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Summer Outdoor Features

## Fair Dates \$ SNOW CONE \$ <br> PITCHIILSI PLELSE

Fair Goers Buy Plenty
WAFFLE KING

Rodeo Dafes

## KITCHEN GADGETRY

SOUVENIRS SOAR
Important Extra Lists
THIEYRE ALL ISSIDE
In the Outdoor Section

AWARD FOR '58
ter Naumburg Foundation is ter Naumburg Foundation is
marking the 10 th anniversary of its Recording Avard, the first underwriting of Amerifan composers in the disk field. The permanent jury,
Alfred Frankenstein, Robert Sabin and David Randolph. Hust chose Robert Helps Symphony No. I for 1958.
The award is designed for The award is designed for
orchestral, choral, operatic and chamber works.
Not one organization, commercial or philanthropic, had a program for placing the works of Americat composers before the public in recorded form. when the Naumburg was established in 1948," savs critic Frankenstein. There are now dozens of diskeries and groups backing same, Naumoarg probibly
It has been responsible for the follawing albums, all issued by Columbia and permanently maintained in the listings: 1949, Roger Sessions, Symphony No. 2. 1950, Wil liam Schuman, Symphony No 3. 1951, Wallingford Riegger Symphony No. 3.. 1952, Peter Mennin, Symphony No. 3 1953, Walter Piston, Sym phony No. 4. 1954, Lean Kirchmer, Concerto for Pimmo and Ork, coupled with Harold Shapero, String Quartet No. 1. 1955 , Roy Harris, Symphony No. 7. 1956, Jacob Avshalomov, Sinfonietta, conpled with Elliott Carter, So-
nata. 1957 , Lukas Foss, The Song of Songs. Artists inelude Mitropoulus, Bernstein, Ors mandy, Jennie Tourel, Hamson, the N. Y. Philharmonic and Philadelphia orks.

Robert helps
WINs NAUMBURG
Stereo Dawn Can

## Focus Dollar Rays On Kidisk Market

## Twin-Track Sound, Packaging, Price Will Be Top Factors

by ren grevatt
| ers, could have interesting ramifi NEII YORK - Twin-track cation in the kiddic field. It's reascund, increasingly eye-catching soned in some quarters, for packaging and the question of re- example, that as stereo equipment tail price, just as in the pop and is bought by adults, older threeimportant factors in the marketing speed sets, in many cases portables important factors in the marketing and table model phonos, may then of kiddie records in the dawn of be willed over to the kids. Thus the stereo age. prominent in survey of labels, have access to a player with a reaprominent in the chifdren's record sonably good sound quality. This
market, also shows that the kiddie in turn could lead to ansiteraly market, also shows that the kiddie in turn could lead to a considerably
business is continuing to business is continuing to hold its increased interest in L.P's among to a marked degree to increase the kidties. "Stereo's avallability to the general slow-up, due to prima- to the kiddies, it was indicated, rify economic factors, noted in the particularly with the growing nmm-
overall disk business. . business.

Market Narrows
the age bract are agreed, too, that At least one manufacturer, howet due . steadily and roll records, has said, "Mom or Dad can pick up steadily narrowed over the past several years. "The kiddic market used to reach up to 10,11 , even sometimes 12," said one observer, Foday when they reach 7 or 8 , they are already out of the kiddie market and looking for the music crease in salet backings. The increase in sales, thus, is being acmarket than before largely ther displamble packaging for singles and albums favorable for singles the influence of the prices and and syndicate of the supermarket and syndicate store racks.

Hi-Fi for Moppets?
The advent of stereo in the adult
market, according to other obsert

$$
\text { JULY } 4
$$

## country' hes a great ovent in our

 But did you know that aterting with But did you knowtho lissue dated

## JULY 7

The Billboard's clansified section will take on a bright, new look, and aven more important, will be senlarged by ses the Clanal now headingt? See the Classified Order Form in this issue for complete list, including the new headings.

## NEWS OF THE WEEK

Plan L, A. Victor Music Centeri Will Rent Space to Other Labels RCA Victor is seeking to establish a "Music Center of the World ${ }^{\circ}$ at Sunset and Vine in Hollywood which will occupy a substantial portion of the property heretofore used by NBC. For the first time, all facets of the RCA Victor Hollywood division operations will

Monaural Disks Still Industry
Backbone Says Cap's Wallichs
The monaural recording will remain as the mainstay best seller for some time to come according to Capitol Records prexy, Glen Wallichs. He added that excitement stined by stereo is good for the industry, since it makes people more record conscious than ever.

Jazz Boom Grows; Sponsors
Line Up and Ante Up on 'II
Jazz has become increasingly important in all acets of show business, Broadea,ters are util izing it more and more on both local and net
work radio and TV shows, and sponsors are finally beginning to look upon it as "commercial.
More and More Large Labels
Handling Indie Distribution
The distribution of indic
established record firms record labels thru estabished record firms continues to grow, with a flock of such arrangements made during the past tew weeks. Among others, Dot Records became the national distribution for
Hawthome Records and Allied Recols Hawthome Records and Allied Records took on $\ldots \ldots . . \ldots$........................ Page 3
$\qquad$ DEPARTMENTS AND FEATURES
Amusement $\qquad$
Amuseme
$\qquad$


# 'BIG STIR ABOUT STEREO, BUT MONAURAL IS $\$ \$^{\prime}$ 

Wallichs, Capitol Chief, Says Stereo Helps Biz, Monaural Supports It

By LEE ZHITO
HOLLYWOOD-While the exciting promise of the stereodisk development has captured the atten toin of the record its leading topic of conversation, the monaural reeording will still remain as the mainstay best seller for some time to come. This is the opinion of Glenn Wallichs, Capitol Records, special statement to The Billboard.
Wallichs said that the excitement stirred by stereo is good for the entire industry, inasmuch as it gets the consumer even more record
conscious than ever before. However, Wallichs is confident that this sighted dealer who knows that it takes turnover and not talk to stay in business profitably.
"Stereo is making headlines in the business press every week," for perhaps 75 per cent of the conversation among dealers, distributors, manufacturers and hi-fi enthusiasts. This is great! It's good for the entire industry, But it
won't throw the experienced dealer.
"Anyone concerned with the stocking and selling of records has
got to keep his feet on the groumd. The dealer knows he can't pay bills This means, in plain English, that the dealer knows he must depend for the bulk of his record billing
on monaural record sales for a long on monaural record sales for a long
time to come-because, in my time to come-because, in my
opinion, stereo isn't going to move that fast.

## Jan Festival Waxing Set

 By ColumbiaNEW YORK - Columbia Records is intent upon keeping thei high ranking position in the field of jazz. The jazz wing of the diskery, now under Irving Townsend, has set a lot of jazz festival wax-
ings for the next two months and has just signed Billie Holiday to a long term pact.
Festival waxings either cut or underway at the firm include the ork with Jimmy Buny Goodman Brussels World's Fair, upcoming waxings at the Newport Jazz Festival of Columbia artists such as Miles Davis, Mahalia Jackson, and
(Continued on page 11)

## "One of our executives gave a stereo demonstration last month at

 the Fairmont Hotel in San Francisco to a group of several hundred members of the American Association of Advertising Agencies. He started with accoustical recordingand came on thru the decades and came on thru the decades.
Then, as he arruved at the stereo portion, he made this request to his audience: Will all who know
what I mean when I say stereo sound raise their hands.
"Only a scattering of hands went up-less than 10 per cent of this edge of stereo and its significance! "Granted that there will be a great amount of stereo phonograph advertising this fall-and substan-
tial sales of phonographs; all the new 'packaged' sets, in the stereo price range sold in accounted
for but 10 per cent of the total microgroove machines on the market. If the pattern follows this
fall, monaural remains a $90-10$ fa-
ime at least . . . with a slow transition toward stereo.
"Yes, I know that there are stereo cartridges that can change sets over for a small amount. But
an additional matched speaker and an additional matched speaker and
amplifier are also necessary in most amplifier are also necessary in most
cases, and this presents costs and complications that not everyone is prepared to meet.
While I'm on the subject, may believe stereo recordings will eve completely replace monaural.
"In order to hear stereo, one must be in that golden area, equiforward, not too far back. Locating this magic spot is a bit of a nuisance. . and those who do not
share it will hear off-balance music that is not equal to good monaural. Attention! Stereo? ${ }^{\text {P }}$
"And, obviously, stereo music most be listened to. You can't hear stereo while wandering around the
house, reading the newspaper, house, reading the newspaper, o
(Continued on page 51 )

## VICTOR 'MUSIC CENTER' IN L. A.

## Plans All Facets Under One Roof; Will Rent Space to Other Labels

HOLLYWOOD - RCA Victor $\mid$ fice space, recording studios and is seeking to establish a "Music the other facets of record producand Vine here which will occupy other labels on a rental basis. Thus, | a substantial portion of the prop- | the Music Center will be operating |
| :--- | :--- |
| erty heretofore used by NBC. Dur- |  | ing the past few years NBC has ing the past few years NBC has

moved the bulk of its TV operamoved the bulk of its TV operapleted studios in Burbank.

1. The purpose of the Music Center will be threefold:
RCA Victor's record division operations here will be housed under one roof for the first time in its
Hollywood history. Thus, business Hollywood history. Thus, business offices, recording, custom record-
ing, editing, mastering and engiing, editing, mastering and-engiToday's Victor recording operations are scattered all over the Hollywood map, creating expen-
sive loss in time and efficiency It has been known that during the past eight months Victor has been house hunting in an effor Once the Sunset and Vine Music Center plans get under way, it is elt that the problem will be more than adequately solved, along with demands grow.
2. The facil

## MONEY-SAVING SUBSCRIPTION ORDER

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Meet May Cue Wilde Charts AFM-Screen Strike Peace

HOLLYWOOD--The promise of peace in the musicians ranks with word that the AFM will hold a special meeting of the Internawood on Monday (23).

Hopes ran high when AFM's newly elected prexy Herman Kenin disclosed that among the matters o be discussed will be plans for a speedy settiement of the musicians
strike against the movie studios. Also music to the musicians ears was the fact that the board will study TV film producer reactions to its recently inaugurated TV film
plan as signed with MCA's Revue plan as signe
Productions.
Fact that the IEB will meet here in an effort to pluck these two sians' side-the studio strike and getting live music onto TV filmn the eve of the National Labor Relations Board elections adds further interest to the Kenin move. The election will settle the jurisAFM and the Mispute between the America.

## Goodwin Exits Columbia for Warner Post

## HOLLYIVOOD - Sorman

 manager for the Warner label effective Jnly 1. He resigns his post as Columbia Records branch salesmanager to move to WB. Goodwin manager to move to WB. Coodwin
was branch sales manager for the Ray Thomas Company, Columbia's distrib here, prior to taking over its fore then, Goodwin was with Decca's branch here. His WB duties include co-ordination of product between sales and merchandising departments. He will headquarter
in Hollywood and report to Joel in Hollyw
Other additions to the VVB staff last week included Karl Engemann, who joined the artist-reper-
toire department here. He had batoned a territorial band in the Midwest. Monroe Glasberg, head quartering in New York, was
named assistant to Operations Mannamed assistant to Operations Manhim in the order service depart ment. David Rose, recently art director for the Cimningham \& as its art director. Rose was an art director at Capitol Records in 1945.

## Dot Set for Stereo Disk Tape Plunge

HOLLYWOOD--Dot Records will take its initial jump into stereo in early August with the reeo disk albums. The firm will also take its first step into the stereo ape field by making the same maing October.
The stereo disk release will con sist of some of Dot's best selling monaural albums from past releases and top potential material
from current releases. Dot has rom current releases. Dot has
been recording in stereo for the past 18 months and will continue to release out of its backlog as de-
mands increase.

NEW YORK - Al Wilde h ankled his position as head of th Birdland Tours to start a new ma agement and promotion firm cal SRO Artists, Inc. And the client that the new Wilde firm

pacted is deejay Dick Clark. SF pacted is deejay Dick Clark. S Artists is now handling all pe sonal appearances, all promotio
and all management for the Ph and all management fo
adelphia "Bandstand"

SRO Artists is headed by Wilde as president, with Mort Curtis and Chuck Reeves as vice-prexys. Curtis has been the talent booker at Grossingers Country Club for with Milt Blackstone, Eddie Fish er's manager. Curtis will continue to book the talent at the Catskil resort. Reeves is the producer show. He will also continue produce that show for Clark.
Wilde has okayed Marv Joseph on, of Broadcast Management, Inc., to handle Dick Clark for ra-
dio, movies and TV packages $\boldsymbol{H}$ ? is now working on some new deals or Clark that will keep the deejay working even more than now w
his Monday to Friday "Bandstan
(Continued on page 11

## Billboard

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Man Collins. New Yor



## DISTRIBUTOR NEWS

Tom Bell of Mercury Record Distributors of Ohio, Cleveland Tom Belr of Mest Mercury disk is "Left Right Out of Your Heart" eports his strongest Mercury disk in "Left Right Out of Your Heart
by Patti Page. Second stronges is "Kathy-O" by the Diamonds. Follow ngg are "Pretty Baby" by Gino \& Gina, "One Summer Night" by the
Danleers, "Got a Match" by Lou Stein, "You're Making a Mistake" by the Platters, "Too Much Too Soon" by Sarah Vaughan and "Vertigo, by Billy Eckstine. Hottest LP's are "America's Most Danceable Music' by Griff Williams, "The Waltz Queen" by Patti Page, "No Blues on Thi,
Cruise" by Eddie Layton, "Around the World With the Flying Platters, Cruise" by Eddie Layton, "Around the World With the Flying Platters,"
"Country and Western Music" by Flatt \& Scruggs, and "Sarah Vaughan et Mr. Kelley's in Chicago." Wade Whitman, sales manager for th firm, will be married later this month.

Max Silverman (Maxie Maxie) of Quality Music in Washington, lists "The Gossip Wheel" by the Clovers on Poplar among his strongest new platters. Others are "The Stash" by Jesse Stone, also on Poplar. Lavern Baker's latest, "Whipper Class looks like a winner. Bo Diddley's "Hush Your Mouth" on Checker is moving well. "Where Are You" by the Four Belaires on Extra looks like a territorial hit. Other disks showing strong signs are "Windy" by Paul Gayten on Argo and "Song in My
Heart" b/w "Be Sure" by the Dubs on Gone, Strongest albums are "But Not for Me" by Ahmad Jamal on Argo, "We Bring
You Love" by Sarah McLawler on Vee Jay, "Relax With Miles" by Miles Davis on Prestige and "Count Basie Presents Eddie

Joe Pinter of M \& N Distributing Company in Baltimore rates ${ }^{*}$ "Hush Your Mouth" by Bo Diddley on Argo as his top new record Marvin Rainwater's M-G-M waxing of "I Dig You Baby" is hot. "Young Marvin Rainwaters M-G-M waxing of "IDig You Baby" is hot. Young
and Warm and Wonderfu"" by Roger Williams on Kapp is going, well.
"Op" "Roger Williams Plays Gershwin" on Kapp, "I Love You" by Jon James on M-G-M, "Who's Sorry Now?" by Connie Francis on M-G-M
and "But Not for Me" by Ahmad Jamal. Pinter reports that M-G-M's and "But Not for Me" by Ahmad Jamal. Penter reports that M-G-Mr
"June for Joni" promotion is clicking. The deal is that for any Joni James LP purchased for the regular
calbums may be bought for $\$ 1.98$.

Herb Cohen of the newly formed Asta Records in Pittsburgh includes "Op" by the Honeycones among his best sellers. "Please Come On to Me" by the Clovers on Poplar is also selling strong-
ly. "Just a Dream" by Johny Clayton on Ace is hot. "The Little ly. "Just a Dream" by Johnny Clayton on Ace is hot. "The Little
Star" by the Elegants on Apt could be a sleeper. "My Shining Hour" by the Wanderers on Cub looks good. "Checkers" by the Sophomores is clicking. "Rock-in' Robin" by Bobby Day on Class is moving. Top album are "Who's Sorry Now?" by Connie
Francis, the sound track of "Gigi" on M-G-M, "Julie" by Julie London on Liberty and "Tonight" by Jose Melis on Seeco. Promotion chief for the new outfit is Nick Cenci. His assistant is Jean East.
NEW YORK SCENE: Best selling singles at Malverne Distributors, Inc., are "Endless Sleep", by Jody Reynolds on Demon and "Bird on
My Head" by David Seville on Liberty. ABC-Paramount has hot items My Head" by David Seville on Liberty. ABC-Paramount has hot items
with "You Need Hands" by Eydie Gorme, "Got a Match" by Frank with "You Need Hands" by Eydie Gorme, "Got a Match" by Frank
Gallop, "I Know Where I'm Goin'" by George Hamilton IV, "Big Name Gallop," "IKnow Where Im Goin' by George Hamilton
Button" by the Royal Teens, "Dottie" by Danny and the Juniors, and "I Lost My Love Last Night" by Johnny Nash. Other strong platter' at Malverne are "Over the Weekend" by the Playboys on Cameo, "My

Sammy Lowe on Newport is strong. Hottest LP's are "Julie" by Julie
Fitzgerald Sings the Duke Ellington Songbook" on Verve, "Paul Anka," Basie" by Annie Ross and Dave Lambert, all on ABC-Paramount.

NOTES IN THE MAIL: Bob Heller of Chips Distributing Company in Philadelphia writes that advance orders on the new
Stereo Fidelity releases indicate great sales for the line. ... Joe Stereo Fidelity releases indicate great sales for the line.... Joe Banashak, manager of A-1 Record Distributors in New Orleans,
writes that Larry Regan, promotion head for A-1, has contracted writes that Larry Regan, promotion head for A-1, has contracted
to do a 13 -week record hop TV show Mondays thru Fridays. to do a 13 -week record hop TV show Mondays thru Fridays.
Banashak reports heavy action on "Anything to Say You're Mine" Banashak reports heavy action on "Anything to Say You re Mine"
by Lulu Reed and "Windy" by Paul Gayten on Argo. "Hootchyby Lulu Reed and "Windy" by Paul Gayten on Argo. "Hootchy-
Koo" by Larry Williams on Specialty is already a smash. "Op" Koo" by Larry Williams on Specialty is already a smash. Op
by the Honecones is happening. Other strong records are Johnny Fuller's "You Got Me Whistling" on Argo, "Hush Your
Mouth" by Bo Diddley on Argo and "All of My Life" by Sam Mouth" by Bo D
Cooke on Keen.
Word from Marnel of Maryland, Inc., in Baltimore is that "Great Russian Folk Dances" by the Moiseyev Russian Folk Ballet Company on Epic is their top-selling album. Roy Hamilton's "Lips" and "Drean World by the Four Coins on Epic are moving strongly Try the
Impossible" by Lee Andrews and the Hearts on United Artists i a mpossii

[^0]
## More and More Large Labels Handling Indie Distribution <br> By BOB ROLONTZ <br> With the mass of new labels Obviously, to distribute their la-

NEW YORK-The distribution of indie record labels thru established record firms continues to grow. Over the past few weeks
Dot Records became the national distributor for Hawthorne Record and Allied Records took on the national distribution for the Fabor label. Ace Records recently became the outlet for KRC, formerly the newer indie labels, right now with a big hit on the best selling charts, has asked one of the majors established label is now setting up a plan to handle any and all ind abel distribution for a fee
These recent moves are, course, part of a continuing trend Paramount over a year ago. ABC Paramount then took on the
Chancellor and the Colonial labels, and still handles the former label to this day. Chess is handling the
Singular label out of Philadelphia; Fingular label out of Philadelphia;
Felsted, the London subsidiary, the Dale label released by Sammy Kaye's publishing firm.

## NIPPON HOT POTATO

## Price Cuts Set Off Shock Wave in Japan

OSAKA, Japan-Reports reach- On the price front, one reaction ing here indicate that the recent according to the Rengo Times, i across-the-board price cuts of An- that Nippon Columbia will launch gel and Capitol labels have brought about a sensational shock among
other Japanese diskeries. It now other Japanese diskeries. It now
appears they are re-examining their own price structures with a view ta meeting the competition. Ceralso shocked to learn recently that he Bureau International de LEdition Mecanique, with head offices ion to suspend the supply of re corded matrices to Japanese disk-

## To Try Hilger Booileg Charge

CHICAGO - George Hilger indicted on a charge of counter-
feiting record labels, is scheduled feiting record labels, is scheduled
to be tried Wednesday (25) in Criminal Court.
Hilger was the central figure in the large-scale bootlegging opera-
tion uncovered last winter, in tion uncovered last winter, in
which 125,000 copies of hit singles were alleged to have been sold thru Midwest one-stops.
No indictment has come down on Charles (Chuck) English, owner of Lomar Distributing Company,
arrested at the same time as Hilarrested at the same time as Hi-
ger. English was charged with possession of the allegedly counter(Continued on page 7)

## Oops! Weiner Still Owner

CHICACO - To correct an error in a Billoard story two owner of Sheldon Recording Company. He has moved the firm out of the Chess Records' build-
ing, selling some of his recording ing, selling some of
Weiner's Sheldon firm is con finuing in the mastering and tape duplicating fields and is now designing a recording studio to be built soon on the north side of
Chicago. Chicago.
a new line of low-priced records instead of employing an across-theboard cut. Columbia has suffered
most from the cuts by Capitol, most from the cuts by Capitol,
since, according to one source here, Columbia has three times as much inventory in retail stores as any other label.
$\$ 5.28$ new series, to priced a consist of seven sets of Becthoven. These will include all nine symphonies, and the Egmont, Coriolan and Leonore overtures, performed by the New York Philharmonic
A spokesman for Columbia, how ever, commented that the reports on the Rengo Times were prema-
ture: "The truth is that we have ture: The truth is that we honeretely reached such a point
(Continued on page 27

## Stereo Tops Agenda for M-G-M Meet

## ords has set its first national di

 tributor convention to coincide with the Chicago conclave of the National Association of Music Merchants, July 22. Major topic of the distrib discussions will be stereo LPS, which are expected to be ust, and stereo tapes, first releas of which is set for today (23)tional sales chief for the label na tional sales chief for the label, bet
ter than 90 per cent distributor at ter than 90 per cent distributor at-
tendance is expected. All M-G-M top brass will attend. Also attending the meetings in a new post, will be Bill Taylor, who has jus and promotion manager for the and promotion manager for the
Midwest, succeeding Don Foreman who has resigned. Taylor will work out of Chicago
The stereo tape release, first for the label, will include the Gigi soundtrack, the David Rose instrumental version of the "Gigi"
score and a David Rose set, titled "Autumn Leaves." Retail tag for
each tape will be $\$ 12.95$.
coming out every week, many rec- bel thru an established firm reord men, from manufacturers to lieves the indie label of concern distributors, are convinced that the over anything except the production only way they can survive is to of a commercial product. For the only way they can survive is to of a commercial product. For the
distribute their product by means
firm that distributes the disk it has of an established firm. According an advantage, too. As everyone to a recent check by The Billboard, realizes today, in this period of "recnew lables are averaging about ords with a sound," there are hun400 a week. At this rate 300 dreds of good a.\&r. men making ear. It is true many of these of the country. To have sections labels are a part of a larger thire or are merely one-record firms to xploit a singer or a tune. Yet that intend to stay in business. What They Need
It is impossible for any distribor to handle even a small perentage of these labels and give hem a fair shake as far as exploitation and push are concerned. wn way and they rarely have 0 do it Thus the ides of having an established firm handle their
distribution, their billing, their collections, their exposure, etc. of the country. To have an extra source of supply of records, out of is good insurance for any diskery, is good insurance for any diskery,
especially since all firms run hot and cold over a period of time.

The established firm is able to give the indie label release the istributor push and the disk jockey exploitation it needs. And, if the record does start to break, the es tablished label can usually guar-
(Continued on page 27)

## Stereo Disks <br> Prime Focus of <br> Merc Meets

CHICAGO - The impact of stereo disks on the current record market will occupy prime attendistributor meetings to take place simultaneously in three cities starting Friday (27).

All distributors, their salesmen and promotion staffers will attend the meetings, to be located in Chicago's Sheraton and Los Angeles' Beverly Hilton.
The Gotham conclave will be chaperoned by Prexy Irving B. Green, assisted by execs Wilma
Cozart, Bob Shad, Harold Lawrence, Lou Klayman, Hal Money and Claire Van Ausdall.
Veep Art Talmadge will steer rwin Steinberg. Kenny Myers, David Carroll, Jack Tracy, Pete Fabri, Merle Schirado, Marvin Wolfberg and Tom Schlesinger. Sales vice prexy Morris Price will take charge in Los Angeles,
right-handed by Irving Marcus and Pete Rugolo.

## Marks Adds <br> Fermata as Brazil Affil

NEW YORK - Edward $B$. Marks Music Corporation added zilian music publishing firm to hande its catalog in that country. Fermata, which already publishes number of Marks copyrights, unhave the rights to publish much of the Marks catalog, except for those tunes already given to other Brazilian publishers. Fermata will collect performing, mechanical and lect performing, mechanical, and log it handles.
$\log$ it handles.
Arrangements with Fermata were
concluded by Herb Marks, of Marks, and Enrique Lebendiger, head of Fermata. Marks'worldwide publishing affiliates now include Albert in Australia, Basart in Holand Curei in Italy, Grever in Mexico, Reuter \& Reuter in Scandanai. and Siegel in Germany and Austria. In other countries various publishers handle the Marks copyights, tho the firm is looking for exclusive affiliation in Argentina, fraguay and Chile. Negotiations for a renewal of agreement are
now on with Quiroga of Spain.

## 4 MUSIC

THE BILLBOARD
JUNE 23, 1958

## Jazz Boom Grows; Sponsors; Line Up and Ante Up on TV


#### Abstract

by June bundy NEW YORK-Jazz has become Increasingly important in all facets ${ }^{\text {of }}$ show business. Local and network broadcasters are utilizing it more and more on radio and TV; more and more on radio and n ; numerous new jazz niteries are springing up across the country, and a flock of jazz concerts and festivals are scheduled this sum mer. The situation of course mer. The situation, of course, could mean bonanza sales returns for jazz LP's this year. The most important news about jazz in network TV is that spon sors are finally beginning to oook upon it with interest. Timex (the United States Time Corporation), for instance, had such satisfactory sales results from its first two Timex All-Star Jazz' spectaculars -one on CBS-TV last April, the other on NBC-TV last December $\nabla_{\text {Peck, }}^{\text {that }}$ it has instructed its agency, schedule at least three" more hour-long jazz telecasts next season.


NBC-TV is readying two jazz spectaculars-one for August 29 tember- 5 in the same time period The web is currently airing a 13 , week series, The Subject $1 \mathrm{~s} \mathrm{azzz}$,
(part of its. Education Programming Project.)

CBS Radioport Coup month by landing exclusive poup this casting rights to the Newport Jazz Festival. Columbias artist and emsee hour-long programs (July 3, $4,5,6)$ from 7 to 8 p.m. from Newport, R. I., next month. Practicaly every top name in the jazz -Brubeck, Teagarden, Joe Turner, Shearing, Ellington, etc.

Current shows featuring jazz tal-

## Jerry L. Lewis

'Relurn' Disk
Laught It Off
MEMPHIS -- Sun Records' Sam Phillips issued a special Jerry Lee Lewis disk for jocks this week,
under the Robert Service-like title under the Robert Service-like title
of "The Return of Jerry Lee." Just as the poet Service, in the poem about the venerable Sam McGhee, talked about sunny Tennessee, this disk is about a return to this warm and happy land.
At first hearing, however, it could be mistaken for another one of those crazy Flying Saucer type disks. This one has an announcer chanter on his return from London chanter on his return from London,
with an interview. Lewis' answers are dubs taken from his past disks. Phillips said: "We think it's a cute record. It makes light of the whole
(Continued on page 20)

## Scopp Back From O'Seas

NEW YORK - Mickey Scopp, returned from his trip abroad this returned from hister meeting with foreign publishing reps in Germany, Scopp and Fred Day, of Feldman, Scopp and Fred Day, of Feldman,
Francis Day \& Hunter, have made plans to set up an American afto handle foreign catalog rights with American publishers and
American territorial rights for forAmerican territorial rights for for-
eign publishers. The Big ThreeDay interests own Affiliated Music
Publishers, Ltd.
ent include ABC-TV's new "Stars is featuring his Bobcats and is also of Jazz" (Mondays $9-9: 30$ p.m.) expected to feature other jazz per with Bobby Troup as host and big sonalities on future airers. CBS name guests. Count Basie ap-
pears on the show June 30 . Even Lawrence Welk and Gerald Mc Boing-Boing are jazz minded these days. Jazz clarinet ist Pete Fountain is featured on at
least one Dixieland number each week on Welk's ABC-TV show while Chico Hamilton provides Mc Boing-Boing cartoons on CBS TV. Jazz names are appearing with len's NBCC-TV show, Garry Moore's
CBS - TV program. "Omnibus," Frank Sinatra's ABC-TV show, Wide Wide World," Dave Garlivan show. Bob Crosby, who subs for Perry Como this summer,
NO BLANKET RELIEF

## Copyright Liability Subject of Study

By Mildred hall WASHINGTON - Record dis tributors, broadcasters and certain other groups who become inno cently involved in secondary tres-

pass on copyrighted music have a pass on copyrighted music have a
chance - altho slim - of getting limits on liability written into revised copyright law. But there is no prospect of blanket relief fo
all innocent infringers, according to all innocent infring
copyright experts.
copyright experts.
The experts lean toward leaving assessment to the discretior of the courts, because the court can "tailor the remedy" to the individual case of innocent infringement. This flexible, case-by-case basis appears more feasible to the expert than any attempt at blanket or
spell-out legislation which would try to cover the infinite variations in innocent trespass cases.
The attitude was made clear in a recent study, "Liability of Inno-
cent Infringers of Copyright," by cent Infringers of Copyright," by
Alan Latman, special adviser to the copyright office, and William S. Tager, of the Massachusetts bar. The analysis is the eighth to be issued by the copyright office in connection with its three-year study of the 1909 copyright statute, with a view to revision. Comments by a
panel of consultants also favored court discretion over special legis'Battery of Remedies' Battery of Remedies against infringement, the defense points out. The questions to be

## IV Award to

 WRCA \& WBZNEW YORK - The third annual Robert E. Sherwood Award for TV programs "dealing most ef
fectively and dramatically with the subject of freedom and justice in ast week to tro stations-WBZ. TV, Boston, and WRCA-TV, New The WBZ award was for "Let Freedom Ring," a program preon the subject of freedom and jus"The Open Mind," a discussion ries produced and moderated
Richard Heffner and directed (Continued on page 20)
decided by courts in these cases are only the extent and type of remedy awarded the copyrigh owner. "The copyright statute provides a battery of remedies for in-
fringement, and the culpability of fre defendant has played a significant role in judicial selection" of
remedies.
Everyone who participates in an infringement, innocently or not, liable, "jointly and severally," as
was vividly demonstrated in the hapiro-Bernstein vs. Goody cas (The Billboard, October 7, 1957).
(Continued on page 20)

## Westinghouse Plans Its Own Sales Org

NEW YORK - The Westing- by WBC headquarters execs, area house Broadcasting chain was active on several fronts last week.
Effective July 1, 1959, Westing house is dropping its national sales representatives and setting up its Meanwhile, the chain has scheduled management meetings June plore the whole broad subject radio broadcasting."
The management meeting will be highlighted by a music discus-
sion panel featuring Mitch Miller, songwriter Robert Allen and deejays Howard Miller, WIND, Chi-
cago, and Joe Finan, KYW, Cleveland. Under discussion will be
"Which Way Music-Wilder or Milder?" Also scheduled for discussion are public service program-
ming, sales promotion, new engineering and audience research tech niques.

## Decca Cuts Prices

 On EP WaxingsNEW YORK - Decca Record has lowered the price of its EP records from (23). Multiple EP sets will be priced as follows, effective the same date: Two pocket albums, and four pocket sets, $\$ 4.98$.
Unofficially, it was learned that Coral and Brunswick EP prices
would follow the lead of the parwould follow the lead of the
ent company, effective July 1 .

NEW YORK-Jack Burgess has been upped to the newly created and merchandising, at RCA Victor burgess' responsibilities are enarged to include co-ordination of tion, advertising, promotion and publicity. He will concentrate on Victor disks and tapes, including the new stereo disks and the new tape cartridges, and will develop large the market for the new products.

Burgess joins the upper echelon ill Bull report directly to George Marek, veepee and general manager of the
RCA Victor Record division. Bul-

TUNES GET BMI THUMBDOWN

NEW YORK - Broadcast Music, Inc. last week refused
to grant clearances for two to gra

One was titled "The Purple People Eater Meets the Witch Doctor.". The other was "The Purple People Eater Meets the Little Blue Man." Neither tune was submitted by the publishers of the hit songs mentioned in the titles.

## Cade de Paris <br> Asks for Help

NEW YORK - The Cafe de Paris, night club operating here at tion in New York Federal Court for an arrangement under Chapter 11 of the Bankruptey Act.
The club was opened about four weeks ago by veteran cafe man, weeks seg was Betty Hutton. Next featured billing went to rock and roller Jerry Lee Lewis, but this illafter one night. Since that time, a host of names have been alternating in the club, almost on a night help keep the layout going. holp keep the Lamour is set for five days starting Wednesday (25) and month on July 1.
In the action, the club listed liabilities of $\$ 500,000$ and assets of $\$ 451,000$. Among the 150 unsecured creditors were Betty Huthat it was unable to pay its debts as they matured, the club proposed an arrangement under which: 1) would be paid in full upon tex firmation of the petition; 2) al secured creditors would be paid
(Continued on page 20)

WBC headquarters execs, are veepees and WBC local station Pittsburgh; K Y W, Cleveland; Chicago, and KEX, Portland, Ore. Gordon Davis, general manager of KYW, Cleveland, heads the planing committee.
Westinghouse's decision to drop

Early Action
By U. S. on
ASCAP Seen
WASHINGTON - Predictions of action in the near future by Justice Department on the American Society of Composers, Authors here.
During recent hearings on ASCAP membership complaints, House Small Business Subcommittee to compare findings, antitruist chief Victor Hansen submitted a
report to the Roosevelt committee, report to the Roosevelt committe,
naming areas in which Justice was checking to see if ASCAP had violated its consent decree (
board, March 24,1958 ).
Principal complaints since the 1950 decree went into effect, said Hansen, were: 1. That ASCAP's survey was not representat The Society had failed to givo proper credit to the logged music,
and 3. Unfair benefits accrue to certain members at the expense of others.
The Hansen report noted that Justice was also studying ASCAP survey and logging practices; reduction of network sustaining credits in ASCAP distribution; multipliers applied to ASCAP sample survey which determine credits; the Society's "weighted" vote; the ship; and broadcaster complaints that ASCAP does not give them a true choice between per-program ter almost "mandatory."
Hamilton Gets
Dean's CBS
Saturday Slot
ARLINGTON, Va. -George
Hamilton IV succeeds Jimmy Dean
as emsee of CBS-TV's country music series, Saturday, 12-1 p.m. The ducer Connie B. Gay, with the switch taking place some time be-
tween July 5 and August 30 . last week sold Dean's personal employment contract to CBS for a in the singer's future web plans Gay, owner of Town \& Country radio chain in four States, has Hamilton, who has been subbing whenever Dean is ill, under a 10 -year contract. CBS programming execs have several formats for a Dean
show prepped, with guest appearances being set for the interim ances
period.

## Burgess Gets New Victor Sales Post

lock is veepee of the commercial records creation department and Davis veepee of
Other changes put into effect last week at RCA Victor inclucts bringing Sal Peruggi, former district manager in the New York area, into the home office here as manager of field sales. Peruggi will direct the activities of district mangers thruout the country and wi tion activities.
Bill Booth will replace Peruggi as district manager of the New York territory, and fieldman Frank Amaru will take over Booth's post
as Chicago district manager. Bob Duffy, formerly Detroit fieldman,
will take over Amaru's Boston

# Tommy Sands Has Real Acting Skill 

## CBS.TV, $\begin{gathered}\text { g.10 } \\ \text { Studio } \\ \text { p.m., One } \\ \text { (CDT, Junt }\end{gathered}$

Tommy Sands once more proved that he is the most accomplished young actor to come out of the rock and roll record field with his performance on "Studio One" last Monday (16). For a change the teleplay, "The Left-Hand Welcome," offered a sympathetic portrait of a rock and roll star. Sands played a record artist who returned in triumph
to a home town, which held bitter memories of a poverty stricken childhood and an unfortunate Some of the lines and situations were overly pat and stereotyped, but in most cases the acting was good enough to make even the weak sequences reasonably convincing. Elaine Stritch nicely underplayed her role of a cynical magazine writer covering Sands homecoming, and Judi Meredith, a piquant beauty, was quietly effective as the love interest.

Sands, who has gained considerable maturity during the last perfo:mance, and was particularly moving in his scenes with Miss Meredith. His success in a similar TV role - "The Singing Idol," launched his movie carcer 16 months ago and was responsible for his first record hit, "Teen-Age Crush." "He introduced his latest record, "After the Prom." during an informal shant, town "concert" sequence on the "Studio One play. The record plug wasn't as strong as in "The Singing Iool, but Sands came over so well gen-
erally that the results, sales-wise, may be as good.

June Bundy:

## NETWORK RADIO

## A Touch of Jazz for Housewives

The NBC Bandstand show (11 12 noon, June 19) added a little flavor to its programming with a bit of jazz. It wasn't a whole of a history of jazz but it was of a history of jazz but it was
enjovable. Basically it was a good intro to jazz for the houseBert parks the irrepressible Bert Parks, the show included

## MOTION PICTURE

## Debbie Reynolds in a Mild Comedy


"This Happy Feeling" starts out promisingly enough, but bogs down into just another pleasant fairly frothy comedy. The out come of a May-December ro-

## NETWORK TV

## Avalon, Gum Score on Clark Stanza

Beech-Nut Gum is certainly getting its money's worth out of
the Dick Clark Saturday night the Dick Clark Saturday night
show on ABC-TV. The kids chew show on ABC-TV. The kids chew it on camera thruout the half hour, while Clark plugs it extensively, via audience stunts, opening and closing community sings jingles, and a special premium offer of "Ific" (flavor-ific) Buttons. Biggest sales-plus for the sponsor is the fact that the teenage crowd participates in the commercials with as much genuine enthusiasm for the produc
as their younger studio andience counterparts once did on "Howdy Doody.
The youngsters were equally appreciative of the talent line-up on last Saturday's (14) show, reserving their londest squeals for Frankie Avalon's showmanly lipsync renditions of his latest record sides-"Blue Betty" and "Cingerbread." Second place "response" honors went to the Roval Teens, who (sans their fem partner) thru their old hit "Short Shorts"

## REVIEWED IN BRIEF

The Vikings
United Artists has a box-office click in "The Vikings," a fast moving Norse Western. The hon ors go not to the performers but the beautifully photographed scenic backgrounds. Handsomely captured in Technirama and Technicolor, the settings provide an attractively primitive frame work for the fierce action. UA Records has released a sound track of Mario Nascimbene's score, which does little to help or hurt. A single, "March of the Vikings, is
United Artists.
In principal roles, Kirk Doug las. Tony Curtis, Janet Leigh and Ernest Borguine all fare well with fine support from James Donald, Alexander Knox and Eileen Wav. Douglas, aided by an especially effective make-up job, is the most convincing. Tho most of the plot follows a typical Western outline, things never be come dull and scenes with a huge

Viking warship in a fiord are really breathtaking. An animated prolog by UPA precedes the film.
(Cook)

## Steve Allen

Steve Allen offered widely divergent disk acts on his NBC-TV show Sunday (15). By all odds, the most dramatic was Epic's Roy Hamilton, who practically got carried away with emotion in his reading of "Ebbtide." He has a great teeling for dynamics, rising to crescendos of vocal power and the next moment diminishing to a tremulous whisper. Perhaps it's a bit overdone, but Hamilton's way of emoting and the bealthy look about him make for a good sight act. The Hi-Lo's, a relaxed and animated group, also joined Allen for a couple of pleasant helpings of ultra-moders vocal sounds. "The boys rendered "Impossible" from their current LP, plus "Camptown Races" from an older disk, both to solid effect.
swung. Then Parks spoke fleetingly of the old days of the swing bands and told how jazz is all things, with the blues a major part of it. Hibbler sang a blues ballad and Blossom Dearie sang her hit French lyric, version of "Lullaby of Birdland." And there was an interview with lrving $R$. who said that if any American jaz star could come to Russia. the one the Russians would probably want most would be Louis Armstrong. Not too much jazz; but a little Not too much jazz; but a litto
is better than none.

Bob Rolontz.
case of how to pair Miss Reynolds off with Saxom and have Jurgens return to Miss Smith and theater. The film's most amusing moments are provided by Estelle Winwood as Jurgens' dipsi house keeper. Debbie is pretty and Mary Astor is wasted as Saxon mother.
Title song, cleffed by Jay Livingston and Ray Evans, is wat bled nicely by Debbie, available on Coral Records. Title tune from her previous pic, "Tammy, proved a strong factor in its commercial success. "This Happy Feeling," a ballad, will have to be pushed and plugged to do the same.
and their new waxing "Big Name Buttons.
Clark was his usual boyishly suave self-registering particularly well on a give-away stunt conducted by Roulette's artist and repertoire chiefs Hugo Peretti and Luigi Creatore. The boys emseed a musical-hats contest (while their "Cha-Hua Hua" disk played in the background). Winner received a cute chihuahua puppy. Clark's solicitious handling of the obviously frightened pup undoubtedly endeared him to animal lovers everywhere. Also lip-syncing acceptably on the show were John and Toni Aden with "Parse".

Jome Bundy
Tho she looked fresh and pretty in a school prom gowa. Joni James' vocalizing was a disappointment. The whole sceme seemed to be a struggle for her against lack of vocal confidence
and security. Her sense of pitch was, to say the least, unsound Ed Sullivan
Ed Sullivan's CBS-TV aiting Sunday (15) amounted to an entertaining film travelog of the Brussels Fair. Among many
scenes, the TV sightseer caught scenes, the TV sightseer caught
the traveling Platters performing their smash hit version of "Twi light Time" at the U. S. Pavilion It was strictly a straight singing bit, with the four cats and thrush Zola Taylor merely standing it out. No staging imagination, but Tony Williams sings it loud and clear. Other sequences included a seg by the London Philharmonic a dance troupe from Ukrania caught at the Russian Pavilion and Sid Milward's Nitwits, a British act roughly similar to ours once known as the Korn Kob blers.

Troup and Troupe Win In Move to Network

By BOB BERNSTEIN


After 100 weeks as a Los Angeles favorite, "Stars of Jazz" has gone national via ABC on a summer trial basis. Despite its specialized material and low-budget look, it might just make grade for fall with the current wave of interest in the subject. Bobby Troup, cleffer-arranger, makes a sedate host who sup plies simplified historical notes, affable interviews and captions for photo blownps which accompany the guests. On stanza caught, he clarified the series' viewpoint for those with less than devotion to jazz: Jazz is fun and it's constantly changing. The small studio dience was with him all the wav.

Shorty Rogers and the Ciants, a smooth 17 -piece group, worked over nicelv, "Mountain Greenery" and two Rogers originals, "Martian Lullaby" and "Bluesies," latter with surrealistic video from closeups of mechanical objects. June Christy, looking lovely and dressed simply, chatted about her African tour and warbled "That's All" and "I Want to Be Happy" in inventive high style. She, like almost all the show's gnests, is a current album seller. Hap Weyman's direction provided taste and variety in the camera work, tho the pace was a bit too relased and casual.

A sponsor with money for scenery and props would be a big help in luring average viewers. A later time slot, away from the "favorites," would also add fans to jazz buffs for a healthy total audience picture.

## Versatile Alan Dale Clicks Big at New Old Romanian

By CHARLES SINCLAIP

With a vocal repertoire ranging from "Oh, Marie" to a Yiddishlyric folk song by way of a roster of his biggest record sellers and a series of impersonations of other male vocalists, Alan Dale provides Jack Silverman's new Old Romanian location with strong audience ammumition in the currently raging Battle of the Big Broadway Boites.

Dale is personable, mellow and relaxed, altho he occasionally showed an opening night (18) edge with throwaway-and largely undescrved-ad-lib knocks at himself and his performance. By contrast, however, he joked good-lntmoredly, between numbers thru a plate glass door at the rival Latin Quarter a few blocks thru a
south.

He drew the nsual "Ooooh's" and applause as the audience recognized the first few bars of tunes he's waxed ("Cherry Pink," "Rockin' the Cha Cha," "Here in My Heart," ete.). But, his most solid success was scored with a neatly timed series of impersonation of singers-Vanghn Monroe, Don Cornell. Tony Martin, Jimmy Durante, Billy Eckstine and Dean Martin-that show Dale's abilitie as a versatile performer as well as straight vocalist to real advantage.

There's nothing "old" or "Romanian" about the club itself; it is a large, handsomely modern, terraced spot, decorated in coo blues, white and gold. Current bill also meludes Patsy Shaw as a bright and funny comedienne and the swivel-hipped Donay and Winters dance act. Mac Pollack provides well-paced musical set-
tings. Boots McKema's well-staged chorus interludes are virtually tings. Boots McKemas well-staged chorus interfudes are virtually
capsile musicomedies, and are a truly fresh note in supper revue capstie
staging.

## Bob Crosby Replaces Como In Pleasant Summer Faire

By BOB ROLONTZ

Stars: Boh Crasby, Gretchen Wyier. Guest stars: Everly Brothers, Joey Bishop.
Producer: Lonis DaPron. Director: Cort Sieen. Writers: Hugh Wedlock and Producer: Louis DaPron. Director: Cort Sieen. Writers: Hugh Wedlock and Sponsors: Kimberty Clark Corp. Knomark Mig. Co.. Noxzema Chemical Co.

If the opening show is any criterion, the Bob Crosby show shapes up as a pleasant summer replacement for the vacationing Perry Como. Altho the seg started slowly and somewhat haphazardy, the last half-hour Reaturing comic Joey Bishop, the singing and dancing Gretchen wyer and the Bob Crosby Bobcats, e the show zing and life that made for sock entertainment values

Basically the show is built on the Perry Como formula. Crosby sings and does skits with the acts, there are big production numbers built about the songs and guest stars show their wares. Crosby tho, an acceptable singer is no Como when it comes to comedy and the writing has little of the sparkle that characterized the Como hour. But Gretchen Wyler's showmanship vocally and terp-
wise and the bright choreography of Peter Cennaro are definitely wise and the brig
on the credit side.

