Elsie Kitzman, car manager and contracting press agent respectively, have closed with Al G. Kelly & Miller Bros. and are back at their Rochester, Minn., home. . . . A regional meeting of the Circus Historical Society was held on the Cristiani lot at Akron. The program included a colored movie of the show. CHS President Fred D. Pfenig Jr. spoke briefly. . . . Belmonte Cristiani Jr., four-month-old son of Mr. and Mrs. Belmonte Cristiani, was baptized while the Cristiani Circus was in Akron. Mr. and Mrs. Tony Diano are the youngster's godparents.

Cole Promotional Switch Wins in S. D.

MITCHELL, S. D.—The George W. Cole Circus turned to phones for this date and racked up two strong houses despite rain and high winds, John A. Frazier, promotion director, announced. The change to phones was made after a poor spring and early summer business.

WANT

One large town Promotional Director capable of handling good auspices—must be immediately available. Can also fit in several good Phone People—who can handle smaller towns or get ready for own promotions by helping finish this year's dates. No lay-offs—no hold-backs—no lost time. Straight thru Holidays into next year. If you can work clean—call **JACK KELLY, Gen. Promotion Mgr. Tommy Scott Shows, UN 2-6460 or 2-9675, days, or UN 3-3314 evenings, Burlington, Vt.**

WANTED

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4 PHONEMEN 4

Have phones open for four men. Auxiliary Police sponsor. Contact **A. J. WIESNER** S. A. & K. Bldg., 200 E. Genesee St., Syracuse, N. Y. Phone: Harrison 2-2131. P.S.: Wm. Frew, contact immediately.

8 PHONEMEN 8

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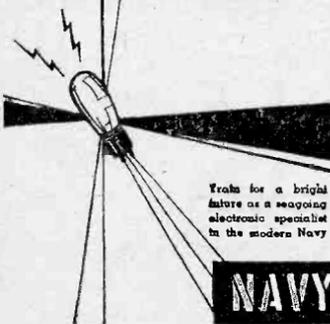
...is one of the seven commonest danger signals that may mean cancer...but should always mean a visit to your doctor.

The other six danger signals are—Any sore that does not heal...A lump or thickening in the breast or elsewhere...Unusual bleeding or discharge...Any change in a wart or mole...Persistent indigestion or difficulty in swallowing...Any change in normal bowel habits.

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American Cancer Society

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SETS SCORE

Novelty Kick Hypos Necktie Volume

By IRWIN KIRBY

As long as there has been low-cost merchandise, the tie business has not wanted for representation, and the same factors which have affected other phases of the merchandise trade have made their marks on this one. Like other lines in the field, ties have gotten sales stimulation from the introduction of new and novel items, while certain standbys continue to get steady, altho not sensational, grosses.

The latest in this novel category, in which the mirror item held forth for years, is the three-piece set which made an appearance last winter. Style-wise, outdoor showmen who journeyed from Miami to the Northern fair conventions were sporting matching ties and breast pocket handkerchiefs. The tie is affixed to the shirtfront with a tie-tack clip stickpin.

Prices of this item have ranged as low as \$9, but now it is available in a tremendous range of colors and patterns for \$7 a dozen. It comes boxed for only \$1 additional per dozen. What this price development means is that the set, which originally retailed for as high as \$6.50, can now be sold for around \$1.50. In fact, there need be no inhibitions in pricing it higher, especially when boxed, for it has a classy, good-value appearance.

The three-piecers are made of regular tie fabrics, primarily acetate and rayon blends. Department stores have become big displayers of the item, which now can be offered at low prices by street workers, house-to-house agents, concessionaires and novelty store operators. Sets are also available boxed in belt-tie combinations at \$7.50 a dozen for boys' sizes and \$9.60 for adults. In nylon, there is a tie and hose set at around \$16.50 which has done fairly well since its introduction two years ago.

Since agents prefer a general 40-50 per cent profit margin, and since ties are among the few unbranded items of quality appearance, these various sets possess increased value to the salesman. Sets are, of course, in addition to the regular line of low-cost ties which wholesale as low as \$3.60 a dozen (\$3.80 for bow ties). At this price the salesman can turn his stock over at 50-65 cents and compete favorably with high pressure competition while still doubling his investment.

Biggest Thing In Years

Sets are the biggest thing for the tie market in many a year. The many variations include a bow tie-kerchief pairing as well. The ties cited come in modern slim shapes, rounded, square and V-point ends, with embroidered motifs, woven fabrics and neat foulards in virtually every conceivable color.

The sets are the latest in a long line of novelties which have buoyed up the tie business for decades. The mirror tie is a hand-painted scroll offering first names or regular and racy slogans. Now easily recognizable, it hit with a bang several years ago. Two adjacent applications, one of them reversed and the effect being of a symmetrical pattern, can be deciphered when the tie is held horizontally.

Tie prices were very low in the early 1930's, with \$18 a gross being not uncommon. But those days are gone and perhaps forever. Costs of labor and material rose steadily thru 1947, but have relaxed since then. Just before 1940 agents could get ties at \$2 a dozen. Today, \$3.60 is a darned good price and many are jumping at it.

Mirror ties seem to have hit a level at which they will remain for years, unless some new interpretation comes along to give them new sales propulsion. An old favorite which seems to be coming back is the feather tie, wherein a real feather is affixed to the fabric. Pleated ties are also doing better nowadays. Jersey lurray material, originally quite flashy because of its natural glitter qualities (it interspaces metallic threads in the fabric) is now more subdued in nature. Popular in gaudy belts and shirts, it is available in a variety of quiet but impressive ties for \$7 a dozen.

PIPES FOR PITCHMEN

CHAUNCEY WHITEHORSE . . . 22, whose death was reported briefly in the Pipes column of the August 4 edition, died July 26 in a motorcycle accident, according to Eugene and Dorothea Heffling, pitch folks of Alverton, Pa., who are close friends of the Whitehorse family. Whitehorse lost his life when his heavy cycle fell on him on the parking lot in the Heidelberg (Pa.) Raceway. His parents, Chief Lee Whitehorse and Princess Yellow Robe, veteran med workers who made their home in Pittsburgh, and his brother, Robert, 16, were in Chicago when notified of the death. A full-blooded Sioux-Arapahoe Indian of Oklahoma and South Dakota, young Whitehorse

grew up in show business. From the time he was two years old he appeared with the family show at rodeos, fairs, carnivals, etc. When six years old he would stand with a wooden apple on his head and let his father, billed as the 20th Century William Tell, shoot it off with bow and arrow from 20 paces. His great grandmother on his Sioux mother's side was an aunt of Sitting Bull. He graduated from high school four years ago. Also surviving is a sister, Mrs. Fawn Stitman. An impressive funeral procession was headed by a score of uniformed honorary pallbearers mounted on motorcycles, friends and members of the AMA (Continued on page 73)

WATCH VALUES **BULOVA! ELGIN!**

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Letter List

Continued from page 57

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Parcel Post

Malbin, Ed, 10¢

Allen, Kenneth & Julia
Allen, Wilbur H.
Atkinson, F. M.
Azbill, Mr. & Mrs. O. D.
Babb, J. E.
Barker, Mrs. Floyd
Beezley, James C.
Bookedason, Ben
Booz, Edward G.
Boudreau, Mrs. A. A.
Bouillion, Frenchy
Broadway to Revue
Buchanan, Paul
Burslem, Charles John
Caloian, Carl A.
Cameron, Bill
Carlyle, Malcolm
Carman, Culey
Carpenter, Walter E.
Cavins, Jimmy
Cherry, John M.
Clark, Jack
Cooper Sr., Russell L.
Creighton, Mrs. Mamie
Cullinan, Dick
Dantzier, Kenneth
Danuspeck, R.
Davis, Leslie H. & Thelma H.
Diaz, Isabel
Elder, Charles W.
Engerer, Ernest
Fasnacht, Russell M.
Fehl, Morris
Ferguson, Danny
Fox, Beamy
Fry, Mrs. Harvey
Garguilo, Thomas
Garnick, John
Gibson, Raymond
Gonsalves, James
Harmon, Mrs. William
Hart, Jeannette
Hollenbeck, H. C.
Hontz, Samuel
Howard, Lucky Joe
Hovrey, William H.
Hunter, Roy
Ishenower, Geo.

Sandusky, A. D.
Sellers, Jack
Shelford, Wm. B.
Shelford, Mr. & Mrs. Wm.
Silcox, Mr. & Mrs. Joe
Silcox, Miss Jo Ann
Simms, James K.
Stair, Robert
Stanley, Joe
Star, Hedy Jo
Starnes, Lucky
Stoddard, Jack C.
Strates & Rhodes
Taylor, W. E.

Teter, Mrs. John Varone Jr., Anthony
Waiker, Jimmy
Weidaman, Ed
West, Mrs. Ralph
West, Ralph
White, Rodney
Whitson, Mr. & Mrs. L. W.
Whitlenbeck, C. W.
Widaman, Ed & Artie
Williams, D. M.
Wingfield, Harry
Yehle, Frank X.
Young, Roger
Zimmer, Florence

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

Adams, Frank J.
Borden, Lee
Broudy, Paul
Buchanan, Thos. Pat
Buchanan, M. J.
Carrow, B. T.
Clair, I.
Dixon, Mildred
Gabby Bros. & Clark
Geroud, Clarence
Gloor, Gus
Gobby Bros. & Clark
Gilbert, Sadie
Gonder, William
Gustow, Morris
Hassel, Eugene
Judge, W. E.
Johnson, Alva

Jones, Billy
Kelley, Frank
Langigan, John P.
Meyerhoff, Larry
Miller, N.
Miller, Tom & Joe
Parker, Madeleine
Razaf, Andy
Romero, Don
Russell, Harry
Ryan, P.
Sanford, Hester
Seaton, Bill
Scurlock, H.
Stevens, Frank
Warren, Dean C.
Worth, Phil
(St. Leon)

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

Bejar, Harry
Beers-Barnes Circus
Bishop, Jack
Bohmann, Mrs. Patricia
Burns, Doc
Cox, A. V.
Davis, Stanley M.
Harris, Chuck
Johnson, James
Jovland Park
Julian, Paul

Kelley, Frank (Red)
Knies, Leo
La Breche, Charles
Lee, J.
McCombs, Eddie
Malus, Louis
Sevor, Albert
Simmons, Mrs. Darlene
Taylor, Chester A.
Valentine Jr., Bill
Waters, Virgie
Wilkins, Ava Lue

Pipes for Pitchmen

Continued from page 72

Club. Pictures of the procession appeared in local papers and on KDKA-TV the night of the funeral.

"IT'S BEEN a long time since I have piped in, and thought my story would be of interest to readers of the column," writes John Coulin, of New York, who left the business three years ago to take a job as a night watchman. "Recently I visited the Farmers' Market in Lodi, N. J., reputed to be the largest of its kind in the world. I saw plenty of workers there, but few of them were getting the long green. I finally located a large tip and when I moved into the crowd I was astonished to see what is undoubtedly the youngest pitchwoman in the business. Her name is Toni Murray. She was selling grab bags at 25 cents and taking in money with both hands. The boys told me she takes top money at these spots and that last year, at the age of eight, was top money getter in the Quakertown, Pa., market. She's a cute little doll, if I ever saw one, and it's truly an amazing sight to see her at work and doing a terrific business."

SEEN recently in Pittsburgh working rug cleaner in a Murphy store was veteran pitchman Tom Kennedy.

THE HEFFLINGS Eugene and Dorothea, veteran coil and polish workers in the Pennsyl-

vania area, report that they often bump into Hank Fredericks, the well-known pitchman, in their travels thru the Keystone State. Also seen recently by the Hefflings were Myers the medicine man and Henry (Paddles) McWherter. They all reported that "good spots are hard to find and money is hard to get," according to Gene and his frau.

ACCORDING to Joe Smith, Market Street in Chicago, long a stronghold for pitchmen, is no longer the bread-and-butter spot for the trade. Smith reports that pitchmen and peddlers are being grossly overcharged for the privilege of working, making it difficult for workers to come out on the right side of the ledger. Smith says that one big auctioneer well, is paying \$75 a day for the at the corner of Jefferson and Max-privilege of selling watches.

There's No Trick . . .

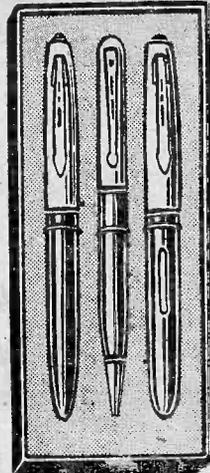
to finding **GOOD BUYS** in **Used Equipment . . .** just look over the many ads in the **Classified Section** this issue



ATTENTION, FAIR WORKERS AND DEMONSTRATORS!

PEN & PENCIL SETS DIRECT FROM M'FR!

Sample Set, \$1.00
1 GROSS \$48.00
5 GROSS \$45.00 per gross
10 GROSS OR MORE \$43.20 per gross



SENSATIONAL VALUES!

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil, precision ball pen. Gold-tone cap, assorted colors. Attractively boxed.

ORDERS FILLED SAME DAY RECEIVED.

SEND 25% DEPOSIT, BALANCE C.O.D., F.O.B. N. Y.

PACKARD BALL PEN CO.

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Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum. Special Bingo Merchandise.

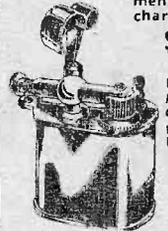
Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP. 2201 Washington Ave., St. Louis 3, Mo.

WORLD'S SMALLEST LITER SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.



\$2.50 Doz. **\$27.00 Gr.**
Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog. **STERLING JEWELERS** 1975 East Main St. Columbus, Ohio.

FREE! WHOLESALE CATALOG

Hand-tooled Mexican Purses and Wallets ★ Mexican tarnish-proof Rings ★ Hand-painted Skirts ★ 100% wool Jackets ★ Zarapes ★ All Sizes ★ Men's hand-tooled Belts ★ Imported Fishing and Hunting Knives ★ The best Merchandise at lowest prices ★ And many more items too numerous to mention.

PEARL SALES CO. P. O. BOX 675 EL PASO, TEXAS

FOX TAILS JOBBERS, ATTENTION!

We have a fine and complete stock of genuine fur fox tails in all sizes at lowest prices. All tails come equipped with strings for attaching and can be supplied with or without "comic saying" cards. Send for price list today. Established 1930

HMJ FUR CO. Dept. B 150 W. 28 St., New York City

CLOSEOUT SPECIALS!

3-D Comic (reg. 25¢ ref.), 1 title—only 1¢ ea.; Pin-ups Whistling Post Cards, in full color (reg. 25¢), 6¢ ea.; Men's Sun Glasses (Crookes lenses—reg. 69¢), 12¢ ea.; Kid-die Straw Bags (reg. 50¢), 12¢ ea.; "15" Puzzle Carded (orig. \$1.00 ref.), \$1.65 dz.

ALLISON'S 1015 Jefferson Ave., Brooklyn 21, N. Y.

JAR DEALS and MATCH PAK DEALS

SALESBOARDS PREMIUMS BINGO SUPPLIES Make BIGGER PROFITS WITH *Galentine!* **WRITE FOR CIRCULAR**



GALENTINE NOVELTY CO. 515 E. JEFFERSON BLVD. SOUTH BEND 17, INDIANA

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Sawyer Mfg. Co., Inc. FORMERLY MILLER CREATIONS

7739 S. Avalon Ave., Chicago 19, Ill. Phone: WAterfall 8-8855 for 24-hour service.

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ONE BALL BOTTLES

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BEARS—POODLES 26" BEAR All Colors \$21.60 Dozen F.O.B. K. C. 30" BEAR All Colors \$26.00 Dozen F.O.B. K. C. 27" BEAR \$22.50 Dozen F.O.B. K. C.

Special prices on Bears, Poodles, Tiger & Leopards F.O.B. East. Also a complete line of Plush Toys and Concession Merchandise. Write for 1958 Catalog.

Wisconsin Deluxe Co. 1902 No. 6th St. Milwaukee 12, Wis.



THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

IT'S HERE!
CLASSIC COLLECTION

The newest Show-Biz gagfile to keep you up-to-date on comedy. Ideal for entertainers, DJ's, and writers. Order now, \$5.

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(Dept. B-16)
625 Avenue V., Brooklyn 23, N. Y.

"RICH AND RARE." OVER 1,000 ALL NEW Classified Gags. Replies! Only \$1. List free! Edmund Orrin, 244-B Oakdale, Mill Valley, Calif.

SEND FOR FREE CATALOG OF ORIGINAL new comedy material: Gagfiles, Skits, Monologs, Parodies, etc. Laughs Unlimited, 106 W. 45 St., New York City. au25

23,000 PROFESSIONAL COMEDY LINES. Routines, Sight-Bits, Parodies, 1,600 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. se29

Advertising Specialties

AN AD UNDER THIS HEADING AFFORDS you a very economical means for increasing sales of your products. See complete information on rates, etc., in Order Form opposite page. au11

Agents, Distributors Items

CREW MANAGERS: MY NEW PEACE SONG "Dear God Above" selling like wildfire, at sixty cents a copy. Sample dozen, \$2; 100, \$12; 1,000, \$100. George Gillespie, 2740 Stanhope Ave., Norfolk 12, Va. au25

EARRINGS ASSORTED STONE AND TAILORED, \$6 per gross plus postage. Bill-folds, plastic alligator or lizard, \$10.80 per gross plus postage. C.O.D. gross lots. New England, Dept. B, 124 Empire St., Providence, R. I. au25

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 dz.
Stoned & Tailored Earrings 1.75 dz.
Pierced Earrings on Display 1.25 dz.
Charm Bracelets, asst. 1.50 dz.
Eng. Lord's Prayer Neck., boxed... 3.00 dz.
Stoned Cameo Sets, boxed 6.00 dz.
Stoned Heart Miracle, boxed 4.50 dz.
Children's Jewelry, boxed, asst. 2.95 dz.
Asst. Tie Slide, carded 1.00 dz.
Tie & Cufflink Set, asst. 3.50 dz.
Pearl Necklace (domestics) 1.95 dz.
Neck & Earrings, asst., boxed 7.20 & 9.00 dz.
Cufflinks, carded, asst. 1.95 dz.
Necklaces, asst. 1.50 dz.
Engraving Charm Bracelets 2.00 dz.
Asst. Earrings, carded 6.50 dz.
Ropes & Poppits 2.25 dz.
3-Pc. Pearl Sets, boxed 6.00 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D. **SAMUEL SILVERMAN & CO., INC.**
1820 Westminster St. Providence, R. I.

FUNMAKERS GADGETS, GIMMICKS, Gags, Novelties, Gifts, Unusual Items. No name brands. Big wholesale catalog free. Generous samples, 25c. Dohn GT-Marks, Broadview, Ill. ch-np-del

HOSEY—LOW PRICES: LADIES', MEN'S, Children's. Ladies' Nylons, \$1 dozen up. Slightly imperfect. Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AMS-1741), 1258 Market St., Chattanooga, Tenn. sel

JOBBERS INVITED—SEND FOR SAMPLE and price list on College and Souvenir Pennants. Best price and quality. Hart Processing, Marine City, Mich. au18

JOKE SHOPS. DEALERS—INCREASE profits. Send for joke sample and free wholesale literature. Kits Manufacturing Co., 1450 Drake, San Pablo 10, Calif. ch-au11

LARGEST WHOLESALE SUPPLY SOURCE in U. S. Get 23 free catalogs. Furniture, clothing, appliances, autos and accessories, farm equipment, tools, housewares, hobby supplies. Free details. Associated Wholesale, Box 52-BB, Burlington, Iowa. ch-np

NEW 7"x11" SIGNS—COMEDY, RELIGIOUS, General, 7c; retail 50c. Catalog free. 15 samples, \$1. Lowy, 812 Broadway, Dept. 981, New York 3. ch-np

RUN A SPARE-TIME GREETING CARD and Gift Shop at home. Show friends samples of our new 1958 Christmas and All Occasion Greeting Cards and Gifts. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 10, Ferndale, Mich. ch-se29

JEWELRY CLOSEOUTS

E1—Tailored Earrings, Asst. Gr. \$18.00
E2—Stone Earrings, Asst. Gr. 21.00
E3—Stone Earrings, Asst. Gr. 12.00
R1—Hunting Knife & Sheath. Dz. 7.20
O1—Odd Lot Neck & Braces. Gr. 15.00
620—Snapshot Camera, Boxd. Dz. 16.20
W1—Men's 6-Piece Watch Set. 5.15
W2—Ladies' 5-Piece Watch Set. 6.25
9967—2 Hunting Knives & Sheath. 12.00
R2—Gent's Stone Rings, Asst. Dz. 2.50
1165—Tri-Color Flashlites, Bxd. Dz. 4.00
R-164—Religious Medallions, Bxd. Dz. 5.75
259—Fancy Brandy Glasses, Bxd. Dz. 1.35
B2—Boutiques, Boxed, Asst. Dz. 3.00
2256—3-Piece Pearl Set, Dxd. Dz. 7.20
L-2—Ronson-Type Lighter, Dd. Cd. 4.50
G10M—M or W Sunglasses, Bxd. Dz. 7.20
20% dep., bal. C.O.D. Free catalog. Try samples of any items at reg. prices.

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BE INDEPENDENT
START YOUR OWN BUSINESS
stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key Protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free.
GENERAL PRODUCTS
Dept. BB-32, 188 State St. Albany, N. Y.

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Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4. CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more. RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

SAVE 50% ON CHRISTMAS CARDS WITH music designs: records, orchestra, religious, piano, etc. Free samples. Williams Cards, 19 Hudson St., New York 13.

SPORTS JACKET AND VEST SETS NOW available to fast-stepping salesmen who will go out and get the money. For full details Al Rubin, 3210 W. Arthington St., Chicago, Ill.

THE FIRST ELEC RAZOR FOR LADIES and gents to sell under \$12.95, sample, \$3.45. Factory Guarantee for one year. Come in simulated leather case, doz. lots, \$2.45 each. Excel Products, 1118 Stewart St., So. Norfolk, Va.