## on the credit side. On the opening

On the opening show everyone got tangled up in a tiresome play on Joey Bishop's name and in the lack of any strong production The Everly Brothers were good with their record tunes but thei appeal is basically for ear rather than eve. It was Joey Bishop's sock comedy routine, especially his quickie takeoff on Ted Lewis, that set the second half of the show winning. After that came a strong bit by Miss Wyler singing "Rock Me With a Rock From Tiffany and a warm old-time song sequel with Crosby and a barbershop quartet. Then the Crosby Bobcats, fronted by the singer, came up with a real piece of showmanship with "Big Noise From Winnetka, "Muskrat Ramble" and "South Rampart Street Parade." The last tune featured a stirring production number that ended the show on a high note.

## VOX JOX

JUKE BOX CZARS: Sage Magazine is running an article in its current issue tagged "The Disk Jockeys, Czars of the Juke Boxes." The article describes deejays as The highest paid and lowest regarded entertainers in the radio ndustry today . . . . idolized by rock ' n ' rollers, hated by their parents, dictators of teen-age tastes in music, and making and breaking record companies and performers."

In addition to discussing deejay salaries, song-pluggers and payola, the article avers that jockeys have "set themselves up as arbiters of modern musical taste and monopolized 70 per cent of all radio tme ..., thereby forming a musical pressure group without parallel in Tin Pan Alley history." The story also asserts jocks may "justly claim eredit for the sale of 300,$\mathbf{0 0 0 , 0 0 0}$ pop records a year in
the U. 8., not counting the millions more played on the nation's juke boxes."
THIS ' N ' THAT: Bob (Coffeehead) Larsen, WEMP, Milwaukee was in New York City last week ecovering from his recent appendectomy.... The plagiarism suit VBZ, against Norm Prescott WBZ, Boston, (alleging the jock converted to his own use a TV
script penned by housewife Ruth Smolker) was dropped last week Mrs. Smolker wrote Prescott, "After having been advised of all the facts I want you to know that this incident arose because of a mis understanding, and for that reason I have instructed my attorney to drop the suit and withdraw the allegations. I want to wish you and your fans all success."

CHANGE OF THEME:
Ken Gaughran, formerly with
WHMP, Northampton, Mass.,
is now apinning em on
WREB, Holyoke, Mass., plus a "Shoppers' Parade" seg in the morning.... Bill Calder has joined KSJO, San Jose Calif.... Newly appointed program and production ${ }^{0}$ ordinator for WINS, New York, and its sister station KDAY, Los Angeles, is Owen Spann, who will headquarte in Manhattan.... Stephen Adams, Yale University student and campus radio sta tion WYBC announcer, has joined WCCO, Minneapolis as a summer staffer. His father is WCCO commentator Cedric Adams.
GAB BAG: Jack Comfort UMA, Pendleton, Ore., writes to complain that he seldom sees any news about Eastern Oregon radi actives, $\begin{aligned} & \text { adamg tions io the works } \\ & \text { numeron }\end{aligned}$ (Continued on page 42

## ON THE BEAT

RHYTHM \& BLUES-ROCK \& ROLL

It isn't really true that Lou Krefitz was the first man to actually sell a record after Edison invented the phonograph machine. But ever since some wag made this allusion, they've been calling the cat Edison, and according to Krefitz himsolf, it's likely to stick.

But even if Lou doesn't go back with Edison, he does go back into other colorful eras of the record business, "when radio stations would have budgets for buying records. They would get up a list and go out to the record store and buy records for their disk jockeys. Can you imagine that eys.
today?"

In those days, Lou Krefitz was conneoted with a colorful cat in the Nation's Capitol area. Hollywood film mahoff, Borros Morros ican Recording Artists) supposedly
as a legit front for Communist activities. "There were some pretty fancy goings-on," says Krefitz, And later on he turned out to be a counterspy for the FBI. It was happening. But I with what was happening. But 1 was branch manager for the outfit in Washington,
and politics or no politics, we were and politics or no politics, we wer
selling records. We had Phil Harselling records. We had Phil Harris, Hoagy Carmichael, Ginny
Sims and Wingy Manone and his girl singer, Kay Starr.
"After a few years of that scene, I went to work for Oriole Distributors in Baltimore We bad the first Mercury Rec ords as a line, with artists like Dinah Washington, Bill Samuels and his Katzenjammers, Eddie (Cleanhead) Vinson, Frankie Laine and finally Patti Page. That was a great lineup. We also distributed Na tional Records later on, which
is where Eckstein started on records. Later on, I worked for awhile for National, with Bobby Shad, Herb Abramson and Lee Magid."
But it was in '51, when one of he ligh points in the Krefitz eaRose came along. IW kas at the nose Clinb in Washington one ten to some young boys singing outside the club. I first heard the quintet in an alley. They were singing "Peg O' My Heart." in the Mills Brothers style. I told them
thevd never make it that way, but they never make it that way, but
if thev wanted to learn how to sing if they wanted to learn how to sing
the blues, I'd teach them. We the blues, I'd teach them. We worked on it for nine months and finally they got a chance on Atlantic, altho I didn't think the Atlantic boys were too sold on them. The group was the Clovers, and they went on to have seven hits in
(Continued on page 50)

## WHEELING AND DEALING

## talent tidings

By BOB BERNSTEIN

The three faces of Eve have nothing on the three voices of Kathy Nolan, the pert star of ABC-
TV's "The Real McCoys." The young thrush started her career as a belter. "My gutsy delivery won me Richard Rodgers for a friend and fan," Kathy muses. "Then suddenly my voice changed to a thin Jittle-girl-sound, light but piercing enough to caxry. It brought me the role of Wendy in 'Peter Pan'
Broadway and twice on TV."

Established as an ingenue, the songstress racked up 200 video shows, a second legit credit and summers among the
music tents. Then, just as suddenly, her voice began to change again. "It cracked and quavered, destroying all my quavered, destroying all my
confidence and ease, so I gave up singing in public. I joined up singing in public. I joined a three-year contract and bea three-year contract and be-
gan to study voice at night all gan to study voice at nig
over again," Kathy says.
"Now I've got a lower, fuller sound, more mature but minus the lyric soprano top notes. It's been puzzling and exasperating, with all my good contacts, like Johnny Mercer, Mary Martin and Mrs. Rodgers in the music field and me
afraid to perform. But I'm a gi
who plans carefully, and I'm about ready to sign either with Dot o Capitol to do singles. No 'Kathy Encores Gershwin' type albums for me. Shes sure that TV fame will
hypo sales, but to make certain the crack in the voice is gone for good she's cutting an audition disk for Dot, which is also etching Harry Ruby's theme tune on the "McCoys."

Starting over as a warbler doesn't phase Miss Nolan. "My only wax mark till now, the U. S. Steel Hour's 'Midsummer Melody, was buried be fore it got going when the publisher latched onto Patt Page. I'm happy I wasn't fur ther along disk-wise, consider ing what's happened. Now only I don't go contralto!"

BROADCAST BEEPS: CBS-TV bought Jimmy Dean's contract from Connie B. Gay. The singer gets a new series, while his cu
one will go on without him Elvis Presley reported set for fou Ed Sullivan dates in 1960, the minute he becomes a civilian, Alan Sherman, eying his ow music „package, left "I've Got a Secret" after six years as producer

He continues to recelve royalties as creator of the panel show. . . . "Best in Music" expands on CBS, Sundays, 1-2:55 p.m., with Sto Foster and Louise O'Brien vocal regulars. Vic Damone doing TV in Engand. ... Leo Peeper's dance contex dew "Denver Bandstand" at KR'TV.

BISTRO BITS: Red Buttons opens the Steel Pier, Atlantic City, this week. Jonathan Winters set for the Springfield Fair August 17.

William Morris signed Mickey and Sylvia, also the Mickey and Syvia, also the
Iello-Larks, booking latter into Pittsburgh's Ankara Club july $21 \ldots .$. Ralph Watkins just spurned a six-figure deal just spurned a six-figure deal to syndicate his N. Y.

The Four Preps make their novie debut in "Gidget" for Colet by Rebekah Harkness, debuts at the Brussels Fair this week, gets released by Westminster in July and tours the U. S. come fall.... Roberta Peters waxing "Marriage of Figaro" in Vienna for RCA
Victor.

## MUSIC AS WRITTEN

## CLEASON SYNDICATED

Ralph Gleason, jazz critic and columnist for a variety of anines and newspapers, became a syndicated jazz columnist this past week. His column is called "The Rhythm Section" and it it running in six papers: the Los Angeles Mirror News, The Houston Chronicle, New Orleans Item, Milwaukee Journal, Des Moine Chronicle, New. Orleans Item, Milwaukee Journal, Des Moines
Register Tribune and the Witchita (Kansas) Beacon, every week. Register Tribune and the Witchita (Kansas) Beacon, every week. This will be in addition to his regular weekly column under the same title in the San Francisco Chronicle, Syndication was set by
the Times-Mirror Syndicate of Los Angeles, and more papers are the Times-Mirror Syndic
considering the column.

## DIRECTIONAL IN ALL DIRECTIONS

Directional Enterprises, busy, busy management firm owned and operated by Jerry Levy and Fred Amsell, were
busy busy again last week. They signed Mickey Calin of "West Side Story" to pic pact with Columbia and a recording contract. Their Opus Music firm sold a master by the Vanguards to Bob Thiele of Dot Records. Jimmy Nelsen, another of their acts, snagged himself a Jubilee wax contract. "Jamaica" was tested for a role in the forthcoming play "Take a Giant Step." In addition to these doings, the pair NBC each week.

## New York

Jack Rael, confirmed bachelor and man-about-town, as well as the manager of thrush Patti Page, married Racquel Gordon, daughter of cleffer Mack Gordon in Chicago last week. Miss Page was matron of honor. Couple are now honeymooning in Jamaica

Miles Davis and his sextet are now playing the Black Pearl in New York.... The Tuneweavers are promoting their new Casa Grande record of "There Stands My Love" in the New England area. . . Ralph Harlow, veepee in charge of station service for Broadcast Music, Inc., married Mrs. Chartes Vain in Massachusetts
last month. . . Johnny Mathis was saluted last week by the Comlast month. . . Johnny Mathis was saluted last week by the Com-
mittee of Friends of the Harlem branch of the Y.M.CA. last week . Don Byrd and his quintet, consisting of Bobby Jaspar, Art Taylor, and Doug Watkins head for the Knokke Festival in Beligum starting July 8. After that the group will play a jazz festival in Cames.

Al Goodman entered Mount Sinai Hospital in New York this week for minor surgery.... Stan Rubin of the Tigertown Five, married Ann Stevens of Northport, N. Y. last week.... Bourne Music has snagged the world rights (excepting U. S. and Canada) for "Bird on My Head," the tune by Ross Bagdasarian waxed by the David Seville crew on the Liberty label.... Carlton Records artist Jack Scott is out on the road seeing deejays from New Orleans to Cleveland. Carlton has signed Anita Bryant to a term pact. ... Mischa Elman was awarded an honorary degree, Doctor of Music, by Combs College in Philadelphia last week.... Soprano Adele Addison will perform with the
Boston Symphony Orchestra this summer at the Berkshire Boston Symphony Orchestra this summer at the Berkshire Festival on July 6.
Louise Raye has ended her association with the Philadelphia diskery, Time Records.... The Dukes of Dixieland will play the Carter Baron Amphitheater in Washington on June 25, 26, 27 and 28.... Urania Records has worked out an agreement to issue its disks in France via the President label in Paris. Urania's first stereo disks will be issued there shortly.... Orkster Lester Lanin will wed his former secretary, Marilyn Weiss, of Austin, Tex., on June $30 .$.
Paul Hindemith's "Ite Angeli Veloces" will receive tits American Paul Hindemith's "Ite Angeli Veloces" will receive its American premiere at the Aspen Music Festival in Aspen, Colo., sung by Jennie Tourel plus orchestra and chorus.

David Houston, formerly with RCA Victor, has signed with NRCO Record, Bill Lowery's Atlanta-based label Inadvertently, last week this column mentioned Bernie Wayne as the sole writer of "Laughing on the Outside. A great cat named Ben Raleigh was Wayne's co-writer. Pattie McCabe, one-third of the Poni Tails on ABC-Paramount, underwent a throat operation last week in St. Luke' Hospital, Cleveland. She is on the mend. . . Chess Record purchased the recording of "You Got Me Whistling," with Johnny Fuller, on the Crazy label out of San Francisco Station KOBY's two music men, Bobby Beers and Jim Wayne, spurred the sale.
Friends of Lommie Barron, young singer who died last January after a brief career on the Sage label, have started a drive to raise money for a monument for his grave in Richton, Miss. Ioy Murphy, of Port Huron, Mich., is sparking the drive for the fund.. Bob Anthony returned from a one-year European singing tour and
immediately signed a wax pact with Tender Records of Hollywood. He is set for an engagement at the Slate Brothers Night Club in that city next month. . . B. G. sends his regards from Brussels.

## Hollywood

Ken Miller, fresh from a starring part in C. B. De Mille's unreleased "The Buccaneer," cuts his first album for Fargo Productions, which also marks the label's initia LP release. . . Andy Griffith recorded "Love Poems" for Capitol, an original contribution to the realm of rhyme. . . Dmitri Tiomkin was signed to pen the score for Warner Bros.' "Rio Bravo," featuring John Wayne, Dean Martin and Rickey Velson. Tiomkin takes the scoring assignment ollowing completion of sound-tracking Warners' "The Old Man and the Sea.

Dooto inked Joe Houston and Paul Monday to disking pacts. Label is prepping immediate release of Houston and band single, "Sluindig," backed with "The Cucaracha Rock." Monday, a former pianist with the Ivory Joe Hunter band, will do singles and an LP package for the label, covering original and standard song material.

## BALANCED PROGRAMMING



DOUBLE EXPOSURE: Clad in short shorts and orange chemises adorned with station ad, two $U$. of Akron coeds stroll with WCUE's Paut Howard amid shoppers.

## Bring Dialers Into the Act, Says Akron Indie

## By Charles Sinclair

There's too much passive listening to radio at the present time. What's needed is a listen-with-both-ears concept in programming, particularly in music shows,

That, in a nutshell, is the philosophy of Akron's WCUE, an aggressive Midwest indie which is pushing hard for top rating honors with Akron listeners and which is developing a yard-long list of contented local sponsors.
"Our basic format," reports WCUE exec Michael Ruppe Jr., "is an hourly one and is used seven days a week. Minor exceptions accur on Saturday and Sunday mornings, plus the Sunday noon hour, when special public service and religious programs are presented."

The "hour package" at WCUE is deliberately designed to (1) bring listeners into the act, and (2) maintain a music-andnews formula, but with a number of fresh twists.
"Short-period listeners find a substantial sampling of WCUE's programming during their brief listening period. Ex-tended-duration listeners enjoy wide variety and continually fresh presentation." is how Ruppe puts it.

The station's programming, extensively backed by a constant round of promotion stunts (see photo above), works out stant round of promotion stums
in a formula that looks like this:

- A 5 -minute newscast starts each hour period, with the exception of 15 -minute news specials at noon and again at 5 p.m. Newseasts appear again at the half-hour.
- A running feature, called "Speak Up Neighbor," follows the newscast, with $\$ 5$ being offered for the best letter of the week from listeners on topics of strong , local interest.
- Several times a week, "Opinion," a WCUE editorial in which the station speaks its mind on something, replaces "Speak Up Neighbor."
- The station's Big Five deejays play a maximum of music with a minimum of effusive chatter.
- Altho most of the platter shows are built on a base of current pop hits. a regular feature of deejay shows is "Album Showcase," in which the second record in each hourly period is from one of the best selling albums in the Akron area, according to the station's own survey of dealers.
- In the last 10 minutes of the hour, the spotlight is on Tips on Hits." These are 10 records picked weekly by the WCUE staff as being potential chart hits. Listeners are in the act. too by sending in their votes on which ones will actually land in the Top 40 . (Winners get free records.)

Extra Program Features
WCUE of course. adds other procram seasonings to this basic receipe, such as "Soundy." a locally produced music quiz game in which listeners identify melodies: "Susic Cue," a sort of local Dorothy Dix with a loval following: Timmv Fidler's "direct from Hollywood" cinema gossip; "Cue Teen Salutes," in which a Saturday morning panel of teen-agers iudge and rate, records for the following week's shows, and "Program Extras" and "Pops With a Past." in which hit records or specialties of past seasons are spotted in the deejay stanzas.
"Our present music policy and manner of presenting it has met with enthusiastic approval, not only with the listeners but with those in the music and record fields." says WCUE's Ruppe. Instead of demanding from record distributors, we educate them by telling them what we're doing and why. Their good business sense leads them to co-operate fully with us. Local record dealers call us constantly to keep informed on latest developments in the pop music field.

Net-TV Music Stanzas Drop, Locals Soar
NEW YORK - Music shows will be a very minor factor both in network and syndicated TV next season. Comparison of shows-inpreparation figures for June of 1956, 1957 and 1958 reveals a quizzes and dramas are surging upward. Of the three webs, CBS and NBC are reducing the weekly hours devoted to music programming by about 25 per cent, while cent Among the to 15 par per cent. Among the top 15 packager
and syndicators, there are only six new music shows in the works 19 apposed to 18 last summer and 19 the year before
Local stations are on a heavy
trend of their own, however, with dance party and deejay teleseries being launched at the rate of two
premieres a week. There are ove 3,000 local live music stanzas currently on TV, most of them relying on disks.

## Open Drive to Improve TV

NEW YORK-David Susskind, chairman of the new Television
Action Committee kicked off a drive here last week for quality music and drama programming "small trite entertainments" like "quizzes, lackluster films, Westerns and giveaways." Foumders include
Paddy Chayefsky, Polly Pteve Allen, Georgia Gibbs, Do retta Murrow, Peter Ustinov, Sam Levenson and Elia Kazan.
Topping the agenda is a plan to bring together network heads and Governor Harriman to discuss building a Television City to re-
store New York as the comitry's store New York as the country's
video center. video center.

## Teeners Dog Elvis Tags

BOSTON -- Even tho Elvis Presley is out of the running for the time being, kids around the Hub apparently haven't forgotten him. This week rock ' $n$ ' roll disk jockey Arnie Ginsberg at station WBOS offered six advance sam
ples of Presley dog tag jewelry to the first three boys who came to the station witl guitars and the first three girls who showed up in bathing suits.
On a rainy, cold night, a crowd of more than 600 gathered outside the studio, necessitating three
police patrol cars police patrol cars to keep order
There were 22 boys with There were 22 boys with guitars, and 16 girls in bathing suits. The Presley jewelry won't be on sale until the first week in July, but the interest in the Boston area is al-
ready at fever height ready at fever height.

## To Try Hilger

- Continued from page 3
feit disks. Extensive queries by The Billboard thruout the State attorney's office could produce no information as to the status of the case against English.
If Hilger is convicted, he faces a perialty of $\$ 100$ to $\$ 200$ fine or three months to a year in jail, or both At the time of Hilger's ar said they had clocked the movement of about 125.000 disks which would have brought a profit estimated at $\$ 25,000$ to the bootleg gers.
Prosecuting attorney Irving Stenn Jr., said he expects the defense to request a continuance and that it will probably be granted.


## IF YOU

## DID NOT

## BUY THE

## DISCS ON

## THE NEXT

## THREE

## PAGES;

## THEN YOU

DID NOT
BUY HITS!


## turn the

page and see!


## THE TWO-SIDED SMASH THAT BRINGS GREATER OPERATOR PROFITS

 AND SLIMMER RETURNS FROM RACKS AND RETAILERS
## MY TRUE LOVE

 c/w LEROY
## JACK SCOTT



## PAPER PROMO DISKS SET FOR BIG SPLASH

CHICAGO - A phonograph record made of paper, in which grooves are pressed in a vinylite coating, appears ready to break, out the disk industry.
RCA Victor International Division has contracted for such disks as samplers to be bound into the June issue of a Latin American hi-fi trade magazine. Also, ElectroVoice, makers of stereo cartridges, confirmed to The Billboard that they are on the verge of signing for a quantity of stereo paper disks to be bound into domestic music consumer mags.

An Electro - Voice spokesman said: "We are frankly very excited about the stereo fidelity which can be obtained on the paper product, and about its promotional possi bilities." Theory behind the move is that if stereo disks can cheaply be placed in the hands of great numbers of people, with instructions on how to hook up a stereo cartridge and a TV set or radio as the second speaker, the public exposure to stereo might be greatly accelerated.

The two do Chi Firms
by a Chicago firm called See-Hea Inc. Also active in promoting the paper disk is the Arvey Corporation, a large laminating house here. Actual manufacture of the disk is handled by a third firm, which both of these two declined to identify.

While paper disks are not new product, the one being offered higher reproduction quality than any seen before.
Alan Gillespie, sales agent for See-Hear, claims he has sewed up possibility of deep implications for the industry. He said he has signed up a European firm, located in Greece, to distribute pop hits on paper disks.

In quantities of $100,000,-$ a seven-inch LP paper disk can be
produced for produced for less than 5 cents
apiece, pressed on one side. For about a cent-and-a-half more, both sides can be pressed. This cost includes four-color process printing on one side of the paper, showing thru the vinylite, and two colors on the other. For simpler printing, the cost would be lower. The disks can
be produced economically in quantities of about 25,000 .

## Red Foley on

 'Vacation,' But He's Busy CatSPRINGFIELD, Mo.--Despite
the fact that he's supposedly on an extended vacation, "Country Music Jubilee" star Red Foley is
working harder than ever these working harder than ever these
days, herding voters to political rallies for Oklahoma gubernatoria hopeful, Jim Rinehart.
A story appearing in the Sunday edition (15) of The Tulsa World said: "Jim Rinehart's greatest assets in the governor's race are $231 / 2$ years in the State senate and four nights with Red Foley."
"In four appearances last week," the story continued, "the FoleyRinehart combo has played more than 20,000 persons significant when you consider that days is successful if it draws 500 , and many a campaigner is talking himself blue in the face for fewer than 100 listeners."
Foley played the four nightsplus an additional three last week politician have been friends since politician have been friends since five years ago.
Red's next appearance for Rinehart? "At the inauguration," he

Gillespie said that several impor tant labels are mulling the possion paper for distribution thru shops as well as via magazines. He pointed out that a sampler could be retail-priced at 15 to 25 cents and observe normal profit mark-ups at all levels.

RCA's Durable Disks
RCA's Latin American use of the packages, "Man From Mexico," "The Most of Bene More" and "Orquestre Aragon." The disk displays the four-color covers and contains sample tracks, from the albums.
Gillespie said his firm also has
Gillespie said his frm also has set deals with a book distributor for the New Testament to be read and is in negotiation-inch disks, treatment with classic children's reatme
Still another deal has been accomplished, Gillespie claimed, with large picture post-card distributors or souvenir post-cards containing appropriate sounds, such as animal sounds accompanying zoo photo ards.
These cards, as well as the demo disks inserted in magazines, are groovings superimposed on it.

## Howard Lyons Heads NAMM Show in Chi

CHICAGO--Howard Lyons, of the Lyons Band Instrument Company here has been named chairman of the National Association of Music Merchants 1958 Convention Show will be held at the Palmer House here from July 21 Pamer Lyons has been active in 24. Lyons has been active in the is cousin William for he and firm. He has long been a promed the of mus education a promoter of music education in the schools The NAMM shented children.
The NAMM show this year will reature a full industry showing of
the new stereo record and players the new stereo record and players corders, speakers, amplifiers and cartridges will be shown as well.

## Indie Pubs <br> Reduce Dues

NEW YORK - The Association of Independent Publishers met here last week, at which time the group reduced its annual dues in all four categories.
The move, which was prompted by a desire to increase its membership on a large scale by gathsic publishers, cuts the $\$ 2,000$ (per year) dues category down to $\$ 200 ; \$ 1,500$ to $\$ 150 ;$ and $\$ 250$ to $\$ 25$.
Speakers at the recent meet included David Krengel, who made a statement in favor of the O'Mahoney Bill, and Joe Csida, president of the association, who spo
out against the Smathers Bill.
Senate Ups House
On Money Bill
WASHINGTON - The
Senate Committee on Appropriations wants the President's special international program to total 000 over the House recommendaion, but still $\$ 779,000$ below the 1959 budget estimate. Committee report, issued last week (11) recreport, issued last week (11) recfunds go for cultural and these presentations under the State Department, and $\$ 671,000$ for trade

TV Juke Box Tie-In Set For Coast

HOLLYWOOD - The rarely attempted merchandising tie-in between a TV show and juke boxes will be witriessed as a result of an arrangement conelnded between Peter Potter and the California Merchants Music Association's George Miller.
Deal calls for CMMA to spotlight the "Juke Box Jury Hit of the Week in 10,000 boxes thruout California. The hit selection will be made by studio audience. A decal will be affixed to the box pointing to the selection.

Fact that the selection will go on the boxes will be plugged on Potter's TV show, "Juke Box Jury," with the hope this will stimulate juke plays of the given disk.
In the event the California tie in works successfully, Potter hepe to make a similar tie-in tional scale via the Music a na ators of America, also headed by Miller, if and when his is sold nationally or region TV show show is currently op for sale, The as a live networ for sale, either regional syndication program or via regional syndication.

## AGMA Elects 21 to Board

NEW YORK- The elections of the American Guild of Musical Artists were concluded last week with the election of 21 members to the National Board. This is onethird of the total membership of the Board. AGMA has jurisdiction over performers in the opera, ballet, concert, recital and oratorio fields.

Elected in the New York area were: Ralph Herbert, Frances Bible, Mara Yavne, John Trehy, Joseph Hancock, Robert Ackart, Rosa Rolland, Harry Jones, Hubert Farrington and Alec Templeton. In the Los Angeles area the victors were Richard Robinson, Serge Oukrainsky, Rebert Oliver and John Radic. Winners in the San Francisco area avere: Winter Anderson; Galliano Daneluz, Pau Guenter and John E. Taylor. In Chicago Orrin Kayan was elected; in Philadelphia Walter Fredericks and in New Orleans Arthur Co senza and Arthur Winteler.

## Dallas Gets <br> 2 Diskeries

DALLAS-Two new recording companies have bobbed up on the Dallas scene, with both firms setting up offices at $5.5131 / 2$ East Grand.

Kick Records is headed by Jimmy Fields, who has already cut a session wtth the Saucers, teenage group, at Herring's Recording Studio, Fort Worth. First release is scheduled for June 30 .
John F. Sheffield heads the other label, Volk Records, which has three sessions set for this week. A group headed by Frankie Mann will be the first to be released, to
be followed by Trini Lopez, rock be followed by Trini Lopez, rock (23). Set for a session Wednesday (25) is a teenage group from Wichita Falls, Tex., known as the Esquires.
fairs, under Commerce Department.
Committee would give United States Information Agency a total of $\$ 100,000,000$, which is $\$ 3,000$,by the House bat still $\$ 5$ approved elow budget but stim $\$ 5,000,000$ 1959.

Committee Chairman Johnson poke glowingly of the U.S.I.A. director, George V. Allen, in his eport to the Senate on the money bill, which now goes into conference with the House.

NTA to Start Record Label In England

LONDON - A major record
LONDON - A major record label is to be launched here by the American company, National Telefilm Associates.

This has been confirmed by Ver non Burns, managing director of NTA in the United Kingdom. The company will be distributing from all the material of the newly formed disk company launched

Executive positions in the British company have been offered to re cording executives here.
More disks will also be made available to British fans shortly under a deal between the smal British company, Topic Records, Ltd., and New York's Folkways
Current Folkways catalog reearlier material, will be included in Topic releases.

## Danish Plant For Victor

COPENHAGEN - A trio of Danish business men, who returned here on Monday (9) from a brie visit to the U.S. A., have announced that they have signed a contract with RCA and have organized a company, to be located in Copenhagen, which will equip and operate a plant for pressing RCA platters.

The trio consisted of two manufacturers, Ove Hede Nielsen and H. Hylen, and a business executive J. Thor-Jensen. Nielsen stated that the newly organized firm will be ready for business shortly. He also stated that RCA platters have been top sellers in Sweden and Japan during the past two years.

## Epic Winners Get Prizes

NEW YORK-The winners of the Epic Records "Touch Of" win dow contest, which ran last month were announced this week by the diskery. First prize winner of two round trip tickets to Bermuda wa the Sixth Avenue Record Shop in Portland, Ore. The winning salesman, Martin McMahon, will re ceive a U.S. Savings Bond. Second prize winner was the House of Music in Salt Lake City, and the
winning salesman was Don Webb. winning salesman was Don Webb The third prize went to Discount
Records in Philadelphia with the winning salesman Al Melnick.

## Laurie London

## To Tour South

LONDON -- Laurie London, 14 - year - old gold disk winner, i planning a 16-day tour of Ameri ca's Southern States with a spirit ual package show July 17 thry August 9. A West Coast tour also possible. The tour is being negotiated by the William Morris Agency, thru the singer's British
representative, Hyman Zahl, of representative,
Foster's Agency.

Everyone knows that JULY 4
Commemorates a groat ovent in our country's history.
But did you know that starting with the issue dated

JULY 7
The Billbeard's clastified section will take on a bright, now look, and oven
more important, will bo onlarged by more important, will bo eniarged
many additional now headings? many odditional now hoadings?
Sos the Classifiad Order Form in thit Sosue for complete list, Including the naw headingt.

## Overseas Covers Battle U. S. Stars

NEW YORK - The battle be-| Rackety-Rendezvous," a U. S. song tween U. S. and British record art- cut here by Doris Day. ists for top honors on the English best-selling charts continues, with seven covers of American hits by British artists currently vying for position with U. S. waxings of the same tunes.
Vic Damone's "On the Street Where You Live" is No. 4, while David Whitfield's cover is No. 25 On the other hand, Don Lang's "Witch Doctor" is No. 5, as compared to David Seville's original pared to David Seville's original
down in 18th place. Frankie Vaughan's "Kewpie Doll"-No. 10 -is running four places ahead of Perry Como. This is as of last week.
Como comes out ahead, tho, on I May Never Pass This Way Again, which is No. 15, ahead of two English versions by Robert Earl and Ronnie Hilton. Another American artist, Ella Fitzgerald, is also running ahead of her British counterpart, with her version of 23 a the No. 29 slot. Interestingly, neither version made a dent here, where Moe Koffman's waxing of the tune took top sales honors.
Quantity-wise, U. S. tunes al most totally dominate the current best selling disk situation in England, with 24 of the top 30 platters featuring American songs - 18 of them by American artists.

German Charts
The situation in Germany, of course, is considerably different, and a study of best selling charts of the two countries reveals some interesting contrasts. For instance, the No. 1 record in Germany at the moment is Mitch Miller's "River Kwai March." Other U. S. artists appearing on the German charts Sera" and Billy Vaughn's "Sail Along Silvery Moon,
German lyric versions of U. S. songs include two Paul Anka tunes "I Love You Baby" and "Diana," (both high on the charts) recorded
by a 14-vear-old German girl, bamed Conny, one of the hottest disk names in the country. Also on the charts is Nana Gualdi's Ger-man-lyric version of "Rickety-

## Sagle Starts Master Firm

CHICAGO - Chuck Sagle tunesmith-arranger-batoneer under the name of Carl Stevens, last week exited the Mercury Records producing firm, Carl Stevens Pro ductions.
He has already placed a master with Carlton Records, "You Can't Go It Alone," rendered by Gus Vikings. a member of the De album for Mercury is making an self on trumpet, featuring himself on trumpet against mood
music backing. nusic backing.
At Mercury, Sagle was musical director in charge of singles pro duced in the Midwest.

## Victor Lights Fire

 For George FeyerNEW YORK - RCA Victo threw swinging party for new aboum pactee George Feyer at hi home room in the Hotel Carlyle here last week. The party served to incitraduce the trade and consumer press to Feyer and to display his just released Victor album containing songs from "South Pacific" and "Oklahoma!" Feyer played a few selections and made a brief speech and everyone had
fun. It was fun.

A German lyric version of "Fraulein by an ex-U. S. deejay, Chris
Howland, is also on the German charts, along with Edmundo Ros Melodie D'Amour" and two plat ters by one of Germany's favorite fem vocalists, Caterina Valente.
Elvis Presley isn't as big right now in Germany as he once was man Presley" ${ }^{\text {" }}$, billed as the cer tagged "Wenn Teenager Traumen. Germans apparently fee way or the other, since there are two active Presley clubs in the country right now-one "for" the other "against.

## Music Every Minute-Or Station Pays

ST. PETERSBURG, Fla. -
Local radio station WILZ here ha taken out a unique insurance pol icy with Lloyds of London, whereby whenever the station goes more than one minute without music Lloyds will pay $\$ 25$ to the firs istener who (by mail) advises WILZ of the lapse.
The gimmick ties in with WILZ's copyrighted policy "You're No More Than a Minute From Music." The new station, which went on the ai six months ago, limits all "talk, including commercials to one minute or less.
News is broadcast in capsule form-"as it happens"-and consumes less than 60 , seconds per
newseast. The station's record programming features "nostalgic pop" wax, and by-passes rock and rol and country and western.
Jubilee Preps 5 LP's for Stereo Debut
NEW YORK-Jubilee Records will issue five stereo disks for its initial release in July. Sets are will issue six monaural platters for its regular summer issue.
Stereo disks include Della Reese the Walter sab Della Reese, ${ }^{\text {and }}$ Waiter Schart ork, the Bobby Sherwood ork,
Herb Geller jazz set and Mark Mers
Mente and his ork. All sets were previously issued monaurally.

The new monaural release fea ture Moe Koffman and his sextet Louise Kahn in a tribute to her late father songwriter Gus Kahn, Mary ann McCall, Gray Rains and his ork, a Dixieland album, and
Helene De Lys. Bob Stephens, for Helene De Lys.
many years a free lance a. $\& r$ r. man, and well experienced in the disk business, has been appointed a.\&rr assistant to Morty Palitz, recording head of Jubilee and Josie.
Melcher-Toff
To Break Up
LONDON - Doris Day's husband-manager Marty Melcher and British publisher Dave Toff, who have operated here for three Company are terminating their agreement in the next few weeks It is believed Melcher is plan ning to join up with another pub hisher here and that approache have already been made to severa
Major hit from the Melcher-Toft partnership was "Whatever Will

## SLOWLY

## BUT SURELY

THE QUALITY OF
THIS RECORD has been DISCOVERED!

THEBETTER TO LOVE YOU

## JOHNNY JANIS

spreading ballad warmth and taste out of Chicago across the country.

HEAR AND SEE JOHNNY JANis ON THE DICK CLARK SHOW JUNE 23rd.

record \#463

## 'GOOD 6000'

 is
## 'DREAMY'

 and'DREAMY'
is

## 'GOOD G00D'

## THE RONDELS

## with Ned Jr. and Percy Giles

another 2-sided rock $n^{\prime}$ roll hit


## Bob Allen's Tunes Hit Wax Jackpot

NEW YORK--Everything went fight for songwriter Robert Allen this week. Songs penned by Allen and various co-writers appeared on disks with such powerful names as Pat Boone, Doris Day and Mitch

Miller. And all of the tunes were Miller. And all of the tunes were
published by Allen and Mike Stewart's firm, Korwin Music
The Pat Boone record on Dot features an Allen tune penned in collaboration with Al Stillman titled "If Dreams Came True," The Doris
Day record on Columbia contains Day record on Columbia contains
an Allen tune penned with Dick an Allen tune penned with Dick
Adler/"Everybody Loves a Lover." The Mitch Miller ork record on the same label features the tune Rockabye in Beardland," penned by Allen alone.
And what's for nest week well mark, Thiele delayed making the And what's for next week? Well Fontane record until he (Coldmark)
next week Allen has a tune coming couldn't wait any longer. At that ont on RCA Victor, titled "The Waiting Came," penned with Bob Hilliard. The artist? Harry Belafonte.

## FM Upswing, <br> Strouse Tells NAB Board

WASHINGTON-Ben Strouse, vice-president and general manager of WWDC AM, FM, in Washing. ton, says FM is doing very well. Strouse, who heads the Washington committee on FM for the National Association of Broadcasters, told the semi-annual meeting of the board here last week (19) that FM listeners, stations and equipment
sales are on the increase. I. Frank Jarman wD
J. Frank Jarman, WDNCC, Durof the NAB radio board, was lected chairman of the radio board, and Robert T. Mason,
WMRN, Marion, O., was plected vice-chairman, during the meetThe
The week-long series of meetings (16-20) also heard a progress re-
port by the All-Industry Radio Music License Committee, by Mason, who is ehairman pro tem of the group. No formal report was
released by NAB on the Cormmitreleased by N

## Siegel Off

On Caribbean Waxing Trek
NEW YORK - - Sidney Siegel,
mahoff of Seeco Records, left Monday (16) for a two-week siving sessions and distributor huddles. Siegel's departure came on the heels of his announcement that the label would shortly issue an EP stereo disk, made up of one selec-
tion each from four tion each
stereo LP's.
Siegel's schedule calls for an LP disk session in Puerto Rico with band leader Cesar Conception, who will record theme songs of a dozen top American band: (Harry James, Duke Ellington, ete.) in Latin tempo. In Puerto Rico, he will henceforth work thru two new distributors, Juan Martinez Vela, Inc, and Matias Photo Shop. In Havana Siegel will record albums with thrush Celia Cruz, singer Xelson Pinedo and the Sonoro Matancera Pined
ork.

Garber Reopens
Aragon Ballroom
CHICAGO-The Aragon Ballroom, historic terpsery here, reopened Friday (20) after a r fire March 31. Jan Garber's ork

## 'Buttermilk' Starts Hassle: Who Is 1st?

NEW YORK--A pair of disks of the tune "Buttermilk" have of the tune Buttermilk have
brought about a hassle involving Dot Records Veepee Bob Thiele Dot Records (Geepee Bob Thiele
and Aaron (Goldie) Goldmark of Sheldon Music, publisher of the tune.
Thiele maintains Goldmark had given Dot an exclusive on the tune for a recording by the Fontane Sisters. Last week, according to Thiele, Goldmark sold the demonstration disk of the song to Epic Records. (Goldmark says the writers brought the disk to Joe Sherman, pub a.\&r. chief of Epic.) The disk was promptly released under the name Joe Sherman and his ark the ork. According to Gols oint he okayed the sale of the k to Epic.
In a letter to Goldmark this week Thiele said, "I resent the shabby tactics you used to obtain an add tonal recording of Butermik. after I told you I woud derintel record this song with the Fontane Sisters. As you recall, I requested I seldom do, and the song, which I seldom do, and you agreed. I feel that you have not lived up to
your pledge. your pledge.
"I will certainly have to think twice," Thiele continued, "before recording any songs published by you and offered to me on an exclusive basis. This whole affair has embarrassed me and Dot Recrids in many quarters. It appears that the Fontane Sisters' record is a cover of the Joe Sherman record, which it is not. I trust that in the future you will be more faith ful to your statements regarding ex usivity.

## Rondo Label

 To Deb Dozen July StereosNEW YORK--Rondo Records Eli Oberstein's new pop-classica labe, will have its first stereo disk ready in July. Price for the platters will be $\$ 4.98$. There will be 12 stereo disks in all, half classical
and half pop. and halt pop.
Classical sets include four LP's by the Boston Festival Symphony Orchestra conducted by Willis Page, an album with Carlos Montoya, and two by organist Reginald Foort. Pop LP's include a Dixieand set, an album of Latin jazz by Willie Rodriquez and his ork, gazz set and an album of show

## Westminster

 Lists 16 LP'sNEW YORK--Westminster will release 14 classical and two popular albums in July, its smallest
monthly quota of the vear. Headmonthly quota of the year. Heading the list is the Berlioz Requiem at 89.95 list price. Pop LP's are "Old Vienna" with Montini and his ork and "Intimate," piano stylings by John de Maio.
Classical items include "Jewels From Symphonies," "Jewels From Piano Concertos," opera overtures conducted by Hermann Scherchen, Music of Bali and Music of India" (each two disks), Bach by organist Andre Marchal and Franz lieder by contralto Hilde Roessel Majdan.
was the door opener, and others to follow during the summer include the Dukes of Dixieland, Les and liams, Chuck Foster and Andy Powell.

## MILIS <br> His TH: Hirs!

I CAN't believe THAT YOU'RE IN LOVE WITH ME

## SCARLET RIBBONS

THE SHEIK OF ARABY
"WHEN YOU'RE
SMILING"
THE WHOLE WORLD SMILES WITH YOU STEVE ALLEN BARRY MARTIN LOUS \&

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mILIS NUSC, IMC.
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## 4 GREAT RECORDS

Cherié, I LOVE you PAT BOONE

SAME OLD MOON PERCY FAITH FELICIA SANDERS Decre ray heindorf r.c.a. Victor TIP-TOE THRU' THE TULIPS WITH ME russ hamition
vuss hamlion kopp
TOO MUCH, TOO SOON sarah vaughan Mercury

MUSIC PUBLISHERS HOLDING CORPORATION


## ATTENTION, PUBLISHERS!

Wame publishing company or persongs on royalty to publish fificen copyrishted. Consists, whech are all ballads, similar in general Mailre casey Jones and the Wabash Cannonant inctuding love ballads. Hobe Interested I would be will songs. you 80 per cent. This material is parable to anything which has ever
L. R. Rodgers, P.O. Box 984


REGEnt
SOUND STUDIOS, INC.
25 West 56th Street

Don't Give Me an Elephant for Christmas

Pachyderm
Publications 3nite 607 , N. Y. 39

## Stereo Age Can Give Moppet Disk Market New Sales Lift

## - Continued from page 1

six records-12 sides-for the same The firm, Pickwick Sales, produce price as they d pay for the cheap- the Design low-price LP line an alent of 12 sides. But little kids future stereo release will be a kid think in terms of quantity, Six of die package. Another leading comWhat's more the records are kiddie album is in the works for bought as gifts, they can be given fall release. It can be noted tha one at a time. You've got half a several equipment firms, includin Sterco sound has also become an $\begin{aligned} & \text { Hallmark and Walco, have or will } \\ & \text { soon have inexpensive stereo units }\end{aligned}$ important factor in the planning of on the market shortly
 is recording all kiddie material in stereo as well as monaural versions.
"BRIGHT LIGHTS OF
BRUSSELS"
Eddie Layton-Mercury
Jose Melis-Seeco
"IT'S EASY",
Julie London with the Music of
David seville-Liberty
"THEM THERE EYES"
Helen Grayco-Verve
BOURNE, INC.-ABC MUSIC
New York

Ray Martin — United Artists Jose Melis - MGM


## Wilde Charts

- Continued from page 2
seg from Philadelphia and his Sa urday night show
Wilde is negotiating on a number of other acts for his new management and promotion firm. They are in the radio and TV fields Wilde has headed the Birdland Tours office for the past three years. He has handled all promo tions and tours for the traveling units. Previous to his stint with the Birdland Tours he was with the Gale Agency for 20 years. He handled the managerial end with such names as Chick Webb, Ella Fitzgerald, Robert Merrill, ete. Michel Le Grand will conduct jazz album featuring his own ar sometime in the fall. It will be titled "I Love Jazz."


## Jazz Festival

- Continued from page 2

Duke Ellington. The diskery will also record the Benny Goodman crew at the Festival. In addition to the recordings at this Festival Columbia also intends to do some
waxing at French Lick Ind the waxing at French Lick. Ind., the
jazz festival sponsored by the jazz testival sponsored by the beck and Hotel chain. Dave Bruplay at this one and the firm will cut both at the French Lick fete. Lady Day is to become a regular album artist for the label. Her first LP for Columbia featured her with the Ray Ellis ork in an album of pop standards titled "Lady of Satin." This set is released this week. Columbia has a juzz surprise up its sleeve. Best selling ork leader
$\qquad$ ed repertoire on the only lim no special continuing push behind

In general those firms who active in the field report they are either well ahead of last year's pace or at least even and they see an added cost-saving advantage in the fact that even in this field the 78 r.p.m. disk is losing the bat tle to the 45 r.p.m. record. As one exec put it, "Our kiddie busibetter than an other part of our business and we expect it to continue a very profitable part of the line for us.

## AUDITION

 a new selling force ...for mar dealers IN FULL COLOR EVERV MONTHHOTTEST SONG FROM Gbrmany
(EDITION TAKT UND TON, BERLIN)

## TAKE ME DREAMING

 (TIVOLI MELODIE)by HEINO GAZE
LYRICS by al Stillman

## HEINO CAZE

Edition Takt Und Ton, Gustav (Crunewald), Germany

## RECORD SALES IN RETAIL STORES

## Aune-November, 11057 Avorago Weekiy Sales, Jased on The Bilubard-NYU School of Retailin

Based on The Bluboard-NYU School of Retailing
Continuing Natlonal Study of Retail Record Salen

Dropping down to their second lowest level of the year, total unit record sales are now approximately 13 per cent below par. Starting with the period ending March 22, total unit sales have been on a wavy course - going from 94 to 106 and then a fourweek slide to 86 from whence they climbed for three weeks to 98 and now down to their present level.

For the current period, LP's climbed up to their fourth highest level of the past four months. It is interesting to note here that this speed (for the current period) did approximately 28 per cent of the unit volume but accounted for 60 per cent of the dollar vol-
Dropping to their lowest level of the year for the current period were 45 singles.

## TOTAE UNIT RECORD SALES <br> 



## 

## 45 SINHES UNITSALES




## THE BILLBOARD'S WEEKLY

# Record \& Equipment Merchandising News \& Sales Tips 

## 3-VS.-4 LEADS

## Hum Headache in Stereo Pickups

By Charles sinclair NEW YORK--An unexpected andio "bug" in stereo phono reproduction is already causing an embarrassing humming noise in the ears of both phono dealers and manufacturers, and is forcing some fast re-tooling in the production of phono cartridges for stereo installations.
Latest cartridge manufacturer to do a red-faced switch is Ronette, which is pulling its threeterminal job off the market

The new Ronette model is essentially the same as the previous model, except for the division of the third lead, a "shared" ground between the two stereo channels, into two completely separate grounds.
Storch, is currently in Holland visiting the home plant to set up production on the four-terminal model, is thus following in the path of General Electric, whose original test models of a GE stereo cartridge are reported as having three leads altho the latest photos of a newer version show four. Hum Loop Hassle
The problem, which affects equipment dealers, manufacturers of packaged phonos, and component makers who turn out tone arms and amplifiers, is actually a fairly familiar one from an engineering standpoint.
It's cheape to manufacture stereo cartridge with only three leads. And they work fine in packaged phonos where both amplifiers are contained on a single chassis, or where the chassis have been linked together with an effective common ground.
But when a table model radio

## Multiplex in AM-FM Tuner

NEW YORK--Broadcast stereo experimental FM " "multiplex" variety is already becoming a factor in the latest models of tuners to be launched on the component market.
Lafayette Radio, leading New York retailer-distributor, is currently introducing such a unit, the AM-FM Model LT-9, priced
at $\$ 79.50$. One of its prime feaat $\$ 79.50$. One of its prime fea-
tures is an output jack for connection to a multiplex-adapted second unit, and a multiplex-tape second unit, and a m
switch arrangement.
switeh arrangement.
The LT-9 will also handle AM-FM stereo broadcasts, having separate tuning sections. Other features stated by Lafayette include three microvolt sensitivity
for 20 db quieting, Armstrong for 20 db quieting, Armstrong FM, flywheel tuming, and output sufficient to drive any modern
amplifier.
-or even a matching speakeramplifier combination, such as hose of Webcor, Sylvania, Mag navox, Phileo and others-is used as the second outlet, the headaches begin.
"The amplifie, chassis of the two units are seldom at the same ground potential," explained one veteran engineer. "As a result, you're likely to get a loud, annoying 60-cycle hum loop' that will bring customers running back to the store with complaints that


## Three Goes to Four

their stereo sounds terrible. Then, even if you make an extra wo unbalanced amplifers, it still may not solve everything.

Three or Four?
The hum situation has caused red faces for some audio experts who had virtually agreed, months ago, that a three-pronged car ridge
Altho the higher-priced models -such as Fairchild's XP-4, soon to be launched in regular producfion, and Pickering's stereo umitseads from the beginning, others have not been as far-sighted, in the opinion of muyy engieers, Electro-voice, Webster, and Electro-voice, Webster, and Audiograph, to name three, have proach so far. Theree-lead approach so far. There are, how ever, indications that this may soon change, despite additiona

## 21-In. Spkr.

 In GE's TVSYRACUSE -- A loudspeaker that has virtually wall-to-vall dimensions will be a featured item in the 1959 line of General Electric TV sets. The new speaker eliptical in shape, measures 9 by 21 inches and will be coupled thru a cross-over network with a four-inch tweeter
As it is just about as wide as the usual 21 -inch TV tube, GE execs state that it will "realize he maximum response available from television's FM audio signal." The frequency relponse of the king-sized coaxial is said be from 40 to 10,000 cycles.
The shape of the new GE
peaker, due to be seen in eight TV models at the Home Furnish-

## BOOST FOR DISKERS

## Philco Pushes 'Buy Now' Concept on Stereo Records

## Philadelphia -- Manu-

 facturers of stereo records are getting an important sales boost from Philco Corporation as part of the firm's sales plans for its new 1959 line of stereo phono players.Philco is stressing the fact that its record players will play stereo records ", "perfectly and without damage" in monaural fashion and, with the addition of matching speaker-amplifier companion units, a customer can "have his complete stereophonic sound sys-
The platter buyer who buys a Philco unit, the firm states, can "immediately begin his collection of stereophonic records
At the same time. Philco's new line will feature the Fidelitron Sound System developed by Philco, which the firm claims to be "the first push-pull electrostatic speaker sound projector ever built into factory-produced high fidelity."

## NEW PREAMP

Eico Mapping Stereo Unit
NEW YORK--Eico Mamufacturing, whose kit versions of hi-fi amplifiers, preamps, speakers, etc., are making a sizable mark in the audio field, is reportedly considering an invasion of the stereo market in the near future with a front-ended, two-channel preamp of "unusual and superior design. Previously, Heath Company, whose Heathkit nuits are now being hundled by dealers as well as on a m .il-order basis, had added stereo models to its line with both amplifiers and a preamp kit.
Eico is also said to be planning a new "low silhonette" version of is popular preamp, HF 61, which $\$ 24.95$ (without power supply) in kit form:

## Birch to Bark <br> At Chi Show

NEW ROCHELLE, N. Y. The 1959 line of Birch phonos is scheduled for presentation, starting July 21, at the Music Show in Chicago, George Boetsch, firm prexy, reports, with models priced from $\$ 69.95$ to $\$ 119.50$. Three models being featured melude two portable editions and
the C-88 console, which contains a four-speed changer, dual woofer and tweeter speakers and ampinier.

## Store Promos Set for 'Duet'

## NEW YORK - Special pro-

 motions have been set in a total of 22 major department stores for the new Roland "Duet" radios, according to its manufacturer. Unit is a pocket - sized, two speaker, seven-transistor model. Production of the "Duet," which is powered by penlight batteries and is available in three colors, has been tripled, Roland execs state, to meet demand.ings Market in Chicago, is a
series of concentric ovals, with a deep, trumpet-shaped throat.

Offered in the Philco line, all of which is geared for stereo playing, are 10 basic models, ranging in price from $\$ 139.95$ to $\$ 485$. In addition, there is a special three-piece stereo ensemble, featuring an AM-FM tuner, designed to list at $\$ 1,200$. This last model has a dual-channel amplifier producing 50 watts and separate matching speaker units' with each containing a dual Fidelitron speaker system.
Furniture stylings for the new models include contemporary, traditional and modern, in addi-
tion to contemporary European tion to
designs.
Philco is offering, in two table model stylings, what it calls a "compatible system for stereophome records. One moderatic, four-speed is a a with a function control switch separate tuner-tape and record
stereo jacks, listing at $\$ 149.95$ in mahogany
Ste

Stereo "Companions"
A similar-appearing model, containing an amplifier and electrostatic speaker system which, when plugged together, produces two-channel stereo sound, is offered at $\$ 89.95$ in mahogany. Both models have companion sets in blond wood at an additional $\$ 10$.
Similarly, there are console companion units for the larger Philco players.
A portable stereo stacked-head tape recorder, Model ST-300 at $\$ 229.95$, has also been announced. It contains an input jack for recording directly from radio, phono or TV, and will plug into any of Philco's phono models for taped stereo reproduction. Several portable phono models are available in the new line.


## Tape Tracks 1957 Phono Made Visible Output Told <br> NEW YORK - Magna-See, <br> WASHINGTON - Manufac

a special solution that makes sound tracks on magnetic tape visible, has been introduced by recorder enthusiast can now see the physical mark of sound with Magna-See Type "SO" provides a practical way of checking tape recorder performance.
Making the track visible affords a fast, accurate way to check head azimuth (alignment), track uniformity, balance and head wear. Since the sound can be seen,
The Magna-See Kit includes a one-half pint can of Magna-See Type so solution, a plasric close inspection of the track and a roll of pressure sensitive and with five glass slides to make permanent copies of the make permanent copies of the visual may be purchased in individual may be purchased in individual is pint cans when replacement
For complete information and prices, Street, New York 22 , New York.
turers shipped nearly four million phonographs, at a value of $\$ 187,605,000$ in 1957, according to Commerce Department. Total number of units shipped is about 2,000 below 1956. but value is almost $\$ 16,000,000$ above the 1956 total of $\$ 161,711,000$.
Out of the phonograph total, coin-ops numbered 63,000 mits, valued at $\$ 44,248,000$ in 1957, down from 69,000 units totaling $\$ 47,401,000$ shipped in 1956, according to Census Bureau report last week (1).
Listening on auto radios continues to increase, with shipments jumping to $5,592,000$ units valned at $\$ 145,049,000$ in 1957, from the 1956 total of $4,906.000$ $\$ 125,758,000$.

Radios and radio-phono combinations shipped mamiac turers in 1957 totaled 9.3 million sets, valued at $\$ 235$ million, as against 9.6 million sets, valued at $\$ 213$ million in 1956 , th.
Commerce Department reports.



MERCURY 71337


## Audio Feedback

By CHARLES SINCLAIR
dig that crazy woorer
Now you can have a loudspeaker to end all loudseakers, and with a power rating of a whopping 1,000 watts. Ear-bending monster has just been developed by Stromberg-Carlson for use in researching the effects of high-intensity noise on Convair-guided missiles and new jet aircraft. Some of its statistics: It weighs 150 pounds, altho packed into an 18 -inch square cast aluminum frame, the woofer section is pushed by a 25 -pound Alnico $V$ magnet with total flux of 696,000 ; the low-end cone travels up to two inches and has a small electric fan to cool the voice coil; compression-driven mid-range and tweeter horns cross over at 300 and 2,400 cycles and go up to 15,000 ; Stromberg's Richard E. Liebich headed the design and construction. The price? Stromberg-Carlson ain't saying, but it ain't cheap.

TIPTOE THRU THE TULIPS
Annual report of Philips of the Netherlands, second only to RCA in total volume, shows a big sales year (1957) for the huge Dutch firm. World wide sales of TV, radio, tubes, hiffi gear, X-ray ear, etc., were a thumping $\$ 845$ million. Philip known in the U. S. sudio field for its new mag eto-dynamic pick-up, speakers based on the Bi Ampli principle of direct energy transmission, Am perex tubes, table radios and other items. TV pro duction, incidentally, passed radio production at Philips in 1957.

THE BULLS AND THE BEARS
Top brass in the electronics industry are bullish about the prospects for an upswing in the national economy, and a corresponding hike in the sales of phonos, records, TV and the like. "Companies that maintain full-scale sellIng efforts and avoid taking arbitrary cuts out of their advertising and promotional budgets will be the first to recover," predicts Don Mitchell, chairman-prexy of Sylvania. From a slightly different angle, Martin Bennett, merchandising v.-p. of RCA, said: "Good design is of utmost importance. Products must have the appearance and the performance that will make the consumer dip into his savings account and buy."
SOLUTION TO PROBLEM
Down at the retail level, however, thing aren't always as bright. From S. E. Worley, head of the Music and Hobby Center, a combined rec ord, phono, hobby and camera shop in Manassas, a., comes word of a new battle fought and lost here. Says Worley: We have done everything possible during the past severat years to keep our prices as they should be, and as a result have been rampled, pushed, shoved and kicked to such an extent that it is impossible to make a living out of record store. We have at last found the solution which we gladly pass along to the many smal record dealers thruout the country. Our solution is this: Go out of business like we are doing!"
HI-FI ON THE OCEAN WAVE
There are seagoing hi-fi fanciers, too. Shure Bros. recently got word of C. K. McClurken Jr., an engineer aboard the S.S. Edward Luckenbach, a 7,870 -ton freighter on a U. S. coastal route, who is using the new Shure Studio Dynetic tone arm in his rig and is delighted with it. Seems that the arm will continue to track even when tilted at an angle as much as 45 degrees.

## LIVE VS. TAPE-ON DISK

Emory Cook, one of the pioneers in highquality recordings, has just waxed an unusual platter ession for an upcoming release to be titled "Cook's Tour of High Fidelity" ("Or, Hunting Thru Audioland with Gin and Chimera"). On the first side one portion was made with pianist Leonard Hambro playing part of a Chopin excerpt into a tape mahine and thence to the disk master, then Hambro' mike was switched to feed the master disk directly, providing an A-B comparison that shows the loss if any) of fidelity thru the use of tape between pers ormance and master. On the other side is a typical ormance and master. On whe of ter side is a typical Cook sessinis, ser. hat contains, among other things, a screaming cat-dog fight

Stereo upbeat at hallmark
Samuel Olchak, sales manager of Paramount Enterprises, which manufactures Hallmark stereo record sound systems and stereo disks, states that "company production lines are operating around the clock, 24 hours a day, to fill current orders and meet demands for its stereo equipment." The response to the stereo line, launched April 17, has "far exceeded our broadcast preliminary estimates," he says, adding that the firm is shipping by air
to meet deliveries.

FIDELITONE AND FAIRCHILD MOVES
Anticipating an industry output estimated at $5,000,000$ stereo cartridges in 1959, Fidelitone Inc., is launching the first stereo diamond phono needle for retail sale. It is priced at $\$ 16.95$ and is intended as a replacement unit in at least three major stereo cartridges already on the market. At he same time, Fairchild Recording has announced that its XP-4 stereo cartridge ( $\$ 79.50$ ) is now "moving into a good delivery situation" at the dealer level as production has been stepped up to meet demand.

## British Stereo in Olympic's Line-Up

CHICAGO-British-made stereophonic radio-phonos are a featured part of the new line of hi-fi consoles just introduced at the Summer Furniture Market here, marking a significant departure from the use of West German imports as the spotlighted items in Olympic's import models.

Termed the "Olympic-Continental" line, the models are said by Morton Schwartz, sales v.-p., to be "engineered to rigid Olympic specifications," and comprise three new units, with pricing ranging from $\$ 19.95$ to $\$ 39.95$.

Models and Prices
The first of the is the lift-lid "Tudor" console, model GB 374 containing four speakers and speed changer. There are pushbutton controls and an AM-FM-short-wave radio. The uni' has a 20-watt output.

Second British arrival is the "Stuart" Model GB 375, with five speakers, 25 -watt peak output, tone controls, automatic changer with stereo cartridge, and radio tuner. The last, the "Windsor." Model 375, has six speakers, 30 -watt amplifier, and stereo equipped Garrard changer. All three units are available in genthree units are avanlable in
uine walnut or blonde finish.

## U. S. Models, Too

Included in the company's line -in addition to speaker enclosures, speaker-amplifier combos. stereo conversion kits, and several new portables-are, other U. S. made consoles. These include Model 653. listed at $\$ 9.95$ and wired for stereo, as well as Models 654 and 655 , self-contained dual channel units containing 18

## Hallmark Debs

## Demonstrator

NEW YORK--Hallmark Electronics Corporation is bringing out a low cost stereo record demonstrator for dealers; The stereo demonstrator doesn't use speakers, but earphones, and five sets of stereo earphones can be used off the one set. Demonstrator consists of a portable player, a twochannel stereo amplifier and two sets of headphones plus 25 Hallmark stereo disks and a display merchandiser to hold the records. Price of the demonstrator package for deales is $\$ 92.95$. Hallmark Electronics is a subsidiary of Paramount Enterprises.
and 30 -watt dual amplifiers, re spectively, and dual speaker systems.
An added feature to the new dual-channel consoles, Olympic states, is a terminal panel for attaching an auxiliary system when wider separation between sound sources is desired.
At the same time, Olympic is utilizing stereo widely in its new line of 195 TV-phono-radio combos; a total of 48 out of $60 \mathrm{mod}-$ els will be stereo-equipped.

## PORTABLES

## Lost? Zenith

 Has AnswerCHICAGO-What amounts to an electronic version of the "Seeing Eye" dog has been introduced by Zenith Radio Corporation in the form of a two-band, alltransistor portable radio priced at $\$ 99.95$ and called "The Navigator.
The receiver is aimed, from a sales standpoint, primarily at cross-country pilots, yachtsmen and rugged outdoorsmen who who may want a portable radio that can double, as Zenith describes it, as "a navigation instrument that could provide accurate orientation and instrument navigation of the low-frequency aviation range."

In addition to standard band and long-wave reception, The Navigator is said to receive "government weather-navigation stations and marine beacons in the United States, Canada and overseas areas."
As an emergency directionfinder, the cowhide-cabinetted unit can be used to "home" accurately on both broadcast and low frequeney stations, and to determine approximate positions by beams of radio cross-bearings.
The portable is equipped with what Zenith terms "two ferrite, plate type, vertically polarized loop antennas, one for each wave band, an NAV switch to eliminate automatic volume control, "null" for homing or for taking cross-bearings."
In addition, an azimuth scale is mounted on top of the portable's cabinet for quick reading of relative bearings to determine user location.
Power for the set is furnished by six Type-C flashlight batteries, and total weight is three-and-three-quarters pounds.


ADMIRAL COES STEREO: One of the newest stereo units to reach the market is the Admiral Clarion at $\$ 129.95$ (Model 601 . Portable player and white pyroxylin finishes. Handsome styling is by John Williams Mason of Detroit

## HOT SUMMER SALES. <br> THE HIT FOR

The Cash Box
Sleeper of the Week
"JUNE, JULY AND AUGUST" (1:55) [Budd ASCAP-
"CHICKEN PICKIN' HAWK" $(2: 20)$ RUSTY DRAPER (Mercury 71336)


RUSTY DRAPER - Rusty Draper hands in a delightful new waltzer that could develop into a vacation time standard. It's a warm, ear-pleasing ditty appropriately titled "June, July and August" and features the
songster and a chorus with a lightand August" and features the
songster and a chorus with a lighthearted reading that brings to mind the river boat type tunes of old. Flip is a good rockin' shuffler.

## "JUNE JULY and AUGUST"

MERCURY 71336 develop into a vacation time stand


## SENSATIONAL RECORDIIG

## SENSATIONAL ARTIST

## "NEVER RGAN"

By

# DINAH WASHINGTON 

with Hal Mooney Orchestra and Chorus

MERCURY 71317


JOE "harmonica" HARPER LAZY TRAIN


## Another Million Seller!

4th in a Row!



## A Great New Album! 100,000 in 10 Days!



3 HOT EP'S

Imp. 156 "SOMEDAY"
Shirley Lee
There's Good Rockin' Tonight Someday
I'm Feelin' Sorry

Imp. 157 "DOWN THE LINE" Down the Line Don'f Leave Me This Way I'm in Love Again My Babe

Imp. 158 "UNCHAINED MELODY" Unchained Melody I'll Walk Alone There Goes My Baby Poor Liftle Fool

## IUBPEET CuIIIUMEB Phunorion minelel lisidny

NATIONAL
ADVERTISING


Starting in late June-selling the nation's vast record-buying market on replacing worn needles with Fidelitone . . . best buy on records.

PLUS THESE IN STORE DISPLAYS


An attention getting counter display and dramatic wall hanger focus the advertising sales power on your store-Fidelitone-dealer decals and listening booth stickers help the displays sell your customers on replacing worn needles with Fidelitone.

## WILL BUILD NEW NEEDLE SALES FOR YOU

Fidelitone's national advertising pre-sells your customers-Fidelitone's tie-in promotion materials re-sell your customers when they're in the store; at the counter.
Be ready to profit from this powerful sales campaign -
Fidelitone Distributor for Fidelitone Distributor for
free tie-in display material.

Fidelitone<br>Chicego 26, Illinot<br>"Best buy on records"

## IMPORTANT! BE SURE YOU HAVE THE ENTRY BLANKS FOR FIDELITONE'S "NAME YOUR FAVORITE TUNE" CONTEST!

Be ready! Customers coming! Fidelitone's "Name Your Favorite Tune" contest awards expense free visits to the Brussels World's Fair for the
winners! Entrants must get their entry blanks from Fi delitone Dealers. So if you haven't your supply already, call your Distributor nowl

## Jazz Boom Shows Growth <br> - Continucd from page 4

critic John S. Wilson has emseed ies indicate "the market is grow such a program for some time on ing all the time ${ }^{n}$ and that it is WQXR, New York. Among the definitely a choice one for sponnewer jazz discussion shows is sors. Timex chalked up a healthy "Scope of Jazz," emseed by Nat Trendex rating on its April Hentoff and Gunther Schuller over WBAI-FM, New York.
On the local video scene, two of the most interesting TV jazz series are "Storyville," aired over Westinghouse's Boston outlet WBZ, and Art Ford's new "Jazz Party" (Thursdays, at 9 p.m.) over WNTA,
Newark, N. J. The Ford show drew rave reviews from the New York Times and sparked a remarkable rating increase in its time period for WNTA.
"Storyville," produced by George Wein, who operates the Boston nitery Storyville, and Victor Laboissonniere, a WBZ technician was originally presented as a one shot. Audience interest, tho, was 50 great that the one-shot became reguar Bill Marlowe) last spring-sponsored by the New England Consoctionery Company. It goes of fectionery Company. It goes off
for the summer but is scheduled to return in the fall.

## Benny Makes It

Westinghouse, of course, has sparked considerable interest re cently in jazz here and abroad via sponsorship of the Benny Good man concerts at the Brussels World
Fair. Westinghouse packaged Fair. Westinghouse packaged a
special Goodman LP in connection with the Brussels concerts. Goodman was also featured on a special premium EP distributed by the Texaco Corporation when he starred on Texaco's NBC-TV oneshot "Swing Into Spring" a couple of months ago.
Timex got into the album act this spring via a Mercury LP taping of its last April "All-Star Jazz Show" on CBS, emseed by Garry Moore and featuring Louis Arm-
strong, Lionel Hampton, Jack Teagrarden, Gene Krupa and others. Moore also emseed "Sound o Jazz", a one-shot aired over CBS TV last December 8 .
In lining up talent for the Timex shows, Sylvan Taplinger, agency producer for Peck for the jazz tele casts, said he strives to "please as many people as we can." Conse quently he spotlights more Dixie land stars than progressive jazz names in the hour since his sur-
veys indicate the latter form has a veys indicate the latter form
more limited TV audience. more limited TV audience.
Taplinger, who has put in ex tensive survey work on the jazz
market for four years, said his stud market for four years, said his stud- Arut

## No Blanket Copyright Relief

## - Continued from page 4

The court ruled that the distribu-|fined in the Latman-Tage study as tor or seller at any point along the one who acts without deliberate line is liable, no matter how skillfully deceived he may have beenor how far from the original tres passer.
However, courts have sometimes broken down the joint liability concept, and have chosen easier remedies for the innocent secondary trespasser. The latter have been separated out and held liable only for minimum statutory damages and only "to whatever extent" the individual innocent infringer had damaged the copyright owner.
In the damage provisions, the 1909 law expressly leaves much to court discretion in infringement this constitutes perhaps the mos practical safeguard for the innocent infringer.
The study points to the section on damages (10-B) which proactual damages and profits" when the court feels it is just. A specified range of minimum and maximum is set in some instances, but in
recording infringement, recording infringement, the two-
cent statutory royalty rate elimicent statutory royalty
nates the sliding scale.
An "imocent" infringer is de-

CBS-TV show. The results, said
Taplinger, were reflected in sales. Timex All-Star Jazz Shows nex season will again feature Armstrong, Teagarden and Hampton along with Les Brown, Chico Ham ilton, Dave Brubeck and many others.

## TV Award

## - Continued from page 4

Marshall Stone. Both stations re eived $\$ 5,000$.
"Let Freedom Ring," brainchild of WBZ - TV general manage Frank Tooke, was an intensive year long 1957 project, with each month devoted to an important facet o American freedom. These included special programs designed to coincide with important historic cal endar dates, etc.
The entire WBZ-TV staff was invited to submit programming ideas for the series. For instance tation technician Victor Labois duced a documentary on American jazz to focus viewers attention on freedom in music.
Tagged "Freedom Street," it featured Sarah Vaughan, the Her Pomeroy Sextet, and $\$ 64,000$ jaz expert-winner Reverend Alvin Ker shaw as commentator. The show was so successful that WBZ-TV this year, expanded it into a regular series on jazz, "Storyville." (See tory on jazz
this issue.)

## Cafe de Paris

## - Continued from page 4

in full under the same arrange ment; 3) all unsecured credito claims would be honored in full payable over a period of five year the rate of 1.66 per cent pe paid Initial payment would be 60 paid. Initial payment would be 60 days after confirmation of the
Liabilities were listed as back wages, $\$ 7,000$; federal taxes due $\$ 29,000$; municipal taxes due $\$ 6,000$; secured claims, $\$ 90,000$ unsecured claims, $\$ 368,000$. At Arutt. tent and without even suspecting that he is trespassing. He may have faith in an originator (such as a
manufacturer of records) who had manufacturer of records) who had actually pirated the work. He may believe it is in public domain. Or he may have used material that lacked any copyright notice. None of the
pass.

Altho the study's authors lean toward the "flexible" court discretion as a solution, they note that problems common to a particula group, such as distributors and sellers of records, or broadcasters among others, "may call for spe cial treatment" because of the as tronomical liability that can build up against them.
However, they admit that this would bring opposition from the copyright owner, who coukd argue that to immunize these groups from iability "might remove the only financially responsible parties from the plaintiff's reach. Copyright owners have also fought any spealtho the later cor broadcasters, 100 per cent of the cases " tent to infringe is completely

## UA Lines Up

 Tie-Ins for 'The Vikings'NEW YORK - United Artists Records is tieing in promotion on a sound-track album and two singles in conjunction with the opening here of "The Vikings" film, featuring Kirk Douglas and Tony Curtis.
The movie was ballyhooed, via a saturation deejay radio campaign with 340 spots scheduled on 11 local stations in New York, New Jersey and Connecticut during a 24 -hour period.
At the same time, the jocks were spinning sides from the sound-track LP and the two UA singles-"March of the Vikings" by Hal Schaefer's Ork and "Love Theme From the Vikings" by warbler Jack Has kell. Similar deejay campaings will be conducted when the picture opens in other cities across the country.

## Leslie Distrib Opens Branch, Names Execs

NEW YORK - Lou Boorstein, chief of Leslie Distributors here, has announced changes in the management personnel of the firm, in view of the early opening of a new branch in Freeport, Long Island, N. Y. (The Billboard $6-16$ issue.) Bernie Boorstein moves up as veepee in charge of branch operations, while Phil Steckel becomes manager of the New York branch.
Harold Homer has been named asHarold Homer has been named as-
sistant manager of the New York sistant manager of the New York
branch and Don Libertore becomes branch and Don Libertore becomes
manager of the new Freeport manager of the new Freeport
branch. Bogrstein said that the new branch. Bogrstein said that the new
appointments were in line with the firm's policy of "upgrading personnel from within the organization."

## Westinghouse

## - Continued from page 4

its national sales reps (Peters, Grif fin, Woodward, Inc., the Katz Agency and Blair TV) was prompted by a desire to personal ize its contacts with national ad vertisers. Altho the chain will save the reps' 15 per cent (an estimated
$\$ 500,000$ a year) a spokesman for $\$ 500,000$ a year) a spokesman for Westinghouse opined that the cost
of maintaining its own national of maintaining its own national
sales organization will probably equal or exceed this saving.
Commenting on the move, WBC sales veepee, A. W. Dannenbaum Jr., said, "Even tho WBC station sales are currently at a peak, we believe that extension of our own organization to encompass national sales will enable our salesmen to bring a new dimension to presentation of all the broadcasting facilities and the values they represent to the advertiser."
In addition to hitting peak sales, every TV station in Westinghouse's line-up currently ranks first in its market, according to the June 16 ARB report, based on a seven-days-a-week "sign on to sign off analysis.

## Jerry L. Lewis

- Continued from page 4

British episode, which is the way we think the whole thing should be treated anyway.

Phillips added that the disk, now being sampled by various jocks, has met a good early response At present its a one-sider, but if said, he will issue it commercially with a flip called "Jerry Lee's

## BREAKING



## 5 Capitol Stereo Models

## - Continued from page 16

ing stereo or standard records, with provisions for channel balencing; a stereo, high-fidelity cartridge with diamond stylus; two 10 -inch heavy-duty speakers with one one-inch tweeter; an input jack for plugging in a tape recorder; a switch for using speakers with external radio, TV speakers tape recorder; a single master control panel with separate bass, control panel with separate bass,
treble and volume controls; the phonograph turns itself off comphonograph tornsing the last recpletely after playing thatic intermix ord; a deluxe automatic intermix
four-speed model changer, de-four-speed model changer, designed especially for stereo record production; plays all sizes end speeds of microgroove records, stereo and standard; the cabinet is custom-crafted and
hand-polished in a choice of mahogany, limed oak or walnut; 30 inches wide, 29 inches high and 18 inches deep. It is avail. able (as Model 2834) with AMFM tuner built in. The tuner has seven tubes plus selenium rectifier, antomatic frequency control for FM, high-gain ferrite AM anterma. One control adjusts both amplifiers. Function switch selects AM, FM-AFC, phonograph. A matching extra speaker cabinet (Model 1834) is available. Numher and size of speakers and diber and size of speakers and diin main unit
Model 836-Two complete am-
Model 836-Two complete amplifiers which operate when playwith provision for channel bal-
ancing; a stereo, high-fidelity eartridge with diamond atylus; two 12 -inch heavy-duty speakers with two five-inch tweeters; an input jack for plugging in a tape recorder; a switch for using speakers with external radio, TV or tape recorder; a single master control panel with base, treble and volume controls; the phonograph turns itself off completely after playing the last record; a deluxe automatic intermix fourspeed model changer, designed especially for stereo record reproduction; plays all sizes and proceds of microgroove records, stereo and standard; the cabinet is custom-crafted and handis custom-cratted and handpolished in a choice of mahogany,
limed oak or walnut;
36
inches wide, $30 \% / 4$ inches high and 18 inches deep. Available (as Model inches deep. Available (as Model
28.36) with AM-FM tuner built in . The tuner has seven tubes.
plus selenium rectiner, automatio frequency control for FM, highgain ferrite AM antenna. One control adjusts both amplifiers. A matching extra speaker cabinet matching extra speaker cabinet
(Model 1836) is available. NumModel 18iz) is available. Num-
ber and size of speakers and dimensions of cabinet are same as in main unit.
Model 838-Two complete amplifiers which operate when playing stereo or standard records with provision for channel balancing. a stereo, high-fidelity cartridge with diamond stylus;
 with two five-inch tweeters; a single master control panel with sunction selector switch and controls for bass, treble, volume and trols for bass, treble, volume and stereo balance; an mput jack for plugging in a tape recorder; a switch for ning speakers with external radio, 10 or tape re-


## THIS BIRD MEANS BUSNESS!

(He makes 11,000 calls every doydelivers $4,000,000$ babies a yeai?)

These days, the stork is working overtime.
He established the all-time record last year when $\mathrm{t} \boldsymbol{2}$ delivered almost four million babies in the U.S.A. Feir million-that's about 11,000 new customers every single day!
Our population is growing so fast that every month we add enough people to make a city the size of Norfolk, Virginia.
What does this astonishing increase mean to American business?
Simply this: an ever-increasing need for everything America makes, everything America eats, everything America wears. Everything.
You'are living in the age of America's greatest opportunity!

## 7 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 bas always followed our population curve.
2. mone sobs . . . Though employment in some areac: has fallen off, there are 15 million more jobs than in 1939-干: there will be 22 million more in 1975 than today.
3. more income . . . Family income after taxes is a 5 .a 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.
s. more savines . . . Individual savings are at highest level ever- $\$ s 40$ billion-a record amount available for spending.
a. mone research . . \$ $\$ 10$ billion spent each year will pay, of in more jobs, better living, whole new industries.
5. 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 opportunitic3 for everyone.

Add them up and you hare 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 posteard today to Advertising Councll, Box 30, Midtown Station, New York 18, N.Y,


# Packaged Records Buying Guide 



## BEST SELLING POP LP'S

for survey week endino juni 14
The information givea ta this chart is based on actual sales to customers in a scientifia sampla of the nation's rotail record out-
lets during the week onding on the date shown above. Sampla dexign, sample size and all mathods used in this continuing suudy of retail record sales ara uader the direct and contiauing superviand control of tha School of Retailing of New York University


1. The Music Man
Original Cast, Capitol WAO 990
2. Johnny's Greatest Hits
Johnny Mathis, Columbia CL 1133
3. My Fair Lady
Original Cast, Columbia OL 5090
4. South Pacific
Sound Track, RCA Victor LOC 1032
5. Nearer the Cross
Tennessee Ernie Ford, Capitol T 1003
6. Elvis' Golden Records
Elvis Presley, PCA Victor LPM 1707
7. Muted Jazz
Jazz. .............

Le Sate Show
$4 \quad 1$
1
3116
Late, Late Show Staton, Capitol T $\underset{8}{\text { Lat }}$
8. South Pacifie
Original Cast, Columbia OL 4180
9. Sail Along Silverv Moon … Billy Vaughn, Dot DLP 3100
10. Around the World in 80 Davs
Sound Track, Decea DL 9046
11. Las Vegas-Prima Style.
Lonis Prima, Capitol T 1010
12. Ricky
Ricky Nelson, Imperial IMP 9048
1327
13. Film Encores … . . . . . . . . . . . . . . . 1948
14. 'S Awful Nice
Ray Coniff, Columbia CL 1137
15. Hymns
Temnessee Ernie Ford, Capitol T 750
1878
16. The Eddy Duchin Story
29
17. Saturday Night With Mr. C. ....
18. Warm
19. The King and $I$ 1199

$$
\text { Sound Track, Capitol w } 740
$$

21. This Is Sinatra Vol $2 .$.
14
Capitol W 982
1713
22. Till
Roger Williams, Kapp KL iosi
23. Gigi
Sound Track, M-G-M E 3641 ST
Sound Track, M-G
Johnny Mathis, Columbia CL 1119
24. Come Fly With Me
1621
Frank Sinatra, Capitol W 920


The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Ploase ontor my subseription to The Billboard for one full year ( 52 issues). 1 enclose 15 payment (soves $\$ 3.20$ on single copy rates). $\square$ payment enclesed $\square$ bill me
Name
Compony
City

## - Review Spotlight on

The following new packages, reviewed during the past week. have beea selected for outstanding sales potential; artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," if the opinion of The Billboard staff, merit prime consideration from dealers.

## Classical Album

PROKOFIEV: ROMEO AND JULIET BALLET EXCERPTS (1-12") - New York Philharmonic Orch. (Mitropoulos). Columbia ML 5267
The strings sing sweetly in this excellent reading of Prokofiev's melodic, glittering score. Mitropoulos evokes romantic dreams in these nine excerpts from a long ballet. Combination of names should sell well.

## Classical Talent Album

HAYDN: OBOE CONCERTO; DVORAK: SERENADE ( $1-12^{\prime \prime}$ )-Evelyn Rothwell, Oboe With Halle Orch. (Barbirolli). Mercury MG 50041 Extremely capable oboe technique is displayed by Miss Rothwell in her debut soloist album. She presents the lesser-known Hayden concerto artfully and skillfully. She is well known for her book of some years ago - "Oboe Technique." Tho this LP may have only limited appeal, Haydn lovers will welcome this new recording of the obscure work. The Dvorak "Serenade" features the artist with a small orchestra on the thematic work.

## Chamber Music Album

GEMINIANI: CONCERTI GROSSI (1-12")-Felix Ayo \& Walter Galozzi, Violin; Bruno Giuranna Viola; Enzo Altobelli, Cello; With I Musici Epic LC 3467
One of the finest ensembles working today interprets Ceminiani's Opus 7. I Musici play with unsurpassed elegance and refinement, and this is the period they do best. They take no liberty with the tempos and attack them cleanly. First rate sound in this latest addition to Epic's "Monuments of Italian Masic" series. Every baroque buff will want this one

## Country and Western Album

FLOYD TILLMAN'S GREATEST (1-12")-RCA VICTOR LPM 1686
Several of the artist's hit tunes are included in this attractive package. The backing is with chorus and rhythm section. All of the selestions are tastefully done. Set has his really great tunes: "Slipping Around," "I Love You So Much It Hurts Me" and "It Makes No Differ-
ence Now." Excellent potential in this market, and it can also cop pop buys.

## Sound

GERSHWIN: AN AMERICAN IN PARIS, PORGY AND BESS (1-12") - Minneapolis Symphony AND BESS (1-12) - Minneapolis
Orch. (Dorati). Mercury MG 50071
This album, with its stumning color coser of This album, with its stumning color coyer of nighttime Paris and a sparkling performance
of the Gershwin works by maestro Dorati, of the Gershwin works by maestro Dorati,
would rate top marks on a purely musical would rate top marks on a purely musical
basis. But the rich sound and fabulous dynamic range make it one of the best audio showpieces in many seasons. Hi-fi fanciers will really flip their tweeters over the wonderful honking effects of Paris traffic, or the "Storm Music" portion of the "Porgy" suite. It's a genuinely superb iob.
BULLFIGHT (1-12") - Agrupacion Sinfonica "La Sarzuela" (Torroba). Columbia ML 5269 It may come as a shock to those who are familiar with bulfight music only in its standard brass band treatment, but the pasodoble also can be played by a full symphonic orchestra. As performed on this album, most of the music actually seems to gain both in breadth and power. Columbia's superb sonics are partially the answer. The remainder is the result of knowing arrangements and adept uses of strings within the total orchestral framework. A demonstration would convince most aficionados of bullfight music that this is a worthy addition to their collections.

## Religious Special Merit Album

BEAUMONT: 20TH CENTURY FOLK MASS (1-12")-Frank Weir Orch. \& the Peter Knight ingers. Fiesta FLP $\mathbf{2 5 0 0 0}$
Father Ceoffrey Beaumont has written a new mass utilizing 20th century musical idioms. His musical moods and melodic treatments include popular music strains and in some cases an underlying' feeling of jazz. The mass is sung by canter Charles Young with the Peter Knight Singers offering excellent choral support. Other strophic themes are included where they would
(Continued on page 24)

## - Album Cover of the Week -

NO SELECTION THIS WEEK.

## - Most Played by Jockeys

for survey week ending june 14
Albums are canked in order ot the greatest number of plays on disk fockey ractio shows thruout tha country
Results are based on The Billbard's weekly survey Results are based on The Billboard's weekly survey

1. LESTER LANIN GOES TO

COLLEGE
Lester Lanin
. Epic LN 3474
2. COME FLY WITH ME

Frank Sinatra .............Capitol W 920
3. SATURDAY NIGHT WITH Mir. C.

Perry Como ...........Victor LOP 1004
4. S' AWFUL NICE

Ray Conniff Ork
...... Columbia CL 1137
5. JOHNNY'S GREATEST HITS

Johnny Mathis .........Columbia CL 1133
6. FOUR FRESHMEN IN PERSON

Four Freshman ...........Capitol T 1008
7. NEARER THE CROSS Tennessee Ernie Ford ....Capitol T 1005
8. DREAM GIRL Ray Anthony Ork...........Capitol T 969
9. SWINGIN' ON BROADWAY Jonah Jones .................Capitol T 963
10. the late late show Dakota Staton ..............Capitol T 878


Pop EP's
for survey week ending june 14
The information given in this chart is based on actual sales to customers tin a scieatitic sample of the nation's
retal
record outiets during tha week ending on tho
 all methods used in this continuing study of retail record sales are under the direst and continuing supervistoa and controt of the School of Retailing of New York University.

1. RICKY

Ricky Nelson
...Imperial EP 153
2. NEARER THE CROSS

Tennessee Ernie Ford. . Capitol EAP 1-1005
3. JAILHOUSE ROCK

Elvis Presley.......RCA Victor EPA 4114
4. ELVIS

Elvis Presley......RCA Victor EPA 992
5. JUST FOR YOU

Elvis Presley..
6. REAL ELVIS

Elvis Presley. .RCA Victor EPA 4041
7. ROGER WILLIAMS
.RCA Victor EPA 940
8. ROGER WILLIAMS PLAYS SONGS OF THE FABULOUS '40's
9. JOHNNY MATHIS ..... Kapp KEP 737
10. LOVE ME TENDER . Columbia EP B-8871
10. PEACE IN THE VALLEEY

Elvis Presley.......RCA Victor EPA 4054

This Record Album Will Make America Dance Once Again


## SOCIETY DANCE MUSIC by WITKOWSKI

Featuring Bernie Witkowski's VELVETY TENOR SOUND With his World Famous Orchestra Distributors: SOME TERRITORIES STILL OPEN. Write for STELLA POLKA CATALOG, 45
r.p.m. singles, EP (Extended Play) \& LP (Long Playing) Re leases.
STELLA MUSIC SHEETS SOLD DIRECT TO DEALERS.

## STELLA MUSIC CO., INC. 804 Melrose Ave, Neer roak S1, I. re

 STELLA DISTRIBUTORS| ESSEX, 10 Fenwick St., Newark 12. N. J. <br> ALPHA, 457 West 45 th | KEYSTOME, 420 Willow Rd., Hellertown, Penna. LEONARD SMITH, 30 No . 3 d 5 St . |
| :---: | :---: |



## - Review Spotlight on Albums

- Continued from page 23
be sung in the religious service. Tho the musical approach is somewhat naive, the over-all concept is obviously sincere. It's a well recorded and well-produced album that presents an interesting innovation in religious music.


## Spiritual Alhums

HE THAT BELIEVETH (1-12") - The Davis Sisters. Savoy MG 14014
A wonderful offering from the Davis Sisters. Devotees of spirituals will find this a highly attractive buy. The hymns are rendered with sincerity and grace. Selections include "Im Satisfied at Last," "Lord, I'll Go" and "What He's Done for Me." Strong possibilities in this market,
ALICE IN WONDERLAND ( $1-12^{\prime \prime}$ ) - Told by Darlene. Disneyland ST 3909
The latest release in the Disneyland label's "Storyteller" series is this Walt Disney version of the Alice in Wonderland story. Narration and solo vocals are handled by young Darlene

Gillespie of the Mickey Mouse Club, assisted by a chorus. Handsome color picture book bound into the album cover adds desirability to the package. Altho a bit over-narrated, the performance is workmanlike. Kids (and grownups too) are certain to be attracted by this book-album combo if it is given display space. Good gift item.

## Low-Price Popular Album

## NORTH AND SOUTH OF THE BORDER (1-12")

 -Percy Faith Ork. Vocalion VL 3600Percy Faith's artistry of arrangement and presentation is extremely well represented here and should certainly make this one of the more popular of the low-priced entries. The resurrected Vocalion label has a winner in this album, in which the Faith touch is applied to half a dozen of the best known Latin favorites on one side, and to jix domestic standards on the other. An attractive cover also should help this move, in quantity.

## - 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)
sPOTLGHI-Sure-Fire MerchandiseTop Demand
$\star \star \star \star$-Very Strong Sales Po. Iential - Essential Inventory
$\star \star \star$-Good Potential-Will Sell
$\star \star$ Moderate Potiential - Sal-
able Qualities
$\star-$ For dealers who slock all
merchandise.

## POPULAR $\star \star \star \star$

UNDER WESTERN SKIEs
 letor LPM 1676
Here's an intere
Here's an interesting instrumental con-
sept of American Western music served up by Britain's Melachrino. Orchestrathons are tushly melodic and eminently
spinable. In addition to the usual U. $S$. corral tems-"Home on the Range." TTumbling Tumbleweecs,", the pankage Tectures four effectetve Britition imprese sions of the Far West-("One Armed
Bandit,", etc.) (hree by Melachrino, one by Lad Busby. A "Save on Records" special.
hits from "oh! captain"
 12 tunes (many released as singles) from the Broadway musical "Oht Captain."
Packaze packs mser Packaze packs more name appeal than
original cast
 Johnny Muthis, Rosemary Clooney,
Tony Bennett, Jo Stafford, Guy Tony Bennett, Jo Stafford, Guy
Mitchell. Vic Damone, Jill Corey, Don Mitchell, Vic Damone, Jill Corey, Don
Cherry, Stan Freeman, Norman Luboff. coffer time
Morton Gould Ork. RCA Vietor LPM
Romantic, colorfut iostrumentals - anRomer sock mood music patckage by
Gould. Selections-many in Latin Iempo -hiclude Cuchids, in the Moonlight., "Besame Mucho," "Laura,"
patierns
Frank Comstock Ork. Columbla C. 1156 Arranger-conductor Frank Comstock,
who has backstopped many of Colum, bia's line-ups of vocal stars with his suave settings, swings out on his own
in this attractively packaged platter, It in this attractively packaged platter. It in the use of everything from the percussion section to the unexpected appearance of a contra-bassoon in such
new-sounding oldies as "Am "Sing Something Simple" and "Small big band fans.

## FROM MY HEART

Tony Perkins With Urbie G
$\left(1-12^{\circ}\right)$
RCA
The legit-movie star has a strong fan following, which should insure the sales
success of this album. He pleasantly with warm sincerity-albeit Jittle voice-on " group of standards--
"Ole Buttermilk Sky ", "Speak Low," etc. Interesting cover photo of Perkins gives package good display value.

## POPULAR $\star \star \star$

SOUTH PACIFIC \& OKLAHOMA:
1731
Pianist's first on RCA tabel offers some mildly interesting, flowery cocktail
arrangements, with guitar and arrangements, with guitar and bass
accompaniment. His Chordal voicings, accompaniment. His Chordal voicings,
arpeggios, trills and assorted flourihhes arpeggios, trins and assorted fiourinhes
very fine sense of dy
make disk listenable.
JULIE ANDREWS SINGS (1-12") RCA Victor LPM 1681 Somehow, this latest showcasing of ome off. Working with doesn't quite come off. Working with a wide range sentimental numbers like "We'll Gather ersion of Shirley Temple in some of the others. The cover photo of her may possibly be the least flatteting of the
season. Staunch fans of the thrush however, may still queue up for this
platter despite its fauts.
ALTZES-But By C


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1143 \\
\text { Thi }
\end{gathered}
$$

This set could help Cugat capture the itite of "Waliz King" cugat capture the is crown as king of in addition to usic. Of course, sil of the waltzes uarter time. The spite of the threedelightuful fashion, and plays them incers will
dance. The njoy the set. "Fascination," "Come ack to Sorrento" and "Lady of Spain" time. and some have English-Spanish

## JUST YOU, JUST ME

Jay P. Morgan WE With Marlon Evans Ork (1-12") RCA Vietor LPM 1682 Petite thrush Jaye P. Morgan tees off
on a fine collection of standar this new release to fairly good results. She is belped immensely by the superb arrangements of Marion Evans and the swinging ork performance and sound,
Tite tune and "I See Your Face Before Tite tune and "I See Your Face Before
Me" and "Day By Day" are standouts. Steady sales indicated here.

## HLLY ECKSTINE'S IMAGINATION

## Mr, "Bmarey MG is in wi29

form on this new grouping of lightly jumping standards, many of which ould be classified as torch songs. ete Rugolo's tasty, jazz-oriented backEckstine's vocals but never get in his way. Fans will like this new set.