Animals, Birds, Snakes

ADDRESS FOR REPTILES, ANIMALS AND Birds. Snake Farm, Laplace, Louisiana. Telephone 5411. C. C. McClung, owner; M. K. Crow, Manager. au11

BACK FROM INDIA WITH COBRAS. \$25; Kraits, \$35; Russell's Vipers, \$20; Monitor Lizards, \$25 to \$50; Bengal Tiger Cub, \$1,450; Birds, Monkeys all types. Write for quantity prices. R. Dooley, Park City, Ky. au18

CANADIAN BABY RED FOX, \$10; BLUE Sapphire Fox, tame (rare), \$50; Wolf babies, tame. \$25; Coyote babies, tame, \$15; Badger Young, \$20; tame baby Black Bear, \$75; Canadian baby Skunks, bottle-fed, tame, \$25; Honey Bear, tame, \$50; Jaguarondi young, \$75; young Rhesus Monkeys, \$50; tame Golden Eagle (rare), \$125. Page's, 288 Waterloo, Winnipeg, Canada.

MALAYAN SUN BEAR CUB, \$300; GIANT Tortoises, \$100; Malayan Bear Cats, \$300; African Porcupines, \$150; Giant Monitor Lizards, \$250; Baby Chimps, \$550; Orangutan, \$3,000; Cheetahs, \$1,000; Servals, \$500; Capabarys, \$75; Sloths, \$50; Monkeys, some with babies. Whip-Poor-Will Animal Farm, Box 145, Rockville, Md.

MOST APPEALING LEOPARD SEALS, SEA Lions, guaranteed healthy delivery by world's only trapper-trainer. Homer Snow's Sealaquarium, 287 Jefferson, San Francisco. Greystone 42268. sel

PARAKEET CAGES, 30¢; SET-UP CHROME, 40¢; Parakeets, 85¢. Thousands shipped daily. Write c/wire, phone Monkeys, \$50; tame Chicago Bird and Cage Co., 422 S. State St., Chicago, Ill. au18

PARAKEETS, 60¢ UP; MINIMUM ORDER 25 birds. Cages, \$3.60 doz. Canaries, Flash Cages, Rais. Mice, Monkeys. Immediate shipment. Terms: Part cash, balance C.O.D. National Pet Supply, St. Louis 3, Mo. se8

TIGER CUB, 5 MONTHS OLD; TAME Cheetahs, large, Pythons, 15-25 feet; Baboons, Java Monkeys, Black Panthers, tame Cub, giant Monitor Lizard, Orangutan. Request prices. To arrive August 25. R. Biddle, 328 Mannheim St., Philadelphia, Pa. au18

TRAINING DRESSAGE HORSES—CANTER in place, canter backwards, side canter, etc. Also Trick and Dancing Horses. Bill Schweitzer, 712 Luckystone, Glendale 22, Mo.

Business Opportunities

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greaseless doughnuts. Free recipes. Norbert Ray, 3605 S. 15th, Minneapolis 7, Minn. np-au25

BUY WHOLESALE! 25,000 NATIONALLY advertised products. Get amazing dealer catalogs. Complete details free. American Wholesalers, 1841 DX, Levee, Dallas 7, Tex. ch-tn

GLASS BOTTOM BOATS. USED ANYWHERE. Very profitable. Great attraction. Five to fifty passengers. \$225 up. Folder, Manager, Adirondack Park Estates, Crown Point, New York.

I MADE A FORTUNE—CAN BE DONE ON the road or at home. Fast money maker. Details 25¢. Straley, 408 So. Western, Springfield, Ohio.

PITCHMAN'S PARADISE—7-DAY OPERATION. Over 100,000 weekly traffic. Household items. Call or write Manager, Bargain City, Westville, N. J.

RECORD SHOPS—OVERSTOCKED OR BUSINESS failure need not be a complete financial loss. We can move your entire stock. Write Box 799, New Orleans, La. au25

THIS IS A 14 LINE AD FOR ONLY \$14

You can buy this space to profitably buy or sell used show equipment

WANTED: COIN MACHINE OPERATORS to sell the famous Sno-Master Snow-Ball. Sno-Cone machine on easy terms. Leads furnished. Big commissions. No investment on your part. Sno-Masters will help you to get new locations. Sno-Master Mfg. Co., 124B Hopkins Pl., Baltimore 1, Md. au11

1200 ITEMS DROP SHIPPED. WHOLESALE circulars-catalogs supplied. Davenport Distributors, Box 1354-16, GPO, New York 1, New York. ch-au18

10'x41' PORTABLE RINK, COMPLETE: Tractor Trailer to Shoe Skates Trailer, operating now, \$6,500. Neale Nesbit, 1076 Braddock Rd., Cumberland, Md. au18

Costumes, Uniforms, Wardrobes

CLOWN SUITS, NEW, BIG FLASH, \$10; Comedy Tramp Outfits, \$7; new Wigs, red, \$4; Blue Velvet Curtain (8x8), \$10; Western Curtain (12x18), \$25; beautiful orange, new, velvet (7x24), \$40. Wallace, 2453 N. Halsted, Chicago.

GIRL SHOW STRIP, BALLY COSTUMES; Impersonator Wigs, solid Sequin Gowns, Rhinestones, Plumes. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: UNION 3-9509.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS. CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. se29

PURCHASE YOUR SNOW CONE MACHINE direct from manufacturer. All prices and sizes. P. O. Box 7803, Dallas, Tex. se29

For Sale Secondhand Goods

20-FOOT ARROW MERRY-GO-ROUND, IN perfect condition, \$3,995. San Francisco area. Photo. Box C-373, c/o Billboard, Cincinnati 22, Ohio. au25

For Sale—Secondhand Show Property

AIRPLANE SWING—JUST COMPLETED, 6 planes, 12 passengers, ball bearing, awning top. Seats upholstered in plastic; sprayed-on enamel paint; electric power. C. B. Harlin, 401 El Cerrito Rd., Corona, California.

ALL RIDES IN GOOD CONDITION. 36' Parker Merry-Go-Round, top and side walls 9 mos. old; Train, three coaches and 450 feet of track; Teenage tub ride Whirl, Auto and Swing Rides. Many extras, must sell, \$5,500 cash. Carl Ferrara, 3726 Tularosa, El Paso, Tex. Logan 5-3402.

AUCTION! WED., AUG. 20, 12:30 NOON. 2655 West Highway 66, Springfield, Missouri. Sale includes: Factory-made Diesel-like Locomotive (built around Ford Tractor), 12 ft. Advertising Trailer with Shadow-Box Panels, neon lighting. (Above in excellent condition, cost, \$7,500.) 22 ft. "Streetcar" (metal). Other Advertising and Amusement Equipment. Write Auctioneers for information. Tony Thornton & Co., Auctioneers, Rt. 5, Springfield, Mo.

BUILD MAJOR RIDES—COMPLETE PLANS: Chairplane, \$10; Octopus, \$15; Greased Lightning, \$15; Dark Ride, Ferris Wheel, Flying Scooter, \$25 each. Free 72-page catalog. Brill, Box 875, Peoria, Ill.

COIN MACHINES—BOWLER, HOCKEY, Ringer Ball, Golf, Juke Box. Must vacate building. \$500 takes all. Wheeling Auction, Wheeling, Ill. au11

FOR SALE—Kiddie or grown-up train just built. Have two previous one in operation. Will haul 72 kiddies or 42 grown-ups and 16 kiddies. Engine gasoline powered but old type steamer design, is 15-ft. long, 5-ft. high, air whistle, 8 wheel drive and brakes. 2 coaches 20-ft. long, 47 inches wide. Have 1/2 mile good. used 16 lb. track, new splice bars and spikes. Track 30-inch gauge. Would consider large park in metropolitan area and install and operate myself. If interested will send pictures. EARL RODDY, Carnegie, Oklahoma

FOR SALE—MINIATURE TRAIN AND Merry-Go-Round. Write Jack Lepsch Jr., 727 Hill St., Dubuque, Iowa.

FOR SALE—#5 ELI FERRIS WHEEL, \$5,500; Mangles Pony Carts, \$1,750; Mangles Speed Boats, \$1,650. All rides bought new; one owner; can be seen now working. Paul Mattie, Phoenix, N. Y.

For Sale—Second-hand Show Property. Popcorn Trailer equipped with overhead Star machine, National double head floss and candy apple outfit, bottle gas. Built by Calumet Coach Co. Large model with car. Must sacrifice account of sickness. Can be seen now at my home till Rhinebeck and Schaghticoke, N. Y., fairs. Will sell reasonable.

MARY A. CRANE

546 Greenway East West Hempstead, N. Y. Ivanhoe 3-2825. Write or Phone.

FROZEN CUSTARD MACHINE—8 HOLE Freezer attached; good condition, \$150. G. Lacey, Michigan State Fair, Detroit 3, Mich. Townsend 9-5500.

HERSCHELL RIDES—LITTLE DIPPER, Kiddie Merry-Go-Round, Boat and Buggy, 32-ft. Ferris Wheel, A-1, very reasonable. Midwest, Box C-374, Billboard, Cincinnati 22, Ohio.

KIDDIE AUTO RIDE—SMITH & SMITH, mounted, new top, A-1 condition, now operating in park, \$2,500 cash. Dee Steele, Lime Lake Park, Box 87, Machias, N. Y. Phone: Machias 8836. au25

KIDDIE MERRY-GO-ROUND, PINTO FIRE Engine (Kiddie Ride), Airplane Ride. Also Popcorn and Candy Floss Machines. 36' Merry-Go-Round, 10 Ferris Wheel Seats, wood, Arlington Esso, 485 Passaic Ave., Kearny, N. J.

KING FIRE ENGINE, 8-CAR CAPACITY, 32 children. King Pony Cart, 8 Aluminium Horses and Cart. Rides 2 years old. Located in permanent park near Philadelphia. Box C-367, c/o The Billboard, Cincinnati 22, Ohio. au11

LARGE TENT, 30x40 FEET, COMPLETE with hinged frame and electric wiring. Portable. Insurance included. W. B. Vallish, R.D. 1, Ideal Park, Catawissa, Pa.

SELL OR TRADE KIDDIE RIDES—2 Chairplane Rides (new), 3 Rocket Rides (new), 1 Ferris Wheel (used), \$1,000. Thomas Felaseo, 419 East Lutton St., New Castle, Pa.

SHORT RANGE, MOUNTED 1 1/2-TON 1950 Chev, 32,000 miles; complete \$750. G12, 3 coaches, A-No. 1, lights, booth, \$1,200. S. Stekelburg, Park Rapids, Minn. au11

SMALL ALLAN HERSCHELL MERRY-GO-ROUND, 20 aluminum jumping horses, 2 chariots, newly painted, good top and side walls. Geo. Crippen, Whitmore Lake, Mich. Phone: Hickory 9-8513.

TENT AND FRONT—30x60 TOP (FAIR CONDITION) side walls, side and center poles, 50-ft. flashy Arcade Front, crated, \$200 takes all. Stephens, Rt. 1, Box 296, Sebring, Fla.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details. \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. au11

Help Wanted

I'LL SEND YOU FREE STOCKING SAMPLE, newest advancement in hosiery since discovery of nylon. Full-length, stays up without supporters, amazingly comfortable. Patented. Make money fast, introducing to friends at 70¢ a pair, less than nationally advertised price. American Mills, Dept. 657, Indianapolis, Ind. np-se8

PIANO, COMMERCIAL COMBO—LOCATIONS. Others write. State age and experience. Bill Grassick, Box 122, Maplecrest, New York.

NEED IMMEDIATELY—PIANO MAN AND/ or Accordion for top entertaining group. Strong all-around musician, good appearance, adaptable to most styles; modern, but no far-out jazz. Excellent job for right man. Top salary. Write or wire Benes, 2451 E. 124th St., Cleveland 20, Ohio.

WANTED—ACCORDION-PIANO, MUST fake, male or female for show and dance, do parts in plays, experience unnecessary. Three months' job starting Sept. 1. Ray Ira Rose, Lee Stewart, contact immediately. Chubby Swain, Box 276, Wolf Point, Mont. au18

WANTED—VENDORS FOR GRANDSTAND. Erie County Fair, Hamburg, N. Y., August 17 to 24. Weidner Concessions, Underneath Club House, Fairgrounds.

\$84-\$168 WEEKLY ADDRESSING ADVERTISING matter. Work home. Mail 50¢ for samples, instructions; refundable. Kendelexco, 2441 Patton, Philadelphia 32, Pa. se29

Instructions & Schools

LEARN AUCTIONEERING—TERM SOON. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. au11

NEW—THE RAINBOW BOOK OF BIBLE Stories for children age ten and up. Free folder or catalog, 50¢. Maurice Tardiff, Norwich Ave., Wilder, Vt.

Magical Supplies

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free! Show business book catalog. Ireland, B-109, North Dearborn, Chicago 2. np-au13

NEW 152-PAGE ILLUSTRATED CATALOG—Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Handwriting. Sub-miniature transistorized Radiophone for mentalists. Brochure, prices on request. Catalog 50¢. Nelson Company, 336 South High, Columbus, Ohio. au11

Miscellaneous

BINGO SUPPLIES OF ALL KINDS—BLOWERS, Cages, Heavy Cards, Double Cards, Specials, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Dayton 1, Ohio.

Mobile Homes Accessories

A SMALL CLASSIFIED AD UNDER THIS heading will be seen by many show people in the market for this type of equipment. For rates, etc., see order form on opposite page. au11

Motion Picture Films and Accessories

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MAN OR WOMAN, WHITE, WHO WOULD be interested in teaming up with plaster maker. One free to travel to operate games. We will make our own plaster. If interested write or come by my shop, 16 miles south Little Rock Hwy. 67-70. C. Craig, Rt. 1, Box 267B, Benton, Ark.

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WANT ADDRESS WALTER SMITH, FORMERLY with H. J. McKay, Oklahoma City. Is beneficiary in will H. J. McKay. Contact W. H. Lewis, Republic Building, Oklahoma City, Okla.

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AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Biggest spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part-time; buy nothing; sales kit furnished. Match Corp., Dept. D-197, Chicago 32, Ill. np-au13

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ANYONE CAN SELL FAMOUS HOOVER uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics—nylon, daeron. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. K-109, New York 11, N. Y. np-oc20

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Tattooing Supplies

TATTOOING—I WILL TEACH YOU THIS profitable, fascinating business. Complete course, supplies, secrets. Free information. Zeis, 728-A-Leslie, Rockford, Ill. np-se22

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Wanted to Book

WANTED—SWAY POLE OR OTHER HIGH Act suitable for Fall Festival, September 29-October 4. Lewis W. Stone, Lilbourn, Mo.

Wanted to Buy

COIN-OPERATED PIANOS, NICKELODEONS, coin-operated Cylinder Phonographs, any condition, parts, automatic music rolls. R. J. Avary, 504 So. Calvin, Monahan, Texas.

WANTED TO BUY — USED PORTABLE Skating Rink, complete; no truck. Age, condition, size and price. Roy Harbour, 264 Daytona Ave., Holly Hill, Fla.

WANTED—USED WALKING CHARLIE. Write, stating condition and price. Box No. C-372, c/o The Billboard, Cincinnati 22, Ohio.

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NEW "SCARUM" ALARM CHASES WOULD-BE THIEVES Sensational new burglar alarm protects your machines. Takes 2 minutes to install. Saves you money, breakage, out-of-service time. Operates on flashlight battery. Siren can be heard 500 feet. Sample \$4.95 — 3 for \$12.00 Includes battery and parcel post. Send checks to: G. I. SPECIALTY CO. Dept. B, 3361 York Rd., Philadelphia 40, Pa.

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FOR SALE: AUTO PHOTO MODEL 9. Recently refinished, A-1 condition, \$1,500. A. C. McCall, 25 East 67 St., Kansas City Mo. au11

FOUR 750 AND TWO 850 WURLITZERS, one 1946 Seeburg, five Rock-Olas, one Hockey, one Bally Gun, eight Pinballs, sacrifice \$250 for everything. Come and get them. Phone: Windsor 4-8840. 3002 3rd Ave., Altoona, Pa.

SCALES, SCALES, SCALES—5 WATLING Tom Thumb Fortune, \$35 ea.; 11 Watling 500 Fortune, \$45 ea.; 6 A.B.T. Kirk HiBox Guesser, \$45 ea.; 14 Watling 500 Guesser, \$35 ea., reconditioned. Send deposit and shipping instructions, bal. sight draft. Gay-coin Distributors, 4866 Woodward, Detroit 1, Michigan.

SHIPMAN DUPLEX STAMP MACHINES. \$10. Triples, \$29.50 each; like new Folders, direct factory prices. USP. Co., 100 Grand Waterbury 5, Conn. au18

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"CHARLOTTE THE GORILLA GIRL"—SIDE show annex. Works different act each week. Have drapes, give intelligent lecture. New wardrobe; work percentage. Managers with acts reply. Charles Hunter, 1910 Luzerne Ave. Silver Springs, Md. Disappointment cause of ad.

Bands and Orchestras

AGENTS! 4-PIECE MODERN, COMMERCIAL white combo desires hook-up with live-wire agent. Accordion, Piano, Violin doubling String Bass, Girl Vocalist—Combo Drum, Guitar. Well dressed, thoroly reliable, transportation, organized. Strollers within unit. Danceable, listenable, featuring Latin. Hotels, lounges, supper clubs; also wire, write! Pictures, resume pushed at once. Trailer 14,709, Bloomfield Rd., Farmington, N. Mex.

Miscellaneous

COLONEL F. M. SEYMOUR, S. C. C. 15 years Scenic Artist and Sign Painter; 12 years Assembly and Club Magician; 2 years TV. artist and performer; Flor Director, Cameraman, can do half hour daily show. Available after Sept. 6. Completing 11 weeks in Adirondacks. 116 Warren St., Glens Falls, New York. au11

INTELLIGENT YOUNG MAN SEEKS Creative work connected with American Recording Company. Will act as Canadian representative, talent scout or any responsible position. Full or part time. Experience, good contacts. Write K. Fairlie, 4218 Hampton Ave., Montreal, Canada.

Musicians

A-1 ORGANIST FOR LOUNGE, RINK, hotel, restaurant, radio, TV. Address: Organizer, 601 W. 180th St., #45, New York 33, New York. au18

A-1 RINK ORGANIST—12 YEARS' EXPERIENCE best rinks; pleasing style, good beat, a skater's musician. Box C-360, c/o The Billboard, Cincinnati 22, Ohio. au11

BASS MAN — SINGS, READS, WRITES. All round experience, fake, neat appearance, own car, prefer group doing vocals. Paul Wilde, P. O. Box 1677, Milwaukee, Wis.

COMPETENT, EXPERIENCED PIANIST desires a location, preferably in the South; will travel. Write Pianist, c/o Winn Martin, Rt. 3, Foley, Ala.

DRUMMER, DOUBLE VIBE, PLAY ANY style, read, cut shows, Latin. Over 20 years' experience Johnny Lancaster, 127 N. Spanish St., Cape Girardeau, Mo. Phone: Edgewater 56719. au11

GUITARIST — READ, FAKE, ANY STYLE. Vocals, solo parts, double on bass. Will travel. G. Erickson, Harmon Hotel, Minneapolis, Minn.

TENORMAN AVAILABLE — PLENTY EXPERIENCE, Rock and Roll, Commercial, anything. Combo on location only. Wire Jerry Whitaker, 854 S. Lake Shore, Lake Village, Arkansas.

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A-1 CLOWN MAGIC ACT, ALSO DO GENERAL clowning. The original "Atomic Bum." Hal Griffin, 1814 Shenandoah, St. Louis 4, Mo.

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. se8

FLYING SAUCER — WORLD'S ONLY authentic non-flying custom built concealed chassis, 18-in. diameter model. Attractive Sales promotion winner. B & W Photos, Color Slides, \$3 postpaid. H. M. Carmien, Elkhart 401, Ind. sel

HIGH FIRE DIVE SOMERSAULT—SHARP spears, blazing gasoline, smallest tank in the world. Rigging illuminated and visible from far off. A Fox Movietone feature. Address: Mac Productions, 456 Lamplier N.E., Warren, Ohio. Tel.: MA 91479. sel5

COMING EVENTS

Arkansas

DeWitt—Doughboy Reunion, Aug. 18-23. DeWitt—Ark. Co. Livestock Show, Sept. 24-27. Harold Kehdall. El Dorado—Union Co. Livestock & Poultry Show, Sept. 15-21. Emil W. Weiss. Little Rock—Ark. Livestock Expo., Sept. 29-Oct. 4. Mammoth Spring — Soldiers, Sailors & Marines' Reunion, Aug. 14-16. E. E. Sterling. Pine Bluff—S. Ark. Livestock Show, Sept. 22-27. George Hestand.

California

San Francisco — Grand Nat'l Livestock Expo (Cow Palace), Oct. 31-Nov. 9. Nye Wilson. Santa Maria—Blue Ribbon Horse Show & Horsemen's Convention, Oct. 2-5. Ray Stone, 8551 Sunnybrook Lane, Fair Oaks. Santa Monica—Better Homes & Garden Show (Civic Aud.), Sept. 17-21. Stockton—Sports Car Show (Civic Aud.), Sept. 6-7. George Westcott, 311 East Market. Yuba City—Golden Jubilee, Sept. 26-28. Robert Clark.

Florida

Palm Beaches, Oct. 22-26. Lew Nachman, P. O. Box 2886. West Palm Beach—Home Show of the

Georgia

Savannah—Summer Bazaar, Aug. 30-Sept. 4. Irwin B. Griffin, Jewish Educational Alliance, 811 Albercorn St.

Illinois

Calumet City—Labor Day Festival, Aug. 27-Sept. 1. Tom L. Baker, 2235 Ransdell St., Indianapolis. Chicago—Celebration, Aug. 15-24. 4922 N. Kedzie. Chicago—Intl. Dairy Show, Oct. 6-11. W. E. Ogilvie. DePue — Championship Outboard Motor Races, Aug. 30-Sept. 1. E. H. Bunting, P. O. Box 203, La Grange. Frosterburg—Centennial, Aug. 18-23. Momence—Gladioli Festival, Aug. 14-16. Sheffield—Homecoming, Aug. 12-15. E. H. Bunting, P. O. Box 203, La Grange. Wapella—Corn & Bean Festival, Aug. 21-22. Geo. Spray, Box 176.