## CHA CHA POPS

## Mapy 1671

A very
nca Vicior
presented in cha cha tempo. This could core with those seeking Latin-American Mia," "Stairwanes include, "Angela There. I've Said It Again." Attractive

## OME ON OVER

## Dariene With Eple LN 3465

 "essage that's or is just about the al on her debut as a sultry, whispery provocative, mood disk thrush, She is tho has the "Chiquita Banana" girl, adio and TV commercial assignments to her credit. She's a deft craftsmanwith a moody song. The listening is
nice on "Come On Over." "Please Be
Kind," ete, Strong mood wax for focke

## DEEP IN A DRUM

Eddie Cano \& His Sextet (1-12") RCA
Vietor LPM 1645 Here's an albom that if exposed to jazz and hi-ft fans could result in sales for dealers. It features pianist Eddie Cano
and his sextet on Latin-fazz interpretations of a first rate collection of tunes, ranging from originals by Cano to "The
Continental" and the "Night in Tunisia." The thythmic line-up of timbales, conga-bongos and drums
makes for exciting listening. Cano ofd makes for exciting listening. Cano old
all of the arrangements. ADY IN SATIN
Bilife Hollday Whh Ray Enis Ork (1-12") Columbia CL 1157 The many, many fans of Lady Day
will be interested in this first new tecording by the thrush with the Ray
Ellis Ork. It's an unusual Lady in that the tunes are all for ballads, not the blues she usually singe. Altho the voice is not what it was, ing and there are flashes now nind then of her old-time sparkle. Ellis' arrango-
ments are most simpatico. Tunes ing clude "T'm R Fool to Want You," "For All W

## POPLLAR $\star \star$

coffee brbai
Reg Owen Ork ( $1-12^{\prime \prime}$ ) RCA Vietor LPM Here's Here's an aibum of attractive background music, played by the Reg Owen
Ork. The set is graced with 2 truly funny set of liner notes penned by that
frrepressible altoist formetly on the Vik irrepressible attoist formerly on the Vik
label, Ferris A. Benda. Tubes include label, Ferris A. Benda. Tubes include That the Human Thing to Do," "A
 Intriguing
this move.

## HE VIKINGS

Sound Track ( $1-12$ ") United Ardstr UAL 40003
Dramatic sound track score from the current flick is by Mario Nascimbene. can possibly appeal to the movie-goer. The motifs vary from lush love themes to dark motifs.
ANOTHER TIME, ANOTHER PLACR Sound Track (1-12") Columbla CL 1186
Don Cherry Does well by the Living ston-Evans title song. followed by extended lushness and a touch of Wales in the Douglas Gamley background musicto should help.

## maracatbo

Sound Track (1-12") Deeca DL 8756 Indie producer-actor Cornel Wilde hired noted classical guitapist Laurindo Almeida to penn the sore for this lensed-
in-South-America of fm ; the result is an off-beat and very/ listenabie brand of movie music, b/ft for the most part around guitar vork backed by thythm
 mercialism, ore reutine tille tune sung
(with ork) by Jean Wallace which album.
THE WLLD SOUND OF NEW ORLEANS (1-12") RCA Vletor LPM 1767

$$
\text { Tousan is a } 21 \text {-year-old New Orieans }
$$ piano man, n discovery of those great ray Sporn. Here Tousan is and Murnied by a swinging, New Orieans band in the tradition of the marching, street

outfits of yesteryear. The stuff has a great, pounding sound and the set hay such horsey tittes as "Whirlaway, "Tact
"Nashua" and "Tim Tem," Goed dancing material here

MOONLIGHT MAGIC
Johnny Pineapple Ork \& Andy Iona ${ }^{*}$
His Hawallan Troubadours. Decea
${ }_{3725}$ Hawallan Mroibalows, Deeca Di

## considerable followings in the Hawallan

 music category, and this package should pleass their fans. Selections-mostlycomposed by Pincapple and Ionm-feacomposed by Pineapple and lona- fen-
ture dreamy island themes. ... "Aloha Lullaby,"' Coral Bay," etc,

## LOW PRICE.POPULAR $\nrightarrow \star \star k$

 TOMMY DORSEY'S DANCE PARTY (1-12") Yocalion VL 3613 Wrices of sisderful value here for the price of stine, on this swinging collecsounding Tommy Dorsey ork, circa carly 1950's. This is one of the firsa Feleases of Decca's new low-priced LPlabel, and it is a mighty good one label, and it is a mighty good one.
Tunes include "Oh, Look at Me Now." "Diane," "Cheek to Cheek," "Ritual Fire Dance.'
sing Crosby sings
(1-12") Vocalion VL 3603
Hore's a solid item for Decca's lowpriced (\$1.98) album line with strong appeal adult buyers. A Crosby croons
pleasantly on a group of standards (culled from the catalog) including "Vaya Con Dios," "No Other Love,",
"Chattanoogie Shoe Shine Boy" elc. Chattanoogie Shoe Shine Boy, elc, Buddy Cole and Perry Botkin.
near you
The Andrews ststers ( $1-12^{\prime \prime}$ ) Vocallon V 621 Deccal entry into tow-price field is
graced with issues like "Charley My Boy," "Daddy" and Ste "Wore a Yollow Ribbon," gifted trio. Fine orking by Vic Schoen, Russ Morgan and Netson Riddle, Big potential.
DANCE IN THE MOONLIGHT Guy
3605

The ( $1-12^{\prime \prime}$ ) Vocallon VL The oid Lombardo and the new beine
one and the same, theso te-issues are still Fresh especially "Stormy Weather," "June in January", and "Lazybones," prica of Desca's new line will help healthy sales.

## LET'S DANCE

Russ Morgan Ork (1-12") Vocalion VL 3601 Bright, bouncy wax with a solid ball \$1.98) Decca subsid packago a good commercial bet. Sides, many featuring vocaly by Morgan. Betsy Gay, Clyde
Rogers and the Morganaires, Rogers and the Morganaires, include
"The Poor People of Paris." "Alabamy Bound" and "That's My Weakness Now."

## LOW PRICF-POPULLAR $\star \star \star$

TheErely yours
The Iak Spots ( $1-12^{\prime \prime}$ ) Voealion VL 3606 This is. what might be called, "in
between" Ink Spots material! It's not the oldest "It I Didn't Care" bracket nor is it new. Sides here include " $A$,
You Desire Me." "With My Eyes Wide You Desire Me." "With My Eyes Wide
Open" and "Dream Awhile." It's the Open" and "Dream Awhile," It's the
familiar Ink Spots" guitar backed styling and for the fans, this would make a collection of items. Attractive $\$ 1.98$ price sives it a chance.
IN A mellow tone
The Mills Brothers ( $1-12^{\prime \prime}$ ) Vocalion VL
3607
Record buyers who remember the big yocal successes of the Mils Brothers
Paper Moon," of ai.) will like this Vocation offering, in which the group hits is mellow stride with a nice
collection of pop hits of a fow seasons ago. Able backings are provided by Sonay Burke and Sy Oliver. Another potential seller with the adult trade. A TRIBUTE TO GLENN MILLER Jerry Gray Orak ( $1-11^{\prime \prime}$ ) Vocalion VL 3602 arranger-conductor, has the Glenn Trifer sole down pat in this latest
orchestral salute to the late maestro's
anduriag influence in the music field. There are, however, lots of fresh-
touches by Gray (who once arranged for Miller) in familiar numbers like "In the Mood" and "String of Pearls," particularty in his handling of brasses,

## LOW PRICE-POPULAR $* *$

DREAMER'S HOLIDAY
Gordon Jenkins Ork
Yocalion VL 3615
Chorus ( $1-12^{\prime \prime}$ ) low-price tabel this brease of the Decea number of older Jenkins recordings, featuring various vocalists on a group nice oldies. Ork sounds are some recording, but as vault material and rair enough. "My Foolish Heart," Linda," elc., are samples.
THERE'S A TAVERN IN THE TOWN Del Wood at the Honks-Tonk Plano
$(1-12 ")$ Vocalion VL
3609 A fairty familiar romp thru the realm of barroom piano, with Del Wood Bye Blackbird," "Twelfth Street Rag"
and "When of leggy en Lost You." Cover shot is cute, but not very original. STRAUSS WALTZES FOR DANCING Harry Horlick Ork ( $1-12^{\prime \prime}$ ) Vocalion 3608
The title tells the story. Harry Horlick's orenestra provides a steady three-quarter
beat on a dozen of the most popular Strauss vehicles. No pretentiona of Exotic or elaborate listening arrange $\sqrt{\text { ments here, but the album is certainiy }} \begin{aligned} & \text { satisfactory in meeting its aims simply }\end{aligned}$ satisfactory in meeting its aims: simple
waltz presentations intended strictly for dancing purposes.

LOW PRICE -
RHYTHM \& BLUES $* * * *$ THE BLUES
B. B. King
$\left(1-12^{\prime \prime}\right)$
Crown CLP se6s A good low-price r.\&b. set. The voca blues tradition. Numbers include " Want to Get Married,", "Early in the Morning" and "Ruby Lee." Some of tho tunes were hit singles
Potent stuff for the racks.

## RHYTHM \& BUES $\star \star \star \star$

careless love
Joe Turaer (1-12") Savoy MG 14016 before he joined Atlanticr. Records. Tha is. But early or late it's good Joe Turner, singing such fine blues as
"Lucille, Lucille." "Careless Love," "Lucille, Lucille," "Careless Love," Bed." P. Johnson, F. Newton, D. Byas T. Bunn, and R. Jacquet are some of sides. A must for blues fans. The coser is $:$ real plus for this set.

## COUNTRY \& WESTERN $\star \star$

Geartireak alley
Gienn Doughas ( $1-12^{\prime \prime}$ ) Decea DL 8148 Douglas is a convincing counys styled artist who offers here a col) lection of or co-cleffer of all of them and they carry such titles as "I Won't Care," tes Nearly Over," "Slow Heartbreak," is a nephew of Ernest py this cat, who of the tragedy school will like it

## POLKA $\star \star \star \star$

HAPPY POLKAS
Eddle Habat Ork (1-12") Decca DE 8754
Polka Poika enthusiasts will be delighted by
the sounds on this ore. The accord banjo and strilif, thia tones of the (Continued on page 26)

AMES BROTHERS STAY

C/W
LITTLE SERENADE 47/20-7268
WITH HUGO WINTERHALTER'S ORCH. AND CHORUS
RCAKICTOR (2)

## Your Key to Binger Soles for Months to Come

 Namimimiswue Dated July 21Issued in conjunction with the National Association of Music Merchants (NAMM Convention). JULY 21-24, PALMER HOUSE, CHICAGO.

## 00000000000000000000

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The Billboard is the key which opens the door to the record dealer market for you 52 weeks a year. And this NAMM issue puts special emphasis on the dealer at a time when you both are getting ready for your big Fall promotions and special sales efforts.

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for it offers the opportunity to reach and promote yourself to your biggest, most influential audience . . . the nation's first-line record dealers, who can give your releases the push that builds terrific sales.

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\text { (Entral } 6.9818 & \text { Dan Collins, Bob 0'Brien } \\
\text { Johnny Sippal } & \text { Norm Wleland, Ron Carpenter, Hal Rand }
\end{array}
$$

HOLLYWOOD 28, CALF.
1520 N. Gower 5 St .
Hollywood 9.5331
Bob Mcllushay

St. LOUIS 1, MO.
812 olive st.
Chestmut 1.0443
Frank Joerling

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WORLD WIDE full range STEREO RECORDS

- the saxophone section
mgs-20001 fontostic iazz tracks!
- THE SOUL OF JAZZ
mgs-20002 Bill Horris, Joo Wild
- THE SPIRIT OF CHARLIE PARKER $\qquad$ .mgs-20003 The flutes of Frank Wess, Bobby Jaspar,
- PASO DOBLE, DANCE OF THE BULLFIGHTER . .mgs-20004 Antonio Tain $y$ tos Banderillos recreate the drama of the bull ring in sparkling studio recordings.
- dixieland, new york
mgs-20005 The 7th AVE. STOMPERS with Vic Dickenson, Buster Bailey, Emmet Berry feaured in now rocordings mado tor sereol
EVERY RECORDING MADE ORIGINALLY FOR STEREO EVERY RECORDING AVAILABLE ONLY ON WORLD WIDE!

ATIENTION, DEALERS! ATIENTION, RECORD AND HIGH FIDELITY y your diatributor connot EQUIPMENT DISTRIBUTORS!

WORLD WIDE RECORDS, INC. $\begin{gathered}\text { ss Market street } \\ \text { Newark, Now Jersey }\end{gathered}$

## BLUE BLUE DAY

 47/20-7010 DON GIBSON (3) RCAVICTOR (23

- Reviews and Ratings of New Popular Albums
- Continued from page 25 homey clarinet successfully capture an
enthosiasm usually difficult to set enthasfasm usually difficult to get at a
recording session. Many of the tunes ere written and arranged by Habat,
long familiar to radio and IV audiences. Disk intersperses waltzes, polka
incrumentals and vocals in well-paced incrumentals and vocals in well-paced
succession. Demand, group's exposure and label's good distribution should
ansure sales.

LOW PRICE.POLKA $\star \star \star \star$
POLKA PARTY
Harry Harden Ork (1-12") Vocalion vL Harry
3612 1.Beer Barrel Polka," "Woodpecker Song," "Flight of the Bumble Bee" and
lesser-known pops are given in entive
arrangements and played with great
fiair. The titles and $\$ 1.98$ tag provide
buy incentive.

SACRED $\star \star \star$
PRECIOUS MEMORIES
Rose Maddox (1-12") Columbla CL 1159
Spiritual, hymns and country songs of spontual, hymns and country songs of
today by
incere thrush
wint tine


## FOLK $\star \star \star$

$\underset{\text { BaCK COUNTRY BLUES }}{\text { Browne McGhee }}$
Brownie McGhee \& Sonuy Terry ( $1-12^{\prime \prime}$ )
Savoy MG 14019 Brownie McGhee, who goes back a spell
into the era of the great blues chanter.
offers a number of tunes, typical of





SPECIALTY $\star \star \star$

## LEARN TO SOUARE DANCE

Slim Jackson \& the Promenaders ( $1-12^{*}$ Oh, it's Do-Si-Do, and off we yo! ol
Slim puts on a real fine show. This Slim puts on a real fine show. This
atbum's fine for gals and men, who
want to leatn all the steps again. Just follow the picture, and read the text
Honor Your Partners! Put the recol Honor Your Partners! Put the record on next. Promenade and round about,
Jackson calls the turn thruout! (With the square-dance-minded chick or feller,
this platter's sure to be a seller.)

## SPRRTUAL $\star \star \star$

$\underset{\substack{\text { SPIRITUALS } \\ \text { Spirit of MoL. } \\ 6}}{ }$
Splrit
$\mathbf{S 7 7}$
The group chants and sings 15 selections out of the spiritual repertory, one of out of "he spiritsal," repertory, one of thave
which. "Lord Jesus." to
been recorded at a live session. There are shouts and screams heard in the
backing to the singing. The group backing to the singing. The group
thows much sincere emotion, in these
teadings, readings, which are one of seven pack-
ages in the tabel's speciat "spiritual" ages in the label's special "spiritual"
release. Cover illustration of hands posireiease. Cover illustration of hands posi-
tioned for prayer, was a good thought which failed to jell properly.
SPIRITUALS
First of a pe siagers ( (1-12") King 572 series presents earthy, natural group in 15 favorites. Popular, proficient Silver-
tone Singers use guitar accole tone
Sine One is well-paced, with "Will the Circle Be Unbroken" and "These Bones Gwine Rise Again" really swinging. Flip side langorous. Poor engineering results
in muddy sound thruout. Should do in muddy sound
well in its market.

LOW PRICE-BAND $\star \star \star$


## - Reviews and Ratings of New Classical Albums

 A brilliant Cop
 i-fi recording treatment. For fans of the
ballet. musical American and particula the hi-fl sound, this a real dish!

LEVANT'S FAVORITES (I-12") Levant, Piano. Columbia CL 1134
Levant's increasing TV exposure can help
stimulate sales on this album Set contins stimulate sales on this aibum, Set continiss
excellent keyboard performance by the pianist on a group of popular themes by Falla, Lecuona, Albeniz Poulene and Debussy-
"Clair de Lune." "Fire Dance," etc. An
"Le "Clair de Lune, Fire Dance, elc.
interesting line-up which should atract
ginning collectors. Provocative cover.

## Classical $\star \star \star$

BEAUTIFUL MELODIES FROM THE
OPERA (1-12")-Rome Symphony Orch.
(Savino). Kapp KL 1084
Arias from "Faust," "Papliacci," "Boeme" and other popuar Savino wisely accents the strings for muted. romantic
instrumentals. Opera lovers may balk: but it will please those with jangled nerves. BEETHOVEN: SYMPHON NO. 2: NICO-
LAI: OVERTURE TO "THE MERY
WIVES OF WINDSOR" (1-12")-ConWIVES OF WINDSOR" (1-12"-Con-
certgebouw Orch. of Amsterdam (Van
Beinum). Eple LC 3466
Two of the most melodic and liyht. hearted standards in classical repertoire are given a thoroly satisfying reading by massio

## - Reviews and

Ratings of New Jazz Albums
JAII $\star \star \star \star$
LITTLE JIMMY RUSHING
AND THE BIG BRASS
AND THE BIG BRASS
Jimmy Rushing Ork ( $1-12^{\prime \prime}$ ) Columbla CL
The great Kansas City blues shouter
has a salable item in this fine package. has a salable tem in this fine packaze.
Jimmiy Mundy, Buck Clayton and Nat Pierce have arranged the tunes in a
modern vein, but Rushing's true blues feeling comes thru strongly, There are
blues, standards and some of the tunes blues, standards and some of the tunes
usualy associated with the artist among usually associated with the attist among
the attractive vocals. Numbers include
"Mr. Five by Five," "Iimmy's Blues" "Mr Five by Five," "Jimmy's Blues"
and "Somebody Stole My Gal."

JAII $* * *$

$$
\begin{aligned}
& \begin{array}{l}
\text { John Jenkins, Aho Sax; Donald Byrd, } \\
\text { Trumpet; Cartis Fulter. Trombone; } \\
\text { Tommy Flanagan, Plano: Doug Walking }
\end{array} \\
& \text { Tommy Flanagan, Plano; Doug Wankink, } \\
& \text { Mas } 6056 \\
& \begin{array}{l}
\text { all of the artists given session with chance to } \\
\text { wail. Hard bop fans will find tion }
\end{array} \\
& \begin{array}{l}
\text { Their tiking. Tunes inctude "Star Eyes" } \\
\text { and three John Jenkinn originals. Dis- }
\end{array} \\
& \begin{array}{l}
\text { snd three John Jenkins originals, Dis- } \\
\text { plays of "Honeylike," a swingin* up- }
\end{array} \\
& \begin{array}{l}
\text { tempo set, } \\
\text { potential. }
\end{array}
\end{aligned}
$$

JAll $\star \star$
MAINSTREAM 1958
WILburn Harden, Fleugelhorn: Tommy
Finnan, Piano: John Coltrane, Tenor
Flanagan, Piano: John Coltrane, Tenor
Sax: Douk Watkins, Bass; Louis, Hayes,
Drums. (1-12") Savoy MG 12127
Drums. (1-12") Savoy MG 12127
Altho critics may quarrel about the
use of the word mainstream on this
use of the word mainstream, on this
new release, jazz fans, especially of the
hard bop shool, will find much to hard bop school, will find much to
enjoy here. Harden, Flanagan, Coltrane, enjoy here. Harden, Flanagan, Cotrrane
Watkins and Hayes show off thei Watkins mid Hayes show off thei
swinging styles with Coltrane and Flanagan turning in some spirite
blowing. Tunes are all originats blowing. Tunes are all originais, with
"Wells Fargo" and "EFFPH" very
vin "Wells Fa
Histenable.

## JALl $\star$

RENO PLAYS NEVADA
 The Reno Tondelli crew, consisting of Reno on accordion, H. H.
guitar and French born,
Stanley on
N. Jeffries suitar and French
on drums and vibes, D, Kruswick on
the reed inatruments, and J. Palacek on drums ind themex, and J. Palacek
the reed intrumits, and
and $J$. Atlas on bass, have come thru with some okay music here. It's jaz in tine cockiait, amall combe vein fers nuring atandards and a

Tree melodic flow. particularly in the
Bethoven we in a Beetheven work's difficult second movement. vailable, and can be moved.
MENDELSSOHN: A MIDSUMMER NIGHTS DREAM; SCHUBERT: ROSAof Amsterdam. Epic IC 3433 oum orch. Numberous versions of part or all of beth hese works figure as strong competitors, but on the strength of an excelient tecording and a shimmering performance of a number
of the familiar themes from the Mendelssohn classic, the set can be a substantial
seller. The "Rosamunde" selections, tho less in the popular favorite category, ate strikingly performed. Handsome cover painting
of a "Midsummer Nights Dream" serne makes this a strong display piece.
DELIUS: HASSAN. ARABESOLE A (1-12") - Elinar Norby, Baritone; PAY Philharmonic Orch. \& B.E.C. Chorus (Beecham). Coliumbia ML 5268 Beecham, mastet interpreter of Deling
renily Wagnerian music caresses the with soaring strings in the suite from "Hassan" and the folk theme and variations,
"Over the Hils" "Over the Hills", "Arabesue" suffers from
formiess form and a nasal baritone, but Ormless form and a nasal baritone. but
the disk is generally a delight and should sell in the wake of Delius' growing
in

BRAHMS: SONATAS NOS. 1 a 3 FOR VIOLIN \& PLANO (1-12") - Joseph Piano. Columbla ML $\$ 266$
Here are loving delififations of frequentlyrecorded Sonatas by matiure, musicianly per-
formers who contribuie in undersianding of the works which is pethaps unmatichabie. This knowledge shines thru so completely (especially in No 3. D Minor) that occa-
sional flaws of tone or performance become ess important than
be. Package can sell.
(Continued on page 27)
hit album shlenstII
NIGHT IM HOLLYWOOD
George Kirby-Drl \#250
THE SIDE-SPLITTER
Redd Foxx-DII \#253
pooto RECOPS
912 South cito Are
105 Ansale 2, Chl

Album of the Week
"MELIS AT


CELP-414


39 West 60th street



12" I. P. Record Albums Incomparable Fidelify al a truly Sensible Price! $\$ 1.98$ reiall


SENSATIONAL IN ANY LANGUAGE!
LOU MONTE
SINGS
THE SHEIK OF ARABY
C/W
EH,MARIE! EH,MARIE!
47/20-7265
WITH JOE REISMAN'S ORCHESTRA AND CHORUS

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## Reviews and Ratings of New Classical Albums

- Continued from page 26


## CLASSICAI $\star \star$

HELLLO OUT THERE ( $1-12$ ")-Music by John Reardon, Baritone; Leyna Gabriele Soprano; Marvin Worden, Tenor: Colum bia Cham
ML
5265
The Saro
into Bartok-like, folk-flavored lyticism, highlighted by a glowing duet description of San Francisco. The 36 -minute chamber
opera is warmly sung by Levna Gabriele and wonderful John Reardon, with sensitive batoning. Sound is superior. Modernists will enjoy, opera buffs will be delightfulity
surprised. surprised. $\qquad$
CHOPIN: WALTZES (1-12")-Jean Doyen Piano. Epic LC 3468
A fine performance of the familiar Chopin waltes by French pianist Jean Doyen Collection includes Nos, ${ }^{1}$ thru 14. Altho
there are many other LP's of these waltes on the market, Doyen's growing reputation here could help this set move steadily.

## SEMI-CLASSICAL $\star \star \star$

WINE. WOMEN AND SONG
Men's Choral Society of Viennu With (1-12") Epic LC 3469
This Epic LC 3469 . (EN \& stranss) cale; a group of familiar staus walizes and "Blue Danube"-are given dillell concert treatment by the welldrilled Men's Choral Society of Viennu and the Vienna Symphony's rich and Karl Etti and Eduard Strauss in firm control. It's bound to please those with taste for three-quarter time nostalgia

Large Labels

- Continued from page 3
antee the plant production that a burgeoning hit requires.

Victor Pioneered
So far the larger independent labels have been the ones to take on the distribution of the small indies. A few years ago RCA Victo broke ground when it handled the Gale label, an indie that was distributed via the firm's Vik jolbers. This label ceased operation after a few months.
It could be considered doubtful that any major will presently take on any of the indie labels for distribution, but if the trend persists they could easily do so. The indie firm with the current hit that has offered its line to be distributed via a major is ansious to get this distribution, and is still awaiting an answer.
The Allied Record takeover of the Fabor label may presage more moves in this direction. Allied runs pressing plants in Los Angeles and Unv Jersey and distributes the Urama ine. It is understood that more labels for distribution if they can work out the details.

## Hot Potato

## - Continued foom pace 3

as yet as reported, but now that we have been considering a certain plan, we will be able to make a irm annomecment in the near future."
On the BIEM affair, one spokesman said that after considering various counter-measures to the hot potato, the Japanese diskeries have reached a conclusion that BIEM power to suspend the supply of matrices." In concert with the Japanese National group, the labels involved have appealed to the International Federation of the Pho nograph Industry, London.
The spokesman concluded that "the Federation, being in the same opinion with the Japanese diskeries, has formally expressed its intention
to co-operate with them in taking to co-operate with them
care of the hot potato."


## THE ORIGWL ANO HIT VERMOW

## la Santid Veanita

(MAY THE SANIS CO WIH YOU) bw

IUPOSSIBIE
4578



Are You Nervous? : You're Driving b/w Chop Suey Rock \#4502
THE INSTRUMENTALS

Me Crazy b/w A Teenager Sings the Blues \#4501 DEAN EDWARDS


[^1]The Honor Roll of Hits comprises the nation's top tunes according
to record sales, sheet sales and disk jockey performances os
determined by The Billboard's weekly nationwide surveys.

## Dot's PARADE of BEST SELIERS <br> DOT BEST SELLERS





## Undoubtedly Her

##  u a <br> 



## Finest Record!

 SOOI I'LL WPD

\#15783


## For BIG Summer Business!!


and

\#15782


The Brightest New Star of 1958!

# Robin Luke with the ${ }^{\#} 1$ Record in Hawaii NOW Breaking on the Mainland! 



# BEST SELLING POP SINGLES <br> 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. 

FOR

SURVEY WEEK
ENDING
JUNE 14, 1958

| ${\underset{\text { Wheek }}{ }}_{\text {Thue }}$ | $\begin{aligned} & \text { Last } \\ & \text { Wek } \end{aligned}$ | $\begin{aligned} & \text { Weeks } \\ & \text { Chart } \end{aligned}$ |
| :---: | :---: | :---: |
| 1. PURPLE PEOPLE EATER (BMI)Sheb Wooley 1 Can't Believe You're Mine (ASCAP)-M-G-M 12651 | 1 | 4 |
| 2. ALL I have to do is dream (BMI)-Everly Brothers ............ CLAUDETTE (BMI)-Cadence 1348 | 2 | 9 |
| 8. SECRETLY (ASCAP)-Jimmie Rodgers. . <br> MAKE ME A MIRACLE (ASCAP)Roulette 4070 | 4 | 7 |
| 4. Yakety yak (BMI)-Coasters ....... Zing! Went the Strings of My Heart (ASCAP)Atco 6116 |  | 3 |
| 8. WITCH DOCTOR (ASCAP)David Seville Don't Whistle at Me, Baby (ASCAP)Liberty 55132 | . | 11 |
| 6. RETURN TO ME (ASCAP)- <br> Dean Martin <br> Forgetting You (ASCAP)-Cap 3894 | 5 | 11 |
| 7. DO YOU WANT TO DANCE? (BMI)Bobby Freeman Hig Fat Woman (BMI)-Josie 835 | - | 6 |
| 8. LOOKING BACK (BMI)Nat King Cole DO I LIKE IT? (BMI)-Cap 3939 | ${ }^{6}$ | 11 |
| g. JENNIE LEE (BMI)-Jan and Arnie ... <br> Gotta Getta Date (BMI)-Arwin 108 | $12$ | 5 |
| 10. ENDLESS SLEEP (BMI)- <br>  | 20 | 5 |
| 11. SUGAR MOON (BMI)-Pat Boone. CHERIE, I LOVE YOU (ASCAP)Dot 15750 |  | 7 |
| 12. BIG MAN (BMI)-Four Preps ........ Stop, Baby (ASCAP)-Cap 3960 | 13 | 7 |
| 13. TWILIGHT TIME (BMI)-Platters .... | 9 | 11 |
| 14. WEAR MY RING AROUND YOUR NECK (BMI)-Elvis Presley ....... DONCHA' THINK IT'S TIME (BMI)Vic 7240 | 10 | 10 |
| 15. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)Laurie London Handed Down (ASCAP)-Cap 3891......... | $15$ | 13 |
| 16. CHANSON D'AMOUR (ASCAP)Art and Dotty Todd <br>  | 16 | 10 |

## This Week

17. OH, LONESOME ME (BMI)-
. 2215
I CAN'T STOP LOVING YOU (BMI)Vic 7133
18. JOHNNY B. GOODE (BMI)-

Chuck Berry ............... Around and Around (BM1)-Chess 1691
19. WHAT AM I LIVING FOR? (BMI)-
$\begin{array}{ll}17 & 7\end{array}$
HANG UP MY ROCK AND ROLL SHOES (BMI)-Atlantic 1179
20. ZORRO (BMI)-Chordettes ........... 18 5 Love's a Two-Way Street (BMD)-Cadence 1349
21. RUMBLE (BMI)

Link Wray and His Ray Men ...... 258 The Swag (BMI)-Cadence 1347
22. FOR YOUR LOVE (BMI)-

Ed Townsend ...................... 1910 Over and Over Again (BMI)-Cap 3926
23. GUESS THINGS happen that

WAY (BMI)-Johnny Cash.......... 28 4 COME IN, STRANGER (BMI)-Sun 295
24. KEWPIE DOLL (ASCAP)-

Perry Como ...................... 2310
Dance Only with Me 10 Dance Only With Me (ASCAP)-Vic 7202
25. HIGH SCHOOL CONFIDENTIAL (BMI)-Jerry Lee Lewis.
Fools Like Me (BMD)-Sun 296
26. LET THE BELLS KEEP RINGING
(BMI)-Paul Anka (BMI)-Paul Anka
CRAZY LOVE (BMI)-
ABC-Paramount 9907
27. NO CHEMISE, PLEASE (BMI)-

Gerry Granahan $\begin{aligned} & \text { Girl of My Dreams (ASCAP)-Sunbeam } 102\end{aligned}{ }^{36} 2$
28. LEROY (BMI)-Jack Scott $\ldots \ldots \ldots . .292$ My True Love (BMI)-Cartion 462

2
29. PADRE (ASCAP)-Toni Arden ....... 40 5 All at Once (ASCAP)-Dec 30628
30. TORERO (ASCAP)-Renato Carosone. . 217 Chella Lla (ASCAP)-Cap 71080
31. TEACHER, TEACHER (ASCAP)-

Johnny Mathis THE TIME (ASCAP)-Col 4i152 ${ }^{38} \quad 7$
32. FOR YOUR PRĖCIOUS LOVE
(ASCAP)-Jerry Butler and Impressions


33. YOU (BMI)-Aquatones .............
She's the One for Me (BM1)-Fargo 1001
34. I WONDER WHY (ASCAP)-

Dion and the Belmonts ...
Teen Angel (ASCAP)-Laurie 3013
35. BOOK OF LOVE (BMI)-Monotones .. 2413 You Never Loved Me (BMI)-Argo 5290
36. PATRICIA (ASCAP)-Perez Prado .... - 1 Why Wait (BMI)-Vic 7245
37. TEQUILA (BMI)-The Champs $\ldots \ldots .32$ I7 Train to Nowhere (BMI)-Challenge 1016
38. DON'T GO HOME (BMI)-Playmates Can't You Get It Thruogh Your Head (BMD)-Roulette 4072
39. EL RANCHO ROCK (BMI)-Champs .. 314 Midnighter (BMI)-Challenge 59007
40. YOU NEED HANDS (ASCAP)Eydie Gorme . . . . . ..... Dormi, Dormi, Dormi (ASCAP)-
ABC-Paramount 9925
41. OOH! MY SOUL (BMI)-Little Richard. . - 1 True, Fine Mama (BMI)-Specialty 633
41. GOT A MATCH (BMI)-Dady O's . . . - 1 Have a Cigar (BMI)-Cabot 122
43. TO BE LOVED (BMI)-Jackie Wilson .. 3510 Come Back to Me (BMI)-Brunswick 55052
44. DING DONG (ASCAP)McGuire Sisters Since You Went Away to School (BM1)-
Coral 61991
45. RAVE ON (BMI)-Buddy Holly Take Your Time (BMI)-Coral 61985
46. TALK TO ME, TALK TO ME (BMI)Little Willie John Spasms (BM1)-King 5108
47. IM SORRY I MADE YOU CRY (ASCAP)-Connie Francis . . . . . . .
Lock Up Your Heart (BMI)-M-G-M 12647 Lock Up Your Heart (BMI)-M-G-M 12647
48. I LOVE YOU SO (BMI)-Chantels .... - 1 How Could You Call It Off? (BMI)-End 1020
49. I KNOW WHERE I'M GOIN' (BMI)George Hamilton IV . . ............ Who's Taking You to the Prom? (BMI)-
ABC-Paramount 9924
50. SPLISH SPLASH (BMI)-Bobby Darin. . - 1 Judy, Don't Be Moody (BMI)-Atco 6117

## THIS WEEK'S BEST BUYS

Special telephione reports and/or chart action indicate these recent releases have eliher broken out in ore or more key areas or have leaped
onto the charts and have excellent potential for placing among the Top 30 onto the charts and have excellent potential for placing among the Top 30
of The Billboard's Best Selling Pop Singles in Stores chart. Action sides of The Bilmboard's Best Selling Pop Singles in Stores chart. Action sides
HARD HEADED WOMAN (Gladys, ASCAP)-Elvis Presley-RCA Victor 7280-DON'T ASK ME WHY (Gladys, ASCAP)

A CERTAIN SMILE (Miller, ASCAP)-Johnny Mathis-Columbia 41193-LET IT RAIN (Mathis, ASCAP)
LEFT RIGHT OUT OF YOUR HEART (Shapiro-Bernstein, ASCAP)Patti Page-Mercury 71331-Longing to Hold You Again (Lear, ASCAP)

YOU'D BE SURPRISED (Berlin, ASCAP)-Kathy Linden-Felsted 8521-Why, Oh Why? (Sudbury, BMI)
The above are previous Billboard Spotlight picks.
WILLIE AND THE HAND JIVE (Dorado, BMI)-The Johnny Otis Show-Capitol 3966-Ring-A-Ling (Dorado, BMI)


The information given in this chart is based on actual sales to customers in a sclentific 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 size and all methods used in this continuing study of retail record
sales aro under the direct and continuing sapervision and control of the School of Retailing of New York University.
Dream
Betty Johnson
(ASCAP) Atlantic 1186
When
The Kalin Twins
(ASCAP) Decca 30642
Willie and the Hand Jive. . . . . .The Johnny Otis Show
(BMI) Capitol 3966
Woodchopper's Ball
.Hutch Davis
(ASCAP) Atco 6110
You'd Be Surprised
Kathy Linden
(ASCAP) Felsted 8521



## Most Played by Jockeys

FOR SURVEY WEEK ENDING JUNE 14
SIDES are ranked in order of the greatest number of plays on disk fockey radio among the nation's disk jockeys. The reverse side of each recerd is also listed.

This
Week

| Last | $\begin{array}{c}\text { Weeks } \\ \text { on }\end{array}$ |
| :--- | :--- |
| Week | Chart |

1. PURPLE PEOPLE EATER (BMI)-Sheb Woo
2. ALL I HAVE TO DO IS DREAM (BMI)-

Everly Brothers . . . . . .
Claudette (BMI)-Cadence 1348
3. SECRETLY (ASCAP)-Jimmie Rodgers 6 Make Me a Miracle (ASCAP)-Roulette 4070
4. RETURN TO ME (ASCAP)-Dean Martin 12
Forgetiting You (ASCAP)-Cap 3894
5. BIG MAN (BMI)-Four Preps.

8
Stop, Baby (ASCAP)-Cap 3960
6. SUGAR MOON (BMI)-Pat Boone. . . . . . . . . . . . . . 5 Cherie, 1 Love You (ASCAP)-Dot 15750
7. YAKETY YAK (BMI)-Coasters.

Zing! Went the Strings of My Heart (ASCAP)-Atco 6116
8. WITCH DOCTOR (ASCAP)-David Seville........ I2 11 Don't Whistle at Me, Baby (ASCAP)-Liberty 55132
9. TWILIGHT TIME (BMI)-Platters.

12 Out of My Mind (BMI)-Mer 71289
10. WHAT AM I LIVING FOR? (BMI)-

Chuck Willis ....................................... . 10 . 6
Hang Up My Rock and Roll Shoes (BMI)-Atlantic 1179
11. YOU NEED HANDS (ASCAP)-Eydie Gorme...... 16 5 Dormi, Dormi, Dormi (ASCAP)-ABC-Paramount 9925
12. DO YOU WANT TO DANCE? (BMI)-

Bobby Freeman ...........
Big Fat Woman (BMI)-Josie 835
13. PADRE (ASCAP)-Toni Arden. ........................ 13. All at Once (ASCAP)-Dec 30628
14. KEWPIE DOLL (ASCAP)-Perry Como
. $11 \mathbf{1 0}$ Dance Only With Mc (ASCAP)-Vic 7202
15. WEAR MY RING AROUND YOUR NECK (BMI)-

Elvis Presley . . . . . . . . . . . . . . .
16. ENDLESS SLEEP (BMI)-Jody Reynolds . . . . . . . . . . 15 3 Tight Capris (BMI)-Demon 1507
17. LOOKING BACK (BMI)-Nat King Cole............ 187 Do I Like It (BMI)-Cap 3939
18. CHANSON D'AMOUR (ASCAP)-

Art and Dotty Todd. ..............
19. GUESS THINGS HAPPEN THAT WAY (BMI)-

Johnny Cash
Come In, Stranger (BMI)-Sun 295
20. PRETTY BABY (BMI)-Gino and Gina.

Love's a Carousel (BMI)-Mer 71283
21. CHANSON D'AMOUR (ASCAP)-Fontane Sisters. . 14 \& Cocoanut Grove (ASCAP)-Dot 15736
22. WHEN THE BOYS TALK ABOUT THE GIRLS
(ASCAP)-Valerie Carr .
23. JENNIE LEE (BMI)-Jan and Arnie.

Getta Getta Date (BMI)-Arwin 108
24. TORERO (ASCAP)-Renato Carosone. . . . . . . . . . . . . . 23 5 Chella Lla (ASCAP)-Cap 71080
25. OH, LONESOME ME (BMI)-Don Gibson


## Bresking out Together



Territorial Best Sellers
for guryey wrek inding junt 14 The information given in this chart is based on actual ezies to customets in a sclentifio thmple of the nation's reasil secord culiets during design, sample size and all methods used in this continuing nudy of retail fecord saike are undet the direct and continuing superfision and sonit Yision and sonly

TOP RECORDS LISTED ALPHABETICALLX BY TERRITORIE BOSTON

## All 1 Have to Do is Drean Everly Brothers, Cde.

Beok of Liote, Monotones, Ars
Do You Want to Dance?
Bobby Freeman, Jos.
1'm Sorry I Made You Cry
1'm Sorry I Made You Cry Johny B. Goode, Chuck Berry, Chs. The Purple People Eater Sheb Wooley, M-G-M
Refurn to Me, Dean Martin, Cay.
Refurn to Me, Dean Martin, Cap.
Shinny Minnie
Bill Haley \& His Comets, Dec
You, Aquatones, Far.

| All I |
| :--- |
| Ever |
| BE |
| Do X |
| Bo |
| Bor |
| For |
| Jer |
| John |
| Look |
| The |
| She |
| Wear |
| Elv |
| El |

SOMEBODY TOUCHED ME
b/w
C'MON BABY R-4082

Everly Brothers, Cde. Bis Man, Four Preps, Cap
Do You Want to Dance?
Bobby Freeman, Jos.
For Your Preeious Love Impressions, Abn. Looking Back, Nat King Cole, Cap. The Purple People Eater Whear My Ring Areund Your Neck Elvis Presley, Vic

DEEROIT
All 1 Have to Do is Dream Everly Brothers, Cdc. Big Man, Four Preps, Cay
Do You Want to Dance? Do You Want to Dance
Bobby Freeman, Jos. The Purple People Eater Sheb Wooley, M-G-M Secretly, Jimmie Rodgers, Rit Witch Doetor, David Seville, Lib.
Woodchopper's Ball, Hutch Davie, Atco Yakety Yak, Coasters, Atco
EAST IEXAS
An I Have to Do Is Dream
Everly Brothers, Cdc.
Do You Want to Dance?
Bobby Freeman, Jos. That Way
Guess Things Happen That Way
Johnny Cash, Sun

What Am I Lbink For2/Hang Up My nse Roll Shoes, Chuck Willis, AtI,
Whet Doctor, David Seville, Lib. yakey Yak, Consters, Atco

## - NORTHERN OHIO

All I Fiave to Do Is Dream
Evesty Erochers, Cdic.
Jennic Lee, Jan \& Arnie, Arw. Tbe Purple People Eater Sheb Wooley, M-G-M Secrelly, Jimmie Rogeri, Moon, Pat Boone, Dot Which Deetor, David Seville, Lib. What Am 1 Living For, Chuck Willis, Att. Yakety
. — NORTHWEST
All I Have to Do Is Dream/Claudette Evelly Brothers, Cóc. Hige Man, Four Preps, Cap. in His Hands
Lawtie London. Cap.
Onhie Lonesome Me, Don Gibson, Vic. The Purpie People Eater
She Wooley, M-G-M
Setmin to Me, Dean Martin, Cap
Metmin io Me, Dean Martin, Cap.
Rumble, Link Wray \& His Ray Men, Cde.
$\qquad$ Phladetiphia
All the Yime, Jehnny Mahis, Col.
Looking Eack. Nat King Cole, Cap. The Furple People Eater Shet Wooley, M-G-M
Retorn to Me, Dean Martin. Cap. Secrefly, Jimmie Rodgers, Rit. Sograr, Moon, Pat Boone, Dot
Which Dector, David Seville, I Which Doctor, David Seville, 1 Yakety Yak, Coastere, Acco _ST. LOUIS AND KANSAS CITYAll I Have to De Is Dream/Claudeffe Everly Brothers, Cdc.
Do You Want in Dance? Do You Want in Dance? Gof a Match, Daddy-O's, Cib Looking Back, Nat King Cole Cap The Parple People Ester Sheb Wooley, M-G-M Refurn to Me, Dean Mertin, Caf.

## ALL TITLES ARE LISTED

 IN ALPHABETICAL ORDER

## BEST SELLERS!

BILL DOGGETT BLIP BIOP

King 5138
LITTLE WILLIE JOHN TaLk TO ME, TALK TO ME King 5108 THE "5" ROYALES THE FEELING IS REAL

King 5131
THE CHANTERS
MY MY DARLIIGG
Deluxe 6162
bUBBER JOHNSON
I'M CONFESSIN' King 5132
EARL BOSTIC IWILIGHI TIME (Instrumental)
over thit wavis ROCK
King 5136

DONNIE ELBERT
I WANT TO BE LOVED
BUT ONLY BY YOU
Deluxe 6164 OTIS WILLIAMS BURNIN' LIPS Deluxe 6165

THE CHANTERS
ROW YOUR BOAT
STARS IN' THE SKIES
Deluxe 6166
TITUS TURNER
TEARS OF JOY
Fill MY EYYS
CORALILE
King 5140

## NEW RELEASES!!

LITTLE WILLIE JOHN YOU'RE A SWEETHEART let's rocki' while the ROCKIN'S GOOD

King 5142


|  |
| :---: |
|  |  |
|  |  |


AMERICAN HARMONY ARTIST

Full Piano Copy Weicome.

## when answeering ads.

SAY YOU SAW IT IN THE BLLBOARDI
for survey week ending junt 14

This is a tabulation of dealer individual record sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides or songs, and not records. This is the reason for any possible variation that occurs between the top 50 ,sides as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

For. Song, Artist, Label

1. THE PURPLE PEOPLE EATER, Sheb Wooley, M-G-M ..................
2. ALL I HAVE TO DO IS DREAM, Everly Brothers, Cadence .
3. Yakety yak, Coasters, Atco
4. WITCH DOCTOR, David Seville, Liberty
5. SECRETLY, Jimmit Rodgers, Roulette
6. RETURN TO ME, Dean Martin, Capitol
7. DO YOU WANT TO DANCE? Bobby Freeman, Josie
8. LOOKING Back, Nat King Cole, Capitol
9. Jennie Lee, Jan \& Arnic. Arwin
10. ENDLESS SLEEP, Jody Reynolds, Demon
11. big man, Four Preps, Capitol
$\qquad$
12. SUGAR MOON, Pat Boone, Dot
and haunting new ballad
13. HE'S GOT THE WHOLE WORLD IN HIS HANDS

Laurie Loadon, Capitol ...............
15. WEAR my ring around your neck, Elvis Presley, Vistor ........ 12
16. CHANSON D'AMOUR, Att and Dotty Todd, Era ............................. 16
17. OH, LONESOME ME, Don Gibson, Victor
18. JOHNNY E. GOODE, Chuck Berry, Chess
19. ZORro. Chordettes, Cadence
.21
20. rumble, Link Wray and His Ray Men, Cadence
21. FOR YOUR love, Ed Townsend, Capitol
22. KEWPIE DOLL., Perry Como, Victor
22. WHAT AM I LIVING FOR? Chuck Willis, Atlantic
24. HIGH SChool CONFIDENTIAL, Jerry Lee Lewis, Sun
24. GUESS THINGS happen that way, Johnny Cash, Sun
26. NO CHEMISE. PLEASE, Gerry Granahan, Sunbeam
27. Leroy, Jack Scot, Carton
28. PADRE, Toni Arden, Decca
29. TORREO, Renate Carosone, Capitol
30. FOR YOUR PRECIOUS LOVE, Jerry Buter and the Impression, Ah.......
31. YOU, Aquatones, Farmo .