Indiana

Elkhart—Centennial, Sept. 11-20. Evansville—Tri-State Oil Show, Oct. 10-12. Evansville—West Side Nut Club Fall Festival, Oct. 6-11. Ed Claiborne, 358 S. Sonntag Ave. Goldsmith—Old Settlers' Reunion, Sept. 4-6. Hartford City—Fall Street Festival, Sept. 9-13. Tom L. Baker, 2235 Ransdell St., Indianapolis. Ladoga—Homecoming & Fish Fry, Aug. 20-23. Milfon—Milton Street Fair, Sept. 17-20. J. Bohlander. Odon—Old Settlers' Meeting, Aug. 20-23. Lex Seneff. Waynetown—Waynetown Fish Fry & Street Fair, Sept. 11-13.

Iowa

Cherokee—Pilot Rock Plowing Match, Aug. 14-16. Sherman Peirson. Marcus—Celebration, Aug. 25-27. Muscatine—Watermelon Carnival, Aug. 28-30. Vince Beckey, Chamber of Commerce. Red Oak—Celebration, Aug. 30-Sept. 1. Sibley—Osceola Co. Livestock Show, Aug. 18-20. Gene Alexander. Waterloo—Iowa 4-B Club-Dairy Cattle Congress, Sept. 27-Oct. 4. E. S. Estel. Waterloo—Steam Engine Show, Aug. 14-17. Nat'l Cedar Valley Steam Engine Club, 1138 Kern St.

Kansas

Holsington—Celebration, Sept. 1. Thayer—Neosho Co.-Thayer Picnic, Sept. 3-5. H. M. Minnich. Wichita—Sedgwick Co. Nat'l Jr. Livestock Show, Oct. 1-3. Conlee Smith.

Louisiana

Abbeville—La. Dairy Festival, Oct. 24-25. Roy R. Theriot. Crowley—Intl. Rice Festival, Oct. 16-17. R. F. Cisco. Marksville—La. Livestock & Pasture Festival, Oct. 2-5. Kermit J. Ducote. Morgan City—La. Shrimp Festival, Aug. 30-Sept. 1. P. O. Box 111. Natchitoches—La. Broiler Festival, Sept. 25-27. Jim Mike. Opelousas—La. Yambilee, Oct. 3-4. Billy M. Smith. Villa Platte—La. Cotton Festival, Sept. 19-21. Dallas Deville. Winnfield—La. Forest Festival, Oct. 1-4. L. L. Brewton.

Maryland

Fair Hill—Cecl. Co. Breeders' Fair, Sept. 6 and 13. Wm. Shelton.

OLD TIME BALLOON ASCENSION FOR your Celebrations. Anywhere. Virgil Kutscher, 1111 Ave. D, Fort Madison, Iowa. au18

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details address: Charles La Croix, 1304 South Anthony, Ft. Wayne, Indiana. Telephone: Eastbrook 3312.

RAYS CIRCUS REVUE — SIX PONIES, Dogs, Monkeys, Bozo Clown with Timmie the Mule, Magnolia, Ohio, Route No. 1, Phone UNION 62010. au18

ROYER'S WESTERN REVUE—PERFORM ing Horses, Clown Mules, Dogs, Monkey, Frick Riding, Roping, Sharpshooting, Bull Whips, Charlot Races, Bucking Ford, Contact Revue, 422 W. High Ave., New Philadelphia, Ohio. au25

SUPER ANIMAL ACT AND TRAMPOLINE Act, Parks and fairs. Contact 2015 Oliver St., Ft. Wayne, Ind. Phone: H 1196. au11

THREE COMEDY ACTS — ONE OR ALL. Juggling-Balancing, Breakaway Bicycle, Ventriloquist Act. Post Office Box 74, Fort Wayne, Ind. au11

WILSON'S COMEDY CANINES—AMERICA'S outstanding comedy Dog Act, 8 dogs, Lady & Clown available now for Southern Fairs, Celebrations, priced right. Box 475, Gibsonton, Florida. sel

Vocalists

AVAILABLE IN CHICAGO AREA — GIRL Vocalist. Large repertoire. Contact Bill Lurie, 428 Huntington Lane, Elmhurst, Ill. Browning 9-4724.

Princess Anne—Princess Anne Livestock Show, Oct. 3-4. Howard H. Anderson.

Michigan

Manton—Manton Harvest Festival, Aug. 29-Sept. 1. Robert McBrian. Newaygo—Celebration, Aug. 31-Sept. 1. Port Huron—Thumb Dist. Plowing Match, Oct. 2. Simo Pynnonen. Shelby—Homecoming, Aug. 19-20.

Minnesota

Cokato—Cokato Carnival, Aug. 11-13. Tracy—Box Car Days and Labor Day Celebration, Aug. 29-Sept. 1.

Missouri

Aurora—Tri-Co. Jr. Livestock Show, Oct. 4. John R. Buckley. Bethany—Harrison Co. 4-H Livestock Show, Sept. 15. Chas. Belsh. Bloomfield—Stoddard Co. Homecoming & Livestock Show, Sept. 8-13. Leroy Moore. Carrollton—Carroll Co. Jr. Livestock Show, Sept. 6-7. Deep Water—Labor Day Celebration, Sept. 1-2. Gallatin—Davies Co. Jr. Livestock Show, Aug. 29. Geo. H. Schmitt. Gower—Clinton Co. Jr. Livestock & Home Economics Show, Aug. 27. George R. McArthur. Iberia—Iberia Picnic, Aug. 14-16. Kansas City—American Royal Livestock Show, Oct. 18-26. C. M. Woodward. Lockwood—Dade Co. Centennial, Aug. 20-23. Maplewood—Golden Jubilee, Sept. 8-13. Maryville—Nodaway Co. Baby Beef & Pig Club Show, Sept. 15. K. Walkup. Milan—4-H & FFA Livestock Show, Sept. 19. Mrs. P. N. Marr. Monette—Barry-Lawrence Counties Dairy Show, Sept. 7. Pickering—Pickering Horse Show, Sept. 10-13. W. H. Dowden. Pierce City—Pierce FFA Stock Show, Sept. 18-19. J. B. Wilks. Purdy—FFA Livestock Show, Sept. 11-12. Harold Storck. St. Joseph—Buchanan Co. Livestock Show, Sept. 13. Webb Embrey. St. Joseph—Interstate Home Economics Show, Sept. 15-18. Webb Embrey. Shelbyville—Old Settlers' Reunion, Aug. 28-30. South St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 16-18. H. M. Garlock. Springfield—Ozarks FFA Fat Beef Show, Sept. 11. Vencil G. Mount. Wardell—Rotary Club Cotton Festival, Sept. 22-27. Don Waggoner. Waverly—Waverly Apple Jubilee, Sept. 26-27. R. W. Bricken.

Nebraska

Omaha—Ak-Sar-Ben Livestock Show, Sept. 19-27. Schuyler—Celebration, Sept. 1.

Nevada

Carson City—Admission Day Celebration, Oct. 31.

New Jersey

Hammonton—Feast of Our Lady of Assumption, Aug. 11-16. Ralph Santelle, 221 French St.

New Mexico

Carlsbad—Eddy Co. Livestock Show & Sale, Oct. 23-25. Kiwanis Club. Gallup—Inter-Thibal Indian Ceremonial, Aug. 14-17. Edward S. Merry.

New York

Chatham—Celebration, Aug. 28-Sept. 1. New York—Intl. Aviation Show (Coliseum), Sept. 10-23.

Ohio

Barberton—Celebration, Aug. 28-Sept. 1. Belpree—Homecoming, Aug. 20-23. Dick Treadway, Chamber of Commerce. Beverly—Legion & Lions' Homecoming, Aug. 14-16. Bob Bloomfield. Canal Winchester—Street Fair, Sept. 3-6. Cincinnati—Zoo Food & Home Show, Aug. 13-24. Gerritt J. Fredriks. Cincinnati—Fourth Annual Original Food Show (Garden), Sept. 20-28. Hanover—Homecoming, Aug. 13-16. Laureville—Street Fair, Sept. 29-Oct. 4. New London—Celebration, Aug. 30-Sept. 12. Wauseon—Homecoming, Aug. 20-21. Warsaw—Firemen's and American Legion Homecoming, Aug. 13-16. Bob Litton. Westerville—Centennial, Aug. 18-23.

Oklahoma

Anadarko—American Indian Expo., Aug. 16-23.

Pennsylvania

Harrisburg—Pa. Jr. Dairy Show (Farm Show Bldg.), Sept. 18. Harrisburg—Holstein Cattle Show (Farm Show Bldg.), Sept. 19. Harrisburg—Holstein Cattle Sale (Farm Show Bldg.), Oct. 16. Harrisburg—Pa. Jr. Dairy Show, Sept. 18. Rex Carter. Harrisburg—Pa. Nat'l Horse Show (Farm Show Bldg.), Oct. 18-25. Mechanicsburg — Firemen's convention, Aug. 20-25. Olyphant — Centennial, Aug. 25-Sept. 1. Jeff Gorski, 312 N. Washington Ave., Scranton. Pittsburgh—Pittsburgh Livestock Show, Oct. 21-23. N. L. Claiborne.

South Dakota

Alcester—Celebration, Sept. 11-12. Tripp—Celebration, Aug. 28-30.

Texas

Fort Worth—Fort Worth Food Fair (Coliseum), Sept. 25-28. Kaufman—Kaufman Co. Livestock Show, Sept. 4-6. Win. D. Percy. Odessa—Permian Basin Oil Show, Oct. 16-23. Perryton—Celebration, Aug. 18-23. John Mayfield, Box 764. Tyler—Texas Rose Festival, Oct. 17-19. Frank Bronough.

Utah

Brigham City—Peach Days, Sept. 5-6. Cedar City—Southern Utah Livestock Show, Sept. 4-6. Payson—Onion Day, Sept. 1.

Washington

Seattle—Wash. Jr. Poultry Show, Oct. 6-8. John G. Wilson, 814 2d Ave. Bldg.

West Virginia

Elkins—Mountain State Forest Festival, Oct. 1-4. C. Wood Crawford. Kingwood—Preston Co. Buckwheat Festival, Sept. 25-27. Mrs. Betty Tennant. Spencer—W. Va. State Black Walnut Festival, Oct. 10-11. W. B. Reed Jr.



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- Acts, Songs, Gags
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Animals, Birds, Snakes
Business Opportunities
Calliopes and Band Organs
Collectors Items
Costumes, Uniforms, Wardrobes
Food & Drink Concession Supplies
Formulas and Plans
For Sale—Secondhand Goods
For Sale—Secondhand Show Property
Help Wanted
Instructions and Schools
Locations Wanted
Magical Supplies
Miscellaneous
Mobile Homes, Accessories
M. P. Films—Accessories
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies & Developing
Ponies
Printing
Rigging and Props
Salesmen Wanted
Scenery, Banners
Talent Wanted
Tattooing Supplies
Trucks, Trailers, Accessories
Wanted to Book
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Music, Records, Accessories

- Business for Sale
Record Pressing
Situations Wanted
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Talent Availabilities Headings

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Dramatic Artists
Hypnotists
Miscellaneous
M. P. Operators
Musicians
Outdoor Acts and Attractions
Vaudeville Artists
Vocalists

3. Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD—20c a word. Minimum \$4
DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)

TALENT AVAILABILITIES AD—5c a word. Minimum \$1
Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in ... Issue

NAME _____ I enclose
ADDRESS _____ remittance of
CITY _____ STATE _____ \$ _____

PROFILE OF WEEK

Intrigued by Bulk Venders

HOYT E. PERKINS

... squaws and sacks



MANY PEOPLE enter bulk vending because they want a business over which they have completed control and sole responsibility. In the case of Hoyt E. Perkins, another factor entered in as well—even as a boy, vending machines had held an element of fascination for him. "It wasn't so much what I got out of it," Perkins recalls, "but the fact the machine responded when I put money into it. That is what always interested me. And I guess it still does."

Born in Durant, Okla., Perkins in 1925 got a job servicing a vending machine route in Dallas when he got out of the Navy at the age of 21. In the same year he went into business for himself, and now has more than 1,000 bulk venders on a route extending from Amarillo, Tex., to Fort Smith, Ark. He spends about three weeks each month servicing machines, but makes it a point to be home on weekends even tho he sometimes has to drive more than 200 miles to make it.

Perkins has an aptitude for finding an appropriate joke to illustrate a point he is trying to make. That combined with his quick smile and persistence eventually wins over many reluctant location owners. All else failing, Perkins will plead, cajole and wrangle with a proprietor in order to give one of his machines at least a try. A shrewd guess of a location's potential keeps him from wasting time on average locations, however. In an extremely distended route such as his, time itself carries a high premium.

Has Two Daughters

Perkins married the former Dena Clevenger, of Springfield, Mo., and is the father of two charming daughters, Sherrie, 9, and Dianna, 8. The Perkins own their home in The Village, a suburban residential area of Oklahoma City. Neighbors and civic leaders have learned that this 175 pounder, altho he may have spent three weeks on the road, is always willing and ready to help in any worthwhile community project. "I'm not in town nearly as much as I'd like to be," he says, "but when I'm here I feel that it is my duty to have a share in all community affairs. After all, my two daughters should have wholesome recreation and I think it is my responsibility to help provide it, as well as good schools."

Perkins has a lively interest in the world he lives in, and is able to hold his own in discussions of economics and politics. He didn't go to college, and claims that quiet listening itself is an avenue of education.

It is not surprising that coin collecting is one of Perkins' hobbies. He has a number of Indian head pennies that are collector's items. But unlike most coin collectors, as a bulk vending operator he hardly has time to scrutinize every coin that passes thru his hands. "There is something about coin collecting—even tho it is only nickels and pennies, that is richly rewarding," says Perkins. "There's always that chance of finding something really valuable."

Golf and TV

He enjoys putting in a round of golf when he can find time, and likes watching TV. Two of his favorite shows are "Gun Smoke" and "Wagon Train," hardly surprising for someone that missed the Wild West by only three generations. Perkins can still remember the Indian squaws from his childhood days in Durant. He makes note of a stunning similarity between their garb and the currently popular sack dress.

Altho there is no business recession along Perkins' route, he has no plans for further expansion of the business. "One thousand machines is all I can handle and still make friends along my route, improve my business and keep up with public relations. Besides, I'm making a good living, so why should I take on more worry, neglect my family and become a stranger to my girls?"

NEW OUTLET

Multi-Units Made With Used Venders

CHICAGO — Used bulk venders are being added in good spots to form multiple installations, said Jack Nelson, Logan Distributing Company last week.

Part-time operators are the main market for used cigarette and candy machines, he added.

Altho sales of bulk venders for the first six months of 1958 were about equal to the same period last year, a sharp increase was noted during July and the first week of August, said Nelson. Whereas operators prefer to open a new location with a new machine, they are

recently discovering that used venders combined with new ones on location make suitable multiple installations, he claimed. Sales go up sufficiently to satisfy the operator, and the location does not insist upon new venders.

Sales of stands holding four machines and more are going up, said Nelson, but apparently many operators are simply using cross-bars and mounting three machines on pedestal stands. Multiple vending is still relatively new to the industry as a whole, and use of a

(Continued on page 79)

BULK BANTER

Report from St. Louis

By JOHN HICKS

Jason Koritz started in bulk vending about three and a half years ago with 50 machines. He now has a route of 1,800 venders, specializing in nickel cashew nuts. Koritz is currently expanding his operation, which already extends from Missouri into Illinois, Indiana, and Wisconsin. Helping considerably in this expansion will be Koritz' son, Mark Henry, who was to be released last week from six months' active duty in the Army. While in high school, Mark helped his father on the route in the afternoons and on Saturdays.

Altho he plans to enroll in Washington University in St. Louis next month, Mark will arrange classes so that he will be free at noon every day. He will be majoring in business administration, which will be an advantage when he eventually takes over the large route from his father. The father-son teamwork on the route is reflected in the name of the firm, Marjay Company, which is a combination of syllables from the first names of the two. Before shifting into high gear on the route, however, the Koritz family will spend a couple of weeks on vacation in Boston, native city of the elder Koritz.

Neither the recession nor the
(Continued on page 79)

16 OPS ASK:

Aren't Costly Items, Winners Same Thing?

The following letter, signed by 16 Southern operators, was received in response to The Billboard's editorial on winner balls. (Issue of July 21.)

Dear Sir:

Reference is made to your articles and editorial on winner ball and charm machines. The undersigned business firms have considered your statements and feel that since you say no one in the industry has been co-operative enough to give you the facts, it would be appropriate for us to do so, since we represent both charm and winner ball operations. We therefore request that you print this in its entirety, with nothing quoted out of context, since the lifting of phrases out of context has been known to twist the meaning, even tho not planned that way.

Spur Incentive

Our operations utilize a number of types of merchandise in our machines. We find that it is necessary in the majority of instances to utilize all types at various times during the seasons in order to spur incentive. Together we represent a tremendous segment of bulk gum vending in four States, moving almost half a million pounds of gum yearly. For that reason alone we deserve to be heard.

We want a specific answer from you to this question: What is the difference in a charm machine awarding prizes along with gum in the form of toys, rings, etc., and a premium ball machine awarding similar prizes of merchandise with a value not exceeding 5 cents? Do you realize that the reason most of us in the business and a large

(Continued on page 78)

EDITORIAL

Need for Policy

A group of 16 bulk vending operators replied to our editorial in which we expressed our concern and that of operators over the use of winner balls. Their lengthy reply is reproduced in full elsewhere in this section.

We are glad to have received their reply. We are pleased to publish it because it represents the thinking of 16 firms in the bulk vending industry. In all likelihood, at least some of the thoughts are shared by other operators.

We only hope that the action of this group of 16 will spur others to make their position known. We do not feel that open discussion of the problems of this industry—or any industry—thru their trade paper is harmful. Rather, we feel it is indispensable to honest, practicable solutions of industry problems.

In their letter, the group makes clear that each operates both charms and winner balls. They pose the question of what the difference is between some charm machines and any winner ball machine. They claim that a machine vending a single charm with a cost to the operator in excess of a penny makes the machine subject to the \$10 Federal amusement tax. This is a moot point, and one which needs final clarification.

Whatever the case, a machine vending charms whose average cost to the operator is more than a penny, but 5 cents or less, is subject to the \$10 Federal amusement tax. If this type of ball gum-charm operation predominated in the industry, these 16 operators would have a point. Investigation of winner balls alone would then be discriminatory.

But we have received no indication that the ball gum-charm machine vending expensive charms is becoming prevalent. On the contrary, people in the industry that cannot be ignored by a trade publication claimed loudly that winner balls were on the increase. Equally important people stated the opposite. The Billboard ran a survey in which many of 101 operators maintained that winner balls were increasing in their areas. We do not claim that this is a representative picture of either the prevalence or growth of the winner ball in the country.

Open Discussion

The most important result of the survey is that the overwhelming majority of reporting operators consider winner balls a threat and do not think they should be ignored. Siding with them are many manufacturers and distributors. Opposed are other influential voices. In such a situation of point-counter-point a trade publication cannot ignore the problem and think at the same time that it is serving the business interests of the industry. It is time for all to discuss the problem frankly and fully.

The entire industry is against the bulk vender that entitles a person to a prize which subjects the machine to a \$250 gambling stamp. National Vendors Association made its position clear in Miami Beach and has actively fought operators of these machines since. Therefore, to editorialize about such operators would be knocking down straw men. We congratulate NVA for its strong position on this aspect of the problem.

But the real problem involves the \$10 bulk vender. This is a machine that entitles the player to a small prize in exchange for a marked ball of gum or other such object. These machines have existed in the industry for years. In some sections of the country they have thrived.

Local Problem

The problem comes at the local level, where winner ball machines are often considered gambling devices per se and illegal. Since bulk vending is such a relatively small segment of any community's total business activity, local authorities are generally not concerned. But when they are aroused, a campaign is often made and all bulk vending in the area suffers a set-back.

The specific problem is whether winner balls are increasing in the country—whether indeed they are becoming a trend. Some say that they are; others scoff. A number of operators in our survey reported surprising concentrations of winner ball machines in their areas. What the situation actually is remains largely unknown. Whatever the case, we think that an increase in the use of winner balls is dangerous to the industry, just as an increase in the use of expensive charms would be. It is dangerous because the winner ball machine is often illegal at the local level and invites repressive legislation that can spread to all types of bulk vending.

The winner ball is one of the easiest things for municipalities to attack. There is no pressure group, no large treasury, no real force to resist legal action. Confiscation of these machines is one of the simplest ways of enforcing a local gambling law, and too often authorities will yank any kind of bulk vender, either out of ignorance or motives best known to themselves.

When important voices in the industry categorically state that winner ball machines are increasing in number and when many of a random sampling of operators agree, a responsible trade publication cannot ignore the problem. And once such a problem is brought to light, it is in the best interest of the industry to discuss it and decide what to do, if anything. The possibility of an alarming increase in winner ball machines is always present. When business is bad, many operators seem prone to turn to winner balls because they apparently see no other alternative.

It is the real possibility of such a situation that must be faced beforehand. As in our first editorial, we again ask the question: Are winner ball machines good business?

We want a healthy growth of the industry. We do not want to see it continually plagued by outcroppings of operations both subject to heavy Federal taxes and that are too often illegal per se. It is a dangerous situation and fighting it will inevitably sap energy that can better be used in other ways.

It is therefore time for the industry to take a stand. Action may come later. Right now a platform is needed. Does the industry want to politely condone winner ball operations and continue running the risk of easy infiltration by petty promoters? Does it want to continue extending its open invitation to irate PTA's and police departments that will sometimes pounce upon

(Continued on page 77)

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Story of Cleveland Gum-Charms Ban

By IRINA REBERSAK
CLEVELAND — Bulk vending operators here are staying in business despite a ban on the mixture of ball gum and charms. The history of this prohibitive legislation goes back to action originated by the federal government.