3i. I WONDER WHY, Dion and the Belmonts, Laurie ..
33. BOOK OF LOVE, Monotones, Argo
34. Patricia, Pcrez Prado, Victor
35. TEOUIA, Champs, Challenge
36. EL RANCHo rock, Champs, Challenge
36. Let the bells keep ringing, paul Anka, AbC-Param....
36. YOU NEED HANDS, Eydie Gorme, ABC-Paramount
36. DONT GO HOME, Playmates, Roulette .
40. OOR: MY SOUL, Little Richard, Specialty
40. GOT MATCH, Daddy-O's Cabot
40. GOT A MATCH, Daddy-O's, Cabot
43. RAVE ON, Buddy Holly, Coral
43. TEACHER, TEACHER, Johnny Mathis, Columbia
43. DING DONG, McGuire Sisters, Coral
46. talk to me, talk to me, little Willie John, King
46. TM SORRY I MADE YOU CRY, Connie Francis, M-G-M
48. 1 LOVE YOU SO, Chantels, End
49. I KNOW WHERE I'M GOIN', George Hamilton IV, ABC-Paramount.
49. Crazy love, Paul Anka, ABC-Paramoent
51. SPLISH SPLASH, Bobby Darin, Atco
52. SKINNY MINNIE, Bill Haley and His Comets, Decca
52. WOODCHOPPER'S Ball, Hutch Davie, Atco

S2, WOODCHOPPER'S BALL, Hutch Davie. Atco
54. TRY THE Mmpossible, Lee Andrews and the Hearts, United Artist
56. (IT'S BEEN A LONG TIME) PRETTY BABY, Gino and Gina Mere
57. MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY,"

Mitch Miller, Columbia ..........
WILDERED, Mickey and Sylvia, Vik
$\qquad$
57. BEWILDERED, Mickey and Sylvia, Vis ..........
60. willie and the hand Jive, Johnny Otis, Capitol
60. JUST MARRIED, Marty Robbins, Columbia
60. CHA HUA HUA, Pets, Arwin ..........
60. DrEAM. Betty Johnson, Atlantic
65. WHEN, Kalin Twins, Decea ................
65. SICK AND TRED, Fats Domino, Imperial
65. YOUD BE SURPRISED, Kathy Linden, Felsted
68. HANG UP MY roce and roll shoes, Chuck willis, Atlantic
68. LAZY MARY, Lou Monte, VIctor
68. FLIP TOP BOX, Dickey Doo and the Don'ts, Swan
12. DOTIIE, Danny and the Juniors. ABC-Paramount
72. YOUNG, WARM, AND WONDERFUL, Tony Bennett. Columbia
72. WE BELONG TOGETHER, Robert and Johnny, Old Town
72. WHO's SORRY NOW, Connie Francis M-G-M
72. THINGS I LOVE, Fidelities, Baton
72. BEEN SO LONG, Pastels, Argo
72. COME IN, STRANGER, Johnny Cash, Sun
30. CLAUDETTE, Everly Brothers, Cadence
80. THERE'S ONLY ONE OF YOU, Four Lads, Columbia
32. COME WHAT MAY, Clyde McPhater, Athantic
84. When the boys TAlk about the girls, V
84. CATCH A FALLING STAR, Petry Como, Victor
84. MAKE ME A MRACLE, Jimmie Rodgers, Rouletle
84. NEE NEE NA NA NA NA NU NU, Dickey Doo and the Don'ts, Siw
84. HAVE FATTH, Genc Allison, Vee Jay
4. TUMBLING TUMBLEWEEDS, Billy Vaughin, Dot
90. TEACHER'S PET, Doris Day, Columbia.
90. EVERY NIGHT, Chantels. End
90. HIGR SIGN, Diamonds, Mercury
94. MOONLIGHT BAY. Drifters, Allantic.
94. I MET HIM ON SUNDAY, Shireiles, De
94. BELIEVE WHAT YOU SAY, Ricky Nelson, Imperial
94. CHA HEA HUA, Eddie Platt, Gone. ................
9. THE LONG HO' SUMMER, Jimmic Rodgers, Roulette
9. THE LONG HOT SUMMER, Jimmic Rodgers,
94. CHANSON DAMOUR, Fontane Sisters, Dot

## from the mighty Motion picture

"Kings Go Forth"<br>a Frank Ross-Eton Production United Artists release

## starring

# FRANK SINATRA 

comes a lush

# THE SONG FROM "KINGS GO FORTH' <br>  <br> WITH ORCHESTRA CONDUCTED BY FELIX SLATKIN 

c/w THE SAME OLD SONG AND DANCE RECORD N0. 4003

United Artists Records thanks everyone for getting us started with our first hit . . .

## TRY THE IMPOSSIBLE

## Lee Andrews and The Hearts

UA 123

Current Releases
GOD'S LITTLE ACRE
JOE VALINO-UA 119
ARGENTINA BALLERINA

RAY MARTIN-UA 116
ROCK AND ROLL AGE
THE FOUR J's—UA 125
I'LL BE YOURS
TINA LOUISE-UA 127

Coming Up!
MARCH OF THE VIKINGS
HAL SCHAEFER-UA 130
LOVE THEME FROM "THE VIKINGS"

JACK HASKELL-UA 131

## HI YO SILVER <br> bob carroll-UA 129

## WORLD OF CONFUSION

THE CORONADOS-UA 135

## UNITED

 ARTISTSRECORDS
729 SEVENTH AVE. NEW YORK CITY

## VOX JOX

- Continued from page 6

The jock is currently doing a show, featuring a gimmick whereby listeners win various prizes for answering (by phone) quiz questions
("Who was the 25th President of ("Who was the 2
the U. S.?" etc.).

Also on the KUMA promotion agenda is a "Name the duck. contest," conducted by deejay-program director Lee Casey on his show "Casey's Car Tunes." "The duck" is an auto horn used on the show. "Portable Radio Month," by having a pretty gal, titled "Miss KUMA Portable Radio," walk around the Pendleton area carrying a protable radio tuned to KUMA. Clues to her location are given out on the air, and listeners spotting her are awarded free records.

Jim Westover will return to Kim Pittsburgh Jue 29 He formerly worked with the station formerly worked with the stat Iim Hogan, formerly with WDOR Im Hogan, for, Wis $h$ WDOB Sturgeon Bay, Wis, has returned to WBNX, the Bronx, N. Y. for the
summer. . . John Gambling Jr. is summer. . . John Gambling Jr. is
subbing for his father John Gamsubbing for his father John Gam-
bling on his two shows over WOR, bling on his two shows over IWOR,
New York, while latter vacations New York, wh
for four weeks.

Ed McHale and Jim Ayl-
wWNH, Rochester, ward, WWNH, Rochester,
$\mathrm{N} . \mathrm{H}$, are emseeing a nightly N. H, are emseeing a nighty
half hour record hop broadhalf hour record hop broadcast from a local drive-in theater, the Stairway. The drivein has installed a special outdoor patio dance floor for the kids. The shows end just before the movie starts. The jocks give away singles, LP's and refreshments.

## - Number of Releases This Week

## LABEI <br> ABC-PARAMOUNT POP RER

ARDE
ARC

| ARC $\begin{array}{l}\text { ARCADE } \\ \text { ARNO }\end{array}$ |
| :--- |

ARNO
ARROW
ARROW
BEE
BIG MAN
BULLSEYE
CAPITOL
CHIEF
CITATIO
CLASS
CLASS
COLUMBIA
CORAL
CUE
DECCA
DECCA
DELUXE
DIXIE
DORE
DOT....
ERAPSE
ERA
ERA ……
FELSTED
FLEETWOO
GONE
HEP
HICKORY
IMPERIAL
H\&S
JUBILE
JUR
KAY
KEEN
KEM
KEM
KING
IIBERTY
IIMELIGH
LIN
LINDA
MCM
MCM
M-G-M
PALMER
PALMER
PALLADIU
PARADISE
PARADISE
PLEASANT
PEASANT
POPLAR
POPLAR
RCA VICTOR
RIP
RUBY゙
SKYWA
SPECIALTY
SPEED
STANDARD
STORM ....
SYCAMORE
TREND
UNITED ARTISTS
VALIEY
VULCAN
totals

Deejay Fred Robbins will emsee
Deejay Fred Robbins will emsee
daily NBC-TV afternoon quiz a daily NBC-TV afternoon quiz show, "Haggis Baggis," this summer, starting June 30, Monday thru Friday.... Dale Moudy has been
appointed general manager of WING, Dayton, O. Prior to joining WING, he served as assistant to the prexy of the American Broad-
casting Company. . . Millard Hancasting Company, . . Millard Han-
sen has left WREX-TV, Rockford, sen has left WREX-TV, Rock
IIl., to join WAAF, Chicago.

Bob Balise, WHMP, Northampton, Mass., is currently ampton, Mass., is currently
programming a lengthy Satprogramming a lengthy needs urday night show, and needs
album $_{\mathrm{o}}$ wax for the program, album ${ }_{\text {w }}$ wax for the program, which is heard by students in Amherst, Smith, Mount Holyoke and the University of Mass. . . Dan Daniel, WDGY, Minneapolis, has been chosen "The Best Disk Jockey of $1958^{\prime \prime}$ in the Twin Cities area by the Twin Cities local of the American Federation of TV and Radio Artists.
Murray Kaufman, WINS, New York, is now broadcasting from a glass enclosed store facing Colum Jim Sullivan his night-time deejay oitting B. Frost over WSPR, Springfield, Mass., while latter vacations in Cape Cod. Another WSPR jock,
Gordie Baker, will spend his vacation heading up an entertain ment unit for U. S. Air Force troops in the Far North.

Robin Seymour, WKMH, Detroit, has added a new segment to his morning show. The new bit, scheduled at 6:15 a.m., is tagged "Let's Everybody Sing," and spotlights disks featuring vocal

Groups, and choruses. . . Billy" featuring Bernice Thompson and Billy Dupree Thompson and Bily Dupree is now aired over WDAS, Phil adelphia, from 12:05 to 2 p.m daily. Miss Thompson retains her Doam. Co noon his and Dupree continues his 1 to 2 p.m. airer.
"Teen Hideaway," a new teenage dance party, will be seen on Saturdays on KGUL-TV, Galveson, Tex. Paul Markey will be master of ceremonies of the show, which will feature teen-age dancing guests and will spotlight local teenage musical groups. Approximately 200 record albums will be given away each week as prizes in the contests. Markey will also play the "top 11 hit records" of the week.

## YESTERYEAR'S TOPS-

The nation's top tunes on records as renarted in the Billboard
JUNE 19, 1948

1. Nature Boy
2. Yoar Can't Be True, Dear
3. My Happiness
4. Little White Lies
5. Toolie Oolie Doolie (The Yodel Polka)
6. Woody Woodpecker
7. Now Is the Hour
8. The Dickey-Bird Song
9. Baby Face
10. Tell Me a Story

JUNE 20, 1953

1. Song From Moulin Rouge
2. April in Portugal
3. I'm Walking Behind You 4. Ruby
4. I Believe
5. Say You're Mine Again
6. Pretend
7. Seven Lonely Disys
8. Anna
9. Your Cheatin' Heart

(39) RCAMICTOR (3)


Packed with special feature of vital imporatance to the entire muic industry!


The Playboys Cameo \#142


## A Double Smash!

 TED HEATH and His Musie plays TOM HARK СНа сї̆ В ввУ 1809


HOT!
Stili 103 in the Shade Albert Collins Doing the "FREEZE"
"Collin's Shuffle" KA-103 "Suspicious of You Baby" "TELL ME NOW" By the Dolls
rew Choice ${ }^{\text {KA-10eas }}$ Open


- Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national

| $\begin{aligned} & \text { The } \\ & \text { Week } \end{aligned}$ | $\begin{aligned} & 168 \\ & \text { cek } \end{aligned}$ | $\underset{\text { Week }}{\substack{\text { Last } \\ \hline}}$ | $\begin{aligned} & \text { Weeks } \\ & \text { Chart } \end{aligned}$ |
| :---: | :---: | :---: | :---: |
| 1. ALL I HAVE TO DO IS DREAM (Acuff-Rose) ...... 1 |  |  |  |
| 2. RETURN TO ME (Southern) ..................... 210 |  |  |  |
| 3. HE'S GOT THE WHOLE WORLD IN HIS |  |  |  |
|  | 4. TWILIGHT TIME (Porgie) | 5 | 10 |
|  | PURPLE PEOPLE EATER (Cordial) | 8 | 3 |
|  | 6. SUGAR MOON (Gallatin) | 6 | 7 |
|  | WITCH DOCTOR (Monarch) | 4 | 8 |
|  | 7. BIG MAN (Beechwood) | 10 | 3 |
|  | SECRETLY (Planetary) | 9 | 5 |
|  | . CHANSON D'AMOUR (Meadowlark) |  | 9 |
|  | 1. PADRE (Jungnickle) | 11 | 5 |
|  | KEWPIE DOLL (Leeds) |  | 10 |
|  | 3. WEAR MY RING AROUND YOUR NECK (Hill and Range) |  | 6 |
| 14. YOU NEED HANDS (Leeds) ..................... - |  |  |  |
| 4. LET THE BELLS KEEP RINGING (Spanka) ........ - |  |  |  |

## - Best Selling Sheet Music in Britain

(For week ending June 14)
A cabied report from the Music Publishers' Association, Ltd., London List is based upon their weekly survey of
dealers. American publishers in parenthesis

On the St
(Chappeli) $\left\lvert\, \begin{aligned} & \text { Could Have }\end{aligned}\right.$ Stairway of Love-Leeds (Planetary) Kewpie Doll-Leeds (Leeds) Who's Sorry Now-Feldman (Mills) Grand Coulee Dam-Essex (Ludlow) I May Never Pass This Way AgainChappell (Oval)
Tulips From Amsterdam-Cinephonic (Sikor${ }^{\text {skil }}$ Lollipop-Anglo-Pic (Marks) (Morris) Time Up There-Morris
Tom Hark-Southern (Beechwood) Swinging Shepherd Blues-Sherwin (Bennell) Witch Doctor-Bourne (Monarch) You Need Hands-Lakeview (Leeds)
Magic Moments-Famous-Chappell (Fanous) Book of Love-Francis Day (Regent) A Very Previous Love-Blossom (Witmark) April Love-Robbins (Feist)

## - Best Selling Pop Records in Britain

This Printed thru the
Theek Printed thru the courtesy of the "New Musical Express," Wee 2. ON THE STREET WHERE YOU LIVE-Vic Damone (Philips)
3. TOM HARK-Elias \& His Zig Zag Jive Flutes (Columbia)
4. TULIPS FR . 1 HAOM AMSTERDAM/YOU NEED HANDS- Bygraves (Deca) 6. STAIRWAY OF LOVE-Michael Holliday (Columbia) 7. WITCH DOCTOR-Don Lang (HMV)
8. ARMY GAME-Bernard Bresslaw, Michael Medwin, Alfie Bass. Leslie Fyson (HMV 10. LOLLIPOPS-Mudlarks (Columbia)
11. KEWPIE DOLL-Frankie Vaughan (Philips)
12. BOOK OF LOVE-Mudlarks (Columbia)
13. TWILIGHT TIME-Platters (Mercury)
14. GRAND COOLIE DAM-Lonnie Donegan (Pye-Nixa) ................................
15. BIG MAN-Four Preps (Capitol)
16. I MAY NEVER PASS THIS WAY AGAIN-Perry Como (RCA) $\qquad$ 17. ON THE STREET WHERE YOU LIVE-David Whitfield (Decca) $\qquad$
$\qquad$ 18. I MAY NEVER PASS THIS WAY AGAIN-Robert Earl (Philips) 19. WEAR MY RING-Elvis Presiey (RCA) 20. WITCH DOCTOR-David Seville (London)
$\qquad$

- Tunes With Greatest Radio-IV Audience

Tunes, listed alphabetically, bave che greatest audiences on network
station programs in New York, Chicago and Los Angeles, Lists aro station programs in New York, Chicago and Los Angeles, Lists aro

A letter from Mr. John C. Peatman, President of the Office of Research, Inc., dated June 13, 1958, announced that the Peatman Audience Coverage Index report has suspended publication.

The announcement stated:
"Although we long have had the moral support of many music publishers and of other persons and organizations concerned with popular music, we find our financial resources insufficient for us to continue.
"Most of our current subscribers are charter subscribers, having been with us since 1942. To them especially we express our appreciation for their continued interest in and use of our Surveys over these past six years."

In view of this announcement, The Billboard chart based upon the Peatman surveys no longer will appear in this space.


# $\ldots$ 

BLUE DAY
47/20-7010 DON GIBSON

RCAKICTOR


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## THE BILLBOARD'S WEEKLY

## - Review Spotlight on . . .

## POP RECORDS

PAT BOONE....Dot 15785 IF DREAMS CAME THRU (Korwin, ASCAP) THAT'S HOW MUCH I LOVE YOU. . . . . . . . . . (Fowler, BMI) Two great readings by Boone. Top side is an attractive new ballad smartly warbled by the artist with good ork backing. Flip, "How
Much," is a revival of the oldie that is also given a salable warble. Much, is a revival

RICKY NELSON. . . . Imperial 5528 $\qquad$ POOR LITTLE FOOL (Eric, BMI)
DON'T LEAVE ME THIS WAY. (Eric, BMI) Nelson handles both of these rockabilly tunes nicely. "Fool" is presented with a strong vocal and good rhythm support. "Don't Leave $\mathrm{Me}^{\text {" }}$ starts out like "Raunchy" and has that contagious feeling all the way thru. The side can score in all markets.

PAUL ANKA.
VERBOTEN
Feist, ASCAP)
MIDNIGHT
(Spanka, BMI)
Anka warbles "Verboten," the title waltz from, a coming flick, in solid fashion. This is his first sound-track tune. His vocal is given lush ork backing. His rendition on "Midnight," a happy bouncer, is equally potent and this, too, appears a chart contender.

FRANKIE AVALON. . . Chancellor 1021
............BLUE BETTY GINGER BREAD Criterion-Debmar, ASCAP) "Blue Betty" is a rocker which the artist belts against Dominoish ork support. It's a strong side that should also cop r.\&b. buys. "Ginger Bread" is in a rock-a-calypso vein, and Avalon is helped by a chorus on this side. A likely dual market click.

THURSTON HARRIS. ... Aladdin 3430 .
OVER AND OVER (Recordo, BMI) Harris handles the cute, bouncy rocker to strong effect. It's a catchy tune that can find favor in both pop and r.\&b. marts. Flip, The disk will be competing against a strong version by Bobby Day.

BOBBY DAY.... Class 2063.
OVER AND OVER
(Recordo, BMI)
Day renders the medium-beat rocker in strong fashion. The tale tells of a cat who expects the dance to be a drag, but is pleasantly surprised to find a swingin' chick. Thurston Harris has also waxed
the tune. Flip, "Rock-in' Robin', BMI).

JIM BACKUS.... Jubilee 5330
DELICIOUS!
(Vernon, ASCAP)
Jim Backus, the voice of McGoo, is aided by a fem friend on this zany novelty. It involves a couple getting, inebriated over champagne and working into a laughing jag. It's a very amusing item that should pull plenty of jockey play. There's already action on the side in several areas. Flip, "I Need a Vacation," is also a novely type (Leonia, ASCAP).

BOBBY HELMS.... Decea 30682 .
BORROWED DREAMS
SCHOOLBOY CRUSH
(Champion-T.J., BMI) See review in C. \&W. Spotlight section.

THE PONY TAILS....ABC-Paramount 9934
BORN TOO LATE (Evergreen, BMI) The gals turn in a tender performance on this pretty ballad. The side has a strong message for teens and could easily catch on. Flip, "Come on, Joey, Dance With Me," is an up-tempo side (Sheldon, BMI).

## POP TALENT

RONNIE BAXTER.... Gone 5036
GATES OF HEAVEN (End, BMI)
SOMEONE TO LOVE ME led approach on ".... "(Realgone, BMI) Baxter has a pleasant big-styled approach on "Gates," a pretty ballad. Fem group backing and lush string support enhance the oftractive vocal. Someone is a rocker that provides a good change

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.

- Reviews of New Pop Records

DORIS DAY
 COLUMBIA 41195-This to Doris Day's best waxing in a jong fime. altractive thythm gimmicks and it receives a sock vocal by the thrusb. Coold be a smash. (Korwin, ASCAP)
A cule, novelty ditty is sold neatly
by Miss Day over Hilht, deft backng by the ork. Flip appears the tronger side. (Artists, ASCAP)

RANDY RANDOLPH
RCA victor 7278 - Sock perform- ${ }^{79}$ ance on bright, driving novelty with "Iyrics.", Watch It. (Athens, BMI) 'mis Gettin'
Your Message Baby .... 78 Your Message Baby...78
Verveful reading on swing tunge.
Spinnable wex. (Acuff-Rose, BM1) IE FREEMAN
 slow rocker is atractively delivered
for instrumental fans. (Travis, BMB) for instrumental
Hose Marie....78
Rocker version of the standard features solid work by plano and brass ond
thru.
HPARKLEY BETTY BARKLEY
On Johnny:
KEEN 4020-With Kathy Linden making it imitating. Wee Bonnie Baker,
why not Miss Barkley? The thrush twins in sn impish, coquettish reading of the evergreen in the Bonnie Taker sylye, backed by the Orrin Tucker Ork, Side has a sound. Watch it. (Forsier, AsCAP) Here's another Bonnie Baker hit of years ago performed in similar stye by Sparkley Betty Barkley. It isn't quite as strong as the Ilp, but or by the Tucker crew. (Robbins, ASCAP)
DOC STARKES Rockin' to School...................... 78
LINDA 109-A Bolid vocal on 8 swingy r.Ar. tune with teen-appeal. Watch it. (Banks, BM)
ove Me Like Craxy....75 Lively ,ocker with exuberant chanting and interesting "ush" lyric gim-
mick. Merits spins. (Banks, BMI)
MARY MAYO
It Seemed So Right Last Night, ......77 COLUMBIA $41190-$ A most atiractive new ballad by Hal David and
Bert Bacharach recetves warm, Bett Bacharach recelves i warm,
lencer reading from Mary Mayo, over simpatic backing by the Ray Wrighs crew. Jockeys will hand this many spins. (Famous, ASCAP)
Another poignant ballad, this one Another poignant ballad, sold with feeling by the thrush. This side, too, holds promise. Two good sides Mary Mayo. (Taylor, ASCAF
vUDDY HOLLY
Girf on My Mind ....................77
DECCA
$30650-H e a r t e l i t ~ i n t e r p r e t a-~$ kallad penned by Jim Denny. (Cedarnood, BMI)
Ting-a-Ling....75
Sock songmanship by Holly on solid Sockstilly item. Both sides are from his Decca album "That'll
Day." (Cedarwood, BMI)
JOE (FINGERS) CARR
 biues instrumental with incidental choral work and good tricked-up (Kiano works. Sock
March of the Blues.... 75
A rockin' blues flavor blends with march rhythm for spirnable resuits.
Another good jockey instrumental. (Raphael, ASCAP)
THE NAGEL SISTERSRCA VICTOR $7273-$ Perky thrushing on catchy r. dt.-styled tune with good teen-tyrics. Metits spins. (Rels, GMI)
Fresh piping on mapch-tempo novelty
with solid beat. (B. K., BMI)
JOHNNY BELL
Tiry Day
FLEETWOOD 1001 - - Rockaballad with hypnotic beat gets a strong reading from chanter. Side can score
if exposed. (Bobby, BMi) Tm exposed. (Bobb
Bouncy rocker is handied with reIgious feeling by Bell and good group,
Action possible. (Bobby, BMI)

THE LETTERMEN
Hey, Big Brain......................... ${ }^{7}$
LiBERTY 55141 -Blues rocker torne
out to be novelty in quiz thow
format, with strong work by group.
Side could move with exposare. Side could mover
(Sun-Crest, BMI)
Rockamambo is nicely bandled by the group. Mexican touch should piease, tho filp appears stronger.
(San-Crest, BMI)

FANKIE DEE
Shake it Up, Baby
RCA VICTOR
RCA VICTOR 7276 -ively rocker 76
Randed handed bouncy reckabilly delivery
by Dee. Good wax by Dee. Good wax for jocks
teen audiences. (Mured, BMI) After Graduation.... 75 Ardent warbling approach to hardpounding rockaballad. (Mured, BM1)

JAYE SISTERS
School's Out
School's Out
ATLANTIC 1190 - The gals sing
sbout ATLANTIC 1190 - The gals sing fact that school is out for the summer. Tune it listenable, and chicks sing it with warmth. (Walden-
Tweed, ASCAP) Real Love... 75
A most refined reading of a pretty ballad, with some cute vocal pricks
by one of the sisters. by one of the sisters. Two Rood
sides by the giris. (Waiden, ASCAP)

FREDDIE NEIL
Travelín' Man
${\text { ABC-PARAMOUNT } 9935-\ldots . . . \text { Solid }^{76}}^{76}$
reading of skiffle-type ditty with
bouncy tempo. Merits spins. (Pameo-
Heartbreak Bound. . . . 75
Showmanty rendition of folksy blives.
Also rates jockey attention. (Pamce-
Avalon, BMI)
MITCH MILLER ORK
Rockabye In Beardland $\ldots . . . . . . . .76$
COLUMBIA 41203-Thic Miller oboe comes thru in a classy, jazziesh styling. Somewhat unusual approach by the cat makes it a possibie contender, pain, ASCAP) the lock Jevel, (KorThe Key....74
A movie theme tune from the pic,
"The Key" has an ethereal "Iaur" "The Key" has an etherceal "Laura" quality. Male group adds a vocal
chorus. Pleasant sound here. chorus. Pleasant
lumbla, ASCAP)

## LAVERN BAKER

 ATLANTIC $1189-$ Thrush gives the
romantic standard an emotion-packed reading with a feeling of her "Lucky Old Sun" side. Organ and male vocal
backing are effective. Worth spins. backing are effective. Worth spins. Whipper Snapper....74
Here's an upbeat blues side, similar in Thythm to earlier efforts by the gal. Fair chances with an edge to the
flip. (Tiger, BMI)
the notables
Moonlight and Roses
BIG TOP $3001-$ First reicase on Hi1 76 \& Range's new label spoulights the oldie in mild r.\&r. setting, a la Billy
Vaughn. Good sax solo work. Pleasant jockey wax that coold stir some action. (Dankelk, ASCAP)
Under the Brided of Paris.
Melodic revival of pretty theme with
listenabie sax lead treatment. (HMA
\& Range, BMI)

## THE BACHELORS

Teenage Memory
$\mathrm{M}-\mathrm{G}-\mathrm{M}$
12668 -Nostalgic ditty, temi- 76 niscent in mood of "Memories Are ing by group. Watch it. (Benjamin, ing by group.
ASCAP)
Sometimes.... 73
Pretty up-tempo rockaballad sung stack up as good summer jockey

WERNER MULLER ORK.
Take Me Dreaming ................ 76 DECCA tune which also carries the titie, "Tivoll Melodie," already recorded in other versions. Has something of the Bubbly and pleasant and it could move. (Symphony House, ASCAP) Honky Tonk-Tango....72 This is a highly listenable honky tonk
blues melody rendered with souped up piano by Crazy Otto and a big string section, by the German ork. Later on, the big brass moves up for
more nice ork effects. Programmore n

BRENDA LEE
Ring-a-My Phone
DECCA
30673
Bright spotights youngster's usoal sock showmanship. ( $\$ \mathrm{~h}$ a p if o-Bernstein, Uttle Jonahi.... 75 Personable chirping by young canary on a catchy country ditty. A do on a catchy country ditty.
market entry.
(Goday, BMM)
JERRY BYRNE
Honey Rany
SPECIALT ....................... 75 SPECIALTY 635 - Medium-beat rocker with interesting rhythm backing is nicely warbled by the artist.
This can do business. (Venice, BMD) Uptempo rocker is vigorously han dled by Byrne. This, too, can col lect pop and r.\&b, coin. (Venlce,
BMI) SHORTY ALLEN
ABC-PARAMOUNT 9973 -Cheerfu! poika with German lyric gets full treatment from male chorus and bells. (Sheldon, BMI)
Alten's own waltz with wordiess lyric potential. (Stratton, BMI)
BIG DANN
TREND 012-L Lusty shouting by Oliver on rocking blues with a pounding beat. Duat market appeal. (TriPark, BMI)
Wanna Go Steady .... 74
Oliver wails effectively on plaintive blues about a guy "the chicks all pass by." (Tri-Park, BMI)

## OMMY PAYN

FELSTED 8531 -Title is taken from 75 the current kid-slang meaning "That's for me," Song is about a guy who digs a chick, and Payne sings it well.
It's a good record and title may attract teen buys. (Conley, BMI) On this Pain.... On this listenable, up-tempo novelty pain. Nice reading. Two good sides. ,
CONNIE \& Lef
GON Yoa'll Be Mine
GONE 5035-A happy calypso with
by the action, if exposed. It could get some Cool. Cool, Baby 74 W, BMI Their new man thrills them, sing which should eot them some atten tion. Good wax. (Rayven, BMI)
PEGGY LEE,
Never Mind
Never Mind
DECCA $30494-G 31$ sings tender bal- 75 lad with feeling and expressive phrasASCAP)
Wrong. Wrong, Wrong.... 74
Strong vocal
Strong vocal interpetation by thrush
on swingy item with on swingy item with tasteful backing.
(Anvil, ASCAP)

IVORY JOE HUNTER
Yes
Yes 1 Want You 1 ................... 75
sung with feeling by the artist over a typical rockaballad backing. Should get plays and exposure. (Progresslve,
You Flip Me Baby .... 73
Hunter switches his style on this
side for a driving up-tempo reading of a swinsing tune. He sounds better on the flip. (Deslard, BMI)

## JESSE STONE

The Stash
POPLAR 109 -Blues-tinged rhythm item boasts a fine suitar solo and a good
BMI)
Tall and Shorf.... 73
strong instrumental side for Stone and combo (Loje, BMI)

THE DODGERS \& JOHNNY ANGEL Pretty Baby
SKYWAY
SKYWAY 117 -Driving rocker with teen-appeal lyric is warmly handled.
by chanter. Good potential. (Sky. may, BMI)
Boogie Man.... 73
Rhythm tune on
Rhythm ture on the horror kick has a good lead by Angel, but flip ap-
pears stronger. (Skyway, BMI)
DICK D'AGOSTIN
Nancy Lyane.
DOT 15773 -
abilly. Tune has a good new rock- 75
the "Peggy Sue" school, with piano breaks a la Jerry Lee Lewis. Solid
pefformance that's worth performance that's worth a listen.
(MeSwinger, BMI)
Afraid to Take a Chance
A pounding rocker by D'Agostin
this time with horns in the arangement. Good reading but flip has
better material. (McSwinger, BMI) DAVID AND FREDDI
Oy Vay ${ }^{\text {BULLSEYE }}$ io........................ "Witch Doctor" is in Yiddish. Wacky novelty might start something. (MonDAVID ELLIN

Quackety-Quack
An equally zany side - a take-off take off. (Tiger, BMI) This might also

Charlie holden
Pagan Love Song
FELSTED 853 Listenable rock styling of the oldic has an interest-
ing sound. strumental.
They're Piaying
Our Sons, ASCAP)
They're Playing Our Song.... 70
Vocal on the rockaballad is rendered by Alma Knight. Flip ofters more.
(Miller, ASCAP) ANN RICHARDS
I'd Do It All Again
CAPITOL 3995 -Attractive medium thrush over strong backing by the Dave Cavenaugh Ork. This should grab some attention. Good wax.
(Belge, BMD Nobody Knows the
Trouble Fve Seen.... 73
On her debut record for the label,
Ann Richards comes Ann Richards comes thru with a,
good vocal on the spiritual, aranged here in a style somewhat on the order of "He's Got the Whole World in
His Hands." (Beechwood, BMI) Hands." (Beechwood, BMI THE CHANTERS

DE Your Boat $\quad$ UUXE 6166 -Rocker based on 7 the oldie is nicely handled by the
group for tistenable results. group for
Cee, BMI)
Stars in the Skies.... 73
good group support strong lead with good group support. (Jay \& Cee,
BNiI)

Milton de lugg
Honolulu, Song of the Islands.
DOT 15774-A new tune, "Honolulu" ${ }^{74}$ is sung by the chorus against an at-
tractive steel guitar voicing of the traditional "Song of the Islands."
Side buids nicing of the Side builds nicely and carried a nice Geat (Vernon, ASCAP; Marks, BMI) A deep bass peatedly on this rhythm arranuement of the oldie. Cute updated lyric by the chorus has a smart appeat. Mel-
ody is carried ody is carried by harmony saxes.
(Marks. BMI)

THE HI-LO'S
Whistlin' Down the Lane COLUMBIA $41197-\mathrm{A}$ batsoon staris ${ }^{7}$ this and that's followed by a whist-
ling chorus. Tune has the happy qua chorus, Tune has the happy
quality of a Walt Disney picture song and the boys give it a bright reading. (Daniels, ASCAP)
When ( Remember.
an
A pretty ballad side, and the Hi-Lo's hand it a warm reading in their usual clean harmony style. Spinnable
stuff for mood jock segs. (Oxford, stuff for mood jock segs. (Oxford,
ASCAP)

DAVID CARROLL ORK
The Glow.Worm $\begin{aligned} & \text { MERCURY } 71335 \text { - Another new read- } 74\end{aligned}$ ine of the oldie. This one has a in the Elmo Tanner tradition. Milton DeLuge has a version on Dot. This can share loot. if the revival comes off. (Marks, gMt)
This is the opening theme used for many years by Benny Goodman. A fair side, also in soft shioe tempo.
(Marks, BMII) (Marks, BMII)
THE SHIELDS
You Cheated 13 -......................74
TENDER ${ }^{513}$ Rockaballad is warmly handled by tead chanter and group for happy effect. (Balcones, BMI)
That's the Way Its Gonna Be That's the Way It's Gonna Be,... 72
Moderate rocker has plasinn
lead and nice group support. (House
of Fortune, BMI)
THE VECTORS
Slow But Sure
Slow But Sure $70 . . . . . . . . . . . . .74$
STANDARD 700 Rocker is handed
in strong style by male lead with fine


It will wrap up the whole business of music merchandising . . . and will give 8,673 record dealers vital information on how to develop more sales of phonograph records and equipment
group work. Action possible. (Ltm-
Ited, BMI

One Day.... 72
Rockaballad has spiritual sound and piano-drum backing for listenabla
results. (Limited, BMI)

## MARTI BARRIS

Can't You Read Between the Lines.... 7 KEEN 4018-Marti Barris bows on the label with a warm vocal on a tender ballad over simple guitar, bass and
drum support. Could earn spins. drum support.
(Hermosa, BMI) Ahbe Casabe.... 72
A song with a gypsy flavor about tove and babies is sung with an ac-
cent of sorts by cent of sorts by, the thrush over
rhythmic backing. Flip is stronger (Happy House, ASCAP) is stronger,
IACKIE WALKER
Eterually.
IMPERIA
IMPERIAL 5521 -Siow, clink-l.....74 clink ballad sung in good high school bit of by Walker. A deeply felt bit of warbling with chorus in the
backing. (Marguts, backing. (Marquis, BMI)

Good, Good Feelin'.... 72
She's got the sweet kissin' that he's She's got the sweet kissin' that he's
been missin't. Bouncy, driving rhythm Jeb is Fairly $\begin{gathered}\text { Bouncy, contional. Nice } \\ \text { cerformance. (Alan-Edwards, BMI) }\end{gathered}$ DON ANGELO Can This Be Paradise. CUE 1201 -Effective, tender vocal
treatment of moving tockaballad. (Gulf, BMI)
Nice reading of lilting melody with
okay okay group backing. Flip tho is more commercial. (Gulf, BMi)
OCIE SMITH
This Breaking Heart
CITATION Heart ................. 74
given a sincere Rockaballad is given a sincere warble by Smith
with fem chorus backing with fem chorus backing. If plugged. Slim Jmig Josie....70 (Raleigh, BMI) Rocker tribute to a gal named Josie is also a listenable item, but flip,
appears top side. (Dreyer, ASCAP) appears top side. (Dreyer, ASCAP) G. (DAVY) CROCKETT

CHIEF 7010-Crockett packs a rock ing wallop on this driving blues side. Brought sound and good reading by
the cat give this a chance. Interestin the cat give this a chance. Interesting
wax (Veiva, BMI) Did You Ever Love
Slow, slow, down-south wav with good big sound by Crockett plus a
hard working piano player hard working piano player. Flip a)
years the choice. (Velva, B GLENN GLENN
Laurie Ann
ERA 1074-Glenn has a pleasant... 74 sound on the country a pleasant soft Fem chorus assistance and light evitar support are effective. Good talent.
(Hillary, BMI (Hillary, BMI)
One Cup of Coffee. ... 70
Rockabilly
Rockabilly tune is nicely treated by
Glenn with country strin It can move in pop nind c. \&w. marrkets. (Warman, BMII)
WINIFRED ATwELL
Lazy Traln
Lazy Traln
e British pianist 74
(Continued on page 47)

## FROM FALCON TO ABNER



## JERRY BUTLER

and
THE IMPRESSIONS
ABNER 1013

## THIS WEEK'S BEST BUYS

FOR YOUR PRECIOUS LOVE (Gladstone, ASCAP)-Jerry Butler and the Impressions
-Abner 1013. Sweet Was the Wine (Gladstone, ASCAP)
OPERATORS BEST BUYS
$\stackrel{y}{3}$
$\stackrel{3}{5}$
$\stackrel{y}{4}$

## JERRY BUTLER \& THE IMPRESSIONS

For Your Precious Love/Sweet Was the Wine-Abner 1013

## BEST SELLING POP SINGLES IN STORES

## 42. FOR YOUR PRECIOUS LOVE

(ASCAP)-Jerry Butler and Impressions
Sweet Was the Wine (ASCAP)-Falcon 1013 ; Abner 1013

## VEEJAY-ABNER

2127 S. Michigan, Chicago (16) III. All Phones: CAlumet 5-6141



America's New Teenage Sweetheart THE "OH JULIE" GIRL! JANICE GREEN singing JACKIE Nasco 6013
NASHBORO RECORD oo.. wre.
NASHVILLE, TENNESSEE CHappel 2-2215


Every manufacturer interested in selling more records and equipment to The Billboard's paid readership of 8,673 record and equipment dealers will want to be represented in this issue

## support. Could win spins. (B)

 Hey Hot Rod. . . 69Keep your hands on the wheel and
your eyes on the road runs this warning to the hot-rodder. It's a medium thythm job that might ap-
peal to a segment of the juve set.
Flip appears stronger. (B \& G, BMI) ERA LYNN
Ev'ry Hour, Ev'ry Day of My Life... LONDON 1811-An older styled bal
lad tune receives a concertoish production by the thrush with rippling piano
BMI)
Say.... 7
Another attractive ballad with some thing of a nostalgic quality gets an
appealing warble. (Wemar, BMI) THE STROLLERS

Flute Cha-Lypso $\ldots$ aLADDIN 3421 - Latin- beat blues 72
featuring an infectious flute lead on
the Moe Kauffman kick. Good jockey wax. (Aladdin, BMD)
Little Bitty Pretty One....72
Instrumental jazz-flavored version of
thurston Harris hit. Another in-
keresting jockey side for both mar-
kets. (Recordo, BMI)

## THE DRIVERS

Teeter Totter $\ldots \ldots . . . . . . . . . . .72$
LIN 1002 The boys sing about a
chick who has them on a Teeter
Totter," up one moment and down
the next. Listenable side. (Bulls Eye,
the nex.,
ASCAP)
Man's Glory
On this side the boys tell of a man's search for a true, true love.
sing it well. (Wilbob, ASCAP)
JEANNE MACK
CLAASS 2060-Nice sound by ..... 72 CLASS $2060-$ Nice sound by the
thrush on the pretty rockaballad. If plugged, this may start something. ${ }_{\text {(Recordo, BMI) }}$
Dirty Dishes $\ldots .72$
Cute noveliy lyric has a sort of Cute novelty lyric has a sort of
"Tweedle Dee" rhythm. Miss Mack is -equally listenable here. (Eldorado,
ByI) LEW PRINCE

M-G-M 12643 the Girl ............... m-G-M 1264 - Swing tunc is accorded spinnable side. (Commander, ASCAP) Prince chants nicely Sinatra style on wisful ballad associated with Sinatra. Okay jockey side. (Barton, ASCAP) Charlie feathers
Jungle Fever
Jungle
KAY
Fever
$1001-$ Rocker with African sound gets a strange blues yocal
which gas its charms (Kahn, BMI) Why Don't You 71. Kahn, BMI) Wry Don't rocker is nicely handied by
Frantic
Feathers. (Kahn, BMD) Feathers. (Kahn, BMI)
ALVY WEST \& THE LITTLE BAND Ya-Ya-Ya
Angry Ape," From the film, "The
Angry Ape," this far-out rhythm job
has touches of the Turks, ans toaches of the Turks, the RusThe Roslyn Teenagers other things. much in the vocal, but the side, on offbeat appeal. may rate spins. (Shayne, ASCAP)
Blue Bongo $\ldots 70$
An interesting Latin rhythm arangeAnent for the West "little" band. Has Jazish touches, with the accent on
the bongo drum (Jay $\mathbf{I V}$, ASCAP) JOHNNY DARCY
Tombstone
SYCAMORE 103-Graveyard narrative has folk flayor but is done as for listenable results. (Sycamore, BMI
Rockin' the Ark
Scat version of the Ark tale is arresting
ASCAP)

THE HALL BROTHER
My White Convertible
ARC 4444 -The boys sing about ....... 7 white convertible here and how the chicks all want to ride in it. Pleasant wax. (EMC, BMI)
Now You Say We Are Thru .... 69
The Hall Brothers sing this rock The Hall Brothers sing this rockabal-
lad with little expression or feeling EMC, BMI
JOHNNY ROTELLA
Munchy
RIP $112-$ A swingy ork reading, fea- 7
turing twin alto saxes in the lead.
A good beat side for the dancers. A good beat
Biz Daddy 69
Fairly routine upbeat instrumental
again with emphasis on the harmony sax sound. (Jay, ASCAP)
THE KEY NOTES
Pyramd 1001 -The Key Notes, an instru-
LIN mental group, dive this swinging horn featured. (Queen City, ASCAP) Tuff-E-Nuff, Baby
On this side the boys add a vocal as
Little Mike sings Little Mike sings about a tough Mis (Wilbob, ASCAP)
ROSE MARIE TURNER
You Stand to Lose
ARNO 3599 -Simi
warm ballad by Miss reading of a ${ }^{7}$ by a male vocal group and thythm combo, is very atfecting. If exposed
(Continued on page 48 )
$\star \star \star \star \star \star \star \star \star \star \star \star \star \star \star \star \star \star \star$ A FLASH From ALASKA! $\star$
Watch These 2 Sides Sweep America! $\nmid$ MI HEART n ALASKA ALASKA maw TEXAS
Paul Page and the Ken Cameron Chorus $\not *$
Salutes Our Youngest and Biggest State! $\downarrow$
HORH SLAR RCoropes.

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Order NOWI

## to Tip the Scales in Their Favor.

## - Reviews of New Pop Records

## - Continued from page 47

Lost World ....69
Rose Marie Turner sings this ballad Rose Matie Turner sings this ballad
pleasantly backed by a male vocal group. (Longhorn, BMI) the valets
Sherry
VULCAN i35-Good group vocal on 7 a shuffe-pace ballad. Tenor sax is a shurfe-pace baliad. Tenor sax is
featured. Some coin possible. (M. $\mathbf{0}$. \% R.-Sampson, BMI)
You and You Alone $\quad .69$
Ballad with thythm backing is given Ballad with rhythm backing is given
an okay reading by the lead with so-so group support. (M. O. \& R.--
Sampson, BMI) Sampson, BMI)

## THE RAIDERS

Hocus PoCHS
ANDEX 4015 -He', gonna rub his masic lamp and bring his baby back. Good rocker chanting by an unbille cat, Worth a hearing. (Hermosa,
Yoo Hoo
Ordinary material about picking up a
cutie Moderate cutie Moderate rhythm job by the sulte (Sherman, BMI)
ROBRIE ROBBINS
Hurry
HEP $2001-$ In the Presley-Jerry Lee Lewis tradition is this reading of a rockink novelly by Robbic Robbins. supported by Lennie Brands on ${ }_{\text {zonely }}^{\text {zuitar (N. }}$ (N. S., BMI)
Robbins is back in the traditional couniry field with thfs reading of a weener. Flip is more important. iN.
$\mathbf{S}$.

The rollowing records, also reviewed
by The Billiboard music staff, were rated by The Billib
70 or less.