About eight years ago the Food and Drug Administration brought suit against a firm in the East using the mixture of ball gum and charms. Basis of the action was the Food, Drug and Cosmetic Act, Section 402d, which states:

"Section 402. A food shall be deemed adulterated—d. If it is a confectionery and it bears or contains any . . . non-nutritive article or substance."

The objection to the ball gum-charm mixture was not a question of sanitation, but the danger this mixture constituted. The FDA felt a child of four or five might confuse the two, and it was especially wary of trinkets which were approximately the size of the ball gum or which had sharp points.

About that time in Cleveland an incident involving the lodging of a charm in a child's throat was brought to the attention of the Department of Health. As a result of this incident, the Cleveland Board of Health went along with the FDA and ruled that the mixture of charms and ball gum created a health hazard. The board also questioned the sanitation of such a mixture.

Actually, ball gum and charm mixtures are not specifically outlawed in Cleveland as such. However, when the city passed Ordinance 175-49 in 1950 prohibiting

the mixture of edible and non-edible substances in the same machine, the mixture of ball gum and charms fell into that category.

Operators in Cleveland feel that the ruling is unfair and discriminatory, inasmuch as the "cereal people" put charms in the cereal boxes. The F. & D. A. discounts this on the basis that the toys are many times the size of the cereal and also the toys are placed in envelopes.

One operator tried to overcome this restriction by wrapping charms in foil, but his machines were subsequently confiscated. Others tried larger trinkets or objects which they felt would unquestionably not be mistaken for gum or candy.

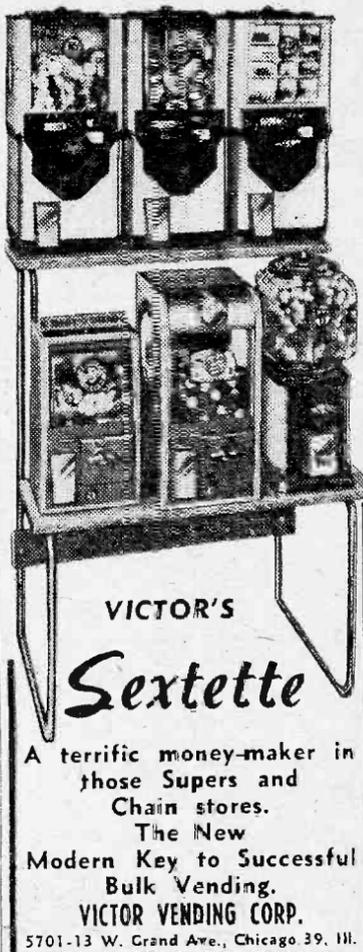
The danger in trying to get around a law of this kind is that some cities will outlaw all vending machines rather than be troubled with the involvement of investigating. This occurred in the city of Canton several years ago. A further threat is that suburbs tend to comply when a prohibition of this kind is imposed, as did Barberton, in this instance. Since that time, the ban in Canton has been lifted, but only legitimate gum is allowed—no charms, no capsules.

Before the ban, ball gum-charm machines were doing a thriving business. In order to sell charms in Cleveland now, some operators are mixing a ratio of about 30 per cent marbles or poppit beads with charms, or they use capsules or machines filled entirely with charms. They are constantly on the alert for new ideas to catch the interest of their customers.

Some operators use winner balls,

which are made of candy and not in violation of the FDA ruling. However, winner balls are considered gambling devices and are outlawed by Cleveland as a result of Section 13.1330 (2992) passed in 1951. However, there are some Cleveland suburbs that do not object to winner balls.

Chances are that the ball gum-charm ban will not be lifted in Cleveland. Most operators feel that litigation would prove to be very costly as compared to the gain such action might bring.



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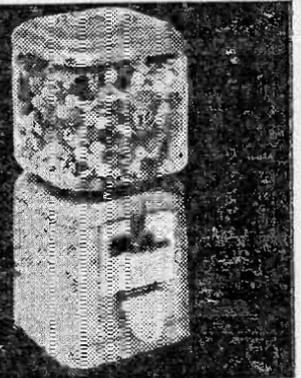
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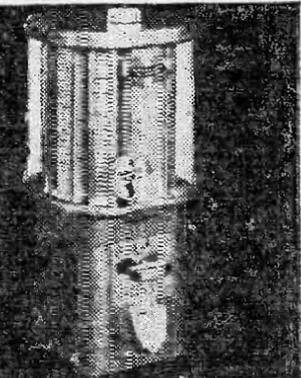
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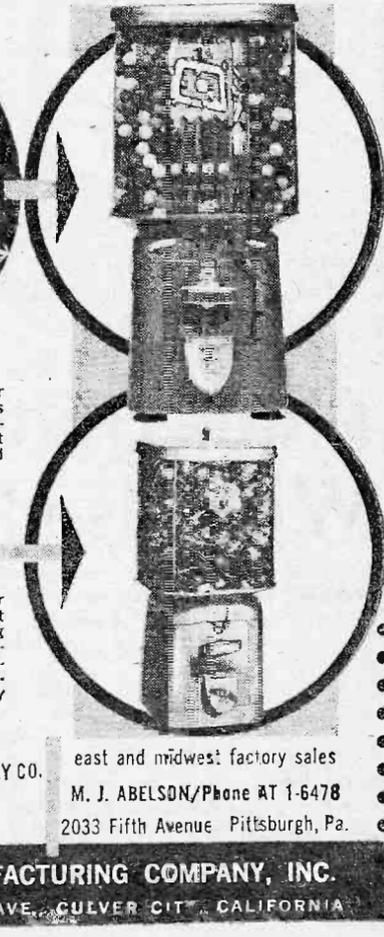
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Need for Policy Re Charms

• Continued from page 76

bulk venders? Indeed, does the industry feel that the future of bulk vending has so little creative force behind it that selling candy bars by marked balls will always be a necessary part?

The letter we received from 16 Southern operators brings up matters of sanitation, pay-off pinball games, and other points. For the operator group to answer our editorial about winner balls by simply pointing its finger at other equipment and other businesses doesn't settle much. We're concerned here with bulk vending. But their finger-pointing does raise a basic question concerning the operation of any business. That question is how to operate the business profitably on a continuing basis.

A Good Example

In the case of games, these operators mention a good example of what we're talking about. No segment of the game business could more clearly show the risk of operating gambling devices than the pay-off pinball operation. Businessmen are in the business to make money, and it is our first responsibility to provide them with information which will help them do so. It is because of this, and nothing else, that we say pay-off pinballs operating illegally constitute as much a threat to the amusement games industry as winner ball machines operating illegally can do in the bulk vending industry.

We are happy that these 16 operators made their position clear. An industry grows fastest when it is unified. Unity is impossible unless different segments of the industry clearly express their opinions on basic problems. It is only in this way that the possibility of unity can even be ascertained one way or the other. If National Vendors Association takes a stand on winner balls—as it should—operators such as these 16 can be sure that they were instrumental in formation of the association's policy.

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16 OPERATORS ASK: Aren't Costly Charms And 'Winners' Same?

• Continued from page 76

number of suppliers are reluctant to respond to your questions is because we realize that what is sauce for the goose is also sauce for the gander. The minority of operators that have answered your questions have not considered that any type of restrictive action taken on any level will be action taken against both types of operation.

Local Action

This local action you think should be taken has been considered by operators for a long time in many instances, but they are intelligent enough to realize that in the majority of courts in the various sections of the country, the value of the prize is not the determining factor as to its legality. Rather, the existence of an additional prize other than gum in any form would constitute the violation. There are many areas where both types of machines have been outlawed and there are many other areas where both would be outlawed if brought before the bar. We suggest we stay away from bars. . . . Both of us. . . . If any operator attempts to bring down his winner ball cousin it will result in the winner ball operator retaliating in like manner. It is better to wash our dirty linen together in this fashion thru your medium than to cause a tidal wave of trouble against all. Let's all go to the laundry together.

Everyone Affected

If you doubt our statements then conduct more surveys. You will find that it is quite easy to bring criticism upon the heads of charm operators and winner ball operators by bringing the machines to the attention of the local PTA, health department, political factions, etc. Such actions will result in a demand for the removal of both types of machines from the premises of merchants due to the practice of children spending lunch money for charms, teen-agers gambling on the various colors of the gum enclosed therein, unsanitary mixing of metal toys and edible merchandise, unsuspecting child, etc. Do you think winner ball operators will stand idly by and not bring these matters to light?

In New York co-mingling of charms and gum in the city was quite a fight. In Birmingham, Ala., charm machines are considered a

lottery and a gambling device. Wisconsin does not allow charm machines at last report. Cavalier Vending fought hard with the federal government in winning their co-mingling case. Remember that local health authorities are not bound by a federal decision and that local action can be easily obtained on either type of operation. Mr. Eppy recently advertised the vending of wrapped gum and charms through his special machine. Why should such a procedure of wrapping this individual piece be necessary? Is Mr. Eppy suggesting that it is otherwise contaminated?

Chief Damage

Fights erupting on the local level will do more harm to the industry than the existence of winner ball or charm machines.

Let us consider federal taxation. The law levies the tax on the individual operating the location and not the operator or the machines. The utilization of charms of an expensive nature that exceed more than 1 cent in their individual cost to the operator is in the same category as a winner ball machine. Any charm listing for more than \$10 per thousand utilized will subject the machine to tax. You may have been advised to the contrary on this but if that is so, then find out for yourself. The treasury department takes the attitude that no article inside a machine or outside a machine awarded as a result of playing same can exceed the value of the coin inserted in obtaining the article.

One Ring

A machine on location with a thousand pieces of gum and one ring worth more than 1 cent would be as liable for the tax as a winner ball machine with a thousand pieces of gum and one winner ball. Note the quote from a treasury ruling below. . . . note carefully the word individual charm, not collective cost.

"A 1-cent coin-operated vending machine which has incorporated gaming features and which dispenses prizes of more than 5 cents retail value is a gaming device. A similar machine which dispenses prizes of a retail value of 5 cents or less is an amusement device. We have consistently held however, that if the only prize occasionally dispensed along with the candy, peanuts, etc., for each penny inserted are toy charms, such machines are considered bona fide vending machines, exempt from the special tax. We consider that individual charms which average less than 1 cent in cost to the operator of such insignificant value that they do not come within the category of prizes within the meaning of the section." Quote: U. S. Treasury Dept., Excise Tax Ruling Branch, to Mr. Milton T. Ravnor, National Association of Bulk Vendors, Chicago, September, 1953.

Yardstick Used

Now consider that ruling. It is the yardstick by which the ruling must be applied, and is so administered in the field by revenue agents. We have numbers of locations that were reimbursed by us on both types of machines. The only charm machines that can escape the tax are those that utilize junk charms of insignificant value with none worth more than the coin inserted. To restrict charm operators to such junk will result in reduced revenue to the extent of making the operation unprofitable. No wonder the majority of operators in the bulk vending field utilize good charms and/or winner balls, perfectly content to pay the tax when a location proves

good enough to do so. Aren't you aware of the fact that most operations owe their prosperity to the vending of high quality merchandise and/or charms/winners?

Same Federal Tax

Do you know that this same fat federal tax is levied on every juke box and pool table, every pinball and shuffle board? The same stamp is issued in each case, under the same section, for the same purpose. Why have you singled out the winner ball segment for action and elected to overlook the existence of thousands of pinball and pool tables that provide more access to gambling? Don't you think that "local action" of which you speak should include a ban on the use of such devices as well? Have you conducted a survey among your advertisers and operators in the coin-operated amusement section to ascertain if there is evidence of gambling in the utilization of their equipment? Is it possible that you would crusade against a penny machine offering a prize and continue to condone and accept the advertising of numerous carnivals and circuses, fairs and expositions, junk merchandise and cheap watch deals?

Tempest In Teapot

When viewed in the light of all of The Billboard's scope, it seems you have succeeded in raising a tempest in a teapot. We call on all operators and suppliers to respond forthwith with a request to you to advertise the merchandise, list the product, report the news and leave the local application of law alone relative to all your subscribers, whether they be pitchmen one jump ahead of the local John, ride operators and game operators playing the small town, strippers that have only too often felt the hardness of local jails, or struggling charm and winner ball operators.

We note that someone stated you were Mr. Eppy's "cat's paw." We do not think that is factual, and feel that you have been equitable in your actions, not intending to bring harm to the industry. We think you had a legitimate motive in mind, that you felt you were doing a service for the industry. Of course, there is the remote possibility that you are anxious to increase the sale of The Billboard, and to provide juicy topics of discussion for your subscribers. In this you are succeeding, but we do not condemn you for it, for we do the same thing in an attempt to move gum by means of providing fresh incentive with expensive charms and winner balls, etc. It seems we are motivated by a common cause, and, of course, you find yourself in the same boat by advertising the sale and use of gaming devices—such as pins, pool, shuffle, and expensive charms.

Where Copies Sent

We have taken the liberty to send a copy of this article to the major advertisers utilizing your vending machine and amusement sections. We are also asking the major suppliers of charms and gum and vending machines to duplicate this and to distribute same to their respective mailing lists. If you do not print it, many operators will wonder why after a copy is received from one of their suppliers. If you do print it, and the suppliers do not distribute it, then many operators will wonder why they did not. We are wondering if Mr. Eppy will co-operate in educating the operators by spending a little money to help smooth our troubled waters. With such co-operation in distribution, we are sure this will get to all the operators, bless their pointed heads, whom we believe will act with the wisdom of Solomon.

Location Liable

One other thought. Action against the machines by local outlets would be action against the individual location owner since in most local interpretations the charge must be pointed at the person controlling the operation at the

(Continued on page 88)

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PUPPY TO BARK OP'S 'THANKS'

ST. LOUIS—A four-legged present was recently sent Jane Mason, bulk vending sales specialist at Leaf Brands, Inc. A five-and-one-half-week-old boxer puppy was sent to her from St. Louis by satisfied customer and personal friend Elliott Levy. The pup is one of a litter of six—all females.

Said Levy airily, "It's quality dog to a girl of quality of a quality company." Catching his breath momentarily, Levy added that it's up to Jane to give the dog a quality name.

For her part, Jane doesn't feel properly qualified, and is waiting for her daughter, Dale, to return from camp to supply the fitting appellation.

One clique is rumored boosting the name "Lief."

Bulk Banter

• Continued from page 76

normal summer slump seem to have affected the receipts of R. J. Becker Vending Service, owned by Roy Becker. He credits his "about normal receipts" to several factors, but puts special stress on display and cleanliness. Becker operates his route in conjunction with Boys Town of Missouri, a charitable organization. He has been in bulk vending for about 10 years and says he "shoots for placing machines in locations on stands." Altho commissions are higher, he said such locations pay off in more sales. One of the main reasons is that a stand usually occupies a special position on the floor, whereas a pedestal-type unit can easily end up behind a counter.

Becker's route is made up primarily of ball gum venders, with a few charm and cashew machines. He operates machines in all types of locations, including service stations and industrial plants. Like many operators, Becker regularly shifts machines to different locations when receipts begin falling off in particular spots. An office supervisor before entering the bulk vending business, Becker began with 32 old peanut machines. The Beckers have two daughters, 10 and six years old, and the family plans to leave this week for a two-week vacation in California. The daughters are intent on seeing Disneyland for the second time.

Elliott Levy, S. P. Distributing Company, is another large operator who hasn't noticed a drop in receipts. "Altho these are slow months," he says, "I still strive to maintain quality. I know that business is off, but if I believed there was nothing that could be done about it, I might as well throw in the towel." The most important ingredient of a successful operation is a continuous supply of quality

Multi-Units Via Used Venders

• Continued from page 76

cross-bar is both a cheap and simple way of experimenting with multi-units.

Sold Reconditioned
Almost 90 per cent of Logan's used machines are sold reconditioned at about one-third off the list price of a new machine. Late model reconditioned used venders are sold at 20 per cent off list, however. An "as is" unit complete with parts generally goes for 50 per cent off list. Logan Distributing has a shop set aside where machines of all types are reconditioned.

Since relocating headquarters six months ago, the firm has also branched out into used cigarette and candy machines. These machines are sturdy, relatively easy to repair and are ideal for locations that can't support a new machine.

Used manual cigarette venders as well as candy machines generally sell for a quarter the price of a new unit, said Nelson. They are often purchased by the part-time bulk-vending operator for locations where he is on personal terms with the proprietor. Gas stations and snack bars are typical locations, he continued.

Diversification Unprofitable
Diversification into major equipment is often unprofitable for a large bulk-vending operator, especially if he works his route alone. Small lot buying, increased bookkeeping costs, and a different servicing schedule involved with major equipment takes too big a bite out of gross margin. Standardization of his operation enabled him to become big, and the addition of major equipment will often prove a liability.

The part-time operator doesn't face this problem. To begin with, he can't buy in large quantities as a way of increasing gross margin. His bookkeeping is often kept to a minimum. He relies upon personalized vending as his biggest profit earner. When he finds a spot that has enough traffic to support the investment in a used piece of major equipment, he is often willing to put one in. Especially when the location is close to his home, he can service it whenever needed. Little time is wasted in planning

merchandise to customers, he believes. He has built up his route on the basis of high turnover rather than high margin of profit. He believes that the temptation to fight a business slump with cheaper merchandise having a higher margin of profit is illusory. The operator may maintain former profits for a while, but soon sales volume will begin to slip.

Levy uses pre-filled heads on his venders. Machines are further painted up to look like mock heads—two eyes, a mouth and other facial features. This is a point-of-sale technique which has strong appeal for children. Levy operates 98 per cent of his machines at a penny, and continually strives to increase sales as the best way of fighting inflation.

ahead. Whenever supplies are low he has only to drop in at a local distributor and make a few purchases.

Nelson estimates that a part-time operator (holding down a full-time job) can operate a maximum of 200 bulk venders and 10 cigarette and candy machines combined. An operator can memorize the needs of these 10 locations with major equipment. Generally, they are also spots where the operator knows the proprietor. He may gas up at one, lunch sometimes at another, have a beer at a third and so forth. Since stopping in at such spots is often part of the operator's daily routine, servicing costs are a technicality to him.

Victor Buys Mich. Plant

CHICAGO — A 10,000-square-foot plant for production of capsule items was purchased two weeks ago by Victor Vending Corporation, announced Harold Schaefer, president, last week.

Located in Kaleva, Mich., the plant is situated on property 38,000 square feet in area, allowing for future expansion, said Schaefer.

Production is slated to begin after sufficient capsule items to assure steady production have been selected.

Victor intends to manufacture both utility and novelty merchandise of a quality that will both appeal to the general public and assure the operator a maximum gross margin. Schaefer has found that many items selling on the market that he wanted were either too costly or too large to fit in his capsules.

Milk Production

Production of milk in June totaled 12,450 million pounds, down 1 per cent from a year earlier, but 2 per cent above the 10-year average for the month, according to Agriculture Department. Production for the first six months of this year totaled 66,978 million pounds, compared with 67,014 million during the first six months of 1957.

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Children and teenagers love it and you will too when sales for 'extension pieces' empty your machines! Vends in 3 sections: mouthpiece, holder and extension. Extends to one foot long by adding extensions! Packed 334 of each piece per M.

\$5.00 per M in lots of 5M or more
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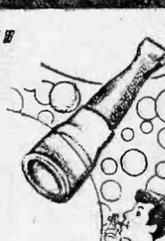
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2nd Qtr. Revenues Trail '57 Three-City Report Indicates

Memphis, Detroit & Milwaukee Ops Note Dip, Predict Autumn Rise

Music and game receipts are down in the second quarter from the same period in 1957, anywhere from eight to 20 per cent. However, the April, May and June period was generally no worse than the first quarter, and operators are now looking to a pick up in the fall. Buying by operators, both of new equipment and records, is being maintained at a steady clip. A nationwide report of business conditions during the first quarter (The

Billboard, April 14) indicated that generally conditions were best reflected on a local level, where individual conditions seemed to offset any national business effects. For the second quarter, The Billboard chose three cities at random, for a look at how conditions compared to a year ago and what operators expected of the future. Here's what the Memphis, Milwaukee and Detroit music and games firms had to say.

By HAL REVES

DETROIT — Coin machine business in the second quarter in this area went through some contradictory phases, a detailed survey of representative major operators and distributors indicates.

Recession conditions existed here as early as last year, and in some respects they have not dropped too much. In fact, some symptoms of improvement were noted.

But present labor conditions in this area remain too uncertain to justify a generalization of optimism.

Other Recreation

The most encouraging single factor is that spending for recreational activities continues at a substantial level despite recession—

(Continued on page 84)

DONATION

Gaza Force Gets New Wurlitzer

NEW YORK — A new 200-selection juke box was donated recently by the Wurlitzer Company to United Nations troops patrolling the Gaza Strip no-man's-land area, eliciting the "heartfelt thanks" of the UN commanding general and Captain of the Mess for providing entertainment to the troops.

Writing to Arthur C. Rutzen, Wurlitzer's export sales manager, the UN commander, Lieutenant General E.L.M. Burns cited the donation "... an important factor in maintaining morale essential to the efficient fulfillment of our mission."

E. M. Doerner, Mess President wrote that, "... several men went without dinner to unpack the machine and get it operating ... an impromptu dance was held ... local faces who had never before seen a juke box were filled with wonderment."

By ELTON WHISENHUNT

MEMPHIS — Collections of music operators during the second quarter of this year generally were better by from 5 to 10 per cent over the first quarter of the year, a survey last week by The Billboard showed.

However, one operator of the group interviewed said his collections were down 20 per cent from the first quarter.

Even with the increase for most operators for the second three months over the first three months, all still reported their collections were down from 8 to 20 per cent over the same period in 1957.

All the operators also operate games on their routes. A difference of reports on these showed that collections on games ranged from a slight decrease or about the same to the same increase as music machines in the second quarter—but also the same decrease for the second quarter in 1958 compared to the second quarter in 1957.

Why Decline

Reasons for the decline in business over a year ago varied, and

(Continued on page 89)

By BENN OLLMAN

MILWAUKEE — A survey of music and games operators and distributors here indicates that receipts during the second quarter of 1958 were slightly under last year's tallies.