EDDIE FREEMAN: Bullwhip/Get Serieus Kem 2747

## 1

JAN HARMAN: Oh, Johnny, Oh, Johnny/
WHI I Be Loved?-Storm 445 Wif i Be Loved?-Storm 445
IMPACTS: Soup/Now Is the Time-Watts
5599
$M A D E$
MADELINE KERN: Mirage in the Night/ My Music Box-Eclipse 1660
THE LABRADORS: Queen of Swing/When Someone Loves You-Chief 119 JiMMIE LEE: Teen-Age Love
Little Wishes-Dixie 2005
SHARON LEE: No Deposit, No Return/
KAUL PAGE: Alaska Versus Texas/My Hears is in Alaska-North Star 111 THE PETS: F've Got a Secret/When Mom and Pop Started to Rock-MCM 409 \&
THE PLANTS: My Giri/From Me-1 \&
1618
BRUNO RANDLES: You Are My Sun shine/Country Boy Polka-Pleasant PeasnIIL. RASE: Prove It/A Rose in the THE SHYTONE FIVE: Sack Rock/The Grande Guitar-J \& S 1621 ROY SNEED: Maverick/That Same Ofd Dream-Valley 102
FRANK VESTRA: Take Thou My Heart/
Silliouette of a ED WINTER: I Was Looking/Me and You -Palmer 2001

## Spiritual

## CHRISTLAND SINGERS

He Walks With Me
NASHBORO $621-\mathrm{A}$ genile, churchly NASHBORO 621-A genile, churchly
thythm frames this powerfut rendition of the old favorite hymn by the kroup. Wonderfully satisfying arrangement and chanting should hit the
mark. (Exellorec, BMI) Sometime Our Burdeus Are H A frantic. upbeat chant by the group. Excellent lead performs in top fashion with fine demonstration of the shouts.
Great coupling. (Excellorec, BMI)

GOSPEI. WONDERS
Calvary
SCATT 1612 -Male lead tells the SCATT 1612-Male lead tells the
stor, of Calvary on this gospel effort stor of Calvary on this gospel effort
by the Gospel Wonders. Lead voice has much feeling and excitement. Group is zood. (Zell's, BMI) The male lead talks the story and the group replies to his story with shouting answers. Two good sides for gospel fans. (Zell's, BMI
THE PILGRIM HARMONAIRES Blessed Jesus
SCATT 16

SCATT 1614 -The pilgrim Harmonaires sing this spiritual item with
much sincereity and devotion, sparked by a shouting lead who sings his part with raw emotion. (Zell's, BMD) In the Beginning ,...77 On this side the Pitgrim Harmonaires gusto and drive as they tell how the world was born. Two good sides from the new spiritual label. (Zells, BNI)

SANEE OUINTE
Sleep On, Mother
NASHBORO 620 -Insistent waliz tempo, this side features a moving performance by the lead in a message
to his mother. Much emotion here which can score in the field. (Excellorec, BMI)
When I Move
Great preaching by the lead man on


## Children's

BoB CARROLL
Tonto the Brave
UNITED ARTISTS 129 -A spiried reading by baritone Carroll of the theme tune devoted to the Lone Rang-
 Hi Yo Sllver ...8 8
The familiar call of the lone Ranger is echoed here in a story that tells of the adventures of the sreat hero
of the West. A stirring side strong companion for to the flip.
(Untied Artists, ASCAP), (United Artists, ASCAP)
(Continued on page 51)


Sparkley Befty Barkley with
Orrin Tucker's Frantic Five kEEN 34020
"

Sun's Newest Discovery!
Jok cilarevt
TEN YEARS
Sun 291

GIVE TO DAMON RUNYON CANCER FUND

## C\&W Best Sellers in Stores

For survey week ending june 14 RECORDS are ranked in order of their current national selling importance at the retall level, as determined by The Biilboard's weekly survey of dealers thruout the
nation with a high volume of siles In country and western records. When significant astion is reponed on both sides of a record, points are

combined to deternine position on the chart. in such a | This |
| :--- |
| Week |

1. OH, LONESOME ME (BMI)-Don Gibson
```
713
```

I CAN'T STOP LOVING YOU (BMI)-Vic
2. ALL I HAVE TO DO IS DREAM (BMI) Everly Brothers.
CLAUDETTE (BMI)-Cadence 1348
3. GUESS THINGS HAPPEN THAT WAY (BMI)-

COME IN, STRANGER (BMI)-Sun 295
4. JUST MARRIED (BMI)-Marty Robbins.

STAIRWAY OF LOVE (ASCAP)-Col 41143
5. WEAR MY RING AROUND YOUR NECK (BMI)-

6. SECRETLY (ASCAP)-Jimmie Rodgers.

MAKE ME A MIRACLE (ASCAP)-Roulette 4070
7. SEND ME THE PILLOW YOU DREAM ON (BMI)Hank Locklin.
8. BLUE BLUE DAY (BMI)-Don Gibson............. 17 3
9. IT'S A LITTLE MORE LIKE HEAVEN (BMI)-

HLUE GRASS SKIRT (BMI)-Vic $\mathbf{7} 203$
10. JACQUELINE (ASCAP)-Bobby Helms.

88
11. HIGH SCHOOL CONFIDENTIAL (BMI)Jerry Lee LLewis.
............................... 143
12. CURTAIN IN THE WINDOW (BMI)-Ray Price... $9 \quad 12$
13. CRYING OVER YOU (BMI)-Webb Pierce.......... 156
14. I CANT COME BACK (BMI)-Dec 30623 Wells ... 1215
15. BAES NO ANGEL (BMI)-Dec 3055

BALLAD OF A TEENAGE QUEEN (BMI)Iohnny Cash.
. 1122
16. I LOVE YOU MORE (BMI)-Jim Reeves
17. MY BUCKET'S GOT A HOLE IN IT (ASCAP)-

Ricky Nelson........................................ 1310
18. STOP THE WORI (BMI)
19. BIG WHEELS (BMD-Hank Sn
$18 \quad 16$
19. Hurting All Over (BMI)-Vic 7233
19. HEY, MR. BLUEBIRD (BMI)-

Ernest Tubb and Wilburn Brothers....................... 1
How Do We Know? (BMI)-Dec 30610

## - Most Played C\&W by Jockeys



## Reviews of New C\&W Records

## Mountain boys

 HICKORY 1081-Followers of the
traditional country style will enjoy traditional country styye will enjog
this reading by Rosy Acuff of areal
country weeper. Country focks will country $\left.\begin{array}{c}\text { weeper. } \\ \text { spin. Country } \\ \text { (Acuff-Rose, BMI) }\end{array}\right)$
the one it Love . 74 Roy Acutt is Joined by his Smokey Mountain Boys on weeper penned
by Don Gibson. Roy and the boyi sing it with feeling. (Acuff-Rose,

ORTER WAGONER
Haven't You Heard

RCA vICTOR ${ }^{7279-A}$ waltz offort
retates tho hero's sadness at finding
the gat already the gal aiready wearing at finding ring. A strong side with wedding Tell Her Lles and (Warden, BMI Feed Her Cand
Feed Her Cands....76
A winning titie, and the side tives
up to lt . Very interestine and bright folkish material, evell hand delod by Wagt.
oner. Thits could draw loot. (Falr. oner. This
way, BMD

BiLLY GUITAR \& HIS NIGHTHAWKS You Should Have Loved Her More ...76
DECCA 30634-Plaintive roadiog on

## C\&W Territorial Best Sellers

for survei week ending june 14 City-by-city listings are based on late
reporis secured from top country and western deaicers and luke box operaton in each of the markets listed.

## Birmingham

1. All I Hare to Do is Dream
2. All I Hare to Do Is Drea

Jerry Lee Lewis, Sun
3. Just Married, Marry Robbins. Col.
4. Guess Thinss Happen That Way
5. Fools Like Me, Jerry Lee Lewis, Sur
6. Blue Blue Day, Don Gibson, Vic,
7. Come In, Stranger, Johnny Cash, Sur

## Dallas-Fort Worth

## 1. Guess Yhings Happen That Way

2. Obhny Casi, Sunn, Some Me, Don Gibson, Vic.
 4. Its a Lutie More Like Heaven
3. It Can It Stop Looring You
4. Jont Marsiod, Marty Robbins, Col.
5. Just Married, Marty Robbins, Col.
6. Stairnay of Lore, Marty Robbins, Col
7. Wear My Ring Around Your
8. Wear My Ring Around Your Neck
9. Eome Rresley Vic. Stranger, Johnny Cash, Sun
10. Secretly, Jimmic Rodgers, Rut

## Houston

1. Oh, Lonesome Me, Don Gibson, Vis 1. Ob, Lonesome St, Don
2. All I Have to Do is Dream
Everit Brothers Cis 3. What Makes a Man Wander? 4. Color of the Biues, George Jones, Mer Jotmny Casto suppen That Wuy 6. Stairray of Love, Marty Robbins, Col
3. Weat My Ring Around Xour Nest Elvis Prestey, Vis.

## Memphis

1. Come In, Stranger, Johny Cash,
2. It's a Lutle More Like Heaven Hank Locklin, Vic.
3. Foot Like Me, Jery Lee Lewis, Sun
4. Stalryay of Love, Marty Robbins, Col. 5. All I Have to Do Is Dream Everiy Brothers, Cds Dreag 6. Sead Me the Pellow
Hank Locklin, Vic.

## Nashville

1. Come In, Stranger, Johnay Cash, Sur Everly Brothers. Cde. Ernest Tubb \& Wilburn Brothers, Dec. J. Sennay Casht, Sun
Send Me the Pillow you Dream on 6. Alone With You, Faron Young, Cap. House of Glass, Ernest Tubb, De 9. II's, a Little More Like Heaven
2. What Makes a Man

Jimmic Slianuer, Man

## New Orleans

## 1. Gaes Thiuse Horleans

2. Oh, Lonesome Me, Don Gibson, Vic 3. All I Have to Do is Dream 4. Everly Brothers, Cdc. a. Jerry Lee Lewis, Suin

3. Come In, Stranger, Johnny Cash, Sun 8. Secrelly, Jimmie Rodgers, Rit.
4. Crying Over You, Webb Pierce, Dec 10. Douchu' Think You, Webb The

St. Louis
> 1. Guess Things Happen That Way
> 2. Blue Blue Day, Don Gibson, Vie.
> 3. High School Confidential
> 3. Jerry Lee Lewls, Rlt,
> 3. Secredy, Jinmie Rodsers, RLL.
6. I Can't Stop Lorling Youn

> Kitty wells, Dec.
> 7. Wear My Rtys Around Your Neek
Evis Presiley. Vic.

touching country weeper about a no-
good man. Good traditional country wat (Broadcast, BMI)
Here Comes the Night
.
Showmanly chanting on catchy rock-
billy-styled item. Dual market appeal. (Trans Worlid, BMI)
Johnny a duane
Dreamiog
HEP 2002-1. othinny and Duane have a good side here for the traditional - tempo rearinget with this medium (N. S. . BMI),

A strong reading here by the boys of a real country wecper about ta cat
who is asthamed to reeval bis past to his giti. Good wax for tho market.
(N. S., BMI)

The following records, also reviewed
by
The Bllboard
music staff, nere rated 70 or less.
 No/I Woader II You Miss Me Too-
Arcade 146

## - This Week's C\&W Best Buys

JEALOUSY (Cedarwood. BMI)-Kitty Wells-Decea 30662-I CAN'T HELP WONDERING (Cedarwood, BMI)-Both sides are doing well in all of the major marts. It looks like another chart disk for Miss Wells, who never seems to miss. A previous Billboard Spotlight pick.
GOODNIGHT, MR. SUN (Peer Intl., BMI)-Carl Smith-Columbia 41170-GUESS IVE BEEN AROUND TOO LONG (Cedarwood, BMI)-The platter has been out for a few weeks, but now has grown considerably in the top markets. A previous Billboard Spotlight pick.

## - Review Spotlight on . .

## C\&W RECORDS

BOBBY HELMS
Borrowed Dreams (Champion-T. J., BMI)
Schoolboy Crush (Hallowell, BMI)-Decca 30682-"Dreams" appears Helms' strongest side since "My Special Angel." It's a fine rockaballad that can also score in pop markets. Flip, "Crush," is a medium-beater that is cheerfully backed by a fem chorus. This side can also have dual market appeal.
RICKY NELSON
Poor Little Fool (Eric, BMI)
Don't Leave Me This Way (Eric, BMI)-Imperial 5528
See reviews in Pop Spotlight section.
JIMMIE SKINNER
Where Do We Go From Here (Starrite, BMI)
Where My Sweet Baby Goes (Starrite, BMI-Mercury 71341Skinner has another likely chart disk with this powerful offering. "Where Do We" has the artist in a duet with a chick on a tradi-tional-styled c.\&w. ballad with a philosophical message. The flip is taken at a faster clip and tells of what a cat will do to make his chick come back.

## GEORGE JONES

Nothing Can Stop Me (Starrite, BMI)
I'm With the Wrong One (Starrite, BMI)-Mercury 71339-Both sides can have strong appeal for devotees of traditional c.\&w. fare. "Nothing" is a happy sounding honky-tonker that is given good string backing. Flip, "I'm," is a weeper-waltz that is warmly rendered.

## FOLK TALENT \& TUNES

## Around the Horn

Christianity \& Truth, Inc., is sponsoring Bill Carlyle and the Carlyles, featuring Helen Carter, on a 20 -day tour which started at Hastings, Neb., last Wednesday
(18). John Kelly's World-Famed (18). John Kelly's World-Famed
Attractions, Nashville, made the Attractions. Nashville, made the
deal. . . Kansas City, Mo., is this season sporting two outdoor country music spots-Wildwood Lake, wnich last Sunday (22) spotlighted Carl Smith and his unit, and Tiny Tillman's Happy Hollow Lakes, which made its season's bow June 14. . . . Norma Beasler, formerly with the Bill Gray band, is now a regular on "Country Music Jubilee," Springfield, Mo

Ginny Wright, former Faber recording artist and star of "Louisiana Hayride," has rejoined "Peach State Jamboree," Swainsboro, Ga., as a regular, and will soon have a new record out on another label. . . Johnnie Bailes, manager of WJAT, Swainsboro, Ga., owned by Jim Denny and "Peach State, and emsee of nating from there, has a new release on the Decca label coupling "It's Bound to Hap coupling "It's Bound to Happen" and "So Much." He promises to send a copy to any deejay who may have been missed. . . . Roy Acuff and his combo, with June Webb, is set for an Augus: 16 showing at Bourbon County Fair, Fort Scott, Kan.
Harry Peppel and the Shenan doah Valley Rangers, four-piece combo which appears on "Grand Ole Jambor J are mulling the idea of a West Coast trek. Peppel plans to add two men for the Coast jaunt. . . Hank Torrance typehe is returning to the c.\&w. music field after an absence of two years. He will shortly resume his deejay chores and has plans for framing has just released a new Roy Acuff
"platter, "The One I Love" b. w "Searching for Happiness." First named was written by Don Gibson, with Roy and Benny Martin penning the latter one. . . Homer and Jethro have been set as a feature of the Fourth of July Celebrature of the Fourth of J
tion in Ripley, W. Va.

## Hawkshaw Hawkins' Grand

 Ole Opry and Wild West Show, a merger of nine coun try music vets, seven Indians from Oklahoma and Wyoming and a pair of trained Paloto play a string of dates Pennsylvania, New York Ohio, West Virginia, Mary land, Connecticut, New Jersey, Georgia and Florida sey, Georgia and Florida Tour will carry the unit thrumost of the summer. Hawk's most of the summer. Hawk newest on the RCA Victo label is "I Don't Apologize,"
b/w "I'll Get Even With You." . . The Ernest Tubbs are lul labying a new son. . . The labying a new son. . a new LP on Capitol. Titled "Heavenly Spirit," it feature Heaveny Spirit, it features
a string of favorite spiritual tunes.

Hank Snow and Wilma Lee and Stoney Cooper will be the features on the June 28 Prince Albert portion of "Grand Ole Opry," heard via NBC radio. .. Grand Ole Opry's" Roy Acuff, Ferlin Husky, Faron Young, Don Gibson, Porter
(Continued on page 51)

- This Week's R\&B Best Buys

NO SELECTIONS THIS WEEK.

## - Review Spotlight on

## R\&B RECORDS

THURSTON HARRIS
Over and Over (Recordo, BMI)-Aladdin 3430
BOBBY DAY
Over and Over (Recordo, BMI)-Class 2063
RICKY NELSON
Poor Little Fool (Eric, BMI)
Poor't Leave Me This Way (Eric, BMI)-Imperial 5528
PAUL ANKA
Verboten (Feist, ASCAP)
Midnight Spanka (BMI, ABC-Paramount 9937)
FRANKIE AVALON
Gine Betty Bread (Jimskip-Rambed, BMI-Chancellor 1021) See reviews in Pop Spotlight section.

## - R\&B Territorial Best Sellers

FOR SURVEY WEEK ENDING JUNE 14 Listings are based on late sales reports secured via Western Union messenger
from top rhythm and blues deajera and fuke box operators in the markets listed.


Atlanta

1. Yakety Yak, Coasters, Atco

Bobby Freeman, Josie . True Fine Mama, Little Richard, Spe. Chuck Am 1 Living For? 6. Looking Back, Nat King Cole, Cap. 9. All i Have to Do Is Dream
Everly Brothers, Cde. 0. Endless Sleep, Jody Reynolds, Demon

## Charlotte

 1. Yakety Yak, Coasters, Atco2. What Am I Living For?
3. Do You Waills, Att.

All Have to Do is Drea
Everly Brothers, Cdc.
8. Jennlie Lec, Jan \& Arnie, Arw. L. Rumble Wray \& His Ray Men, Cdc.

Bill Haley \& His Comets, Dec.
Whtch Doctor, David Seville, Li.ib 9. EI Rancho Rock, Champs, Chal.

## Chicago

1. Yakety Yak, Coasters, Atco Bobby Freeman, Josie 4. Jeunle Lee, Jan \& Arnic, Arw Little Willie John, King 6. Johnny B. Goode, Chuck Berry, Chs. 8. Aly I Have to Do Is Dream 9. Werly Brothers, Cdc. 0. Endless Sleep, Jody Reynolds, Demon

## Cincinnati

1. Yakety Yak, Coasters, Atco
2. What Am I Living For?
3. Looking Back, Nat Kin
4. Looking Back, Nat King Cole, Cap. J. To Be Buter, Abn.

## Detroit

1. Yakety Yak, Coasters, Atco
2. Secretly, Jimmie Rodgers, RIt,



## ON THE BEAT

## - Continued from page 6

a row and at one time they had our on the r.\&b. charts at once In 1952, Lou Krefitz became national sales manager leaving Atlantic in 1956, he ot active in producing touring r.\&b, shows in co-operation with Shaw Artists Bureau. Thion with Shaw Artists Bureau. These showsill Doggett, Fats Domino, the Clovers and Ruth Brown.

Most record men get the yen to have their own label sooner or later, and this, Krefitz accomplished in early 1957, with the start of Poplar Records. On the new label now are the Clovers themselves (Lou is still their personal manager), the Vox Poppers, dynamic young Louisiana rockabilly named Al Jones, and famous arranger, Jesse Stone.
"With this talent and more that we have in mind," says Krefitz, "We feel we're on the way. We have a little bit of overything that can go in the market today . ., a good rocking singer, a great group, and an singer, a great group, and an arranger an instrumental as you'll find, and instrumentals youre very important. I don't are very important.
think the big bands are them.
After all, on a record today,
After all, on a record of in-
with the right set-up of with the right set-up of engneer turning the knobs, you an make nine pieces sound ike 35. So who needs 16 or 17? The fact is that the kids need a beat they can dance o and they can get it fine with a combo. The bongo sound in the combo is good for the beat and we try to get that in most of our sides."
Krefitz sees today's record business as being at something of a crossroads. "We've been thru the early blues singer stage, the girl singer stage, the rock and roll singing group stage and now the novelties and instrumental records
(Continued on page 51 )
(Continued on page 51)

## - Reviews of New R\&B Records

## ITUS TURNER Tears of Joy Fill My Eyes

KING 5140 -Blues with $n$ in spiritiual flavor and backing gets strong read
ing by Turner. (Jay \& Cee, BMM) ing by Turner. (Jay \& Cee, BMI)
Coralee ....74 Coralee $\ldots 74$
Uptempo bluesy ftem in Frankie and Johnnie tradition gets good scat singing from chanter. Fine group backing. (Jay \& Cee, BMI)
JODY CHASTAIN
KAY 1002 -Driving instrumental has a boogie beat and interesting solos. Good prospects. (Kahn, BMI)
My My ....74 his own nlow rocker
Chastain gives hispered vocal to warm effect. Chastain gives his own warm offect.
(Kahn, BMI) vocal to water THE DODGERS \& JOHNNY ANGEL
Big Mo
SKYWAY 119 -Driving ruythm tune
gots listenable instrumental rendition, sets listenable instrumental rendition,
building nicely. Action possible. (Skybuilding nicely
way, BMI)

## Way, BMI)

Poor Litie Fool ....73
Uptempo titem with country touch
gets nice reading from lead and getempo nice reading from lead and
group. (Eric, BMI)

## T-V sLim

To Prave My Love .....................
SPED 6865-Upbeat blues features a good Southern cat in T-v Slim.
The artist is better The artist is better than the material,
in this case. $\mathbf{E} \&$ E BM) $^{\text {E }}$
You Can't Buy a Woman Funky Deep South blues material
rendered adequately rendered adequately by Stim. Chant-
er remonstrates about the sad fortunes er remonstrates about
of life. (E \& E, BMD

The following records, also revieved by The Billboard musle ataff, were retel 70 or less.
BOBBY HICKS \& THE YOUNGSTERS:
Way 16 LEwiS: Tell Me That Yon Love
Me/I Cried Last Night-Art

## - $\boldsymbol{R} \& B$ Best Sellers in Stores

## FOR SURVEY WEEK ENDING JUNE 14

RECORDS are ranked in order of their current national aclling importance at the rotail level, as determined by The Billboard's weekly survey of dealers thruout the action is reported on both sides of a record, points. are
combined to determine position on the chart. In such a

## Thls case, b


2. ALL I HAVE TO DO IS DREAM (BMI)-

Everly Brothers. .......
3. DO YOU WANT TO DANCE? (BMI)Bobby Freeman.........................
4. WHAT AM I LIVING FOR? (BMI)-

4
HANG UP MY ROCK AND ROLL SHOES (BMI)Atlantic 1179
5. JENNIE LEE (BMI)-Jan and Arnie. .................. 7 5
6. LOOKING BACK (BMI)-Nat King Cole. . . . . . . . . . . . 510
7. WITCH DOCTOR (ASCAP)-David Seville. ........ 610
8. JOHNNY B. GOODE (BMI)-Chuck Berry. . . . . . . . . 888
9. SECRETLY (ASCAP)-Jimmie Rodgers. . . . . . . . . . . . . 11 4
10. BIG MAN (BMI)-Four Preps. . . . . . . . . . . . . . . . . . . . 10 5
11. ENDLESS SLEEP (BMI)-Iody Reynolds. . . . . . . . . 16
12. FOR YOUR LOVE (BMI)-Ed Townsend. . . . . . . . . . 12 . 9
13. TWILIGHT TIME (BMI)-Platters. . . . . . . . . . . . . 9 . 11

Out of My Mind (BMI)-Mer 71289
14. RUMBLE (BMI)-Link Wray. . . . . . . . . . . . . . . . . . . . . 156
15. TALK TO ME, TALK TO ME (BMI)-

Little Willie John.
1411
16. HIGH SCHOOL CONFIDENTIAL (BMI)-

Jerry Lee Lewis.
17. WEAR MY RING AROUND YOUR NECK (BMI)-

Elvis Presley . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .
Elvis Presley,$\ldots \ldots \ldots \ldots \ldots \ldots \ldots . .$.
18. TO BE LOVED (BMI)-Tackie Wilson. . . . . . . . . . . . - 9
19. SICK AND TIRED (BMI)-Fats Domino . . . . . . . . . . 18 5
20. EL RANCHO ROCK (BMI)-Champs.................... 1
20. CHANSON D'AMOUR


## - Most Played R\&B by Jockeys

SIDES are ranked in order of the greatest number of plays on disk Thls weekly survey of top disk jockey shows in all key markets. Last Weeks
Week Week Chart

1. WHAT AM I LIVING FOR?-Chuck Willis. . . . . . . . 28

JOHNNY B. GOODE-Chuck Berry. . . . . . . . . . . . . . 4 7
3. LOOKING BACK-Nat King Cole. . . . . . . . . . . . . . . . . 510
4. YAKETY YAK-Coasters $\ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots \ldots$. 7 . 2
5. ALL I HAVE TO DO IS DREAM-Everly Brothers.. I 6

7. JENNIE LEE-Jan and Arnie. . . . . . .................... 6 4
8. FOR YOUR LOVE-Ed Townsend. ..................... 7 . 2
9. HANG UP MY ROCK AND ROLL SHOES-

Chuck Willis ......................................... 9 . 2
19. TALK TO ME, TALK TO ME-Little Willie John. . 147
11. RUMBLE-Link Wray and His Ray Men........... - 1
12. ENDLESS SLEEP-Jody Reynolds. . . . . . . . . . . . . . . . 12 4
13. BIG MAN-Four Preps........................................ 2
14. PRETTY BABY-Gino and Gina....................... - 1
15. DO YOU WANT TO DANCE?-Bobby Freeman... 11 5

Josie 835-BMI


GIVE TO DAMON RUNYON CANCER FUND

## ON THE BEAT

- Continued from page 50

FOLK TALENT \& TUNES
seem to be the best. There is no clear-cut trend now. It may take some time and experimenting. But bad rock and roll is thru. You see a record like "Who's Sorry Now," by Connie Francis, and you know that the kids are buying something better than they used to. I told my Billboard pals that would be a hit when I heard it." (Ed note: this record, unfortunately.)

Never underestimate the importance of t good arranger. Krefitz is sold on this thought. "He can make or break a record man, with singers and with instrumentals. He's probably the one most important serts the Poplar chief.
Many in the trade close to the r.\&b. world know Krefitz as a great cat. Many have recollections of hillboard music editor, recalls a wild evening in Newark. It was a big rhythm and blues show in the Armory and as the night wore on,
the smoke got thicker and the din got more fracturing. It was like got more fracturing. It was like of fantasy where you could see Krefitz and Ackerman withdrew for air to the fancy station wagon, with the words "The Clovers" emblaz oned on the side and the tailgate Cute chicks would come up to the
car asking for various of the Clovers by, name. "Write him a letter, baby, Krefitz would tell them all "He'll be glad to hear from you,

The Del Vikings have
lence. Personal Manager Bernie Sabel tells us that the boys took part in a crazy re cording session in New York, with Crip Johnson rejoining the group. All of the cats were due out of the Armed which they were to start
Forces Thursday (19), after Forces Thursday (19), after a series of personal appearances booked by Shaw Artists. .... Arrow Records wil
issue its first LP shortly. The set will feature organist Johnny Smith. . . . Pierre Gonneau, who plso answers to the name, "Lucky Pierre," has been signed as program director of WBNY radio, Buffalo. For two years he had the Lucky Pierre show on Mutual, prior to his new assignment. The Frenchman came here 10 years ago. . . . Decea's Pat Chuck and Betty will and Chuck and Betty will all get Bandstand this week (24, 25 Bandstand this week
and 26 , respectively)

## - Reviews of New Pop Records



## Big Stir About Stereo Disks

## - Continued from page 2

as a background for social activ-
ities. Stero demands much the same attention you would give an artist in a concert hall. How many of the dealers' mass market of record buyers are willing to give music this close attention? How
many-let's face it-know and care many-let's face it-know and care
about the difference? I hope the about the difference? I hope the
mass market will ultimately want stereo, but no one can be sure of it at this point.
"One needs only to look at the history of stereo photography to stereo slides were made available to the average amateur photog rapher, everyone was squinting into slide viewers, gaga with wonder at jumior and sister drooling in three dimensions. Shutterbugs were constantly talking stereo. But when the novelty wore off, stereo it was too much bother for Mr Average Man.

Then there's another dimension; the vast and articulate teenage market for records. Their records are played largely on portbill -of which tens of thousa Monaural records must supply this
"Let me hasten to make my convictions clear, at this point. I am talking about the record marketnot the phonograph market. It is that any phonograph retailing in three figures is going to gather dust if it isn't stereo equipped. We look for a large gain in set sales in the next 12 months, and we have an impressive line of stereo phonographs. But these sets can't all be manufactured and sold at once. It will take time, and this slows the transition, record-wise.

As for stereo records, we are as tremendously excited about the long-range potential. Capitol will records on the market this fall. We superb, and this pleases us because
we feel that the future of stereo can be seriously jeopardized by flood of pseudo-stereo disks hitting "But we're also making and marketing a complete line of mighty fine monaural records and we exom the get the bulk of onr volume ocome. Were backing this conviction with inventory up into seven figures. Because, like our turnover, and must plan ahead

## Music Center

## - Continued from page 2

Dot Records has taken over the old Capitol headquarters at Sunset and Vine and has done its utmost The Music it into an eye-catcher place RCA Victor in a prominent position where it could establish a point of prime interest to the mions of tourists who annually it the glamour capital
It is known that various department stores and hotel chains have been bidding for the property since NBC started constructing its new broadcast headquarters at Burbank upon whether or not NBC would rather cash in on the increased value of the property by dealing with an outside interest. or keep the property within the RCA fam vision, the record company. Nego tiations are currently under way between the two divisions of the Acquisition of of America. the record division has been long the record division has been long
rumored. These reports bronght a "no comment" from Bob Yorke tor. Confirmation that they were tor. Confirmation that they were
under serious consideration in New York was given The Billboard last week by George Marek, v.-p. in charge of RCA Victor.

## Continued from page 49

Wagoner and Wilma Lee an

Stoney Cooper head up a big coun try music extravaganza to be held in Miami Saturday (28) in conjunction with the Country Music Disk Jockey Association Convention

The itinerary on Flatt and Scruggs has them in Erin, Tenn. Tune 24; Maysville, Ky., 26; MulMnrray, Ky., July 1; Lyano, Pa. 28 Indiana, Pa, 4-5; Whittleville, Ky 8, and Middlesboro, Ky., 9.

Other "Grand Ole Opry" bookings include Cousin Jody Big Springs, Tex., June 27-28 Minnie Pearl, St. Charles, Mo June 25-28; Justin Tubb Springfield, Mo., June 28 Lonzo and Oscar, Alexandria La., June 25; Tupelo, Miss., 26; Sturgis, Ky., July 7; New-
ton, III., 8, and Murin, III ton, III., 8, and Murin, III., 10; Ernest Tubb, Newburgh, N. Y., June 28, and Newark,
N. J., 29; Porter Wagoner, N. J., 29 ; Porter Wagoner,
Belle Glade, Fla. June Belle Glade, Fla., June 26; Mami, 27; Anderson, Ind., 29;
Salem, III., July 7; Sparta, III., Salem, III., July 7; Sparta, III., 8; Minneapolis, July 9-12; the
Wilburn Brothers, Salem, Wilburn Brothers, Salem, Ill.,
July 7, and Sparta, Ill., 8, and Stonewall Jackson, Newburgh, N. Y., June 28.

Johnny Cash is soliciting co operation from deejays in directing mail from interested fans to his national fan club in Memphis. There are a number of independent clubs in operation, but the official Johnny Cash Fan Club is prexied by Pat Isom, Box 5056, Memphis, Johnn says. The Cash fan club, incident ally, is in the process of releasing its first fan club journal. Luther Perkins, lead guitar picker with Johnny Cash and half of the
team known as the Tennessee Two, reports that his brother, Tommy Perkins, has a new record out on the Mercury label. Tom is recording under the name of Thomas Wayne, and the former Elvis Presley band boys, Scotty Moore and Bim Black, are on the record with appearances. Luther says he is put ting in his time promoting and sampling Tom's new platter, but he tails to mention the name of the

The Four Marksmen-Earl Terry, Les Roberson, Don Taylor and George Richard-son-have completed two weeks of political campaign work in Oklahoma for Jim McConnell's Top Talent booking office, Springfield, Mo., and next Sunday (29), appear at Mrs. Eddie Ruton's Hillbilly Park, Newark, 0.
Thumbs Carllile, his wife Virginia ${ }^{\text {and }}$ six - month - old
daughter Tammy were visitors at "Country recent Jubilee," Springfield, Mo., where Thumbs was featured electric standard guitarist for nearly two years on ABC-TV. nearly two years on ABC-TV.
They now reside in Red Lodge, Mont.

Bob Neal, manager of Stars, nc., and personal manager to ohnny Cash and Carl Perkins, has Building office from the Sterick ocation in that city. . . J Jeani Mack, currently working dates in the Los Angeles area with the Cass County Boys, has as her initial release on the Class label "Dirty may obtain a copy by writing to Jeani at 10828 Woodruff, Downey Calif. . . . The Miller Brothers Band is set for a series of dates in the Pacific Northwest this weekend, to be followed by bookings in the Wyoming area.

Faron Young will appear as

[^2]KCUL program director, who says further that the Browns (J. E., Bonnie and Norma) turned in a good performance and were well received on their appearance on "Cowtown" June 14. Bobby Helm was last Saturday's guest (21) "The two hours of Cowtown Hoedown broadcast over KCUL proves that nighttime radio is going great guns in the Fort Worth area," says Logan. "We have an hour and a half sold commercially!"
"Country Music Jubilee," with Jim Reeves, summertime replace ment for Red Foley, holding the reins, welcomes special guest
Jimmy Wakely this Satid Martha Carson and Speedy Wes
last Saturday's (21) guests. Corrigan's Corriganville in Chatsworth, Calif., each Saturday and Sunday, while continuing with his band at Marty Landau's Riverside Rancho, Los Angeles, on Friday and Saturday nights. . . . Billy Foley's "Crossroads of Country Music" crew, Springfield, Mo., appeared last Saturday night (21) a Leonard Wood, Mo.

Johnny Cash and his unit, reported winning fat grosses on his current West Coast trek, heads into Oregon and Washington this week, with the tour slated to wind up July 1 in Vancouver, B. C. Dates were arranged by Stu tions expert Coast promoland Drifters, who hail from Chattanooga, have their first "The Trot," on Murray b/w new B.B. label. The two tunes are strictly country. Nash is sending samples to deejay who'll write in. His address is 198 Kenner Avenue, Nash ville 5 .

## With the Jockeys <br> Kack Morris, c.\&tw. deejay a one of the top five disk jockeys in listener poll conducted recently Lash Lazaar, who has "The Show That Stars the Public" on KXLA from 12 heard six nights a wee who also records for Pep Records, has as his latest release "She's San Gabriel.". . Jimmie Dale, who now conducts his own country

## clown cosiumis $\alpha$ aicassopilis

DANCE \& CLOWN COSTUMES THE COSTUMER THE COSTUMER

## All SMALI AND NEW <br> RECORDING COMPANIIS

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THE HOLLINS ARTISTS
name on Channel 6, Port Jervis N. Y., every Monday night $7.7: 30$, says hed like to hear from the various artists. . . . Hiram Higsby,
veteran Midwest veteran Midwestern c.\&w, platter spinner, will do six hours of coumtry music a day on Mack Sanders ${ }^{\circ}$ new Station KSIR, Wichita, Kan., slated to make its bow soon. Chuck Nichols, who mans the c.\&w, turntables at KSRV, Ontario, Ore., sends out a plea for sample

KHAT, new Phoenix, Ariz, station, is featuring what it calls town-and-country programming, a mixrecipe which Jeanie Rampsperger KHAT librarian, says has been successfully tested at KHAT's sister KHEYS-KMOP, Tueson, Ariz., and KHEY, El Paso, Tex. KHAT oper ates daytime only with 500 watts. Co-owners of the new indie are
Jeff Lapping and Ray Odom. Neil Leavitt, Frank Porter, Larry Dex ter and Odom comprise the announcing staff.
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# PARK GROUP SETS EUROPE TOUR PLAN 

## Air Group to Leave September 8; Others Sail Earlier on Queen Mary

CHICAGO-Plans for National Association of Amusement Parks, Pools and Beaches members to tour
Europe this fall have been mapped Europe this fall have been mapped and details of the cont
Highlights of the trip will be visits to the Brussels World's Fair; the outstanding Tivoli amusement park at Copenhagen; the Oktober-

## Crisiani Okay

 In Columbus; Weather HitsCOLUMBUS--Columbus business proved good for Cristiani Bros. Circus. but weather was dealing its worst to some of the show' stands, particularly in Indiana. In Newall, O., (12) the show had a light afternoon and 1,500 persons at night, with Lions Club auspices.
Friday the 13 th at Newark, Friday the 13th at Newark, O., had storm warnings and rain. The afternoon performance had to be due to the weather. The night show had about 2,000
Auspices was the Grotto
Columbus started with a threequarter house on Saturday (14) because of the mud. Saturday night at Cohumbus pulled a nearagain Sunday afternoon with a strong turnout. There wa show scheduled that day.
Reports from the show
Roports from the show at Anderwas hit by floods earlier. Coming up also is the stand at Terre Haute, Ind., where lloodwater well away from the flooded area and no problem was anticipated Show is in Terre Haute four days
before the Tom Packs Circus. Cristiani has the Jaycees, Tom Packs the Shrine.

## New Wheel <br> To Appear <br> At San Diego

Velare brothers' new ride, a Double Space Wheel, is scheduled for this week at John Ray's Belmont Park or. Mission Beach here.
The ride is comprised of four Ferris Wheel units mounted on a single ructure

## To Erect Building

SHERIDAN, Ārk-An exhibit building to house educational and
other exhibits will be erected at the Grant County Fairgrounds here.

est at Munich, where European and's are all in action, and Eng nent important Blackpool amuse scheduled for London, Rome and Paris, and side trips are to be pais
Paul Bowman, secretary of posits should be servations and de office by July 15 .
Finalized plans provide both for air and ship transportation. The party to travel by air is to leave
from New York via TVA on September 8 and return there on October 4.
Members who chose to go by ship are to depart from New York and return October 9.
When the party reaches the Brussels Fair it will condact
annual late summer meeting
Committee which has worked out details of the plan is headed by Bill Muar, of Roseland Park Canandaigua, N. Y. Members of the committee are George Whitney Louisville: Henry Bowen, Fitch burg, Mass.: C.rl Heaninger, Pitts burgh; Paul Huedepohl, Chicago William Schmidt, Chicago, and
ACA Is Doused At Decatur, III., Then Gets Sun
URBANA, Ill. - The Olson Shows caught some sunshine her after being drenched the previous after being drenched
week at Decatur, Ill.
Decatur's business was a total
blank. Paul Olson, co-owner and manager of the show, termed the engagement "the worst in our history."
Rain fell during each of the week-days of the stand, and to make matters worse, tornado warn-
ings were common occurrences. ings
High
shred shredding the girl show top and toppling one of the light towers.
Weather cleared on Saturday (14) but the parking lot was deep in water, discouraging attendance. A replacement for the girl show U. S. Tent and Awning Company, Oilson said
Bruno Zaechini joined the show here with two new flashy units, glass house and a dark ride

## University Marching Band <br> Stops 'Em Cold at Brussels

BRUSSELS--The University of band began to play and virtually California marching band Wednesday (18) created a sensation at the Brussels World's Fair, stopping the oreign section cold for more than
an hour in the unit's first appearan hour in the unit's first appear-
ance during its week's scheduled ance during its
stand at the fair.
tand at the fair.
Appearing in front of the U . pavilion, the colorful band lured thousands of fairgoers who jammed he esplanade.
Fair patrons who had been in nearby buildings of other nations, including the pavilion of Soviet
Russia, streamed out when the
band began to play and virtually ali of such buildings were
by the band's appearance. by the band's appearance.
Russian officials, curious themRussian officials, curious them-
selves, gathered on the steps of selves, gathered on the steps of caused their building to be

## emptied.

Playing and counter-marching, he band gave a lively performance They rendered interpretations of Sousa marches and musical ex cerpts from popular Broadway shows, such as Oklahoma, and
their alma mater song, "Our Strong their alma
and Blue."

NEW YORK - At least two dozen acts are assembled for the bets Field. The 14-day date, open ing Sunday (29), is promoted by Ebbets Field Productions, which opened its summer schecdule re-
cently with the Jack Kochman Hell cently wi
Drivers.
Hale and Baker agency is handling press for the promoters. Music wifl be by their band, but conducted by Charley Basile of Hamid Morton. Acts are as follows:
Miss Corinne, aerial; Harry and Harriet King, acrobatic; Mia and tortion; Wiswell's Funny Ford; John Cuneo's mixed animal group; Rodriguez Troupe bar; Torelli's Dog and Pony Circus and Liberty
Also, Flying Victors, flying reurn; Lillian Angel, ladder; Kayacrobatic; Hawthrone's Bears; Mike Monroe, comedy trampoline; Dime Wilson and Family; the Donleys; Clowns will include Dime Wilson, Charley Young, and the Sylvesters. Chatiey Young, and the sylvesters. for reserves. Kids are 50 cents and 9 C cents, and half-priced for reserves at all shows. Tie-ins have
been worked out with Abraham been worked out with Abraham
and Straus department store, and with the Pabst brewery.

## Oppose Tampa

Mayor's Move On Trailer Park

## TAMPA - Outdoor showmen

 who maintain trailer homes at the city-owned trailer park adjacent to arms over a move by Mayor up in Nuccio to turn the land over to the Negro High School.Eddie Hunter, outdoor showman, long affiliated with the Royal American Shows and the Greater Tampa Showmen's Association, has been one of the most, outspoken
critics of the mayor's planned

## Most of the showmen who use

 the trailer park as their off-season base are now in the North, touring the Blue Grass Shows, Gladstone Exposition Shows, Penn Premier Shows and other shows.Some of them have lived at the park for many years. Hunter has

## H.M Circus Line-Up Set For B'Kly

## Strates Runs Into Cold But Does OK

WATERVLIET, N. Y. - Cold $\mid$ Betty Reno and other members of weather hounded the James E. the chorus. Musicians Gus Schultz, first the show-owned grounds on the Jack Cox provided the music. From Albany-Troy Road. However, the Rock 'N' Roll Jimmy, the one-legshow still won fair nightly grosses. ged dancer. The Kelley-Sutton Friday business picked uf for a Cavalcade of Oddities performers packing the lot with youngsters ing Giant; Ben Withim, swordpacking the lot with youngsters
and adults for a bang-up night atand adults for a bang-up night at-
tendance and gross.
The annual Strates Shows visit o the Veterans Hospital was given on Thursday (12) and was covered by Channels 6 and 10 and the Times-Union and Knickerbocker News, Albany daily papers. The performance opened with Strates performing elephants, presented by rainer Bert Pettus assisted by his 12 -year-old daughter, Sandra.
The entire cast of Al Mercy' Broadway to Hollywood Revue took an active part with singers Johnny emsee; Eddie Dyer, comic; Cathy Hozy, acrobatic dancer; Jane Bobbie Dale, Angelina dancer, and

## UP ON SHOW BIZ

Ohio Officials

## Considerate on

## Motor Vehicles Brunks Comedy

COLUMBUS, O.--Ohio motor vehicle bureau officials are demonshows cannot afford to purchase license plates in every State they enter, according to veteran show-
The Bureau of Motor Vehicles, these showmen report, is doing everything possible to cultivate a
good neighbor policy with other good neighbor policy with other
States by extending reciprocities States by extending reciprocities in turn.
Certain rules and regulations must be adhered to in the State. For instance, vehicles with three permits issued from the axle tax permitsissined fiom the Highway Street, Columbus, an agency which of Motor Vehicles.
Showmen planning to ente Ohio are u Braden, Registrar, or C. Ervin Bureau of Motor Vehicles, 275 South 4 th Street, Columbus, 0 tor quick, soun
their questions.

## Edmonton Is Given <br> Steam Locomotive

EDMONTON, Alta.-A small steam locomotive built in 1913 and once used to haul passenger trains presented by the Canadian Nation al Railvays to the Edmonton Ex hibition Association. It will be permanently displayed on the grounds.

The locomotive was one of several purchased by the old Canadian Northern (correct) Railway for mainline passenger use on the prairies. It weighs 150 tons with its tender, compared with 340 tons for the last steam locomotives to
be built before the shange to diesel-electric power.
quist, and Rosalie Woods, armless wonder. Rock N Roll Jimmy and Rosalie Woods were an inspiration
to the many amputees in the audto the
ience.

Happy Jenny, fat girl, gave the udience a kick with her dances, and Jack DeMarco, novelty conession, again loaded visiting children of patients with balloons.
The Strates elephants and other managerie animals continue to be week to merchants and shopping centers. Will MacIntosh handles the chore.

The building of steel wagons ontinues, as well as painting and prepping for fairs that start in Aug-
ust. Ride Superintendent Edmund ust. Ride Superintendent Edmund
Pasco putting in long hours to have Pasco putting in long hours to have
his department in spic and span shape.

Russell Pelequin has taken over the management of the MotorRuby Pelequin, Joe Pelequin Sr, and Jimmy Carr.

## Shows in Colo.

FOWLER, Col.-Brunks Comedians have been playing to unusually good business this spring. winner, according to Owner Henry L. Brunk, who also noted weather has been bad in some of the places.
The tent show will remain in Colorado until Labor Day and then make New Mexico and lexas. It day and dated the Famous Cole Circus at one town and visits were exchanged. Herb Walters, owner of
the Cole show, formerly was in the Cole show,
the rep business.
Brunk is using a 60 by 130 top, reserved chairs and blues. Dates are sponsored, and Henry Brunk is doing the booking. Show has plays, vaude and musical selections changed nightly.
Publicity includes heralds mailed and delivered house to house, Neal Walters stock paper and dates, and supplies cafes, clubs and motels in the show's towns with daily supplies of place mats bearing ad mathe places were proving very cooperative about using the mats.
Roster includes Henry L. Brunk, owner-manager; Mercedes Ray, doing characters; Dick Ellis, comCole, juveniles; Monte Montrose characters; Dave Castle, general business; Maureen Castle, general business; Wayne Patterson, genera business; Jami Gordon, ingenues musical act; Leon Block, musical director; Lee Beard, tickets; Nancy Patterson, tickets; Louise Klein concessions; Clarence Klein, genportation boss, and Bobby Willis Jerry Muggivan and Bill Burton, canvas. The Brunks' son, Burton, Mike, is with the show. Brunks Comedians was founded in 1916 by the late Glen D. Bronk.


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Dlano Rido Water Boat Ride.

THEEL MFG. CO

TOP CONCESSION

## Under Any Name Snow Spells \$\$

N Dalias they're snow cones, Sammie Bert, Dallas manufac Bostonians call them mush, turer of snow cone equipment and Philadelphians ask for glace while supplies, remembers buying shaved in Louisville they're billed as ice and flavoring in his native frozen derbies. Pittsburgh folks ask Italy as early as 1904. It was made or ice balls, in Mexico its raspa with a tool that resembled a car and in Italy they're enjoyed as granadas
Call them what you want, this hot weather refreshment-a portion of shaved ice with sirup flavorhas come a long way since its introduction as a commercial proToday, snow cones rank among the Today, snow cones rank among the
top sellers not only at outdoor top sellers not only at outdoor
amusement centers, but at a growamusement centers, but at a grow-
ing list of stores, restaurants and ing list of stores, restaurants and countless other places where people
seek relief from the heat thru refreshments.
It is difficult to pinpoint when snow first came into use as a roreshment as most history has been clouded by the passage of time. It is probable, however, that whenever ice was available man has used it as a cooling refreshment.
S. T. Echols Jr., of the Bismarck, Mo., firm bearing his name, recalls that as a boy, before he had ever heard of snow cones, he would get a pan of fresh snow in the vinter, adding cream for "snow ice cream" or preserves to make a tasty "sherbert."
Dave Evans, of Gold Medal Products Company, Cincinnati, remembers that snow was quite a popular item with the hokey-pokey popular item with the hokey-pokey
ice cream wagons that plied the populated urban neighborhoods. populated urban neighbornoods. the snow went piece of paper the snow went for a penny portion, but the profit was twice that of ice cream and far easier to work even tho hand scrapers were used.