"Actually, the downtrend started in February of this year," according to Sam Hastings, Hastings Distributing Company. "We had enjoyed an exceptionally strong January, which normally is not a good month. So, the sudden drop-off in February took us by surprise," he claims.

Second quarter takes were said to be down between 10 and 15 per cent for most of the firms queried here.

Blame for the decline was placed primarily on the recession. Factory and office layoffs, plus short working hours has acted to cut down traffic in taverns and restaurants.

Late-late Movies

Appeal of "late-late" movies on television has also been a hurting factor, according to coinmen. Competition among video outlets here is forcing stations to program films of fairly recent vintage

(Continued on page 88)

PHONY FONO SAPPHIRE NEEDLE CLAIM

FOREST PARK, Ill.—The birth and pedigree of the sapphire phonograph needle appears to be at issue. According to Karu Jensen, local needle manufacturer, the inventor was Thomas Edison.

But according to Max Cooper, Jensen's public relations firm, a 40-year-old English widow is threatening his firm with suit because she says her husband invented the thing.

Says Jensen: "If Mrs. Killick's claim were true, I guess my company would owe her about \$5,000,000. But I collect old records, and I have one older than Mrs. Killick that starts out, 'This record is being played by a sapphire needle.'"

Jensen says the claim is "preposterous." Widow Killick says she'll sue all companies that have infringed her patent. And Jensen's agency, Max Cooper, just says the above is all true.

NARROW ESCAPE

Latimer Lands on Belly

DENVER—Bob Latimer, The Billboard correspondent covering the Rocky Mountain States, narrowly missed injury last week when a light plane he was flying plunged from 5,000 feet in an uncontrolled spin to within a few feet of the

(Continued on page 89)

Show Juke Operation on TV Promo

G. R. Walters' Phonovision Unit Detailed

DAYTON, O.—The juke box industry received some favorable publicity on a local television show here, thru one of its newest suppliers, Glenn R. Walters, manufacturer of Phonovision, a slide projection unit that fits on top of phonographs, and flashes pictures of recording artists.

It all came about on a television program called "Enterprise" a show that features a different small business every week and explains it to the public. The show is written and produced by Walters, who decided to do a program on the juke box operating business, featuring the operation of his father, R. C. Walters, head of W & W Music Company.

Combat Depression

The program dealt with how one firm (R. C. Walters) had been able to combat the depression on his phonograph route, and went into considerable detail explaining

(Continued on page 84)

Colorado Ops Decide on August Meet

DENVER—The Colorado Music Merchants Association have scheduled an August meeting for Greeley, Colo., with Jack Wycaver to act as toastmaster and host. Date and place for the meeting have not been settled.

The group's membership drive, which has netted excellent results to date according to association officials, will be prominent on the agenda. Jack Arnold, American Amusement Company president announced that five new members were added during July, a period when association activity is at its lowest ebb.

Active distributor cooperation was credited by Arnold in the membership drive success. The phrase, "Join the Colorado Music Merchants Association, Inc." was added to the bottom of several distributors' stationery, with the association also being talked up at every opportunity.

MOA Negotiates \$10,000 Group Life Insurance Plan

Need 600 Minimum to Start Oct. 1; Members and Employees Eligible

OAKLAND, Calif.—A national group life insurance plan for Music Operators of America members and employees has been negotiated with the California Life Insurance Company, it was announced last week.

The plan is scheduled to go into effect October 1, provided MOA comes up with the minimum 600

enrollment required. Applications are being accepted immediately.

\$10,000 Life

Basically, the plan provides \$10,000 life insurance for an annual \$126 premium. No physical or other type examination is needed, with MOA membership the only requirement.

MOA President George Miller, in announcing the plan, said that negotiations had been going on for two years with various companies, and that the California Life Insurance plan was the most advantageous for the membership. MOA has approximately 200 applications already on hand, according to Miller, with only 400 more needed to fulfill the quota. A brochure mailing to approximately 6,000

operators is being made by MOA telling about the plan.

The plan is being negotiated for MOA by A. R. Perkel & Company, Inc., San Francisco insurance advisors.

Basically, provisions of the plan

(Continued on page 84)

Copyright Bill Still In Senate Committee

By MILDRED HALL

WASHINGTON — No new moves have been made to get the O'Mahoney anti-juke exemption bill out of the Senate Judiciary Committee and on to the Senate floor for a vote. Committee wrangles over the bill and the subcommittee report on the O'Mahoney juke hearings of last April have gone on intermittently for several weeks, but have produced no decisions as of Billboard deadline (7).

The bill and the report, which squeezed thru the O'Mahoney (D., Wyo.) subcommittee on patents and copyrights by a two-to-one vote, are believed to suggest revision of

the original O'Mahoney measure by setting a ceiling on total performance royalty required of the juke box operators if the traditional exemption is knocked out of the copyright act. Increased protection for location owners is also believed to be provided (Billboard, July 14, 1958).

Royalty ceilings of from \$15 to \$25 per box annually, depending on the number of plays in the machine, came up for consideration during the hearings. Juke box people said this would mean an annual total of around \$12 million in performance money, a disproportionate

(Continued on page 84)

Wico Readies Parts Catalog, Conversion Kits

CHICAGO—Wico Corporation here is preparing its 1959 coin machine parts catalog for distribution to operators the first week in September, according to Ed Ruber.

Ruber said Wico will also soon announce a new line of 78 to 45 r.p.m. conversion kits for phono-

(Continued on page 84)

Expect 300 at Milwaukee Music Party Aug. 12

MILWAUKEE — The third annual Milwaukee music industry party, embracing all segments of the local music industry scene, will be held here August 12 at the Taylor Electric Company auditorium.

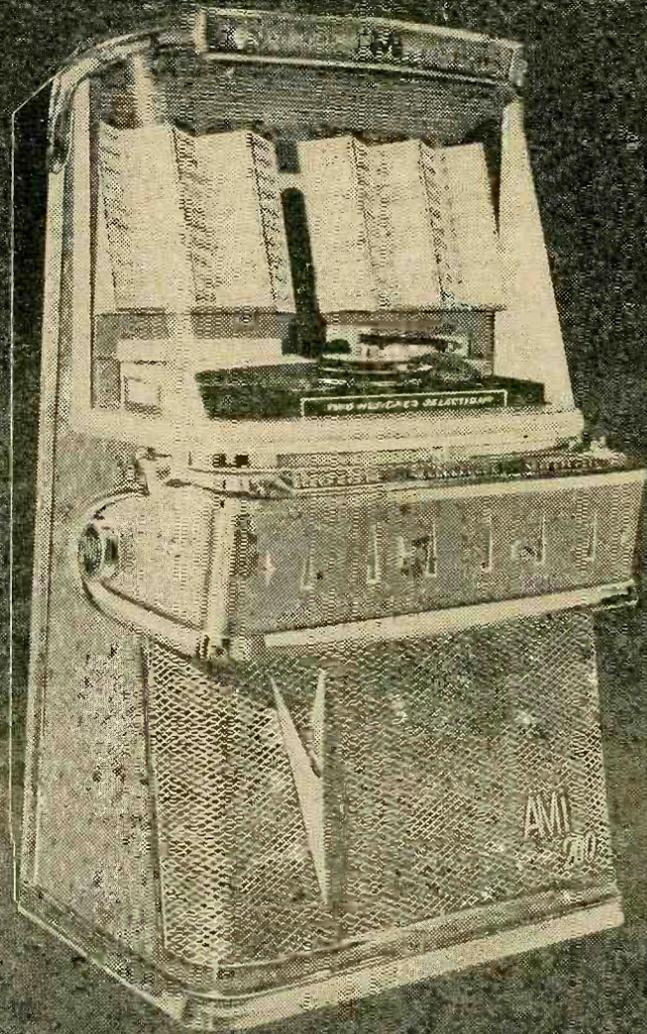
As in previous years, the event will be highlighted by presentation of a "Millie Award" given annually to the local radio station disk jockey or announcer who is judged to have performed the outstanding public service work.

Varied Attendance

The event has traditionally been attended by members of all phases of the music industry—recording, juke box operating and distributing, publishing, radio, retail record and phonograph as well as various civic and industrial leaders.

In past years attendance has been around the 250 to 300 level with expectations of that figure being met again this year. Originally promoted and conceived by Billboard correspondent Benn Ollman, the event, now in its third year, is jointly sponsored and arranged by a committee representative of the different industry segments involved. Besides chairman Ollman, the committee this year includes Stu Glassman, Radio Doctors; Harry Jacobs Jr., United, Inc.; Woody Johnson, United, Inc.; Barney Kuehn, Music Mart; John Plimpton, Bay Music Center; Harold Rietz, Taylor Electric Company, and Don Smith, Records Unlimited, Inc.

The banquet is scheduled to start at 6:30; price is \$2.50 per person.



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INSIDE 160-JUKE OPERATION

How Programming Specialist Picks Disks, Puts 'Em on City Locations

This is the second part of a special report on how a typical, well run metropolitan juke box operating company functions. Featured is the 160-machine operation of South Central Novelty Company, on Chicago's South Side, headed by veteran route Man-

ager Moses J. Proffitt. This article deals with record buying and programming—as done by South Central. In last week's issue, the first half of this report explored the servicing and route collection methods of the operation.

By NICK BIRO

CHICAGO—All record buying and programming on South Central's good-sized 160-machine route is done by one man—John W. Strong—a specialist in his field with 14 years of juke box operating experience.

Unlike many large routes that have individual collectors do their own record buying, South Central

to sell—if we don't have good records on our machines, we have nothing."

"Take a spot that might net us only \$8 a week against one that brings us \$50. They each get the same number of new records. If we slight the \$8 spot, next thing it'll be down even lower than it is now."

"We try to establish the mini-

out—they may buy five or six disks. Other weeks, if no good hits are issued, they may not buy any. But generally the average is about two to three new records placed on each machine weekly.

Stress EP's

Both Proffitt and Strong are staunch believers in the value of extended play album records. EP's are placed on every machine on the route—as many as 20 to 30 per phonograph. Pricing is at two EP's for a quarter as opposed to straight 10 cents a tune for singles. The entire route, incidentally, is on straight dime play for singles, with EP's commanding the extra price. The album disks account for about 10 to 20 per cent of total plays, with a corresponding longer life than singles. Strong makes a practice of rotating his EP standards from machine to machine, often keeping them for several years.

The firm's disk buying is an interesting weekly ritual that takes place every Tuesday morning in South Central's "audition room," which is equipped with a unique turntable set into a fold-top writing desk.

Desk Turntable

The desk top is opened, turntable switched on, and master of ceremonies Strong, usually surrounded by two or three other members of the firm, is ready to hear the week's new releases.

Preferring to deal with distributor salesmen instead of one-stops, Strong is visited by three or four weekly out of a total of seven or eight salesmen who regularly deal with the firm.

There is no set rule for buying a certain type of music. Anything that Strong feels will go on the route is bought. Usually the distributor has recommendations for that week that Strong will consider. Trade-paper charts also receive careful scrutiny. But final decision on buying will rest with Strong's judgment on whether that tune will "go" in South Central's location.

All Stops

Once the tune is given an OK, it generally is bought for all the firm's stops. Special "fill-ins" are picked for certain stops, but this is not the rule, Strong tells.

Close attention is also paid to location requests. All stops are encouraged to phone in the names of special tunes they might want for the week. Often Strong has found

has stuck with the policy that a single specialist, doing all the buying, can realize economies in time and quantity discounts as well as seeing to it that a good record hit gets placed on all the firm's machines, rather than being confined to a few.

Strong, who is Manager Proffitt's "right hand" and second in charge, is also the day serviceman for the route. In this way, he is able to visit each location periodically and keep his finger on the individual preferences of all stops.

One for All

However, altho location suggestions are carefully followed, the firm generally follows the policy of buying the same records for all machines. With few exceptions, Proffitt and Strong have found that a disk that is popular in one stop, will get good play all over.

The pair are also firm believers in treating each location alike. That is, all stops are given the same number of new disks weekly—whether the location is a top earner or one of South Central's lower grossing spots.

Sell Service

Manager Proffitt sums it up with what has literally become the motto of the route: "Service is all we have

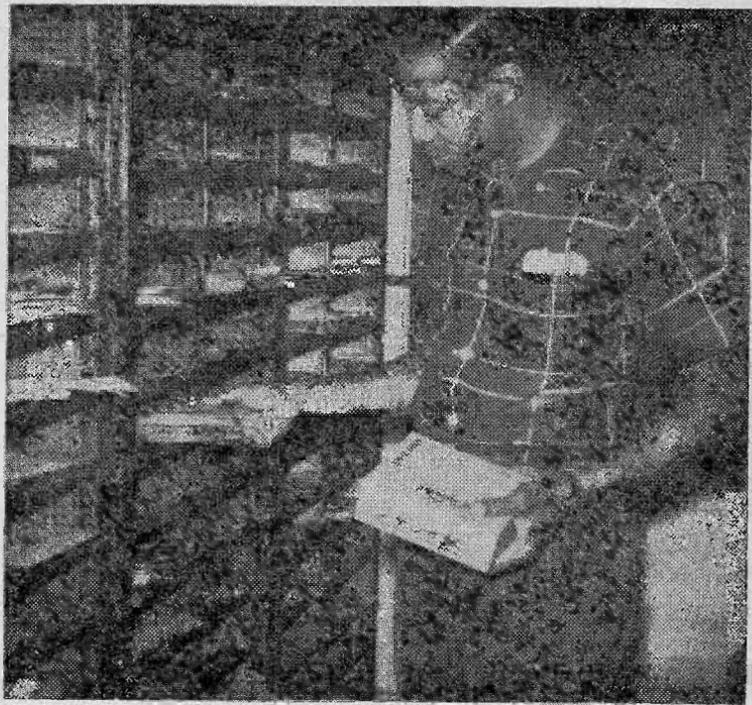
mum revenue a spot should bring for us to keep it on our rolls. If it qualifies, we treat it as any other spot. If it doesn't, we drop it. If we can't service the spot well, we don't feel it's worth keeping," Proffitt says.

Like 200's

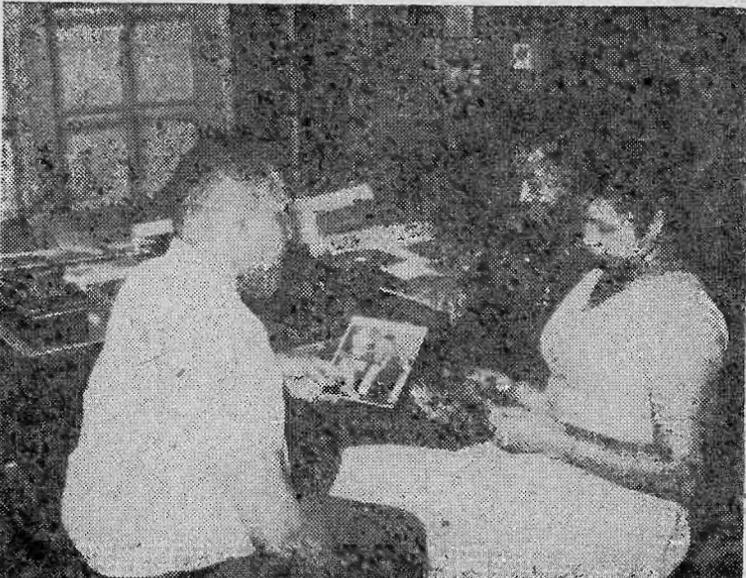
Of the firm's total 160 machines, about 60 are 200-selection models with the remaining 100 being 100-selection units. However, all current purchases are of 200-selection units, which Proffitt feels is the machine of the future.

All the machines, 200 and 100 selections, get the same number of new disks with every servicing—about two to three a week.

The firm has no set percentage which it spends for records. Some weeks when a greater number of what Proffitt and Strong feel are good releases for their route, come



RECORDS ARE STORED in vertical shelves—labeled by artists. Buyer John Strong is stacking some new standards just bought, which will be rotated thruout the route.



"BUYING SESSIONS" ARE HELD every Tuesday morning when distributor salesmen call at firm headquarters. Routeman Edgar Blakeley and office girl Evelyn Buckley often sit with buyer John Strong (center) reviewing new releases.

Tune Talk . . .

The Buyer . . .

Charles L. Marchetti



This week's featured Tune Talk buyer, 35-year-old Charlie Marchetti, is a relative newcomer to record buying circles, but not to the juke box industry. After being honorably discharged from the Army Medical Corps in 1946, Charlie took his first job as a juke box collector here in Chicago. Four years later he switched jobs, going to work for Frank Padula, owner of Melody Music Shop, a large Windy City operation, where he has been employed ever since. About six months ago Charlie went from collector to record buyer for the firm's large route. He picks about two to three disks a week that go on all the route's machines, buying his requirements at a one-stop. Married, with one child, Charlie lives with his family in suburban

Elmwood Park. Besides amateur carpentering around his home, he is an avid hi-fi bug, owning his own "rig." Here are the records Charlie bought for the Melody stops last week.

His buys last week . . .

Bird Dog/Devoted to You, The Everly Brothers (Cadence)

"This was a simple pick. The Everly Brothers are going pretty good now, and I think they have a couple of pretty catchy tunes working for them. Both sides are good. But I think 'Devoted' will be just a bit better. It's a ballad and should go in all our stops. 'Bird Dog' is a novelty-type thing. It won't get as wide acceptance, but it'll be good just the same. Anytime I can get a record with two pretty good sides, I usually jump on it."

Dance Everyone Dance, Betty Madigan (Coral)

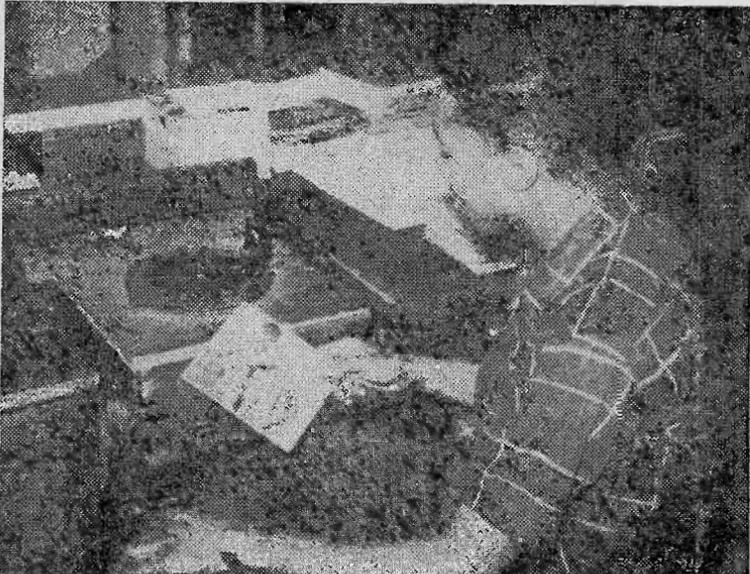
"Here was a case of getting a good second-best side. Frankly speaking, I really wanted Roger Williams' new release, 'Near You' (Kap), but it won't be available for several weeks. So I picked three tunes and asked our one-stop to advise me. My other alternates were 'Stupid Cupid' with Connie Francis (M-G-M) and Belafonte's 'Waiting Game' (RCA Victor). We ended up with 'Dance Everyone Dance' because I understand it's been getting some action in the East lately. It's not a new release—been out about a month—but I think it has a good chance of picking up. Also, Madigan has usually done pretty well on this route."

a request from one location will prove to be a top-money earning record for all the firm's stops.

Once records are bought for the week, uniform title strips are ordered for all selections. Rather than type in titles, South Central

prefers the Star title strip service, feeling the uniform appearance of strips justifies the expense.

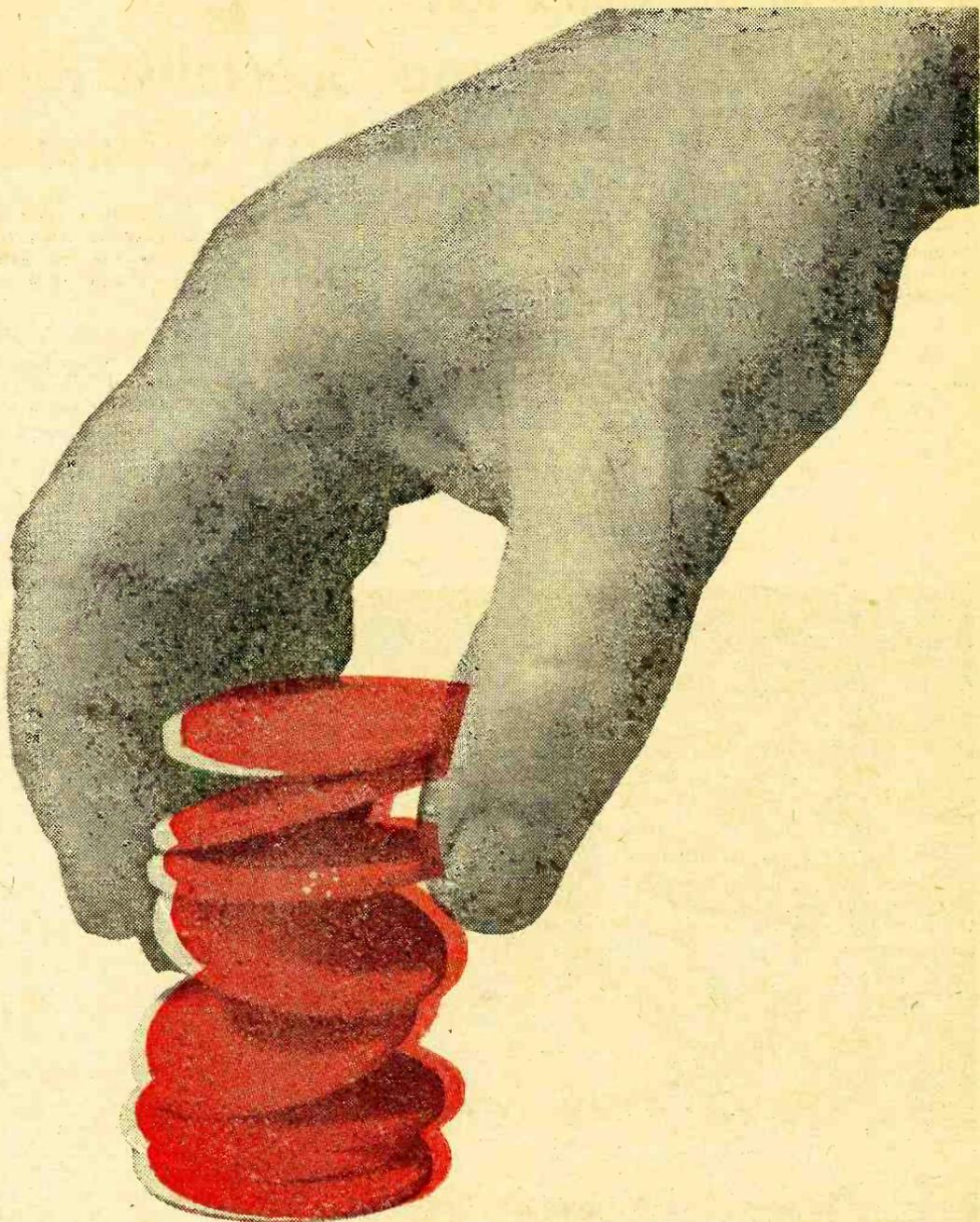
Records are then sorted into stacks for the collectors who will place them on the machines for the week.



EXTENDED PLAY DISKS play a big part in South Central's programming—each phonograph has anywhere from 20 to 30 disks. Each album tune is previewed by record buyer John Strong at the firm's "jury rigged" turntable, which is mounted in a fold-away desk top. Speaker is separately located.

50 120 200
SELECTION MODELS
A
ROCK-OLA
FOR
EVERY LOCATION

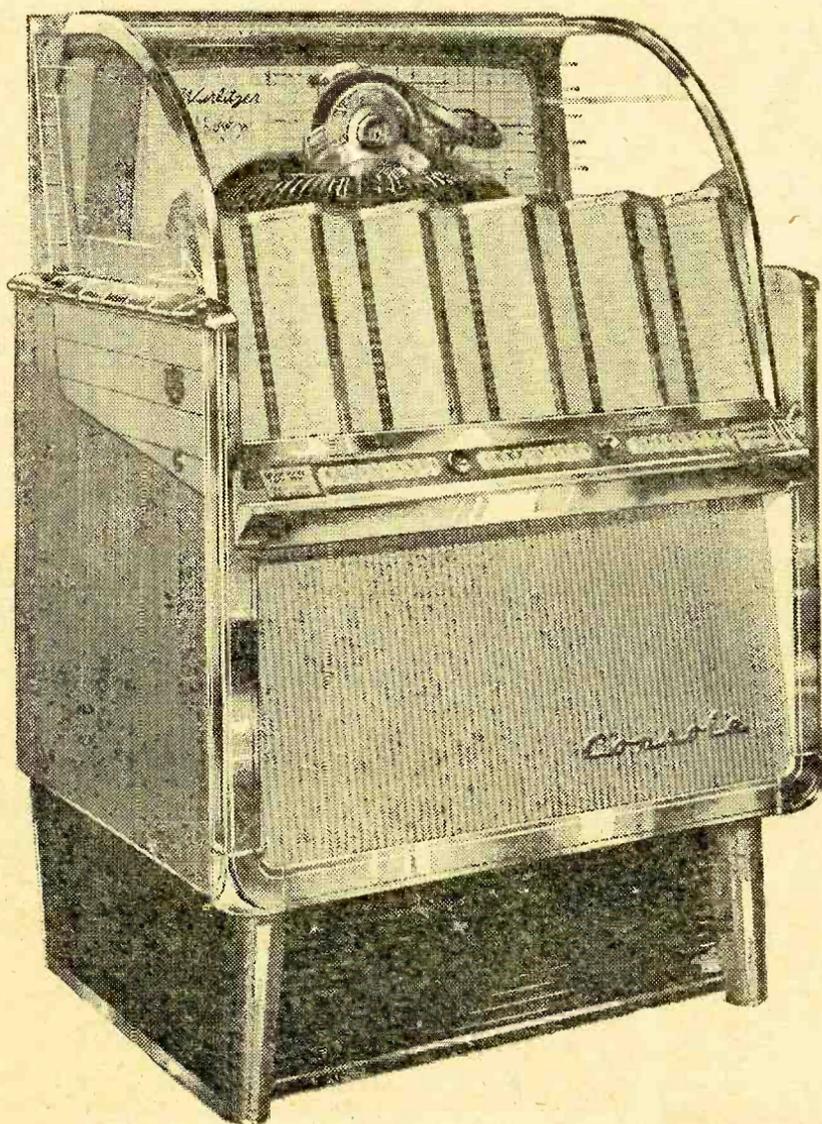
WHEN
THE
CHIPS
ARE
DOWN



THIS ONE TOPS THEM
ALL FOR "TAKE"

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WURLITZER

Console

PHONOGRAPH

104 and 200 SELECTIONS

THE WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

Established 1856

Motor City Takes Depressed

• Continued from page 80

something confirmed by the writer's survey of motion picture theatres and other phases of outdoor and indoor show business in the area.

The picture can best be clarified thru a roundup of representative individual reactions in the industry.

The second quarter was off 15 per cent from a year ago, but about the level as the first quarter, reports veteran Arthur P. Sauve of A. P. Sauve and Son, who is close to many sources of information.

City Vs. County

"Detroit is hit more than any other place. The city is hit hard, but where we operate out in the same (Wayne) County, it is not so bad. In adjoining counties, it dropped only 10 per cent."

This figure applies about equally to music and games, he said.

However, music is holding up somewhat better upstate, Sauve said, opining that a substantial number of city people are coming out into the country areas for relaxation and are becoming machine patrons. As to the outlook, he predicts, "In the next 60 days it isn't going to jump up like it used to, but I think it will be on the upgrade, if the automobile negotiations are settled."

Slight Increase

"There has actually been a small increase on juke boxes in the second quarter" in the Detroit area is the hopeful report of Frank R. Fabiano of Fabiano Sales and Service. "People are not as frightened as they were. They are getting used to the recession and are spending a few dollars more," Fabiano said.

Actually the quarter has not shown much difference in dollars in general, Fabiano says, except upstate, where he runs a game operation with about 400 machines,

and reports collections much better because of the influx of business in summer spots and the resort areas, looking ahead, he said:

"I look for things to show an upgrade in both the third and fourth quarters—it may be slow, but definitely up. This goes for both music and games."

Equal to 1st Quarter

The second quarter is a little slower than a year ago, but the true level of business has remained about equivalent to the first quarter, is the word from A. Jordan Spring, who operates a large games route as the Ray-O-Lite Amusement Machine Company. "It was relatively slow the first quarter, and the same the second," he says, explaining reasons for the current drop that impresses some operators pessimistically:

"1. The second quarter total wound up adversely because it included the beginning of the usual and expected summer slump, statistically.

"2. There are people taking vacations today who never did before and that removes customers for us.

"I think the future will be all right," Spring says. "I believe in this country. We must realize that we all have to get back to work."

New Equipment

Play on machines has generally been down in the second quarter compared to the first, but operators have been spending more money for new equipment during the same period, thereby building profits for the future, according to veteran Maurice J. Feldman, of Central Coin Machine Exchange. A major reason for the increase in new machine sales has been successful introduction here of new games.

And the new investment has paid off, he says. "Play in general is also up where operators have brought in new equipment." In contrast he remonstrates with the operator who has an older unit on location, bringing in only \$5 or \$6 or \$7 a week. Is it fair to the location to leave this in, when, if he put in new equipment, he could double and triple the play?"

One of the biggest drops reported was the 20 per cent slump in the second quarter, compared to the first, cited by Delisle L. Lodico of the D & L Coin Company, one of the larger operators of Arcade equipment in this territory, as well as a juke box operator.

June Reversal

However, he pointed out hopefully, in late June there was the start of a trend reversing this as his lake type locations (a new development with him the past two seasons) started to show heavy increases as people moved out into the resort and recreational areas. Business for the machines suitably placed in locations in these areas picked up accordingly.

Music machines have not shown as severe a drop as the amusement equipment, he said. This probably reflects the combination of a policy of careful selection of locations in the first place for juke boxes, combined with a requirement of a basic guarantee per location in one form or other, he said.

The biggest weakness in the coin machine field here currently, Lodico says, is in bowling games. He reports that some will pay off their own way in four months, while others will require 24 months—with the difference reflecting the earning power of different locations. This leads to the problem of credit and financing for machines and the ability of operators to meet their obligations. In the suburban areas, he says, the new types of machines are paying

MOA Negotiates

• Continued from page 80

are two-fold: \$10,000 worth of life insurance for \$10.50 a month is provided until the age of 61. After this, the policy is reduced to \$5,000 at \$5.50 per month. Altho membership in MOA is a necessary starting requirement, any policy holder who retires or leaves the music business may convert the policy to an individual life insurance plan.

Wico Readies

• Continued from page 80

graphs in the AMI, Evans-Mills, Rock-Ola, Seeburg and Wurlitzer lines.

Kits will be designed to convert the following phonograph models: Evans-Mills Constellation and Jubilee; Rock-Ola models 1422, 1426, 1428, 1436; Seeburg models 146, 147, 148, M-100A; Wurlitzer models 1015, 1100, 1250, 1400, 1600; AMI models A, B, C, D.

for themselves much faster than they are in Detroit itself, where the two and a half year period may be required. The varying effects on one type of location and route, competing against the other, make precise statistical comparison difficult, but the general trend indicated may serve to explain the special heavy problems of Detroit operators.

In typical suburbs around the city, business is holding up much better than it is in Detroit proper, Lodico says, tho again there are individual suburbs where depression appears to be heavy. Types of residential areas, local employment opportunities, transit problems, and many other factors combine to make the over-all record remarkably spotty.

Juke Operation

• Continued from page 80

just what the juke box industry was to the public.

Walters' Phonovision unit also received a little free publicity in the process. But this was all part of the program theme, since the elder Walters claimed that use of the Phonovision unit had enabled him to boost his take in locations as much as 60 per cent.

Introduced at MOA

The Phonovision unit was first introduced by both father and son Walters at the 1957 Music Operators of America convention in Chicago. Simply stated, it consists of a television-resembling unit, fitted on top of a juke box, that flashes a different 35mm. slide of a disk artist on the screen every few minutes. Intention is to attract the public eye to what artists are featured on the juke box.

Altho not in volume production, the Walters have experimented with the unit on their own route, reporting hikes in revenue on the juke box of from 50 to 60 per cent. The unit has even been adapted to deliver an advertising message for a local sponsor—the space being sold by the operator and location owner jointly.

Copyright Bill

• Continued from page 80

amount considering ASCAP's total performance revenue of \$26 million in 1957.

Spokesmen for the licensors and songwriters countered that the amount broke down to about 7 cents a day per box—a small amount to pay the writer for use of his creation they claimed. Copyright office spokesmen also asked for an end to the exemption, "in the interests of consistency in copyright law."

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THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of August 4, 1958)

Table with columns for High, Low, Mean Avg. prices for various categories: MUSIC MACHINES, SHUFFLE GAMES, PINBALL GAMES, and ARCADE EQUIPMENT. Includes sub-sections like AMI, SEEBURG, WURLITZER, BALLY, CHICAGO COIN, EVANS, and GENCO.

1958 Game Output Hits 57 Models; 5-Ball Pins, Bowlers Pace Field

CHICAGO — Fifty-seven new amusement machine models have been introduced to the trade thus far in 1958, including at least two dozen distinct types of games.

The market for amusement games has been unusually flexible this year, and this is reflected in manufacturers' efforts to experiment with new types of machines in the hope of finding one that will be an all-around location piece.

Compared to 1957, there have been an equal number of new machines bowed to date, but last year saw just 24 distinct types of games introduced thruout the year, while there are already that many types on the 1958 market, with four and one half months still to go.

Five-ball pin games are far ahead in number of models introduced to date. They number 13. Bowling games follow, with 12 models, but

these represent four different types including 6 ball bowlers, 3 gun-type bowlers, 2 manikin-type bowlers, and 1 shuffle bowler.

1958 Breakdown

Other categories include 4 baseball games, 4 pool games, 3 in-line pinballs, 2 gun games, 1 horoscope machine, 1 shuffleboard, 1 golf putting game, 5 kiddie rides, and 11 other novelty and Arcade-type models.

Last year's total output of new models stood at 93, including 24 five-ball pins, 13 ball bowlers, 13 kiddie rides, 4 roll-downs, 4 guns, 3 in-line pins, 2 shuffle bowlers, 1 baseball, and 15 other assorted types.

Model introduction hit 133 in 1956, but included no less than 52 different models of pool games; other models included 21 five-ball pins, 10 in-line pins, 4 shuffle bowlers, 6 guns, 7 kiddie rides, 3 baseballs, and 30 novelty and Arcade-types.

The 1955 output saw 130 models introduced, including 30 pool games, 19 five-ball pins, 8 in-line pins, 23 bowling games, 10 guns, 7 kiddie rides, 6 baseballs, and 33 novelty and Arcade-types.

Production in 1954 ran to 113 models including 30 pinballs, 30 shuffle bowlers, 15 guns, 7 kiddie rides and 31 other novelty machines.

CHI GAME PANEL OK'S GOLF, CROQUET

CHICAGO — The City Game Panel here, which rules on each new game introduced, approving or disapproving it for placement in city locations, has approved of two new types of games—Bally's Gold Champ golf putting machine, and Chicago Coin's Croquet, croquet-pool unit.

This adds two more games to the city's list of machines okayed for local locations. Other games with the green light include shuffle bowlers, ball bowlers, pool games, gun games, novelty-type shuffles and some types of Arcade games.

Bally Ships Lucky Alley, Ball Bowler

CHICAGO — Lucky Alley, a new Bally Manufacturing Company ball bowling game featuring "delayed action" strikes, was shipped to distributors last week.

The "lucky strikes" occur at random from shot to shot, and give player a clean sweep of the pins where ordinarily he would have scored a spare or a blow.

Purpose of this new feature is two-fold. It puts average players on a more competitive level with skilled players, and it provides the element of luck found in actual bowling, where wobbling pins will fall and score strikes moments after

(Continued on page 87)

How Op Loans to Locations Put Los Angeles Routes Behind 8-Ball

Spots Never Stop Asking

LOS ANGELES — The situation is well in hand, and that seems to be the trouble.

Game operators would like to turn it loose, but its grip upon them is tight. They refer, of course, to the practice of paying locations either thru gifts, bonuses or loans, the latter a term used loosely in this connection, to install amusement devices.

While the practice is not new, operators agree that it has got out of hand within the last year or 18 months. A minimum of half the operators are said to be making loans. One operator remarked that he did not know of anyone who was not making some sort of concessions. The amounts run from a few dollars to a reported \$5,000, with a majority reporting an average of approximately \$300. The location, they added, will try for as much as the traffic will bear.

"I have been approached for loans from \$750 to \$1,500," said Charles Koski, an operator in the Long Beach area for 11 years.

William Leunhagen, an operator

(Continued on page 87)

BB FOCUS ON PRIME PROBLEM AREA

CHICAGO—This is another in a series of articles on location loans and commission practices in cities across the country. This week's article spotlights the Los Angeles area as one of the major sore spots of the loan problem—an area where loans got out of hand to the point that all segments of the trade suffered.

Here is an example of what can happen when loans become the rule, rather than the exception. A previous article on the Los Angeles loan situation appeared in The Billboard, June 30.

KC Spots Rush For Licenses

KANSAS CITY, Mo.—Arrests here of some location owners who failed to buy licenses for coin machines brought a rush of 52 people to City Hall. They bought 14 licenses for multi-coin pinballs and 38 licenses for other coin devices.

Those arrested were taken to police headquarters to post \$50 bonds and ordered to appear in Municipal Court. Some location owners reportedly missed arrest because they were at City Hall buying licenses. Those buying licenses paid an 18 per cent penalty for tardiness.

Multi-coin pin licenses are tabbed at \$75, and the fee for other games is \$15.

Rentals Also Hurt Trade

LOS ANGELES — "Operators are paying 50 per cent commission to locations and it makes it extremely difficult to make money," says Charles Koski, a music and games operator in the Long Beach area for 11 years.

"Commissions do not differ for various types of machines," he adds, "and it takes an efficient operation to break even. There is no move to give more commissions, but the stiff competition comes from loans and bonuses."

Operator Koski in presenting a majority report for a check by The Billboard revealed that at least half the operators were making loans to locations. One source estimated 90 per cent and another said "I do not know of a single operator who is not making loans."

(Continued on page 87)



WALTER HEMPLE

The operator who is not making loans.

Gottlieb Bows Two-Player, Gondolier

CHICAGO—Gondolier, a new two-player five-ball pin game with two sets of playfield ball flippers, was shipped to distributors last week by D. Gottlieb & Company.

One set of ball flippers at bottom of playfield shoots balls at three bulls-eye targets, two at mid-playfield, and one at top. Another set of flippers at mid-playfield shoots at top target.

The bulls-eye targets score 10 and 100 times the indicated values on a special "Mystery Circle" which lights up to show values of 1 thru 5. Scores of two special ball holes are also affected by "Mystery Circle."

Seven roll-overs on playfield when hit cause the numbers in "Mystery Circle" to spin, thus changing values of targets.

Four ball bumpers light up for scores as players shoot ball thru any of four roll-under lanes at top of playfield.

Gondolier has a double match play feature, and can be set for three or five-ball play.

MECHANICS' DREAM

How Model Service Dept. Functions

ST. LOUIS—The coin machine repair and servicing department of Morris Novelty Company here is one which could serve as a model to the industry. Lou Morris, president of the firm and of the Missouri Amusement Machine Association, designed the department in his plant on Olive Street with his employees in mind. It offers them as pleasant a place to work as possible.

The big service department, some 25 by 20 feet, is located at the right of the Morris building just behind the showroom, connected by a sloping eight-foot ramp with a pitch of 20 degrees.

Servicemen this work at a considerably higher floor elevation than the showroom and can roll repaired equipment on casters down the hard cement surface ramp into the showroom area. Any

employee can thus move a machine with ease.

Next, the department has a highly unusual lighting system. An intensified overhead fluorescent system provides over 50 foot candles on every square inch of working surface anywhere in the shop. Slim-line "daylight" lamp tubes are used, with a considerably higher output than usual, eliminating eye strain. In addition, individual incandescent spotlights along the work benches, mounted on flexible arms, make it possible for any mechanic to bring the light "down" where it is needed.

Absenteeism during the hot summer months is checked by an unusually capable air-conditioning system. This consists of a five-ton cooling unit with rectangular traveler duct which runs entirely

(Continued on page 90)

DRAWS KIDS

Clown Plugs Tusko Ride At Beach

SODUS POINT, N.Y. — Earl the Clown is cavorting here on Lake Ontario and drawing crowds of kiddies around a Tusko coin-operated elephant ride set up on the beach.

The unique promotion is the brainchild of John Bilotta, Bilotta Distributing Company, Newark, N. Y., who has recently been appointed distributor of the ride, manufactured by the Tusko Corporation, Thousand Oaks, Calif.

Bilotta reports that the clown idea is paying top rewards on the Tusko ride, and other coin-operated equipment he's located at the Sodus Point Beach Amusement Park. The set-up also includes major ride equipment.

Parents are invited to take pictures of the clown, and of their kiddies perched on the ride in company of the clown.

Bilotta, who is the Tusko distributor for New York State and the New England States, says coin rides are getting top play in the area. John owns an interest in the amusement park.

Blatt Named Legal Counsel For GONY

NEW YORK — Theodore H. Blatt, of the law firm of Haskell & Blatt, has been named counsel for the Game Operators of New York.

Blatt resigned a month ago as counsel for the Associated Amusement Machine Operators of New York. (The Billboard, July 14.)

Blatt, a veteran of the New York industry, has been connected with the coin machine industry since 1927. He organized the first operator association here in 1929.

Commenting on his new GONY post, Blatt said, "GONY hopes that with legal background and experience guiding them, they can form an effective service organization for operators."

(Continued on page 87)

Fischer Intros 6-Pocket Pool Visiball Feature

TIPTON, Mo.—Fischer Sales & Manufacturing Company here has bowed a new "Visiball" feature on its line of six-pocket coin pool tables.

The "Visiball" feature consists of a tray placed at the front of the table, clearly showing balls pocketed. Player can turn the ball in the tray to reveal the numbers on the balls, but cannot remove ball from tray. Ball return apparatus has been improved on the Fischer models, utilizing an open-center, self-clearing aluminum ball track.

Fischer, according to Bill Weikel sales manager, is currently boosting distribution of its Imperial VII six-pocket models. Playboard of the Imperial VII, according to Weikel, is the largest on the market—3½ by 7 feet. It uses ¾-inch balls and 56-inch cues. The cabinet is available in mahogany finish, and the "Visiball" tray is standard equipment. Other models, all with "Visiball" tray, include the Imperial VI and the DeLux.

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Super Jet	\$250.00
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Locations Never Stop Asking

• Continued from page 86

here since 1933, said that he would set the average at \$300. He added that he based his loans on a "rule of thumb" that would permit him to be repaid in a matter of a few weeks.

Walter Cook, also a local operator, declared that he had quit lending money for new locations.

Loans are made to locations in several ways. They may be by promissory note or an operator will put them thru a bank, co-signing with the location owner. When the deal is on a personal basis, said operators, the location tends to put off the paying. A loan in which a bank is involved tends to impress the borrower that he is responsible. Operators make personal loans for \$200 or \$300, but when the amount is higher, the bank's aid is sought.

"The only reason I lend money is because I'm forced to do it," Koski explained. "I try to figure the gross. In other words, suppose a location asks for a \$300 loan. It takes six weeks at \$25 to get that amount back, so I sit there for that long. I have equipment in the shop for that length of time. So you take a chance at it. When they want \$1,200 or a similar amount that is too much."

Loans Without End

Operators have trouble with locations renegotiating loans. As an example, a loan may be \$600. When \$300 is paid, the bite is again put on the operator for \$300 with the result that the amount is back to its original figure.