Popular at Circus
"My earliest recollection of snow as a concession item was on a circus," Evans recalled. "They would mount a 300 pound block of ice on a table and one pass of the hand scoop would fill it up and those boys could work mighty fast. Since a circus tent is just about the hottest place in the world when the summer sun beats down on the canvas, they could sell them as fast as they could turn them out. The price went up with the thermometer, the hotter it got, the higher the price."

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## Snow Cones Spell Money <br> - Continued from page 53

with good reason. It costs on an fair, Bert buys close to $\$ 1,000$ average of $\$ 15$ to make 1,000 worth of ice.
snow cones which can be sold at The Fox International Theater, a dime each and result in a gross which operates a chain of 50 houses of $\$ 100$. Cost of ice for the 1,000 in the western part of the country, cones is placed at $\$ 2.50$, sirup at has foond cones an excellent profit$\$ 7.70$; cups $\$ 4$, for a total expense
of $\$ 15$. This figures up to $\$ 2000$ bilder. For one thing, they cut of $\$ 15$. This figures up to $\$ 2,000$ into the sale of candy, which is a per month profit for a busy operator.

Gross $\$ 35,000$
It is reported, on good authority, hat snow cones gross in the neighbornood of
at the Indianapolis 500 -mile race, at the Incianapolis 500 -mile race,
which iucludes several days of time which includes several days of time
trials in addition to the Memorial trials in ad.
Day event.
Day event.
Davison
Davison reports that at last ear's annual outing of the Fairchild Airplane Manufacturing Company in Hagerstown, Md., a total of $\$, 900$ were consumed and
the year previous a total of 7,700 the year previous a total of 7,700
were eaten by the large turnout of picnickers. In the Baltimore area, he adds, some stores gross as much as $\$ 100$ per day on hot days and one chain in that eity, which operates 50 machines, will gross up to $\$ 700$ per machine over a seven-day hot period.
Evans points out that while the cones are a good carnival concession item, they are far better at fairs where the operator has an all-day crack at the patrons. It is
especially especially good on the day they
have high school band competition have high school band comperition blown for a half hour and need something to cool their pipes.
"I saw one snow operator take in $\$ 125$ in about two hours on one of those deals," he said.
Bert, who in addition to manufacturing snow equipment, operates 10 stands at the State Fair of Texas, uses as many as 100
hundred-pound cakes of ice on big hundred-pound cakes of ice on big
days such as rural youth and school days such as rural youth and school
days. Doring the 16 days of the d

Private Ops Oppose Ford Rental Plan
DETROIT -- Auditorium and legifimate theater operators here united in strong opposition to a proposed agreement for the city's new Henry and Edsel Ford Auditorium.
Sol and Leonard Krim, who operated the Krim Theater for ights at the new municipal auditorium to bring in plays and musical productions.
Exception was taken by the uditorium managers, especially to the proposed low rates. The Krims suggested contract ranges from $\$ 400$ to $\$ 750$ for an evening performance.
C. W. Van Lopik, manager of the Masonic Temple Auditorium, pointed out that the Krims would have an advantage in bidding for attractions because of the lower attractions because of the lower
basic nut. Vigorous opposition was basic nut. Vigorous opposition was taken by Joseph and James bert and Riviera Theaters. A hasio point of Riviera Theaters. A basio poit of contention was the claim torium should not be placed in competition with be placed in competition with privately operated tax-paying theaters.

## Sun Players In Missouri; TV Cast Due

LINCOLN, Mo. - The Sun Players, operated by Dot and Jess Sun, opened in May and is booked in Missouri. Iowa and other surrounding States thru October. Show gives a variety of three-act plays on six-day stands and also includes vaudeville acts.
Show has a new tent this season. Cast numbers seven people, including Lymne Lewis, female lead, and Tillman Reeves, male lead. The show is understood to be set up for a live network telecast in mid-July.

Also in the San Antonio show news is Mrs. Nora T. Miller, widow of Zack Miller, of the 101 Ranch. She lives in San Antonio and was reunited there with a sister, Mrs. Lorena Witham, whom she had not seen in 64 years.

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 8.25 to 1 compression ratio and many more budget-minded features. Or choose the optional Trademaster V8 with 283 cu . in. of displacement, short-stroke design and hydraulic valve lifters forstay-on-the-job economy. Rugged, dependable axles and smooth, efficient transmissions help keep your Chevy saving on the job, too. Make it a point to get the whole Chevy story from your nearby Chevrolet dealer soon. . . Chevrolet Division of General Motors, Detroit 2, Michigan.


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## THE FINAL CURTAIN

DALE-Mrs. Laura B. 96, wife of the late Daniel Wilson Dale, for many years treasurer of the old John Robinson Circus, June 19 in General Hospital, Cincinnati. Survived by two grandchildren and four great grandchildren

## GALLAGHER-John,

 employee of the Ringling Circus, at Philadelphia. Body was found on the lot after the show left. Police investigation disclosed death was from natural causes.HARMON-Percy O.,
60, a director of Perry County Fair Association, Perryville, Ark., June 15 following a heart attack. Survived by his widow, a son Pleasant Grove Cemetery.
HAWKINS-R. E. (Rabbit), 67, concessionaire and sheet writer, June 10 of a cerebra hemorrhage in St. Patrick's Hospital, Missoula, Mont. He had been en route from Anacortes, Wash., to Ramsey, Ill., where burial took place June 17

## LEPAUL-Paul,

57, internationally known magician and card manipulator, June 8 at Missouri Pacific Hospital St. Louis, of cancer. He had been ill several weeks. LePaul, whose right name was Paul Braden, made nine world tour and during World War II served as USO Camp Shows, Inc., manager and entertainer. He was a technicolor advisor for magic for several motion pictures and authored several books on magic Services June 11 at Maplewood Mo., with interment in St. Mar cus Cemetery there. Survived by his parents, Mr. and Mrs. brothers
LOLLAR-Roy
61, concessionaire at Turner Scott's Sea View Amusement Park, Daytona Beach, Fla., June 15 of a heart attack in Daytona Beach.
McKAY - H. J.
veteran outdoor showman, June 8 in Oklahoma City.
RAYFORD-Claude Mastin, 54 , retired vaude actor, June 25 of a heart attack in Mobile, Ala He formerly did blackface and Italian acts in the Midwest Survived by his widow, Louise two daughters, Mrs. Betty Alex ander and Toni Rayford, and four brothers. Burial in Magno lia Cemetery, Mobile.

TUVE-Gilbert Theodore 65 , a veteran of more than 25 years in outdoor show business, June 7 at Buffalo, Minn., of a heart attack. He had been agent for Art B. Thomas Shows, the Northern Exposition Shows, Murphy's Northern State Shows the Royal United Shows and was with the Dodson Shows when stricken. He was a member of the Masonie Order and

In Loving Memory of
Melvin H. Vaught
DIED JUNE 27, 1948
SADLY MISSED BY
PEARL vaUght

III Lovimg remembanice of
Curfis Edward Lifie
Who Paspod Away
CLARA W. LITTLE
the B.P.O.E. He made his home in Sioux Falls, S. D home in Sioux Falls, S. D. Burvived by his wife, a daughter a stepson, and eight grand a stepso
children.
WRIGHT-George F.,
77, longtime magician and a member of the International Brotherhood of Magicians since 1905, recently in Leetonia, 0 . He had been employed as a sign painter. He served with the Marines during the building of the Panama Canal. Survivors include three sons, Merle, Leetonia; Orrie and Wayne, both o Salem, $\mathbf{O}_{-;}$a half brother, Herbert Wright; a half sister, Mrs.
Mary Weirick, also of Salem, Mary
and one grandchild.

## BIRTHS

## OAKES-

A daughter, Alverne, to Mr . and Mrs. Ray Oakes Jr., June 19 at Tampa, Fla. Father is a manufacturer of amusement games. TRIBBLE-
A daughter, Georgiana, to Mr. and Mrs. George Tribble, at Charlottsville, Va., May 21. Parents are with the Prell Shows.

## ILLLER-

A daughter, Stephanie, June 16, to Mr. and Mrs. John Miller, at West Kittanning, Pa. Parents are on the Prell carnival.

## Circus Routes

Adams Bros.: Hopkins, Minn., 23 Northfield 24 (no show) and 25 Hastings 26; Red Wing 2 Winona 28.
Beatty, Clyde: Cornwall, Ont., 23; Ottawa 24-25; Kingston 26; Belleville 27; Oshawa 28; Hamilton 30; St. Catherines July 1; Welland 2; Brantford 3; London 4; St. Thomas 5; Windsor 7.
Carson \& Barnes: Cosmopolis, Wash., 25.
Cristiani Bros.: Richmond, Ind. 23; Terre Haute 24; Rantoul, III., 25; Joliet 26; Chicago June 27-July 13.
Gray, Gil: Saskatoon, Sash., 23-25;
Regina 26-28; Minot, N. D., $30-$
July 2; Bismarck, 3-5.
Hagen Bros.: Melrose Park, IIl 22-23.
Henry Bros.: North Platte, Neb. 23-28.
Hunt Bros.: Meriden, Conn., 23 Bolton 24; Somers 25; Simsbury 26. Westfield, Mass., 27; Greenfield 28; North Walpole, N. H. 30.
elly-Miller: Oroville, Calif., 23 Willows 24; Chico 25; Red Bluff 26; Redding 27; Mount Shasta 28.
Mills Bros.: East Aurora, N. Y. 23; Lancaster 24; Newfane 25 Medina 28; Leroy 27; Abion
28; Rochester 30; Lyons July 1 ; 28; Rochester 30; Lyons July 1;
Cicero 2; Auburn 3; Honeoye Cicero 2: Aubu
4; Penn Yan 5 .
Packs, Tom: Belleville, Ill., 24; Springfield 25-27; Terre Haute Ind., 28; St. Louis, Mo., July 1-6; Wichita, Kan., 9-13.
Polack Bros.: Ogden, Utah, 23-24;
Provo 25; Salt Lake City 27-28 Provo 25; Salt Lake City 27-28 Ringling Bros. and Barnum \& Bailey: Washington, D. C., 28-29 Youngstown, ${ }^{\text {O., }}$. July 1-3;
Johnstown, Pa., 4 -5; Columbus, Johnstown, Pa., 4-5; Columb
O., 8-10; Cincinnati 11-13. Strong, Big John A.: Herlong Calif., 26; Loyalton 27; (Fair
Pleasanton June 30-July 13 .

## Ice Shows

Shipstads \& Johnson's Ice Follies San Francisco, Calif., June 23 August 31.

## Miscellaneous

Brunk's Comedians: Salida, Colo. 23-28; Leadville 29-July 5. Damon, Dwight, Magician: Mount Pleasant, 1a., 25; Joy, m ., 28. Matchstick City: Salem, Ill., 23-28 schaffner Players: Carthage, Ill. 23-28; Quincy 29-July 6.
Scott's, Tommy, Country \& Western Show: Wilmington, Del. 23; Riverside, N. J, 26; Atlantic City 28; Plainfield July 2; River 5; Lindenhurst 7 .

## Legitimate Shows

Auntie Mame, with Sylvia Sydney: (Palace) Hamilton, Ont., 23-24

## Thrill Shows

Aut Swenson Thrillcade: Welling ton, Kan., 23; Wichita 25; Sterl ing, Colo., 26 ; Alliance, Neb. $\underset{\text { Dickinson }}{27 \text {, Rity, S. S. D., }} 28$ Dickinson, N. D.
Current, Sask.,
30
Trans-World Daredevils: (Fair) Crosby, N. D., 26; Glasgow Mont., 28; Havre 29; (Fair) Bottineau,
Jamestown 3; Aberdeen, S. D. 4.

## Carnival Routes

A-1 Am. Co.: Farmer City, Ill. 29-July 5 .
Alamo Expo.: Rawlin Lander, July 1-5 American Beauty: Trenton, Mo. Amusements of America: Newark $\mathrm{N} . \mathrm{J}$.
Badger
Badger State: East Grand Forks Minn., 24-29; Colerain, July 4-6.
Baker United: Martinsville, Ind. Linton 30-July 5.
Barstow Am. Co.: Harmony, Pa
Aliquippa 30 -July 5 .
Pa s Atractions. Summerville Bee's Old Pelinly 5 .
ees Old Reliable: (Fair) Shelby ville, Ky.; (Fair) Central City 30-July 5.
Belle City: (So. 6th \& Holt) Mil-
waukee, Bernard Barry: Kapuskasing
Ont, 23-26; Rouyn, Que., 27 July 2.
Big State: Falfurrias, Tex., Port Isabel, July 4.
Blue Valley: Smithville, Mo. 26-28.
Briggs, A. R.: Wingate, Ind. Pennsboro, W. Va., 30 -July 5.
Brodbeck \& Schrader: Rapid City Brodbeck \& Schrader: Rapid City S. D.

Brown, Al: (Fair) Crosby, N. D.; (Fair) Rugby 30-July 5 .
Buck, O. C.: North Adams, Mass.; Keene, N. H., 30-July 5
Buckeye State: New Rome, 0 . 26-28; Ashville, July 2-5.
Burkharts: Waukegan, III., 23-29 Lake Geneva, Wis., 30-July 5. Byers Bros.: Newton, Ia.; Osceola July 2-5.
Capell Bros.: Logan, Utah, 24-28 Capital City: Somerset, Ky. Stearns 30 -july 5 .
Carpenter Bros.: Sylvania, O 22-29.
Carroll's Greater: Winthrop, Minn. 23-25; Waconia 27-29.
Central States: Holdrege, Neb Central States: H
Neligh, July $3-5$.
Cetlin \& Wilson: Uni
Clin \& Wison. Uniontown, Pa
Chanos, Jimmie: Cambridge City
Ind.; Fairborn, O., 30-July 5.
Cherokee Am. Co.: Frankfort,
Kan., 23-25; Parsons 26-July 2;
Pittsburg 4-5
Coleman Bros.: Naugatuck, Conn Oneonta, N. Y., 30 -July 5 . Collins, Wm. T.: Fargo, N. D 23-29; Jamestown, July 1-5. Contenintal: St. Albans, Vt.; Mont pelier 30-July 5.
Copeland Am. Co.: Sandy Ridge Pa.; Brockway 30-July 5
Crafts Expo.: (Fair) Vallejo, Cali Crafts 20 Big: Ora Grande, Calif 25-29.

Cumberland Valley: South Pittsburg, Tenn.; Cowan 30 -July 5. Cunningham Expo.: Blairsville, Pa auberman's Rides \& Conces-
sions: (Riverside) Danville, Pa., 25-28; New Bloomfield, July 1-5.
avidson United: Lewis, Ia.
23-24. 23-24.
Davis Am. Co.: Odell, Ore., 24-29 Albany, July 1-5.
Del Flore Am. Co.: Bentleyville,
Dickson United: Byesville, 0 Marietta 30 -July 5.
Pixie Am. Co.: Fairland, Okla Pineville, Mo., July 2-5. Dobson's United: Stillwater, Minn. 23-25.
Down River Am. Co.: Plymouth Mich., 24-28; Ecorse, July 1-6. rago, No. 1: Frankfort, Ind. , Hoopeston, III., July 3-4. Walkerton 30-July 5. Drew, James H.: Olive Hill, Ky Paintsville 30-July 5. Dudley, D. S.: Sterling, Colo. Dumont: Starksville, Miss., $23-29$ Greenwood 30 -July 5
yer's Greater: Mark, Ill., 26-29
Peru 30 -July 5.
Eastern Am. Co.: Lincoln, Me.
Eddie's Expo.: S. Connellsville
Pa.; Dempsey Town, 30-July 2
Emshoff, No. 1: Columbus, Wis.
July 4.6.
mhoff, No. 2: Sparta, Wis., July
4-6.
vans United: Raytown, Mo. Rich Hill, July 1-5.
Fairland Am. Co., No. 1: Frewsburg, N. Y., 25-28; Lackawanna, July 1-6.
Fairland Am. Co., No. 2: North
Tonawand Tonawanda, N. Y., 27-28; West


Seneca, July 4-5.
Eera Bros.: Willimantic, Conn.s Fera Bros.: Willimantic,
Franklin, Mass., 30 -July 5 . Franklin, Mass., 30-July 5 .
Fidler: (7th \& Chestnut) St. Louis, Mo.; Cahokia, Ill., 30-July 5. Franklin, Don: Salem, IIl.; Clinton, Ia., July 1-6.
Funland: Salem, Mo., July 3-5.
G. \& B.: Star City, W. Va

Gem City: Henderson, Ky.; Griggs-
ville, July 1-5.
Georgia Am. Co.: Cleveland, Ga. Geren, W. R.: (Western Shopping
(Continued on page 81 )


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| Duncan-Greeniee Co. Falr. Oct. 8-3. Fos-se santee.Eleven-Mile Corner-Pinal Co. Falr Assn. |  |  |
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Benith-Berinn Grange Fair. Bept. 12-13
 Ann Skelte.
Bridgewater-Bridgewater County Fatr
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Chester-Chester Fatr Asm. Aug. $23-24$
W, \& OSulty Columbla-Columbia Falz. Aug. 22-24. Ward Rosebrooks. Great Davioury state Fair.
Dantury-Tie
Stpt. 27 -Oct. 5. Joln W. Leahy.

 Johnsen. East Humpton-Haddam Neck Fair. Aug
Fi-Sept. 1 George Carlsonn.
Friffeld-Greenfleld Hinl Grange Fatr.
 Griswold-Pachaug Community Fair. Aug.
g. Mrs. Mary Medbery. GuHord-Guhtord AgrI. soc. Sept. 19.20
Mate E. Griswold
Haddam Neck-Hadam Neck Fair Asen. gaddam Neck-Haddam Neck Fair, Asen
Aug. 31-Sept. 1. Leonard J. Sedten.
 D. Everett Neetans. Fair. sept. C. Fre
Ledyard-Echo Crange Fosebrooks.
Row. Lyme-Hamburg Fair. Aug. 16. Mre. Hazel
stark.
Manatield-Echo Grange Feir, sept. C. Fred Rosebrooks.
Marliborough-Marough Grange Fair
 Bertha B. Tinkham.
Monope- Harmeny Grange Falr. Bept. 3Polly Mekinney, Grange Fair, Inc. Sept
Norwich-Norwich G Mount Carmet Handen Grenge Fair. Sed
20. Mry. Catherine Warne.
North Haven-New Haven Co. 4-H Fat Aug. 8-10. Janet Rubln.
North Haven North Haven Feir. Sept.
4-7. Havry Wooding. 4.7. Harry Wooding,
Preston-Preston City Fair hssa. Aug. 16.
WIntred Troeger.
Riverton-Riverton FEIr Assn. Oct, $11-12$ Grace D. Seyman.
North Stonington-New London Co. 4-H
Fort. Aus. $29-30$. Cornne Larkhan.
Portand-Portand Agri. Falr. Eept. 20-21. Portiand-Portand Agri. Falr. Eept. 20-2
Kanl S. Newsom.
Rocky Hill-Rocky Hil Grange Fair. Sept


 satitord Soring-Stafford Pair, Inc. Oc
Ters, C D Benton. 13-14. Frank Dzielincki. Fir. Sug. 22-23. Wallngtord $\overrightarrow{\text { Fora }}$ W. Hough Grange Fat
Sept. 13 . Hough Warren-Litchitid Co. 1-H Fadr. Aus
22-23. Ruby Harricon.
Waterford-Cohanzie Fair. Aug. 1-2. Wa

 Woodstock- Windinam Co. 4-H Fatr Assn
Sug. \$-10. Nancy Hart.
Delaware
Harrington-Kent \& Snsex co. Falr Asen Florida
 Brooksville-Hernando. Co, Fair Assn, Nov
11-15. H. J. Binkiey. harvest Fais, Inc
Crestriew-Okaloosa Co, Harver Crestriew-Okaloosa Co. Harvest Falr, In
Set. 29-Oct. 4. H. A. KIng.
DeFuniak Springs-Waiton Co. Fair Assn


 20-25. Paul Crews.

 Mnitby.
Patmeto -Natee Co. Fair Assn. Jan
26-31. Pensacoin-Pensecota Interstats Fair, In 2labassee-North Froride Fatr Astn. Oct Campa-Florlat state Fair
Asmi, Ine. Feb. 3.14, 1950 . J. C. Huskis

West Falm Beach-Palm Beach Co. Fair \&
Expo, Jan 23-31, 2659 . Win. Lemar
Alfon.

## Georgia

Sbery-Soutbwest Ga. Fair Asm. Oct. 25 smericus-Sumter Co, Feir Asen. Oet.
$13-18$. Hugh Christian.


ACiants-southeastern Falt. oot. 2-11, Augusta-Exchange Cinb Fair. Cet. 37-
Nov. 1. Juie Evenson. Baingrtage-Fint River Expo. Oct. $\mathbf{3 0 . 9 8}$. Blakely- Eatly Co. Fatr Asen. Oot. so-2s. runswick-Exchange Club Fair. Oct. 20Gerroino M. West Ga. Fair Asen, Bept. 10-
15. Haskell Upshaw. artersvile-Barstow Co, Falr Assa, Eept.
 13-18. Feitx Jenkline Valley Expe. Oos. Conyers-Rockdale Co. Ameriean Leglon
Fatr. Eept. 22-27. W. W. Bowen Jr. L. Hi Gilbert. 15-20. Mrs, Jo Mize.
Dalten-North Ceorgia Falr Asan, Sept.
22-27. Buyl Bcozgins, 22-27. Buyl Bcoggins.
Decatur-DeKalb Harvest Festival. Bept.
I5-20. De $15-20$. Dr. C. C. Von fremp. Nov, s-8.
Douglas-Coffee Co. Fair Assn. No. Dubin-OCones Fair Assn. Oct. 27 -Nov, 2.
D. N. Lewts
Eberton-Elberton Fal: Assn, Eept, \&-18. Eiberton-Eiberton Fai: Assn, Eept, E-22.
Miliss Laris Clark. Gainmer Co. Felr Assn, Aug 25-30. Rriffin-Spaulding Co. Fair Asmn, Oct. 13Giblra Halta Community Fair. Oct. 1218. C. P. Scruggs.
Hatweli- Hart Co, Agri. Fair. Sept. 22-27. Hiawassee-Ga. Mountain Fatr. Aue. 11-16.
 MeDonough-Herry Co. Fair Assn. Sept.
29-Oct. 4. Chas. Roach.
 Manehester-Tri-County Fair Bsen, Eept. Marietta-Cobb Co. Fair Aesn. Sept. $15-20$. J. H. Henderson.
Oenter-Candier Co
Oalr Asm, Sept. 2e-Morterzuma-Maccon Co. Fair kesn. Oct. 6-11. Clarence Hait.
Moultit Colquitt Co. Fair Asm, Oct. e-12.
Coy Dekle. Newnan-Newnan Kiwanis Club Faly. sept. 22-27. Joe Carrasco. Jr, ash. Oct. 12-
Quitman- Brooks Co. Fair Asn.
18. Jerry Whson. Idaho

## Biackfoot-Eastern Taino State Fair. Eepl.

 Boise-Western Idaho State Faif. Aug. 2e-30 Ambrose W, Johnson. Buriey-Cassla Co. Fair \& Rodec. Auig.
21-23. Truman Bradiey. Cambridge-Washington Co. Fsir Asst.
Ang. 22.-24. Chet Jones.
Coeur D Alene-Kiotenal Co. Fair. Seph. Coneli-Adams Co. Falt Assn. Aug. 1-8. Emmett-Gem Co. Fair \& Rodeo. Aug.
$13-16$, Ering J. Johannesen.
Filer-Twin Falis Co. Fair A Rodieo, sept. Gooding-Gooding Co. Fair \& Rodeo. Aug.
14-16. Lieuru W Lite 14-16. Lieuru W. Lucke,
Grace-Caribou Co. Fair Assn. Aug. 7-9. Alice L, Smith,
Homedale-Owyhee Co. Fair. Aug. $21-23$.
Edward $F$. Mink Jerome-Jerome Co. Pair Assn. Aug. 21-22.
Mrs. Eleanor G. Wiswall.
Malad. Malad City-Oneids Fatr Assm. Sept. 4-6.
Wm. Montpelier-Besr Lake Co. Fair Assm. Aug.
28-30. Reed Hymes. New Plymouth-Payette Co. Falr Asem. Aug. 20-23. John E. Wagner.
Nezperce-Lewls. Co. Fatr Assn. $25-27$, Orofino-Clearwster Co. Falr Assa, Sept. Ftang-Madison Co. Falr. sept. \&-z. Frank H. Jscobs. Falr. Aug, $29-30$. Carl
Ririe. Jefferson Co. Fhaner.
M. Sol Rakmon-Lemht Co. Fair Assn, Sept. 4-6.
Rusell Hillman Shoshone-Lincoln Co. Fatr Assm. Aug.
29.30. Ms. Joyce W. Eernarc. 22-23. Della Cope,
Reme-Coosa Vailey
$22-27$ Fxchange Fair. Bept. Sandersvilhe-Washlington Co, Fair, AssN.
Sept. 29-ot. 4. D. E. Mochaster. Wm. Sehandolph.
Springtield-Erfingham co. Fsir Assn. Oct. 13-18. P. W. Cliftion Jr.
Swalniboro-syeces Emanuel Fait. Oct. 6-11. Earl Varner.
syivester-Worth Co, Fair Astn. sept. 28-
Oct. 3. J. Brown.
 Waycrost-Okefenoke Fatt. Noy, Oscar MeGown.
Winder-Lions
B-13. Club batrow Co, Paitr, Sept. Illinois
Aiblon-Edwards Co. Fair Assn. Aug. 4-8, Aledo-Mereer Co. Feir Assn, July 23-26.
J. O. Sturtivant, Seaton, Altamont-Effingham Co. Feir Assn. Aug. Anna-Union Co. Faif Assn. Aug. 18-22.
gobert W. Brown. Arthur-Moultrie-Dougles Co. Fair Assn.
July 2326. H. Hood.
Aubusta-Hancock Co. Fair Assn, July $1 e$. 19. I. W. Robison.
Bellevile-St. Clair Co. Assn, July $28-$ Aug. 3. George Gerken sr,
Bellmont-Wabash Corn, Juity
20-26. Irwin C. Stoitz.
 Aug. 1. Earl Doty. Co. Fzir Asm. Aug. Bridgeport-Lawrence Co. Falr Asm, Aug.
28-22. P. E. Crowdec Brownstown-Frayette Co. Fair Assn, June
30-July e Eivin Wachburn. Vandiala.
 Car11nvilhe-Macoupin Co. Fafr Asen. July
22-26. Martha Loehr. Cari-26.-Martha Loehr. Minton Co. Falr Assn. July 28-12.
Eldon E. Haziet. Fill
Carmi-Whtte Co. Carmi-White Co.
Millage Carter.

## 

 Aus. 2 Robert $A$. Blacktord. Chicago-International Livestock Expo
 22-23. Everctt Sandusky.
Danvilie-Vermillon Co. Fair Assn. July

 East Moline-Rock Isiand Co. Falr Assn
Aug. $19-23$. Wayne Feanter. Eizabeth-JoDaviess Co Fait Assn. Aus
G-8. Rayman Fairbury-Lisingston Co. Falr Assn. Aug
19-23. Warren Wesseln: 18. Murrell J. Lo. Fair Assn, July 14 Parmer Cety Deewiti Co. Falt Assn. Juty
1-5. Leon Mason.
 Phillp Ro. Briseoe.
Frankln Co. Fair Assh. sept
Cove-Lee Freeport Steprnemon Baker Falr Assn. Aug Geneva- Kane Coo Faward. Assn, July 30 Georgetown Vermulton Co. Fair Assn
Aupt $17-23$. Hubert Myers. $24-27 \mathrm{~L}$ A. Nordhausen.
Orenup-Cumberland Co. Fair Assn. Aus Greenville Bond Co Fair Assn. Aug. 18-23,


 Havana-Mason Co Fair A.s. Juty 30 .
 Aus. 3. Alvin Scliumpecher.
Jackonville-Morgan Co Fait. Assn. Juty 30-Aus ${ }^{2}$ Gern Spencef.
Jerseyrille - Jersey Co. Fair Assn. July $7-12$ Kames L. Coombse Co. Fair Asm, Aug Knosvile - Knoz Ca. Fair, Asst., July 28 -
 Lincoln -Logan Co Fatr Assn. Aug, 2-7
Wibur E. Layman. Macomb-McDonough Co. Fair Assn. July
23-23.- Mrs Loreta
Smith



 Mendon-Adams
I. M. Brumback. Fair Assn. Aug. 2-e.
and

 Mintidgevili-Carroil co. Fair Assn. Aug


 Nathyle-Wanhington Co. Fair Assn, Aug

 Okawvilite Okawime Agri. Falr Assn. Sept. Olney-Richtand Co. Fait Assh. July 23 -

 Pana-Cliristian Co Fait Assn. Aug. 28 Sept. 1 Wayne Hunter, Owaneco
Paris- Edgar Co
Fair Assn, July
20-27 Pecatoniea - Winnebago Co. Fair Assn Pekin-Tuzewell Co Fair Assin. Juily soPeorial. Heart or
Robert
Re Reotent Wir Park. Pair Assn. Aug. 21-24
Wiliam H Meyer. Petersburg - Menardi Co. Fair Assn. Aus Plicelneyvelill -Perry Co. Pait Assn. Juts
14-19. Mrs. Paye stumpe.


 Rustwilie--Schuyler Co. Fair Assn. July 3-6
Harvey Settles. salem-Marion Co. Falr Assn. July $7-12$ Randwich-Scanmore Farmers club Jt sandwich-De Kalb Co. Palr Assn. Bept. Shicloyvilue-shelby Co Pair Assn, Aug
4-7. Woodrow Donnell. $\mathbf{S p a r t a}_{\mathrm{W}}$-Randolph Co Fair Assn. July $7-11$ Shawnoetown- Cailiatin Co. Fair Assn.
Sept. $8: 22$ Charles L. Oidham. ${ }^{5}$ J Raiph Peaki Pair Assis. Aus. ${ }^{1-2.2}$ Paul M . Krows. Palr Assh. Aus


 Virginin-Cass Co. Fair Assa. Aug. 20-23.
Leleand Sweatman. Warren-Jodaviess Co . Fatr Assh. Aug. Waterioo-Monroe Co. Falt Assn. Aus Whenton-DuFage Co. Falr Assn. Aug. 1WM11am Hulls
 Wi-Aug. 3. Mrs. Grace Falt Assin. Jul


## Indiana

Alexandrta-Madtson Co. ${ }^{\text {Con }}$-H Fair Assn
Aug. 5 -8. Fred A. Wright. Anderson-Anderson Free Fuir Assn. June
 Auburn-De Kalb Co. Free Fall Fait. sept. Aurora-Aurora Farmers Fair. Oct. 2-4 Bicknell-Knox Co. Farm Fair Assh. Aus

 Sept. 16-.20 Herman W. Myera,
Boswell - Benton Ca. Fair Assh, Aug. 18-21 Lendall Lowman.
Bourron- Bourbon
Wair Assn. Sept.
g-13. Wayne Metheny
Brazil Clay Co. Agri. soc. Aug. 6-9. R. D
 July 28 -Aug. 1. Mrc. Ray Selter.
Brownstown- Jackson Co. Fair Ass. Aus B.a. Egar Hackeman
Cannelton-Perry Co. 4 -H Pair Assn. Aug. Cayuza- vermillon Co. Falr Assn. July

 Cotumbus- Bartholomem Co Fair Assn
July $13-18$ Francis
Overitreet. Connerssine Farancte OVersitret.
10-15. J. Ways. Funk. Co. Free Falt, Aug. Consers. - Miami Co. Agri. Assm. Aug. 5 .
G. Knox Corydon-Harrison Co. Agri. Soc. Aug. 18 .
23. Harry Hurst. Coringtor-Fourtain Co. 4-4 Clut Falr
 Danville-Hendricts Co, t- $\&$ \& Agrl. Paf Assm Juty 31 -Aus. 2 . J. Robert Leak
Denver-Dener Fall
Festival. Auk.
27 - -30
 Elnora-Davites Co. Fair. Inc. July 29-Auz.
2. Mre. Ruby Pelham.
 Hora-Carrol. Co 4 -H. Exibit, Assn. Juls
2an Aug
2


 Aus. 11-16. R. C. Stangland. $\& 4$ Helub

 Grentown Howard Co. 4-H Falir. July Hamlet-start Co. 4 -H Fait. July 2 B -Aus



 Sept. 4. Earl J. Balley.
Jasonvile-Tri-Co, Falr Ass. July $14-20$
 16. Clinton 8 Rimmel
Kentiand-Newton $C$. Fair Kentand-Newton Co. Pair Assn. Aug. 1-8
John m. Connell.
 Lasrangee Lagrange Co. 4-H Club Assn La Porte- La Porte Co. Farree Assh. Aus 16. Bob Morse
awrenceburg - Dearborn Co. Fatt, Inc. July
$21-26$
Don
C
stimson ${ }_{26}$ wransort-Cass Co. Fair Assn. July 20-Lyons- Lyons Community Falr. Aug. 2a-30
A. Foster. Sadison-Jefterson Co. 4-H Fatr. July 22 -

 Aus. $11-15$ W. W. Hardy. Asm. Aug. 5-s.
Monticello W White Co. Agri. Asm.
 Ray Brookman.
New Albany New Castle-Henry Co, 4-H Fair, Aus, 5-3. Prank Schuler July $7-12$. Sam Martis Co. Free Falr Oakland city-Oakiand Clity 4-R Commu-

 creek. eteresburg-Pike Co Fatr $\& 4$ - H Club Ex-
hiblt.
July
$14-19$. E. P. Dougan
 Mrs. Forrest Eiliot. Fitr Assn. Aug, 10-
Princeton-Cibson Co. Falr










Ida Grove-Ida Co. Falt Assin. Aus. 10-13. Independence-Buchanan Co. Falr Assa. Indianola-Warren Co. Falr Assn. Aus.
$6-9$, Lewis Johnson. Iowa Clity-Johnson Co, 4-H Falr Assa.
Aug. $4-8$ H $J$ Montgomery, Box 228 . Jetferson-Greene Co. Fair Assn. Aus. 10-
14. Paul Mears. Keosauqua-Van Buren Co. Falt Assn Aus. Knoxville-Martion Co. Falr Assii. Aus.
4-9. M. A. Trabert. LeMars - Plymouth Co. Fatt Assn. Aug. Leon-Decatur Co. $4-\mathrm{H}$ Fair Assn. Juty 2 a -Malvern-Milis Co. Fair Assn Aug. 7-10. Lewis Knop.
 WIIliam Partlow.
Maquoketa-Jackson Co. Fair Assn aug. Maquoketa-Jaclison Co. Fill Assn Aus.
7-10. Keuneth Ehlinger
Assn. Aus Marengo-lowa Co. Fair A5sn. Auz 6-3.
Robert W Higgins. Aug. 16-19. Wendell L. Colltins. Aus $3-10$. Hons Henriksen. Missourt Valley-Harrison Co Fult Asa.
Aug. 3-6. Mrs, Kathryn Risney
Monticello-Great Jones Co. Fair Asan Aug. $19-23$ Claude Appleby
Mount Ayr-Ringsoid Co. Falr Assa Aus. $13-16$ W. T. Timby,
Mount pieasan-Heary Co. Fair Asan Julg Moville-Woodibury Co. Fair Assh. Seat. Nashua-Big Four Fair Assh. Aug 14-17. National-Claytor
11 Arthur W Seciand. Froelieh 10-13. Olemn Randau. Ames.
Northwood-Worth Co Fair Assn. Ali 10 -
$\qquad$ 20. Chas. W. Ross.
Osage-Mitehell Co. Fair Assn. Aus 22-
25. Fred B. Hanson. 25. Fred B. Hanson.
Osceola-Clarke Co. 4 -H Fair Assin Aus. Oskaloosa-Southern Towa Fair Asst Aus. 6-9. Lucille Hama. Ang. 4-7, June Ryon.
Postwile-Big 4 Fair Assn. Aug. $29-\mathrm{Sept}$. Erimghar-O'Brien Co. Fair Assn, Aus.

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Verda-Verda Falr Asen. Aug, 19-23. Ohee-
ter Smith. Versallees-Woodorid Co. Fair Ason. Aug. Louisiana

## ival. Oct. $34-28$.

 Amite-Tanglpahoa Partih Fair Assn. Oot. aton Rouge-E. Baton Rouge ParikhFalr. 3astrop $-N$. La. Cotton Festival \& Fors. Sept. 16-20. jimmy Dillon. $25-27$.
Ciliton oo Parish Negro Falr Asmn 17-20. c. P. Btrange. Assn. Oct. $17-20$. stanton Marsolan.
 DeRidder-Benuregard Parish Fair Asm.
 Eunce - Mouthwest Li. Fal


 Oct. 4. W. J. Sherman Sena-Lasaile Parish Falir Assn. Sept. 22-27,

 Jonesville-Catahouia Parieh Fair
bean Peetival. Oct.
8-1h. Elmer
Boy
Gib




 Many-Sabine Parish Fair Assn. Oct. 13-18.
George Cook. Marksyille-La. LLvestock and Pasture Fes-
tival. Oct. 2 -5.



 New Roads-Pointe Partish Falr Assn. Oct.

 15-18. W. Wayland Smith.
oberlin- Alen Parish Falr Assn. Oct. 1-4.
 Opelousas-L, Yambliee, Oct. 3-4. Billy M. Plaquemine-Herrille Free Falr Assn. sept.
12.15. Leon P. Mire. Port Allen-West Baton Rouge Parikh Fair
Assn. Sept. 19-21. L. C. Marioneaux.



 Shreveport-L.Luisisian state Fair. Oct. 18 -
se.

Sulphur-Calcassient-Cameron Fair. | 18. Mrs. Harold Owens. |
| :--- |
| talluah - La. Detta Fair Ass. Oct. ${ }^{13-17}$. | Verda-Grant Parish Fair Assn. Oet. 8-10.

 H. Burns.

West Monroe-Ouachita Valley Fair Asm.
oct. 6 .11. John H. Birdsonk. WInntield LLA. Forest Festival Assn. Oct.
Wintifieid-Winn Por Prish Fatr Asm. Oct.


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1 .
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A
12ens-Wesserunsett Valley Fair. Sept.
12.13. Lee
W. Poss.
Blue Hill-Hancock Co . Agrl. Soe. Aug. 29-Cherrytield-West Washington Agrt. Soc.
Sept. 17 -20. Palmer Hart.

 Fryeburg - West Oxord Agri. Assn. Sept. Roy Knowiton.


 North Weaterford -World's Fuit Assn., Ine., Pittaton-Plitaton
Karion Moody.

| Fresque Isle-Northern Maine Fair Assn. Aug, 4-9. Robert D. Andrews. | Cunna-Shlawassee Co. 11-16. Blalr Woodman. |
| :---: | :---: |
| Readfleld-Readfleld Grange Fair Sept, 13. Ruth P, Hight. | Oroswell-Croswell Agrl. Soc. July 22-26. A J. Nunn Jt, |
| dney-Sidney Town Fair Assm. | . |
| 12-13. Theodore H, Russeil. |  |
| 9-16. Roy E. Symone, | Detroit-Detrolt Jr. Livestock Show. Dec. |
| Eouth Paris-Oxford Co. Fair | Detrot-Michigan state Fatr Assn. Aug. |
| 8-13. Gordon Grant | 29 -Sept. 7. Donald L. |
| Epringtleld-North | tate |
| 30-sept. 1. |  |
| opsham-Sagadahoc |  |
| Enlon-Knox Agrl, Soc. Aug. 28-23. Ivan |  |
|  | Falmouth-Missaukee |
| est Cumberland-Cumberland Farmers' |  |
| b. Sept $22-27$ | July 29-Aug. 2. Geo. |
| or-south Kennebec Agri. Soc. Aug. | nt--Newaygo Co. |
|  | $t$ De Boer, |
|  |  |
| Annapolis-Anne Arundel Co. Fafr Eept, 9-13. Wm. E. Kirk. | Joseph A. Eckel. <br> Goodells-St. Clair Co. 4-H Fair Assn. |
| el Air-Harford Co. Fair Assh. Aug. 26 - | Aug. |
| 30. Charles Kuniel. | Grand Bl |
| entreville-Queen Anne's Co. 4 -H | Aug. 12-14. |
|  |  |
| berland-Cumberland | 20-23. Mrs |
| licott City-Howard $\mathrm{Co}^{\text {a }}$ | Hale-1osco Earl Lackie. Agri. Soc. July |
| (11seott city-Howard Co. | Earrison-Clare Co. Agri. soc. Aug. 12-16. |
| Hill-Cecil Co. Fair | Abbert Haley. |
|  | Hart-Oceana Co. Agrl. |
| elertck-Frederjck Fair Asen. Sedt. 30- |  |
|  | (1) |
|  | Hastings-Barry Co. Agrl. soc. |
| 23. Roscoe N, Whipp | Forrest Johnson. Agh. soc. |
|  | Hil |
| -16. Dr. Robert O. Snavely | B. |
| Lefb McDo | Hillsdale-Hillsade American Legion |
| lock-Talbot \& Dorchester CO. 4-H | July 3-4. Ronald Morgan. |
| Bhow. July 22. Harry Beggs. | Hudsonville-Hudsooville Community |
|  | Aug. 20-22. Robert Van Noo |
| 18. Gilbert | Imlay City-Eastern Mictil |
| rdtown-st. Marya Co. Farmers d |  |
|  |  |
| Btephen Young. |  |
| eonardtown-St. Marys Co. Falr. Oct. 3-5. C. L. Lee. | Abram Snyder. |
| chenry-Garrett Co. Forr |  |
| 16. H. G. Gortner. | 28. V C. Vaughan. |
| Co. | Ironwood-Goge |
| Sept. 26-28. Spearman Butle |  |
| ince Frederick-Calvert Co. Fair | 29. Hone Storms. |
| Oet. ${ }^{\text {e-10. Wiliber P. Ward }}$ |  |
|  | 18-23, R. G. Di |
| sept. |  |
| Sept. 6 . John H . | 3-5. Duane Gray |
| pperco-Arcadia Agrl. Soc. \&-H Club | Lowell-Kent Co. |
| 11-19. George Debnam III |  |
| Co. Fair | 13. Irving Manie |
|  | Manton-Manton Hary |
| stminster-Carron Burns. uly $16-17$ L. C. Burns. | Sept. 1. Robert McBrlan. |
| Massachusetts | u1 8. Timkovich. |
| East Black | Beriln Far |
|  |  |
| pt. 1. Lee E. Wyman. | Marshall-Calhoun Mo. Fair Assn. Aus 18-23. Don Sweeney. |
| n Agrl. Soc. | Mason-Ingham Co. Fair Assn. Aug. $11-16$ |
| George A. Carney Jr. | Harry A. Spenny. |
|  |  | Greenfield-Franklin Co . Agrl .

Breckenridge-Wikin Co. Fatr Assn. July
18-20. Wm. E. McCullough.
Canedonia-Houston Co, Agrl. Soc. Aug.
20-23. Merie O. Almo.
Cal Cambridge-Iranti
12. Verl Rippey,
Canby - Yellow Medcine Co. Fair Assn.
July 21-24. Darold Snortum. Camnon Falla-Oannon Valley Falr Assn. July 2-4. R. J. Goodwin.
Detroit Lakes- Becker Detroit Lakes-Becker Co. Agrl. Soc. Aug
$20-23$ A. A. L. Boze. Elk River-Sherburne Co. Agrl. Soc. Aug, 4 6. E. E. Bjuge.
Fairmont-Martin Co. Free Fair Asm. Aug. Fairmont-Martin Co. Free Fair Amn. Aug.
20-24. John S Livermore.
Faribauth-Rice Co. Agrl. Soc. July 31 -Aug. Faribault-Rice Co, Agri. Soc. July 31-Aug.
F. Frank H, Duncan.
Farmington-Dakota Co. Agri. Assn. Aug. Farmington-Dakota Co. Agin. Assn. Aug
Fergus Falls-Otter Tail Co. Falr Assn Aug. 25-28. Knute Hamion.
Fertile--Polk Co. Fait Assin, July 11-13. Reynold Erickson. Fait Assi. July 1 -1 Fosston- Northwestern Minn. Agri. Assn
July $16-19$. V. G. Whaley. July $16-19$. V. G. Whaley. Co. Agri. Soc.
Garden Cly-Blue Earth Garden Cliy-Blue Earth Co. Agri. Soc.
Aug. 113 Danlel J. Jamen.
Genwod-Pope Co. Agrl. Soc. Bept. 12-Glenwood-Pope Co. Agrl. Soc. Bept. 12-
14. N. P. Hanson.
Grand Marais-Cook Co, Agrl. Soe. Aug, 13 15. John L. Twlest. Agri, soc, Aug. Grand Rapids-Tasea Co. Agrl. Asan, Aug.
14-17. James Rassmussen. Hallock Kaittson Co. Agrl. Soc. July 24 -
27. Calvin $R$ Bouvete. 27. Calvin $R$ R Bouvette.
Herman-Grant Co. Agri. Soe. Aug. 22-24.
 July ai-Aug. 3 Sulo J. Ofakangus, July
Hopkins. Hennepin Co. Falr Assn. July
18-20. Mike W. Zipoy. 18-20. Mike W. Zipoy.
Howard Likte-Wright Co. Agti. Fair Assn. Aug. 7-10. Weiton Zander.
Huthinson-MeLeod Co. Agril. Assn. Sept.
6-10. Everett Oleson. G-10. Everett Oleson,
Jackson-Jackson Co. Fair Aesn. Aug. $14-$
17. 17. Anton C. Gelger.
Jordan-Scott Co. Fair Assn. Aug. 1-3. K. J. Joachim. Co. Agri. Boc. July 31Aug. 3. Larry Bahr. Co, Fuir Assh Center-Le Sueur Co. Fuir Assn, Aug.
19-21. Ted Zimmerman. Little Falls-Morrison Co, Agrl. Soc. Aug 15-17, J. V. Raine.
Litherork-Northern Minn. Dist. Fair Assn. July $225-27$, A. E. DoLack,
Long Prairie-Todd Co. Fair Assn, Aug 12-14. Logan O . scow. Fair Assn, Aug. Luverne Rock Co. Agrl. Soc Aug. 8-7.
Don Sandstede. Don Sandstede. Madison-Lac qui Parte Co. Agri. Soc. Sept. Ma. Norman A. Moe. Co. Agrl. Soc. July $25-27$ Jerome L. Kersting.
Mankato -Tri-Co. $4-\mathrm{H}$ \& FFA Fair Assn. Sept. $16-17$, Ben J. Jones.
Marshall-Lron Co. Agri. Soc. Aug. 21-24. Montevideo-Chippewn Co. Fair Assn, Aug.
$15-17$, Andy Hendrickson. Mora-Kanabec Co. Agrl. Soc, Aug. 11-13.
L $y$ nn MeNelly.