Some of the notes are negotiated on a personal basis. Operators, of course, like this procedure. "It helps to cover the loss on the others that are not repaid," one operator stated.

There are times, it was said, when operators give the location the take for several weeks. In one case an operator advised the location owner to purchase a new car with the understanding that he would take care of the payments is making the rounds.

Does the value of the located game have an effect upon the request for a loan? This question was asked Hank Tronick, a partner in

the C. A. Robinson Company and for years with Minthorne Music. "Absolutely not," he answered. "Locations today not only demand top loans but also demand top equipment. If one operator will not give it to them, another will."

Operators are trying to cut down on the loans. Some say they have completely stopped the practice. Some, like Cook, reported that they are not lending money or making gifts for new installations. Operator Walter Hemple told The Billboard that he had cut his in half. Asked if he meant the amounts or the number of loans, he answered "both." "My fund for such purposes has been halved," he explained.

Blame for the loan practice is placed on brokers who advise locations that money may be obtained from the games-music operators. Once granted, the news of easy funds seems to spread far and fast.

Rentals Hurt

• Continued from page 86

The 50-50 split, operators agree, makes the installation of games a rough go. Then to make things worse, some locations are getting their equipment on a straight rental. A case in point was cited that a location was paying \$10 a week for a game that was grossing as much as \$90 a week—a consistent \$70—with the location paying only \$10 and making, also consistently, \$60. It was pointed out, however, that this is an isolated case.

Need Mixed Route

"When bowlers came out some tried to get front money, but that is about all they did," said Walt Hemple, veteran operator in the San Fernando Valley. "Operators can make money on a standard 50-50 split of grosses with locations only when the operator has a packaged deal. It does not matter whether it is music or games—an operator cannot make it on just one."

"Operators are continually working for a lower commission payment to locations, but so far they have not accomplished anything," William Leuenhagen, local operator, declared. "The stiff competition comes from fringe benefits and not commissions. With investments up and maintenance costs increasing, it really takes a careful operation to make it."

Walter Cook, also a local operator, said that he is continually pulling his games from locations because he cannot make a go of it on the 50-50 split. "I am not installing any games in an ordinary eating place," he added. "You need drinks. When people go into a place to eat, they are not game players."

Operators agree, too, that the policy of making loans has been going on for a long time, but has got out of hand only within the last year or 18 months. Some said they had cut the number and amounts down, and others are trying to eliminate it. And, they added, that they were having a tough time.

Petition for Vote On Pinball Play

STEBENVILLE, O. — Petitions bearing signatures of 1,843 citizens for a referendum on the November ballot on the question of pinballs, was filed with the city auditor.

If approved by the Jefferson County Board of Elections, the question on the November ballot would be phrased as follows: "Should the use of pinball machines in Steubenville be permitted?"

Petitions were circulated at the request of Mayor Michael J. Cody. The City Council March 11 voted down his request for a repeal of the present pinball ordinance.

Blatt Named

• Continued from page 86

"The labor situation here should come to a head very shortly. (There are currently four injunction suits pending.) It is hoped that the industry can reach adjustments and settlements and set up a peaceful and effective organization with peaceful labor-relationships."

CONY is seeking a permanent injunction which would prohibit Local 266, International Brotherhood of Teamsters, from picketing locations serviced by its members. The New York Supreme Court has twice postponed a decision on the action. (The Billboard, July 28.)

Bally Ships

• Continued from page 86

the ball has landed in the pit.

Lucky Alley cabinet is of similar design to Trophy Bowler, available in 11, 14 and 18-foot lengths.

When player scores a "lucky strike" a horseshoe emblem lights up on a backglass and a bell rings to dramatize the special feature. The six-player game has regulation scoring on backglass scoreboard. The game is available with either dime or two-for-quarter coin chute, and with choice of rubber or hard four-inch ball. Lucky Alley also has the 7-10 pick-up feature.

LOOK NO FURTHER! RECONDITIONED GAMES AT NEW LOW PRICES!

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Arabian Knights	65	Lady Luck	70	Twin Bill	90
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Classy Bowler	145	Mystic Marvel	75		
Criss Cross	260	Pin Wheel	40		
Daisy May	55	Rainbow	160		
Derby Day	130	Rocket Ship	275		
Diamond Lill	70	Royal Flush	200		
Four Belles	80	Shindig	40		
Gold Star	90	Silver	225		
Gypsy Queen	85	Stage Coach	110		

2 AND 4 PLAYERS

Continental Cafe (2)	\$235
Flag Ship (2)	215
Gladiator (2)	150
Register (4)	200
Scoreboard (4)	125
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		Flicker Pool 125	
		4-Hole Pool 95	

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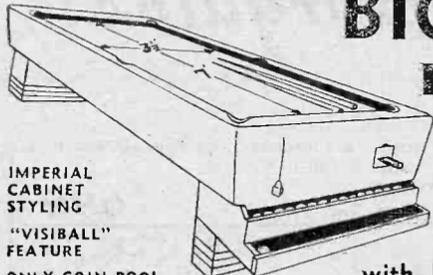
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BALLY BIKE, THE CHAMPION, MODEL T and TOONERVILLE TROLLEY
ROCK-OLA PHONOS—50-120-200 SELECTION
GENCO FLYING ACES

SPECIAL

Table listing various machines and prices, including Rock-Ola 50 Sel., Bally New A.B.C. Bally Bowling, etc.

5 BALLS

Table listing 5-ball machines and prices, including Balls-a-Poppin', Genco Showboat, etc.

BINGO GAMES

Table listing bingo games and prices, including Miss America, Night Club, Beauty, etc.

ARCADE

Table listing arcade games and prices, including Bally Bull's Eye Kiddie Gun, Exhibit Sportland Gun, etc.

CALDERON DISTRIBUTING, INC.

433 N. Alabama St. Phone: MEIrose 4-8468 Indianapolis, Indiana

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ARCADE EQUIPMENT

Table listing arcade equipment and prices, including Balloon-O-Mat, C.C. Miami Shuffles, etc.

5-BALL PIN GAMES

Table listing 5-ball pin games and prices, including Blondie, Brite Stars, etc.

MUSIC

Table listing music machines and prices, including AMI E 120, AMI D 40, etc.

WALL BOXES

Table listing wall boxes and prices, including Seeburg 200 Sel., Seeburg 100 Sel., etc.

AUTO PHOTO \$995.00

VENDORS

Table listing vendors and prices, including 100 Mills 1c Tab Gum, U-Select-It Candy, etc.

"Wurlitzer Distributors"

CLEVELAND COIN MACHINE EXCHANGE, INC.

M. S. GISSER (Sales Manager)
2029 Prospect Ave. Cleveland 15, Ohio
All Phones: Tower 1-6715

Milwaukee Slightly Below '57

Continued from page 80

and is keeping more people at home. Bistro-hopping and dining out in restaurants is developing into a weekend practice, according to qualified observers here.

Complaints by coinmen that traffic in their tavern locations during the second quarter had been lagging were borne out recently when more than 80 of the area's tavern owners failed to show up with the \$400 fee at the July 1 license renewal deadline.

Music operator Bert Leisch in retrospect admits that the second quarter in 1958 proved a difficult period. "But, I got thru it alright by not cutting down on my record buying. When I saw that certain spots were taking in less money, I carefully checked the list of records I was using.

According to Doug Opitz, Hill-top Coin Machine Company, "Our second quarter was probably a little lower than normal; but it wasn't serious enough to cause any worry. Music and cigarette machine volume has not been seriously affected at any time during this year.

According to Sam Hastings, the crimp in second quarter takes can largely be blamed on lack of a "hot" game in the industry. "It looks like the games business is not going to show any permanent improvement here until something new catches on with the public.

A few isolated locations, adds Sam Hastings, have managed to

maintain and even increase their games receipts via promotions of shuffle game and long bowler tournaments. "One trouble is that to many location owners, and operators too, are a little lazy."

Despite general reports of spotty conditions in the second quarter, virtually all coinmen here are agreed that the outlook for the balance of the year is for improved conditions. "It looks like a very good period ahead," predicts Mike Victor, of the S. L. London Music Company, Seeburg distributors.

Barney Kuelin, head of the

16 Operators Ask

Continued from page 78

location level. If several location owners are placed in the limelight by such actions, there will be a good deal of ill will expressed toward the operator or persons taking it upon themselves to instigate the action. We are of the opinion that such an operator would sow the wind and reap the whirlwind.

We feel that it is time for this type of controversy to cease, to let the operators operate, the suppliers to supply, let The Billboard continue to sell subscriptions and announce dates, and to let Mr. Eppy go back to his drawing board with the hope of getting his new "wrapped gum" machine to reach a new pinnacle of recognition.

Sincerely,

- Smith-Regal of Carolina
Lee Smith
Southern Acorn Sales
Jack Thompson
Merchandising Associates
Armand Bodie
Gibson Distributing
T. W. Gibson
Carolina Gum and Novelty
Yates Baber
Piedmont Vending Co.
Frank Batte
Rock Hill Vendors
H. P. Frohman
Johnson Music Co.
J. Johnson
Reliable Merchandising
Robert Nations
L. F. Sears Co.
L. Sears
Carolina Vending Service
Bill Dennis
Veterans Vending Company
J. L. Smith
Winecoff Distributing Co.
Lee Winecoff
S. C. Vending
Charlie Brown
Cowan Merchandising Co.
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100 1c Gum All Chrome Advance Machines at \$4.00 each.

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



KANSAS DISTRIBUTOR-WURLITZER

Table listing Wurlitzer models and prices: WURLITZER 1700 \$425, WURLITZER 1800 495, WURLITZER 1900 595, AMI G-200 \$595, WURLITZER 2150 695, WURLITZER 2000 625

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Music Mart, one-stopper servicing a number of juke box operators all over the State, reports that activity has brightened in recent weeks. "A lot of operators that during the second quarter had cut down on their record buying are catching up now.

READY FOR LOCATION

WURLITZER

Table listing Wurlitzer models and prices: 1800 \$565.00, 1900 645.00, 1217 Hideaway 95.00, 2100 Write

SEEBURG

Table listing Seeburg models and prices: Original VL 200 (like new) \$595.00, Model R 525.00, 100 Sel. Wall Boxes, Chrome 32.50

AMI

Table listing AMI models and prices: G-200, like new \$495.00

BINGOS

Table listing Bingos models and prices: Tropics \$ 35.00, Starlet 95.00, Pixie 70.00, Brazil 175.00, Caravan 105.00, Star Dust 125.00

ARCADE

Table listing Arcade models and prices: Telequiz \$ 65.00, Bally & United 14' Bowlers 395.00, Ex. Dale Gun 45.00, 6 Pocket Slate Pool Table 195.00, 1/4 down, balance C.O.D.

Lew Jones Distributing Co. Exclusive Wurlitzer Distributor 1301 North Capitol Avenue Indianapolis, Indiana Phone: MEIrose 5-1593

SHAFFER Specials

Seeburg V-200 \$699.50

VL Receiver Speed Read

Program Holder

Table listing Shaffer products and prices: Rock-Ola 1454 \$545.00, AMI G-200 499.00, Wurlitzer 1800 425.00

Shaffer Reconditioned Shaffer Guaranteed Write for Illustrated Catalog

SHAFFER MUSIC COMPANY

849 North High Street Columbus 8, Ohio Phone AX 4-4614

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BALLY GOLF CHAMP!

	Grossed
1st Day	\$12.20
2nd Day	14.60
3rd Day	16.50
4th Day	19.70

And they were standing in line!

We predict this to be one of the biggest money-makers in years!

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AL 4-4040

Exclusive Distributors of
**WURLITZER—BALLY—CHI. COIN
GENCO—FISCHER**

Memphis Grosses Up 5-10%

• Continued from page 80

will be given in detail in direct quotes by the operators.

However, one significant fact emerged—all five operators questioned foresaw much healthy business conditions for the rest of the summer and even better collections for the latter part of this year.

All predicted their third quarter collections would top their second quarter gross income. Here is what each had to say:

Allen Dixon, general manager of S & M Sales Company:

Gross Down 10 Per Cent

"Our collections were up 5 per cent the second quarter over the first quarter this year. Even so, the gross take was down 10 per cent over the second quarter of 1957.

"The take on the games percentage wise is the same as the phonographs. I believe the slight increase in the second quarter this year is because of the better weather.

"The decrease in the first quarter resulted from crop failure last fall and the mild recession. We had bad weather all winter and

spring and the farmers were hard hit. The effect was felt in the first quarter.

Leveling Off

"Now the recession is leveling off. The outlook for business in the third quarter is good. The general business outlook is healthy—we are experiencing a pick-up now."

Bill Forsyth, owner of Forsyth Amusement Company, Millington, Tenn., near Memphis:

"My second quarter collections were not as good as the first quarter—they were down 10 per cent.

"The first quarter of 1958 was the same percentage wise as 1957. I realize that this is not true for most operators. My route mostly is rural.

"As a result in the decline in the second quarter, my gross income is down about 20 per cent from the 2nd quarter of last year.

Crop Failure

"Reason was the crop failure in the rural areas. Money tightened up. There is a lot of unemployment. A lot of people owe as much as they can afford to pay and are scratching every day to pay their bills. Consequently, they don't have as much money for entertainment.

"My game collections fared percentage wise the same as music collections. I see good business conditions ahead for the third quarter and the rest of this year, however. I expect a pick-up to normal and I hope and believe it will equal 1957."

Drew Canale owner of Canale Amusement Company:

"My second quarter collections were up 10 per cent over the first quarter. Games were up the same.

"My gross income for the second quarter this year is about 8 per cent lower than for the second quarter of 1957. Business conditions are behind the decline.

"Crops failed in the Mid-South last fall. We are just pulling out of the mild recession, but there is still some unemployment. We're in the cotton belt, and weather conditions during the winter and this spring hurt business. Money tightened.

"However, the outlook for the third quarter is very good. I fully expect a good increase in collections of from 5 to 10 per cent

Narrow Escape

• Continued from page 80

ground before Latimer managed to regain control.

Landing his craft with the wheels still folded, Latimer suffered bruises, but was otherwise uninjured. The plane, a single engine Mooney Mite used by Latimer to cover the area, was damaged on the propeller and underside.

Test Equipment

The Billboard correspondent, who is also a reserve captain in the Air Force, said he took off from Stapleton Airfield on a flight to test newly installed radio equipment. As he flew over the southeast corner of Lowry Airbase at an altitude of about 5,000 feet, Latimer said he encountered turbulence. The plane was thrown over on its back and fell in an inverted spin. Just above the ground Latimer was able to regain control, but was forced to land the plane with the wheels still folded.

The single-engined private craft was originally purchased by Latimer to enable him to cover a wider area in his reporting. The plane was uniquely outfitted with recording equipment so The Billboard correspondent could dictate his stories while flying from city to city. A veteran with The Billboard, Latimer is known for covering a territory extending over several thousand square miles in the Rocky Mountain and Southwest States.

in the third quarter, and 10 to 20 per cent in the last quarter."

Johnny Novarese, partner in Poplar Tunes Music Service:

"I had an increase of 10 per cent in the second quarter this year over the first quarter. That was in music—the games stayed about the same.

Good Weather

"Reason for the pick-up is the leveling off of the recession of last fall and early this year. Good

weather has helped us — more people are working now; many people have outdoor jobs and cannot work in cold, rainy or bad weather.

"Business conditions now are not as good as last year, however. My gross take is 5 per cent below what I had in the second quarter of 1957. Business in the third quarter should be much better — and even better the last of this

(Continued on page 91)

More Bargains!

M-100A's Taken In Trade

SEEBURG V200 with VL Converter and Speed-Read Program Holder. NEW MACHINE GUARANTEE Refinished with VL colors and Decals. \$699	
SEEBURG HF100R \$625	WURLITZER 2000 (200 sel.) \$489
SEEBURG HF100G \$535	AMI G-200 (late type—like new) \$489
SEEBURG M 100 C \$425	WURLITZER 1800 \$429
SEEBURG 3W1 (100 sel. wall-box), recon., new buttons, chrome covers. \$49.50	WURLITZER 5204A (104 sel. walibox) \$19.50

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Terms:
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BINGO GAMES

MISS AMERICA	\$495	GAYTIME	\$ 95
SUN VALLEY	525	GAYETY	75
SHOWTIME	375	BIG TIME	95
KEY WEST	285	VARIETY	75
BIG SHOW	245	SURF CLUB	55
DOUBLE HEADER	195	ICE FROLICS	55
PARADE	195	PALM SPRINGS	55
NITE CLUB	175	MONACO	145
BROADWAY	155	STARDUST	125
BEACH BEAUTY	125	STARLET	95
MIAMI BEACH	110		

Multiple Player 5-BALLS

4-PI. FALSTAFF	\$395
4-PI. MAJESTIC	375
4-PI. REGISTER	255
4-PI. SCOREBOARD	175
4-PI. SUPER JUMBO	225
2-PI. BRITISH STAR	395
2-PI. WHIRLWIND	375
2-PI. SUPER CIRCUS	325
2-PI. CONTINENTAL CAFE	275
2-PI. FLAGSHIP	245
2-PI. SEA BELLES	215
2-PI. FAIRLADY	225
2-PI. TOREADOR	195
2-PI. GLADIATOR	175
2-PI. TOURNAMENT	145

Single Player 5-BALLS

ROCKET SHIP	\$295
CRISS CROSS	285
STRAIGHT FLUSH	265
SILVER	245
WORLD CHAMP	225
ROYAL FLUSH	210
ACE HIGH	195
AUTO RACES	185
RAINBOW	175
CLASSY BOWLER	155
DERBY DAY	145
HARBOR LITES	135
WISHING WELL	125
SWEET ADD-A-LINE	125
FRONTIERSMAN	125
TWIN BILL	110
HAWAIIAN BEAUTY	75
JOCKEY CLUB	75

WANT TO BUY...

ALL LATE MODEL PHONOGRAPHS —
BASEBALL GAMES — ROCKET SHUFFLES
Will Trade Long Bowling Alleys
Gottlieb 5-Balls—Bally and United Bingos

All Equipment in Stock—Prompt Shipment!

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Terms: 1/3 Deposit, Balance
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Seeburg KD 200	\$825.00
Seeburg KD200H	850.00
Seeburg V200	595.00
Seeburg V200, converted with VL Receiver	675.00
Seeburg HF100R	625.00
Seeburg HF100G	525.00
Wurlitzer 2000	490.00
AMI-G200	495.00

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CLEAN GAMES—READY FOR LOCATION

MIAMI BEACH . . . \$110.00	PALM SPRINGS . . . \$50.00
VARIETY 70.00	BEAUTY 50.00
GAYETY 60.00	SURF CLUB 50.00

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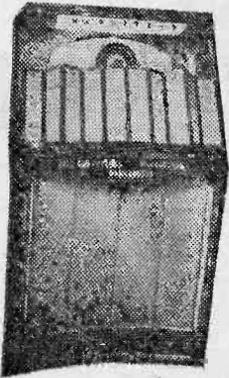
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COIN CALENDAR

Association Meetings scheduled: Check for changes.

August 12—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati, O.

August 12—California Music Merchants' Association, monthly meeting, Los Angeles, Calif.

August 12—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

August 13—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.

August 14—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline, Mass.

August 18—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

August 20—Automatic Equipment & Owners' Association of Indiana, monthly meeting, 550 Broadway, Gary, Ind.

August 24 and 25—South Dakota Phonograph Operators' Association, Rapid City, S. D.

August 25—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

August 26—Western Massachusetts Music Guild, semi-monthly meeting, West Springfield, Mass.

United Sales Reps Hitting the Road

CHICAGO — United Manufacturing Company roadmen fanned out toward Southern and Western areas last week, Bill DeSelm, sales manager reported.

Al Thoeke is heading for Seattle, Portland and San Francisco. John Casola will be covering New Orleans and the Gulf Coast. Ralph Sheffield is moving thru Cincinnati, Louisville and Lexington, Ky.

Senate Committee Approves Remote Device Measure

WASHINGTON — A measure designed to make remote control amusement and gaming devices subject to the same federal levies as coin-operated devices won the approval of the Senate Finance Committee last week (6). Committee agreed with House tax-writers that remotes should be put on the same footing with coin-operated devices because of the similarity.

Provision is incorporated in the Forand (D., R. I.) Excise Tax Technical Change Act, which passed the House last year. During hearings held on the measure by the Finance Committee last month, spokesmen for the remote machine industry failed to testify. (The Billboard, July 21.)

Measure may face action in the Senate early this week.

Service Dept.

• Continued from page 86

around the room from front to rear, along the rear wall and back thru the center to a discharge grill cooling the showroom area. It is mounted at ceiling level.

Over each work station along the work benches, separate outlets are installed, controlled by tiny dampers, making it possible for the mechanic to adjust the volume of cooled air as he chooses. The system can maintain temperatures of about 75 degrees. Morris has found that there is now no noticeable difference in the work output per payroll hour during summer months.

Shop Kept Clean

Finally, employee morale is kept at a high level thru a well-maintained cleaning schedule which keeps the shop in as spick and span shape as the showroom itself. The program calls for a daily scrubbing down of all exposed work surfaces and shop equipment, eliminating accumulation of lint, grease and dust.

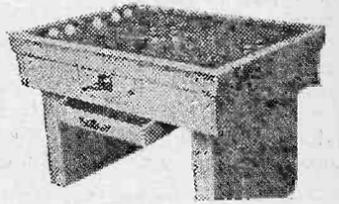
There is a permanent "place for everything" for small parts, tools and similar equipment, which are placed in numbered metal drawers rather than in cigar boxes or open cans as is often the case. While every mechanic is responsible for the cleanliness of his own immediate work area, his tool boxes and supplies, the heavy clean-up work is done by the store custodian during the night hours.

A clean, cool, well-lighted atmosphere such as this makes the shop a working exhibit which Morris is proud to display to his customers, and which, more importantly, keeps his service employees on the job.

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BUMPER POOL®



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QUALITY—
APPEAL—
EARNINGS!

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ALL MACHINES 100%
CLEAN AND CHECKED

We **ONLY**
Advertise
What We Have
in Stock
Refund in 10 Days
If Not Satisfied

PIN GAMES

	each
3 Bally Allstar Bowler . . .	\$295.00
1 Arabian Knight	65.00
1 Arrow Head	195.00
1 Band Wagon (4 Player) . .	95.00
1 Capri	75.00
1 China Town	50.00
2 Circus Wagon (2 player) .	150.00
2 Cue Ball	185.00
1 Cue Tee	60.00
2 Williams Deluxe Baseball .	65.00
2 Diamond Lil	75.00
1 Four Belles	90.00
1 Gottlieb Four Stars	60.00
1 Frontierman	110.00
1 Fun House (4 player) . . .	175.00
2 Gay Paree (4 player) . . .	295.00
1 Green Pasture	65.00
1 Guys and Dolls	50.00
1 Gypsy Queen	110.00
1 Harbor Lights	150.00
1 Hawaiian Beauty	50.00
1 Heavy Hitter	25.00
1 King of Swat	145.00
1 Lady Luck	75.00
1 Lazy Q	40.00
1 Lovely Lucy	75.00
1 Naples (2 player)	175.00
1 Niagara	40.00
1 Perky	135.00
2 Piccadilly (2 player) . . .	145.00
1 Poker Face	50.00
1 Race the Klock (4 player) .	75.00
3 Regatta	75.00
1 Reno	225.00
1 Register (4 player)	195.00
3 Score Board (4 player) . .	125.00
3 Screamo	50.00
1 Shindig	60.00
1 Silver Skate	40.00
2 Slugfest	40.00
1 Sluggin' Champ	125.00
1 Spit-fire	45.00
1 Sportsman	40.00
1 Star Fire	160.00
3 Star Pool	60.00
1 Surf Rider (4 player) . . .	175.00
1 Struggle Buggy	50.00
1 Three Deuces	110.00
2 Thunderbird	70.00
1 Tim-Buc-Too	95.00
1 Williams Yukon	395.00
2 Genco Skee Ball (2 player)	125.00

1/3 with order, Bal. C.O.D.
ACT QUICKLY—ORDER TODAY
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NEW exclusive Bally design broadens base of KIDDIE-RIDE profits



NEW SAFETY-STYLING

TWO-YEAR-OLD TOTS feel safe "aboard" SPEED-QUEEN—safe and snug in the deep, smooth seat. Parents, too, approve of the safety-styling of the seat—and the close-to-floor construction of SPEED-QUEEN. Result is that toddlers "too little" for other rides happily "go to sea" in SPEED-QUEEN.

NEW DOUBLE-ACTION

BUT SPEED-QUEEN is not "for babies" only. "Big guys" of ten or twelve—and girls, too—are thrilled by the new double-roll action. SPEED-QUEEN action is not a mere monotonous up-and-down bounce. Exciting "starboard-to-larboard" roll alternates with thrilling "fore-and-aft" pitch—a big dime's worth of ride-fun that keeps youngsters coming back.

Fun for kiddies from two to twelve—and positively safe for the youngest child—SEA-QUEEN attracts the widest age-range in kiddie-ride operation, takes in top money in all kiddie-ride locations.

SPEED-QUEEN COIN-OPERATED SPEED-BOAT RIDE

Bright white boat with brilliant red trim—on sea-blue base— attracts immediate attention on location. Thrilling double-roll action keeps youngsters coming back. Simple, safe mechanism insures years of trouble-free profitable performance. See Bally SPEED-QUEEN at your Bally distributor today.

Dime deposited in tamper-proof coin-slide starts thrilling one-minute ride. Convenient "shift-lever" enables rider to speed up or slow down at will. Iron-tough plastic boat, heavy metal base, finished in weather-proofed enamels, permits operation indoors or outdoors in all seasons. SPEED-QUEEN is equipped with retractable casters, operates on Alternating Current, 60 cycles, 110-120 volts (special electrical equipment at slight extra cost), is 67 in. long, 27 in. wide, 40 in. high. Simple mechanism equipped with oilite bearings.

Bally MANUFACTURING COMPANY 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

COINMEN YOU KNOW

St. Louis

Jack Gorelick, sales manager of the Rosenfeld Company, said altho business has been affected by the slow year and normal summer slump, prospects for the fall look bright. Like Rosenfeld, Gorelick is no newcomer to the industry. He started out in November 1945, and is just as enthusiastic about the business now as then.

Gary J. Morris, son of Sidney Morris of J. S. Morris & Sons Novelty Company here, will be married in St. Louis Aug. 31 to Barbara Weisman, an education major and senior in the Washing-

ton University School of Liberal Arts. Gary, 21-year-old junior in the Washington University School of Law, is the elder of two sons. This summer, as in previous years, he is working with his father. During the school year, he is around the office on Saturdays.

The younger son of Robert A. Morris was graduated recently from Ladue High School and will enroll at Massachusetts Institute of Technology in September. His parents have been married for 24 years.

Memphis

Continued from page 89

year. People are beginning to spend more money now and the fear the mild recession brought is over."

Parker Henderson, general manager, Southern Amusement Company:

"We had an increase of from 5 to 10 per cent in the second quarter over the first quarter this year. We are just getting back to normal from the recession. The games showed no increase.

"Bad weather, crop failure, unemployment brought on the first quarter decline. We are picking up from it well now. The outlook for the rest of the year is good. The third quarter should be much better.

"Even the farmers, who suffered most, will have money. A lot of soil bank money is going out to the little farmers. Even those with only 60 to 70 acre farms are getting \$3,000. It is a big help in rural areas, which in turn helps us."

Detroit

By HAL REVES

Elmer Affelt, who operated a small jukebox and amusement machine route under the name of Ace Amusement, has sold his route to an operator in the down-river town of Romulus and discontinued the firm name. . . . Fred Scribner is now operating the Ace Music Systems, with headquarters in the northern suburb of Bloomfield Hills and reports business very good. The former Ace Music Company, which was purchased by Frank Alluvot and Frank Stankiewicz Jr., has been merged into the operation of Frank's Music, one of the largest in the area.

"Business has been a little on the rough side the last three months," says Frank Alluvot, of Frank's Music, one of the largest local operations. "As long as the auto factories don't have a contract, there won't be much money around. We are handling more money (Continued on page 92)

ATLAS SLASHES PRICES!

MUSIC

SEEBURG

100J	\$695
100C	565
100C	445
100A	Converted to 45 RPM.	245
100B	375
VL (Converted)	645

Reconditioned—Refinished

45 R.P.M. CONVERSION for M-100A \$69.50
Also 45 R.P.M. Conversions for All Machines.



A Quarter Century of Service

ATLAS MUSIC COMPANY

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ARmitage 6-5005

V-200
\$595

SPEED-READ

All Visible, No Drum

PROGRAM HOLDER
For V-200 & VL-200, \$34.50

SEEBURG

CIGARETTE VENDOR

814 Packs—Quiet All Electric Selection and Delivery—Attractive Styling.

Exclusive Seeburg Distributors

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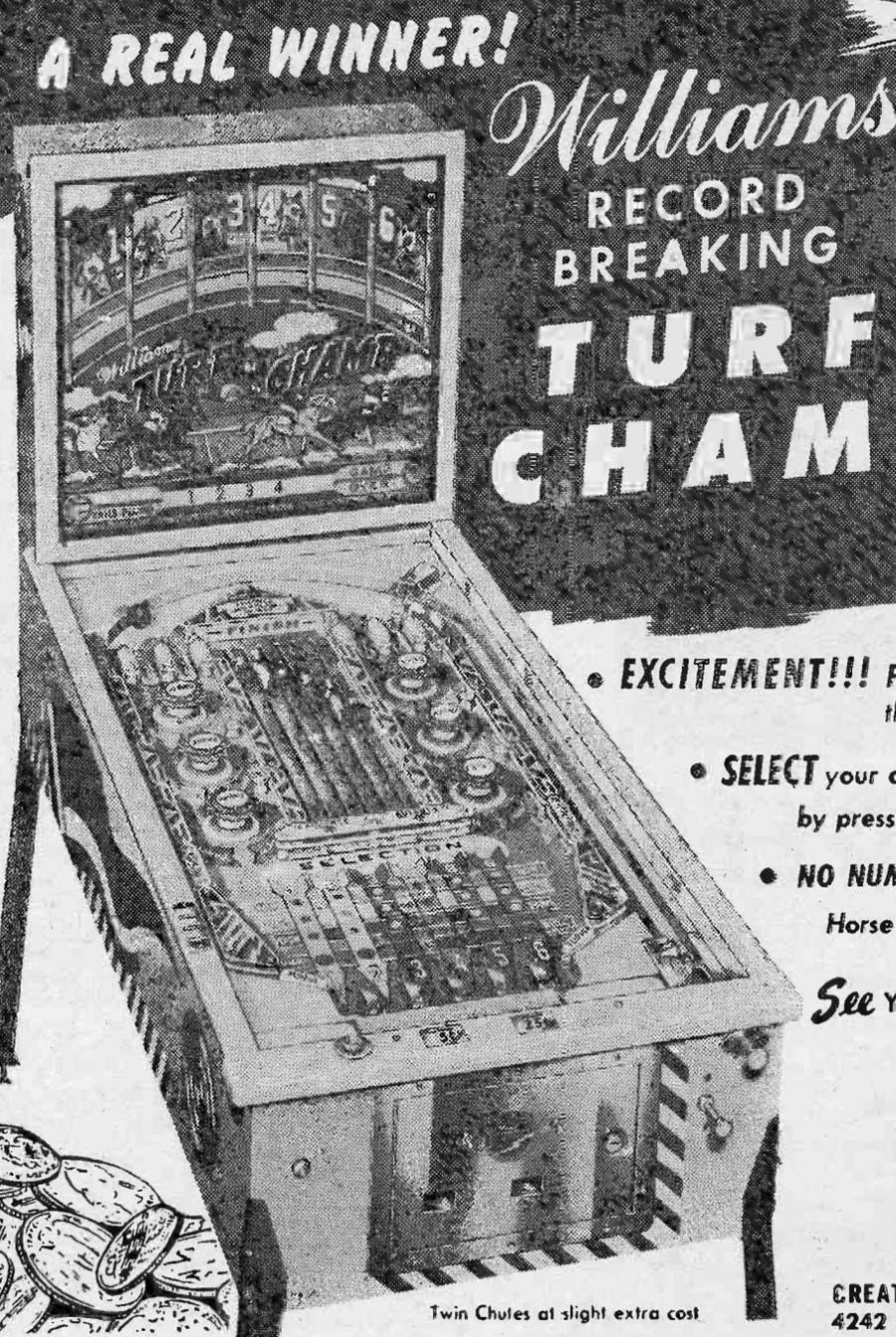
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COINMEN YOU KNOW

Continued from page 91

in collections than we used to, but the expenses have gone up so much that the net has dropped at least 30 per cent since the first of the year."

Henry C. Lemke, veteran diversified route operator, is still active on the job, tho both he and his wife are suffering from heart trouble. "The bowling machine has gone to pot," Lemke says. "We have machines that aren't even taking in \$3 a week. But pool tables are coming back to life and taking in three times as much

as bowlers lately." . . . Catherine Wobermin, mother of Gerhard Wobermin, associate of Gay Coin Distributors, died suddenly July 1 following a stroke. Interment was at Gethsemane Cemetery, Detroit.

"I pull a jukebox out of a stop if it does not carry its own weight," says Delisle L. Lodico, operator of the D & L Coin Company. He has an alternative policy, which is to require a guarantee under such conditions, but he insists that the operator must have some

protection for his investment and his costs of doing business.

In practice, he has rarely had to pull a machine out simply because he usually manages to start the location off with a written contract which gives the essential type of protection. In such cases, he figured the cost of weekly operation at \$8—and the contract provides to take this amount "off the top," then going on to the 50-50 split in the typical instance—which may vary a bit, according to special location conditions. "I'll take any deal that is profitable," he says. "But I'm not out for the bar—I'm in the coin machine business."

Memphis

ELTON WHISENHUNT

Drew Canale dreamed up some good campaign gimmicks for his cousin, Judge Robert Hoffmann, candidate for chancellor. Drew is co-campaign manager, had 100,000 postcards printed up and distributed for people to vote on total votes Hoffmann would get in election. Winner will get \$500 bond. Also he got 10,000 balloons inscribed "Puff It Up—Win With Hoffmann," had them distributed at the circus.

Parker Henderson, general manager of Southern Amusement Company, says the music and game business in Memphis is pulling out of the slight decline, expects a good summer and tremendous fall business. He says the recession of early this year has leveled off and things are on the upgrade now.

Johnny Novarese, Poplar Tunes Music Service, says his business is up 10 per cent so far this summer. People are spending more money now, he says. . . . Bill Forsythe, owner of Forsythe Amusement Company at nearby Millington, Tenn., on the other hand, says he is having a difficult time. His collections are down 20 per cent because most of his route is concentrated in the rural areas thruout West Tennessee.

Allen Dixon, general manager of S & M Sales Company, says his music and game collections are up 5 per cent each this month compared to what it was earlier this year. . . . Drew Canale, Canale Amusement Company, says the best thing for summer business is for location owners to air condition.

George Sammons, president of Sammons-Pennington Company, was on a trip thru the Mid-South recently calling on cigarette oper-

ators and tobacco distributors. He reports that Seeburg's entry into the cigarette machine manufacturing field has stimulated cigarette vending in the Mid-South. . . . Stan Werner, Werner Music Company, seen putting a cigarette vending machine out as a move to continue diversifying. Another diversifier seen in Memphis recently picking up a cigarette vending machine was music dealer C. O. Temple, owner of Hope Novelty Company, Hope, Ark. He has been in the music business 25 years. . . . Doug Highfill, Rainbow Amusement Company, seen buying records at a one-stop.

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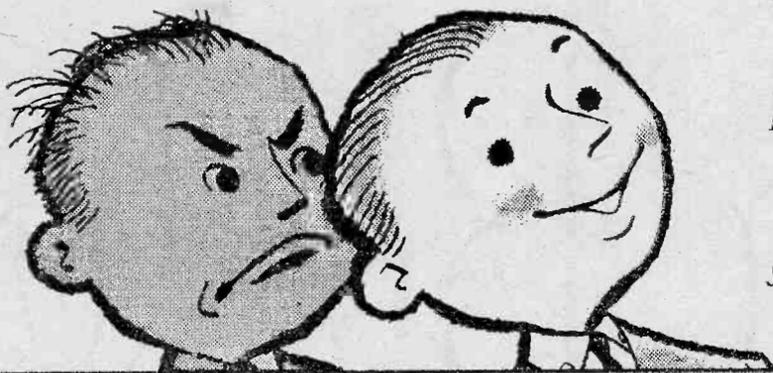
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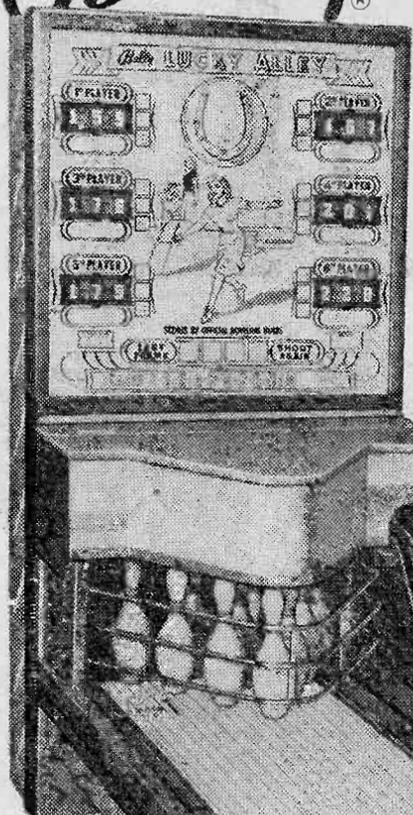
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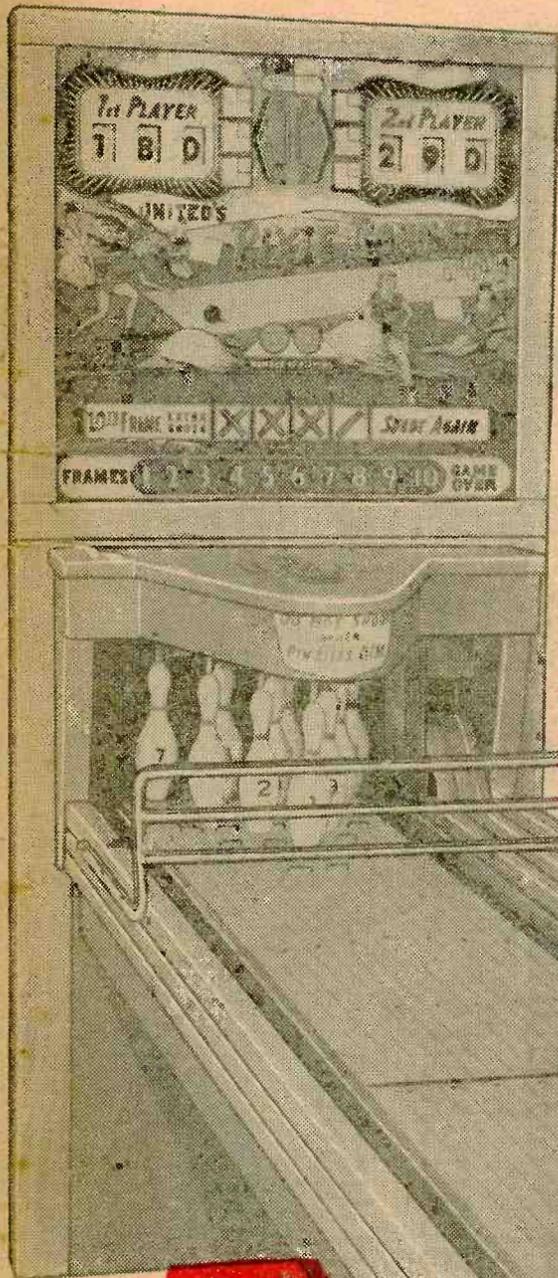
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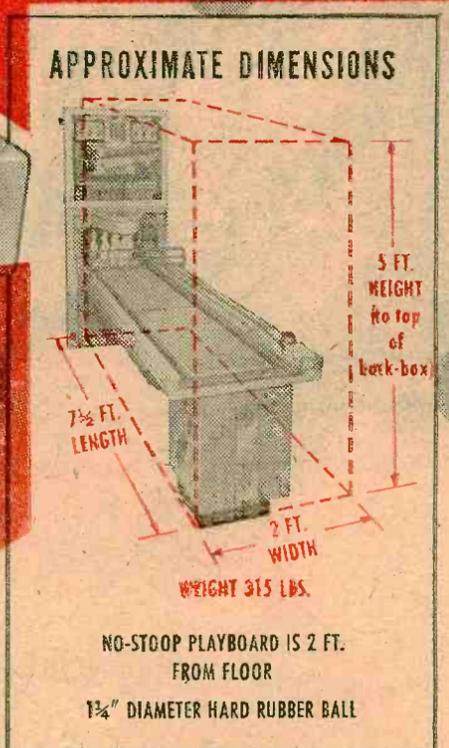
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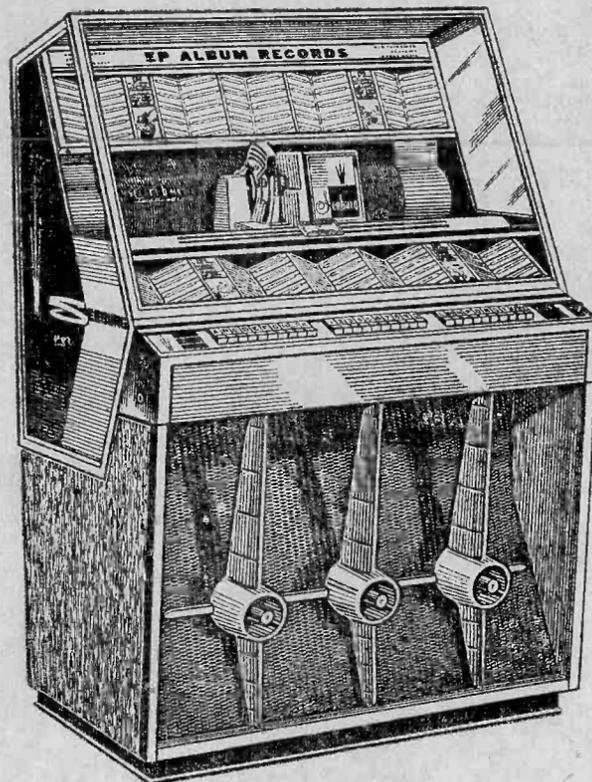
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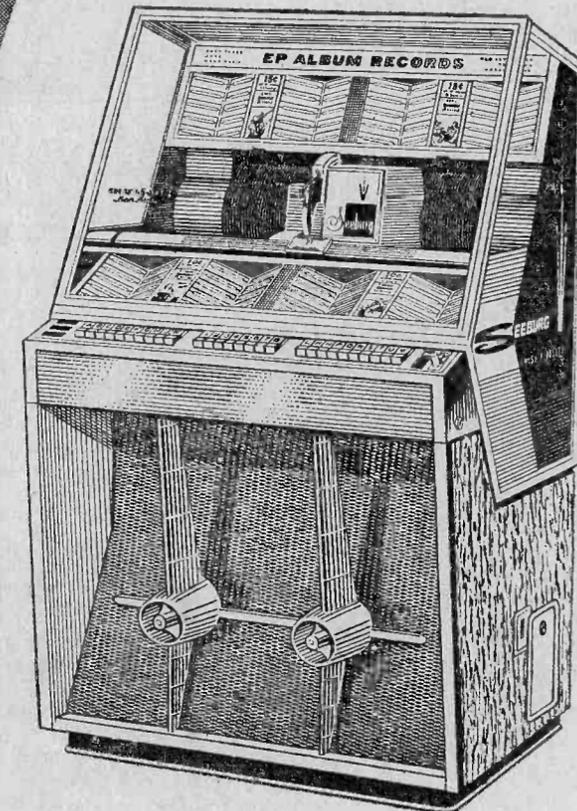
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