Morris-Stevens
Ralph
Agrl,
Soc. Aug. 14-17 Motley - Morrison Co. Agri, Assn, Aug. 1-3
Gordon Russell. New Ulm-Brown Co. Agrl. soc. Aus. $14-1$
17. E. J. Herriges. 17. E. J. Rerriges.

Northome-Koochiching Co. Agrl. Asmn.
July 21-23. Jane Fanchat. Owatonna-Steele Co. Free Fair Assn. Aug.
12-17. Stan Muclele. Park Raplds Shell Prairie Agri. Asen
July $14-16$. B. E. Breur Perham-perham Agri. Soc. Aug. 21-24 G. W. Humphrey
pillager-Cass Co.

Pillager-Cass Co. Agrl. Soc. Aug. 26-28.
Raymond W, Gedde. Pthe City-Pine Co. Agrl. Soc. Aug. 1-e.
Max Sparer. Max sparer.
Pine River-Cas
20. Wayne Hoff. Agrl. Assn. Aug. 18
20.
${ }_{20}^{20}$. ${ }^{2}$ Preston-Fillmore
24.
Co. Agri. Soc, Aug. $20-$ 24. Ernest Wubbelis.

11-13. L. R. Gamradt. Agl. Soc. Aug. Proctor-Duluth - Soutr st, Louls Co Fat Assm, July 31-Aug. Roy W. Larson. July $25-27$. S. J. Bredeson. Co. Agrl. Eoe. Sept. $4-7 . \mathrm{Wm}$. Pauliten.
Rochester-Oimsted $\mathbf{C o}$. Agrl Ash, Aug, 10. Jim Faber.
Roseau-Roseau Agrl. Soc. July $21-24$
Cen Rush City-Chicago Co. Agrl. sec. Aug. 14 16. Geo. W, Larson. Co. Agrl. Soc. Aug St. Charies. -Wromenshenkel. Co. Fair Assn. Juiy St. James. Watonwan Co. Agri. Soc. Aug.
g-10. Leonard T. Neteon. Pation Minnesota State Fair. Aur. 31 -
Sept. 2. D. K. Bnldwin. St. Paul-Ramsey Co. Agrl. Soc. Juiy 24 27. Mrs. Plora K. Luedke.
t. Peter-Nleollet Co. Agrl. Boc. Aug. 22 Sauk Rapids-Benton Co. Agrl. Soc. Aug.
$15-17$. C. H. Varner. Slayton-Murray Co. Agrl. Soc. Aug. 14-16 Thitet River Falls-Pennington Co. AErI.
Soc. July 21-24. J. M. Roche. Two Harbors-Lake Co. Agri. Assn. Aug. 26-20. Torstein Grinager.
Tyler-Lincoln Co. Agri. Sec. Aug. 14-17 Henry M. Jacobson.
Wabasha-Wabashia Co. Free Fair As:n. July 25-27. Matt Metz. Wacomil-Carver Co. Agrl. Soc. Aug. 127
20. Alfred Teser. Wadena-Wadena Agri. Boc. Aug. 7-10. Dan Brown.
Warren-Marshall Co. AgrL. Assn. July 17 Waseca-Waseca Co. Fair Assn. Juiy 31 Aug. 3. Leon J. B. Sexton.
Wheaton-Traverse Co. Agrl. Assn. Sept. Willmar-Kandiyoht Co. Fair Assn. Sept Windon-Cottonwod Fair Asmn, Aug. 38-21.
Andrew Schoone. Cummington-Cummington Fair Assn. Aug Daton-Berksire Co, Mary Louse Alleetia. Fair Assn, Aug
16.
Dighton-Rehoboth Falf, Ine. Aug. $17-23$ Dighton-Rehoboth Falr, Ine. Aug. 17-2
John Aynau.
Greenteld- Frankin Co. Agrl, soc., Sept, Lakevilhe Memddieboro Agrl. Soc. Aug. 3-9
 Marshflifed-Marshfield Agri, \& Hort. Soc. Aug. $17-23$, Granville M . Thayer. July 24-27. Charies. J. Meyer.
Middlefield-Highland Agrl. Eoc. Aug. 29 30. Jestile H. Pease.

Hampden Aktl. Soc. Aug. 3i-Sept. 6. J. La
Hamplet Spencer-Spencer AgrI, Assn. Aug. 30-Sept.

1. Phillp A. Quinn. Bouth Weymouth-Weymouth Agri. \& Ind 1
Soc. Aus. 10-16. Willam $F$. McIntyre. Soc, Aus. 10-16. William P. MeIntyre.
Topsfield- Essex Agri. Soc. Aug. 31 -Sept. 6 .
Faul Corson. West Springtield-Eastern States Exposi-
tion. Sept 13 -21. Jack Reynolds. Westrield-Wentifld Fair Assn. Aug. 16-17. Mrs. John Cooper. Co, 4. 4 Fair Assn.
Westford-MMddesex
Aug. 22 -24. Elizabeth Costa. West Thisbury-Martha's Vineyard Agri, Soc.
Aug. $21-23$ Mr. Edward \&. Chllit. Weymouth-Weymouth Fair Assn. Aug, $10-$
2. m. McIntyre. Michigan
Adrian-Lawrence Co. Falr Assm, Sept. 14 -
$20, M$. Allegan-Ahlegan Co Falr Assn. Sept. 7Allenvile - Mackinic Co. Fair Assn. Aug A12-24. J. Schlmmelpenny. Juis 29-31 Alonn C. Post.
alena
Vletor Werth. Armada-Armada Agrl. Soc. Aug. 21-24.
Roy O. Conner. Atlanta- Montmorency Co. Fair. Assn. Aug
20-23, Mrs. Ruth Datzell. Ead Axe-Huron Co. Fair Asen. Aug. 5-9. Bay Ctty-Bay Co. Fair Assn. Aug. 11-16.
Byron Ruhstorfer. Eellevilie-Whyne Co, $4-\mathrm{H}$ Falr Assn. Aug. Berrien Springe-Berrien Co. Youth Fatr. Aug. 13-17. Mrs. Lucie Siekman. Juty $16-18$, P. B. Wheatlake. Fair Ason. Aug. 14-16. Murdoch MacLennan. 1-5. Paul Earl.
Caro-Tuscola Co. Fair Asen. Aug. 18-23. Carson City-Duiryland Agrl. Boc. Aug. 14.
W. L. Green. Oassopoils-Cass Co. Falr Asen. Aug. B-9. Mrs. Erma Spencer.
Cass City Cass Clty Home Coming Fair.
Aug. 7. Willam S. Ruhi. Aug. 7. Willam S. Ruhl.
Cedar Sprtnge-Cedar Springs Jr. Community Fant. Aug. 7 , Theran Wheat.
Centerville-st. Joseph Co. Fair Assn. Bept. 15-20. Lester R Schrader.
Chatiotte Eaton Co. Fair Asm. Aug. 20-
3. Bldiney Fhllipg. Choboygan-Northern Michigan Fatr. Aus. Chelsea-Chelsea Communtty Fair. Sept. 3-6. J. H. Pikkington.
Coldwater-Branch Co, A-R Fair Asmn.

Monroe-Monr
A. W. Eurtiz. Ans. 19-23. M. S. Gilla Co. Youth Fatr 11. Eimer Jarvis. Community Fair. Nov $12-13, \mathrm{Mrs}$. Milan Purcelt
Norw Sept. 1. Frank Mollnare. Assn. Aug. 296. Volney Reynoids. Agrl. Soc. Sept. Petoskey-Emmet Co. Fair Ashn. Ang.
16. Winfield $\mathbf{S}$. Hinds Pinconning-Pinconndng Community Falr Sontiac-Oakland Co. 4-H Fair Assn. Aug 23 Ramiavena 4-H Fatr Assn. Aug. 21 Aug. $18-20$ D. J. Waker Club Fair Assn Chamaw-saginaw Falr Assn. Sept. 7-13 Robert Teff Community Fals, Sept. 10-13 Sandusky-Sanilac


Aug. 7. Maynard Blossom. Mrs. Mildred Warren. Soc. Sept. 4-6. 8tandish-Arenac Co. Fair Assn. Aug. 20
23. Ernest Kraushaar. Trile erse Clty - North Western Much. Fatr
Assn. Aug. $26-30$. Arnell Engstrom. Unionville-Unionville Agri. \& Hort. Soc Sept. 24-25. Robert Colstock. Asm. July
Vassar-Vassar Cork Pine Falr Ass.
8-12. Ivan Middleton.

## Minnesota

Ada-Norman Co. Agri. Soc. July 3-6. a $18-2 \mathrm{~L}$ Herman Dreborn Co. Falr Assn. Aus
Alexindirin-Douglas Co. Agrl Aug, 21-24. Wing Lange. Agrl. Fair Assn. Charles Schoepf. Agrl. Soc. Aug. 18-20 Henty Hommmer. Fair Assn. Aus. $7-10$
Hompleton-Swift Co. Loren Lindiahl. Co. Fair Assm. Aug. 21-2 Ed C. Dokrr. Co. Agrl. Assm. Aug. 7-10 sustin-Mower Co. Falr \&e Liventock Show
Aug.
$4-10$. P. J. Holand 17. John B A Anneson. Agrl. Soc. Aug. 11
Barnesville -Clay Con
Gifle Gifford H. Wermager. Assn. July 8-1 24. R. S. Goodell. Baudette-Lake of the Woods Co. Falr Assn 8-10. Fred \&. Lammers. Agrl, Soc. Au 30. Ray H. Witt. Fo. Falr Assn. July 28 Bird Island-Renvilte Co. Agrl. Soc. Aug
$18-20$. Harold Baumgartner $11-13$ Kenneth A. Young. Agri. soc. Aug
Braner -Crow Wing Co. Fair Assn. Aug.
13-16. B C. Wing
 counters in front and 140 square feet of display and stock area to back and side.
When you're ready to move on, simply drop floor boards over hatches, lower sides, and hitch to your car or truck. No need to your car or truck. No need
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ster" model.

ADDRESS
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Buffalo-Dathas Co. Fair Assn. July $30-$
Aug. 2. Roswell L. Wayne. Callifornla - Moniteau Co. Falt Assn. Au
6.9. Harold Kindle.
Callo Callao Harvest Festival. Aug, $21-23$
Mrs. Hatold Coleman. Mrs, Harold Coleman.
Canton-Lewis Co. 4-H Show. July 25-26.
R. K. Leavith. R. K. Leavitt.
Cape Girardeau-Southeast Mo. Dist. Falr.
 Sept. 28-30. Ernest Garner.
Caruthersvilie-American Legion Falr. Oct.
1-5. Harry E. Malloure. Center-Ralls. Co. Jr. Fair Assn. July 31-
Aus. 1. Mrs. Dyas Jores. Aug. 1. Mrs. Dyat Jones.
Augmenter - Chithowe Community Fair.
Aug. M. A. Ficke. Clark- Grange Flower Show \& Farm Fest1val. Aug. 9. Mrs. Beulah Schroeder.
Clinton-Henry Co. Falr \& Horse Show. July 31 Aug. ${ }^{3}$ Mrs. B. M. Brock.
cote Camp-Cole Camp Fair. Sept. 11-13. John W. Ragland.
Columbia-Boone Co. Fait Assn. July 23-
26 Carson Tell 26 Carson Teel.
Concordia - Concorda Fall Festival. Sept.
$25-27$ Donald E. Lohman. Cuba-Cuba Community Fatr. Aulg 6-9 Mrs. Irene Hertlein,
Depwater-Deepwater Labor \& Farvest
Festival. Sept. 1-2. Ona E. Harrington. Dexter-Stoddard Co. Fair Assh. Sept.
$15-20$ W. L Annoid. H. E. Bruner. Parmington-st. Franclos Co. Falt Assn.
Aug 23.30. Floyd Becker.
Favette-Howard Co Jis. Falr Assn. Aus Fayette- A. KImmel. Jr. Fair Assn. Auz.
1-2. R A Restock
Gerald-Gerald 4 Home
Economics Show. July
4-5. Raymond Economics Show. July 4-5. Raymond
Kower-Clinton Co. Jr. Litestock \& Home Economics Show, Aug 27, Geo B
MeArthur Green City-Green City 4-H Fair. Sept. 6.
Lois Jerome. Higginsville-Lafayette Co. 4-H \& Achieve
ment Fair. July 29-Aus. 1. Mrs. Robt.
Tempel. Tllisboro-Hillsboro Horse Show \& Fest1-Holden-Holden Centennial Cele. Sept. 17 20. M. L Canaday.
Houston-Texas Co .
 Humansville-Humansilie Pall Festival.
Sept. 12-13. E. H Primm. Hume-Hume
B. Franklin.
Jefferson City-Jaycee Cole Co. Falr. July
$23-26$. Paul Elloth.

Kahoka-Clark Co. Fair Assn. Juiy 23-23.
Gllobert Sargent.
Kansas Cly-American Ris.
 5-8. N. O. Allen.
Lamar-Lamar's Farm \& Industrial Expo
Sept. Li-13. Bud Moore.
Laredo-Laredo Communty Fatr. Sept. 4-Laredo-Laredo Community Fatr. Sept. 4 Lebanon-Laclede Co. Fatr Assn. Aug. 27 -
29.' H. L Massey,
Lummit-Jackson Co. Fatr Assn. Aug. Lees summit-Jackson Co. Fatr Assn. Au
4.9. Merle Decker Lee's Summit-Jackson Co.
ment Fair. July Achirve
31-Aug. 2. 2 Harry Vieth Jack C. West. Fair Assn. July 31-Aug
Linn Osige Co, Fair Asm.
2 . Alvin P. Linhardt. Linn-Osage Co, Fair Assin. July 31-Aug
2 Avin p. Linharat.
Linneus-Old Settlers' Reunion, Aug. $7-9$. Eugene Thurlo. Jr. Fair Assn. Aug. 1 Mrs. H. G. Crawford.
Marshill-Saline Co. Fair Assn. July 26. Marshritield-Webster Co. Fair Assn. Aug
$27-30$. Ellis O. Jackson. Marthasville-Marthasville Fall Festival Aug. 22-24, W. Rottman. Assn. July 30 -Maysville-DeKalb Co. Fair \& Horse Show Aug. $11-13$, C. B. Harris.

 Montgomery City-Montgomery Co, Fat Assn Juty
Morrisvile- Morrisvinle Commmunliy Falr
Oct. 26. Mrs. Pall Hensley. Morrisvile Mr. Morrisville Hensley. Fair \& Horse
Show Sept Show. Sept. $26-27$. Mrs. Paul Hensley,
Neosho-Newton Co. Jr. Fair Assn. July
22-24. W M. How. Nerada-Vernon Co. Youth Falr. Sept. 3-6
James E. McCell. Oregon-Autumn Festival. Sept. 4-6. Mra
Eieanor F Spreckelmeger. Owenswille-Gasconade Co. Patr Assu. Aus. Palmyra-Palmyra Fall Festlval Aug. 27 30. Muldred L. Briscoe. Platte city-Platte Co, A\&
26. Gordon L. Miller. Pollock: -4 -H Club Achelvement Day. Aus
2. Waiter A. Olmstead. Potosi-Washington Co. Fair Assn. Aug
6-8. D. B. Groves.
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concession* in your
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Asen. July mount Holy - Mar. . Dantel $L$ Kender.

 Aem. Aug 18 B.23. Swante 0 . Ewennon. | Fomona-Atiantic |
| :--- |
| 22. David 0 . Wood |






New Mexic
Alamgordo-otero Me. Fair Assn, Espt.
 Aluquerque New Mextco state Patr. Bept.
27-Oct. 5 . Leon H Harms. Aztec-San Juan Co. Fair. Cecll Mocee
 Thelma Inmon.
Henry Chavez
Clayton- Tnlon Co. Falr. Sept. $23-25$. John
Whinatile Girft
Burrowiftifl-Glla
Batr.
sept. 13-14, George

 Lovington-Len Co. Fatr Assn. Bept. 18-20
 Parker Woodval.
Santa Fe -Santa Fe Flesta. Aug. 29-Sept. 1. Mrat Helene H. BRe
Socorro- Socorro Co. Fatr $\&$ Rodeo Assn.
Sept. 6-7. J. C. Barker Jr. Springer-Cirfax
K. Wootten.
Co Falr. K. Wootien.

Show \& Falt. Sept. 11-19. Reymond Wor-
 Tucumcari- Quany
11-14. Wayno Well. Falr New York
Atton-Afton Drtying Park \& Agrl. Assm.
Aug.
$11-16$.
Guy L, Marvin. Ablon. - Orreans co. Exxteniton service A.exander-Genesee Co. Agri. Soc. Aug. Aitamont- Altamont Regienal Fair Assn.
 Avon-Genesee Vailey Breeders Assn. Sept.

${ }^{25}$-29. Wendell Towniley . Agrl. soc. Aug.
 1. J. Victor Faucett.
Boonville-Boonville Fal Aug. 2. Charles H . Fickbohm. Juiy 28 -Brookfield-Brooktield-Madison. Co. Agrt.
Soc. Aug. $19-23$. Raymond $P$. Burdick.
 Caledonia-Caledonia
18. Victor scroger.
 $\underset{\text { Chatham-Columbia Co. ABrl. Soc }}{\text { Con }}$ Sept. 1. J. Vincent Hartigan. Aulg. 29Drtid. Beardiand Co. Ext, Service Assn. Aug, $5-9$. Robert Blatentey ${ }^{D}{ }_{24}$ Ruyter- Harry D Stanan's Fair Assn. Aug. 21Dundeers Dundee Fahl Assn. Sept. 18-20.
Lewis R. Hanmer Lunkis R. Hanmer. 1-6. Harold T. Patton. . . .
Durham -Greene
Co. Ext. Service Assn. Aug. $13-14$ Robert Tousey. Ponda-Montgomery Co. Agrl. soc, Aug, 29 -

 Asem. Aug. 27-28. Karl Grant.

 Prank A. Slade.
Hempock $\rightarrow$ Hemlock Lake Union Agrl. soc.
 Assn. Aug. $17-23$. Albert Locrner.
Horseheads-Chemung Co. Abri. Soc. Aug

 21. Albert Kurdt. Little Valley-Cattaragus Co. Agri. Soc.
 Lowile Fair. Aug. 13-14. John A. Hail. Man W. Gordon. Middletown-Orange Co. Agri. Soc. Aug. 2 Morris Fred Germanin Jr. Jr. Assm. July 30 -Aug. Morrisonville-Clinton Co, Arrl \& Ind

 Charies B. Bstey.
Paimyra-Palmyra-Cnion Agr1 soc. Aug. Penn Yan- Yates Converser Agoc. July 16Pike Wyoming Co. Falr Assn. Aug. 18-22. Clataries Van Arsale
 Eandy Creek- Marray. Candy Creek-Sandy Creek. Falt Assn. Aus.
12-16. Marion By Herrick.
 B. Betts.

Cchaghtiooke-Rensselaer Co. Arrl. \& Hort.
Soc. Aug. 29-Sept. syac. Aug. 29-Sept. 3. Charles A. Btover,
sent
sent
 Trumansburg-Union Agri. \& Bort. soc Sept. 10.13. Lioyd Elibe. Agri. soc. Aug Waterloo - Seneca Co. Agri. soc. July 21-28. John O. Crisifield.
Watertown
jefferson
co. Agri, soc. Aug


Weatport-Esex Co. Agri. soc. Aug. 12 Whitney Point-Brome Co. Agrl. 800. North Carolina Aboskle-Athontte Dist. Fatr Assn. Oct. 7 -Albemarle-stanily Co. Fatr Assn. Bept, Asheboro Center of N . C . Fatr Ason., Ine sept. 1-6. W. W. . York.
Beaufort-Carteret Farr, Inc. Oct. 8-11. T Beaufort-Carteret Fair, Inc. Oct. 8-11. T
E. Kelly Burgaw-Pender Co. Fatr Assn. Oct, 8-11 Burlington-Alamance Ca Veterans AgrL
 ${ }^{13-20 .}$ Bill scott.
 Cherokee-Cherokee Indian r-11. Chariote R . sneed. Concord-Cabarrus Co. Agri. Falr, Inc
 30. Ralph Abernathy parham-Durham Co. Amertean Legion
Fair. Sept. 29-Oct. A. Entield-Firemen's Agri Rair As. Leng. sept.
 28-Cct. \& Candten Pender Ass. Sept.
ooldaboro-Wayne Co. Agrl. Assn. Sept. Goldsboro-Wayne
is-20. Oo. Agri. Assn. Sept. Greensboro-Greensbore Agn. Falr, Ine
 Oreenville-Pitt Co. Fatr Assn. Oct. 6-11. Henderson -Golden Bell Hendersonville - Weat. irn N. C. Falr Assn.
 High Potht - High Point Fatr Assn. Sept ${ }^{212-27 .}$ T. O. Pots.
 Laurinburg - Scothand Co. Agri. Fair Aasn


 Littleton-Littieton Fair Assn. Oct. 20-28.
T. R. Waiker.


## Iow-cost Cretors counter model popcorn machine

Here's the biggest little money-maker in the country-the new CRETORS "America" Counter Model. All-steel kettle, thermostatically controlled, pop $6-8 \mathrm{oz}$. of raw corn per charge, turns out $\$ 14.00$ of corn per hour. Automatic cover lift. White all-metal frame with red top and blue "POPCORN" sign. Popper case heated by electric element. Equipped with Plexiglas doors. Measures $291^{\prime \prime}$ " high $\times 27^{\prime \prime}$ wide $\times 21^{\prime \prime}$ front to back. Plugs into any ordinary 100 Volt AC outlet.


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loser, are sanitary, look better, work
faster, easier to store and have more
customer appeal than hand-rolled customer appeal than hand-roiled
cones. After you uso our machine-
made cones you will never go back
to rolifing your own. Many cotton candy stands have
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who consider hand-rolled cones who consider hand-rolled cones
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ing iobbers of concession suppliet ing iobbers of concession suppliee
handie CoLD MEDAL mechine-made
cones but prices will usuall be
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Write for tree samples of cones and
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W. F. Areher. Fa. Palr Assn. Aug. 12 -
Chillotho-Rosis. Co.
16. Wm. O Eramer 16. Wm. O. Eramer.



 Croton-Hartan
Diamo Arter
Dayton
 Delaakare Delaware co. Fatr Assn. Sept.


## Eaton-Preble Chenn Find Craw Cowell.














































 Oklahoma

## Ada-Pontotoc Co, Tair Assh. Bept. 15-17

## 

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## 

 13. Oran stipe
Cherokee-Altalit

##  <br> 

in Custer Co. Falr Assa. Sopt. 1s-
. Curtic Grirish,











 Malamt Dale Ozment. Co Free Fair Assa, sept. Muskoge - Okiakhemare. Free Stato Fatr. Sept.
14-211. Tom Conrady.
















## Oregon






 Enterprise-Wallowa Co. PFA Fatr. May



 Heppner-Morrow oo. Falr Asso. Aug. 27
3. R. B. Ferguson.



Strickier. Falls-Klamath Co .4 - H Falr.
Aumath $18.20 . \mathrm{H}$. . Winfite.






Ontario-Malihear Dowel. Falr. Aug. 27-30.
${ }^{\text {Oregon Clty cilackamas Co. Fatr. Aug. } 20}$

Redmona-Deschutes Co. Falr Assn. Aus

24. Dick Turiey.

Sillamook Co. Falr Assn. Aus
Tygh valle - Wasmen. Co. Fatr Assn. Aug
an-2t. vic
Pennsylvania
Assn, Aus 19-23. Mary E. Elder
Ablon-Albion Community Fair Assa.
20. Mrs. Roba D. schall




Bloomgburg-Bloomobury Fair Asm. Bopt.
22-27. J. Howard Dolly. Butler-Butjer Fair \& Agri. Asen, Aug. 2-
g. A, H. Bachman. Butler-Butler Farm Show, Ino. Aus. 30-
22. Mrs. LoeRoy Mililer Carisle-Carilisio Fair Ason. Aug. $11-10$. Centre Hall-Centro $0_{0}$. Falr Assi. Aug Claysburg-Claysburg
Products \& Plower Bhow. Sept. Farm
$11-12$ Clear Clearineld-Clearfleld Oo. Falr Assn. Juty Assnton-Cochranton Communtry Patr Connelissille Pleasant Valley. Grange Comp-
munity Palr Assn. Sept. 2-6. Eugeno $\bar{\nabla}$. Kallester 16. John H, Kell. Oct. 15-18, Dayton-Dayton Agri. \& Mech. Assn. Aug. Ebensburg-Cambria Co. Fair Assn. Sept. Edinboro-Edino Rupert. Communtty Falr Assn
 Forksville-Sullivan Co. Agrl. Soc. Aug. Oilbert-West End Fair Assn. Aug. 28-27.
LeRoy Gratzoy Oratb Falr Assn. sept. 14-20. Dr. Greensburg-Harrold Fatr Assn. Aug: $20-1$
23. Mrs.
Hartord- Errett. Harford-Hartord Fatr Assn. Bept. 2-6. $\mathbf{H}$ Harrisburg-Penna. Jr. Dairy Show. Bept. Harrtsburg-Penna. Nat'1 Llvestock Expo.
Nov. 11-14. L. H. Bull. Harrisburg-Pennsylvania Farm Show. Jan. Home-OX H. Mill Cocommunity Palr. Sopt. 2-4.
David w. Stmpson. Q-13. D Wayne Co. Fatr Assn. Sept. Hughesville-Lycoming Co. Fatr Assh. Aug. Hunting don-Huntingdon Co. Agrl. Asgn. Indiana-Indians Co. Fair Assn. Aug. 18-Jamestown-Pymatunsing Joint Communty Fair. seppt. 3-6. J. Wimberton-Chesterk. Co. Fair
Assiton工, July $16-36$. Howard Wileon. O. E. Hauck.
Lairelton-Unon Co. West End Fair Assa. Sept. 3-8. J. Frank Bnyder. Assn. Eopt.
Lehtgnton-Carbon Co. Agri. Ass.
1-6. Grant A. Bossard. Library-Allegheny Co. Falr de Expo. Aug.
28--5ept. 1. Geo. Eelly.
 27-30.
Meadvile-Crawford Co. Fair Assn, Aug.
18-23. Mra. E. C. Badwin 18-23. Mra. E. C. Badwin.
Mechaniosburg-Grangers Froe Fair Ason.
Als. Meyg. $24-$-ept, 1 . Rober Mir Assi. Aug.
 Montandon-Tri-Township Fuir Assn. Sept.
24-27. John B. Frederick. Mount Cobb-Jefferson Commundty Fair Assn. Aus. 28-30. Agens C. Hreha.
Mutual-Westmoreiand CO. Fair \& Recen-
tion Assn. Aug. 19-23. W. B. Rowe. Myerstown-Myerstown Community Fatr Nazareth-Nazareth Farm Pro. Show. Nov.
 28-28. Jake Bumgardner.
New Holland-New Holland Farmers' Fatr.
Ont Oct. 1 E. . . O. Zimmerman.
Noth Eat. Nort. East Community Fatr.
Set. Sley-Oley Valley Community,
Sept. $25-27$.
Carl W. Blank. Expo. Aus. 28-Sept. 1. Betty Colostmo,
411 Court Howe Pittsburgh - Pittsburgh Livestock show.
Oct. 12 23. Aug. $18-23$. W. B. Rowe.
Port, Royn. Juniata Cor. Agrl, Soo. Sopt.
1-6. Dwight B. Hower. Reading-Reading Fair Asen. Sept. 7-14. Selinsgrove- Sellinsgrove Fair Assn, July 14-
19. Roland E. Flsher. Thade Gap-Boidiers \& Sallors' Falr \& Plonic. July 28-Aug. 2. A. L. Blackmon.
3partansburg- 8partansburg Communty
Fair Assn. Sept. 11-13. ©. J. Burton.
 Aloga-Tloga Valley Free Fiir. Juiy 22-26.
Ariene Whtiney,
Troy-Troy Free Fatr Assh. Aug. B-9. W. Turbotville - Turbotville
Sept. $17-20$. Wmmundty
Watr. Jnion. Unionville - Unlonville Community Fatr
Assin. Oot. $9-11$. Mrs. V. Woodward. Washington-Washington Co. Agri. Fatr
Assn. Aug. 19-23. J. Ed Bmith. munity Fair Assn. Oet. 1-4. Chas. W . Waterford-Waterford Fair Ason. Sept. 2-
6. J. Stanley Mitchell. Waittsburg-Wattsburg Agrl. soc. Aug. 26-
30. H. M. Burrows. Waynesburg-Greene Co. Free Fair. Aug.
12.16. C . R . Clark.
West West Alexander-West Alexander AgrL
Assn. Sept. $10-13$. Mrs, John F. McMurWest Chester-Goshen Co. Fair Assh. July
28-Aug. 2. Harold B. Price. estover-Harmony Grange Fatr Assn.
Sept. 18-20. Jewis P. Creene Jr.
Wind Ridge-Jacktown Fair Assn. Adg. e9. O. I. Dilie.
Mrs. Catherine-State Fatr. Sept: 0 - 13 . Youngsille-Youngsville Communtty Patr
Assn. Sept. $3-6$. Ela $a$. Culver. Rhode Island
 South Carolina
Anderson-Anderson Fatr Assn. Oct. 13-Bennettsville-Mariboro Co. Fair Aasn. Sept. 22-27. J. Murray Jackson Jr. Assa.
Bishopville-Lee Co. Fair Assa. Sept. 23-
27. R. C. McCutchen.



3atle. Rivor-Battio Rtyor Ethi. Aus.
 Calgary- Oalgary. Exhn the stampede, July Campose-Camrose Exhn. Aug c-s. J. $\mathbf{I}$
Btuart. Cardston-Cardston Exhn, Aus. 13-16. Bert

 Climon, EdMonton-Edmonton Exhn, July $14-12$
 Goose Creek-Goose creek Exhn. Aug. is
David Blacke-
orand Centre-Grand centre Agrl. soe

 Lethbridge-Lethbridge Exhn. July ${ }^{23-26}$.
C. $\mathbf{E}$. Parry. Lloydminsirer. - Lloydminster Exhn. July
21-23. R. A Robertson. Mayerthorpe-Mayerthorpe \& Dist, Agri
Soc. Aug. 20. A. E. Gunton.
Medicine Hat-Medicine Hat Exhn. July 17-19. E. V. EIford.
Millarville-Priddis-Milarville Agri. soc. Olds. Oids Exhn. Aug. 8-9. E. G. Miller. 19-20. Mrs. T. I. Hardy.
Priddis - Millarvilie - Priddis - Millarville Erinn. Aug. 9. Mrs. Monica - Milarville
Red Deer-Red Der Agri. Soc. July na Rug. 2, D. W. Robertson.
Rimbey-fimbey Exhn. July 2a-23. R. A
Anderman. Vegreville-Vegreville Exhn. July 28-30
E. F. Morton. Vauxail-Vauxall Exhn. Bept. 10. R. 0 .
Skretting. Skretting.
Vermilion-Vermilion
26. Wotiskiwin-Wetaskiwin Exhn, July 29-30.
Mrs, Doris Kirkwood. Westiok-Westlock \& Dist. Agrl. Boc. Aug. Whidwood -Wild wood Exhn. Aug. 22. Mrs.
Henry Scliroder.

British Columbia

## Agssis. Bept. 3-8.

 Al2-13.Aldergrove
Albern! Dist. Fall Fatr. Bept. Alderg. Sept. 19.
Armstrong-Interior Provincial Exhn. Sept. Arrow Park-Arrow Park Agrl. Assn. Aug.
30. L. V. Mocleliand. Sept. 1.1 -Belia Coola Falr Assn
Bridge Lake-Bridge Lake Farmers' Inst1-
tute. Ale tute. Aug. Bo.
Burns Lake-Lakes Dist. Fair Assn. Bept. 6. Oastlegar-Castlegar \& Dist. Fall Fair Assn
Sept. $19-20$. Cawston-South Similikameen Fall Fair.
Sept. 4. Mrs. T. A. Luisted. Chllliwack-Chillwack Agrl Assn. Aug.
13-15. Cloverdale-Lower. Fraser Valley Agri.
Assn. Sept. 11.13. Cobbie Hill-Shawnigan-Cobble Hill Agri.
Asn, Sept. 3. Coombs-Arrowsmilth Agri. Assa. Aug.
32.23. Courtenay-Comox Valley Fall Fatr. July
31-Ang.
Crawford Bay-Crawford Bay Fall Fatr. Creston-Creston Valley Fall Falr Assn Dawson Creek-Dawson Creek Exhn. Assn. Duncan-Cowichan Agri. \& Ind. Exhn. East Kelowna-East Kelowna Pall Fair Edgewood-Inonoaklin Farmers' Agri. Fair.
sept. Sept. 1.
Fuitvale-Frute Glbsons-Eunshine Coast Fall Falr. Aug 15-16.
Grand. Forks-Grand Forks Fall Fatr
Sept, 3. Haney-Maple Ridge Agrl. Assh. Aug Hope-Hope \& Dist. Fall Fair Assn
Sept.
therme-East
Kootenay Agri. \& Ind Invermere-East Kootenay Agri. \& Ind
Exhn. Aug. $22-23$,
Ladner-Delt Agr. Soc. Aug. 8-9.
Ladesmith-Ladysmith Agri. Boc, Sept.
 Litte Fort-N. Thompson Fall Fatr Assh Luepton-Metchosin Farmers' Institute. Aug. McBride-McBride Dist. Agrl. Falr Assn
 Merritit-Nicola V Vhley Exhn, Assm. Sept. 1
Nanaimo-Vancouver Island Exhn. Assn Aug. $13-16$.
Nelson-West Kootenay Agrl. \& Ind. Exhn Sorth Delta-North Delta Fall Fair. Sept North Pine-North Peace River Fall Fait
Alig. 13. Peachiand-Peachland Women's Institute. Penticton-Penticton Peach Festival Assi Aug.
Poweil River-Powell River \& Dist. Agrl
Assin. Prtice George - Prince George Agrt. \& Ind
 Saanichton-N. \& 8. Saanich Agrl. Assn Salimon Arm-Salmon Arm Fall Fatr Assn. Smithers-Bulkiey Valley AgrL \& Ind Assn. Aug.
Sooke Sooke Fall Fair. Sebt. 6.
Bouth Burnaby- South Burnaby Hort. Assn Sept. $19-20$
Squanish-Squamish Valley Fair. Sept. 1 Sunset Prairie-Klskatinaw Fall Fair. Aug.
20. Vancouver-Pactfic Nat'1 Exhn. Aug. 18-
Sept. 1. A. F. Morrow. Vancouver-Vancouver Hort. Soc. Bept. $26-$
27. 7 .
Viorta-Luxton Agr1. Fall Fair. Aug
22-23. S. L. Hiscock. 2e-33. B. L. Hiscock. Fall Fair, Aug
Westank-Westbank Fair Board. Sept. B.
Westwold-Westwold Fall Fair, Sept. 1.

Manitoba Attona-Atoos Mxhn. Bept.
Arborg-Arborg
Exhin. Aus.

 June
Oarman-Duly 4.
4. Purferin Agri. Moc. Jily A. J. Hand.
Crystal Crytal Oity Exhen, July s.
Cypress River-Cypress Rtver Exhn. Juig 12.
Dauphtn-Dauphin Exhin. Jul 10-12.
Dominion City-Dominion City Exhn. July (4.5.1d-Dugald Exhn. July 26. Elkhorn-Eikhorn Exhn. July 22. Gthbert Plains-Gilbert Plains Exhn. July Oladstone-Gláastone Exhn. July 23.
Hadashvilie-Hadashville Exhn. Sept. Hamiota-Hamiota Exhn. July ${ }^{23}$ Harding-Harding Exhn. July ${ }^{18}$,
Kelwood-Kelwood Exhn. Oct. 2 ,
Kinosota-Kinosota Exhn. Sept Kelwood-Kewood Exhn. Oct, 2,
Kinosota- Kinosota Exhn. Sept,
Manitou-Manitou Exhn. July 2-3. Minnedoses, Minnedosa Exhn. July
Moris-Morris Exhin. July
4-5. C. w. Oak Lake-Oak Lake Exhn. July ${ }^{15}$ Aug, 1. Mrras Lil Manthe. Mane Agri. Soo.
Portage La Pralie-Portage Ind. Exhan. July ${ }^{\text {-s.s. Keith Stewart. }}$ Reston Reston Exin. July 23-24. A. a Roblin-Robln Exhn, Au Rossburn-Rossburn Exth. July 17.
Russel_-Russell Exhn. July 17-18, R. W.
Wheatley Wheaticy. st Agathe Tor Signard Beaudoin.
St. Anne- St. Anne Exhn. Aug. 16.
St. Jean-St. Joan Exhn. July 11-12. Reno Bt, Jean-st. Joan Exhn. Juty $11-12$. Rene
Beaudette. St. Pierre-St. Pierre Exhn. July 22-28.
St. Rosi-St. Rose Exhn. July 5 .
Shoal Lake-8hoal Lake Exhn. July 18
 Strathelastr-Strathcieir Exhn. July is.
Swan River-Swan River Exhn. July 2 az . Teulon-Teulon Exhn. July 31.
Treberne - Holland
Treherne - Holland Exhn. July 10-11.
Wakknda-Waskad Exhn Oot.
Winklor-Winkler Exin. Sopt. 4.

New Brunswick

## Bent ibert Pal.. Sept. 1i-is. W. A.

 Bathurst-Giocester Oo, Falr Assn, Aug. Chatham Millison Branch, Exhn. Aug. $25-30$. H. Frederticton-Pre CrewdsG. R.

## Gagetown-Queens Co. Falr Assn. Sept.

$\qquad$ Basite-Madawaska Regional Fair. Sept. st. Istdore- At. Istidore Agrt. Soc, Sept. Is. St. Jas, Beaulieu. St. Stephen . St. Stophen Agri. oc. Aus.
18 . Prosper Gire-Kent
Bird atanley
Bast.
Stantey-
Best

## Nova Scotia

Amherst-Maritima Winter Fair. Nov, 1-s. Aear Rtver-DIgby Co. Exhn, sept. 0-11, Howard Yorke.
Bridgewater-Lunenburg Co. Exhn. Sept. 23-26. E. C. Filingham.
Caledonia-Quecns Co. Exhn. Sept. 16-18.
Chas. Cushing Lawrencetown-Annapolls Co. Exhn. Aus.
19-22. R. H. Gibson. unenburg-Nova scotia Fisherles Exhn. Musquodoboit-Halifax
$2-4$. Greg Kelley.
Co. Exhn. Sept. Oxford-Cumberlind Co. Exhn. Sept. P-12. Claude Trompson. Breton Oa. Exin. Piotou-Pictou \& North Colchester Exhn.
Sept. 1-4. A E. Gill. 17-19. F. W. Bowers,
Truto-Nova Scotia Provincial Exhn. Aug. Windsor-Hants Co. Exhn. Sept. 9-12, Watmonti- -Yarnmouzh Co. Exhn. Aug. 28-29.
James Bullerwell. Ontario
Aberfoyle-Aberfoyle Exhn. Sept. 17-18. Almonte-Almonte Exhn. Sept.
Alvinston-Alvinston Exh.
Ancaster-Ancaster
Exhn. Sept.
Sept.
28-27.
$19-90$.
 Arthur-Arthur Exhn. Sept. 23-2
 Lasthbrook
Aurora-Aurora Exhn, June
Ayton-Ayton Exin. Sept. 19-20. Mrs.
Myrtle Schear Barrie-Barrie Exhn. Sept. 25-27. E. P. Hersey.
River-Bar River Exhn.
Sept.
26
 Beamsvilhe- Beamsville Exhn. Sept.
O- B. Amnable.
Beaverton-Eleaverton Exhn. Sept. 11-13. Beaverton-Beaverton Exhn. sept. ${ }^{11-13}$
Beeton-Beeton Exhn. Sept, 30 -Oct. 1 Bellevilie-Belleville Exhn, Aus. $11-14$.
Bemont-Belmont Exhn, Sept. 17. Mri. J. Binbrook-Binbrook Exhn. Sept. 12-13.
David Wood work Blackstock-Blackstock Exhn. Aug. 22-23.
Blyth-Blyth Exhn. Sept. 16-17. Jack Bobcaygeon-Bobcaygeon Exhn. Sept. 26-27. Bonfield-Boufield Exhn. Sept. Bothwells Corners - Bothwells Corners Bracebridge-Bracebridge Exhn. Sept. 11-12. Brampton-Bramptons, Exhn, Sept, $11-13$,
Brigden-Brigden Exhn. Sept. 30 -Oet, Brigden-Brigden Exin. Sept. $30-\mathrm{Oct}$. Fi.
Brighton-Brighton Exhn. Aug. $26-27$. Fred
Meyers. Mruee Mines-Brace Mines Exhn. Sept. 28 -
27.

Brusseis-Brussels Exhn, Sept, $25-26$.
Burford- Burford Exhn. Oct, 11 kid 13 .
Burk Falls-Burks Falls Exh. Caiedon-Caledion Exhn, Sept, 1920.20 . Culedonia-Caledonle Exhn. Eept. 26-27.
Campellford-Campbelliord Exin. Eept.
23-24. arp-Carp Exhn. Sept. 2e-27. A. E. Cava-Centreville-Centreville Exhn, Sept. 6 . Chatsworth-Chen Exhn., Sept. Ciarence Creck-Clarence Cretif Exing.
sept.
$5-6$. Clarksburg-Clarksburg Exhn, Sept, 1e-17.
Cifford-Culford Exhn, Sept, 10 .
 Oochrane-Cochrane Exhn., Sept, 8-10.
obden-Cobeten Exin. Sept, $23-24$. Vadir. Coldwater-Coldwater Exhn. Sept, 15-17.
Coliningwood-Couligwood Exinn. Oct, 2-4, Comber-Comber Exinn, Aug. 21-23.
Cookstown-Tookstown Exhn., Sept. 18-20.
Delta-Deita Exhn, Aug, 11-13.
 Desboro-Desboro Exhn. Sept. 18-19. Ken-
Deth E. Frtisch. Dorchester-Dorchester Exhn., Oct, 4.
Drayton-Drayton Exin. Sept, 13 and 18. Dresden-Drescen Exhn. Aus. 26 -28.
Drumbo-Drumbo Exhn. Sept. $24-2 \mathrm{~S}$. Dryden-Dryden Exhn., Aug. $27-28$.
Dunchuré-Dunhelureh Exhn. Sept. $28-17$.
Dundalk-Dundelk Exhn. Sept. 24-25. Mrs. Dunganion - Dugenion Exhn. Oct. 2 Durham-Durham Exhn. Sept, $2 e-27$.
Durham-Durham Fall Fair. Sept. 2e-27
Mrs. Gordon MacLean Elmira-Elmira Exhn, Aug. 29 -sept.
Elmale Eimivale Exhn. Sept. 22-24.
Embro-Embro Exhn. Sept. 25 . Emo Emo Exhn., Aug, 18 -20. Emsdinle-Emsdele Exhn. Sept, 8 -9.
Englehart-Englehart Exhn. Sept.
Erin-Erin Exhn. Oct, $10-11$ Rnd Ernestown-Erinesttown Exhn, Aug. $29-30$,
Exete-EEXeter Exhn. Sept. 16-17, G. Ciark
Fisher.
Fisher.
Fenground-Fairground Ewhn, Sept. 26 . Fergus-Fergus Exhn. Sept. E-6.
Feversham-Feversham Exhn. Sept. $18-19$ Fiorence-Floorence Exhin, Sept, 23-24.
Fordwich-Fordwich, Exin.
Forest-Forest Exhn. Sept. 16-17. $26-27$. Fort William-Canadian Lekeherd Exin
Aug. $4-9$. W Waiker. Gait-Galt Exhn. Sept. 18-20. Georgetown-Georgetown Exhn., Oct, 3-4.
Glencoe Glemcoe Exhn. Sept, $16-17$.
Grand Vell
26-27 Hanover-Hanover Exhn, Oct. s-4.
Hartiton-Hariston Exhn, Sept.
Harrou-Harrow Exn Capstick,
Hears-Hea Hensail-Hensall Exhn, June 13.
Highate-HIgheate Exhn.
Huntsville-Huge
 Ingersoll-Ingesoll Exhn, Aug. 30-Sept. 1,
Iron Bridge-Iron Brigige Exhn. Sept. 16-17,
Kemble-Kemble Exhn. Sept. Kenors-Kenore Exhn. Aug. 21-23.
Kincardme-Kincardine Exhn. Sept. $18-19$,
Kingston-Kingstor Exinn, Sept. 23-27. Mrs.
Hilda Scutton. Kinmount- Kinmount Exhn. Aug. 29-30.
Ktrkiton-Kirkton Exhn. Sept.
25-26. Lakefield-Laketieid Exinn. Sept. 12-13. Lansiowne-Lansdowne Exhn, Aug. 28-30.
Leamington-Leamington Exhin. Juiy 30 -Lindsay-Lindsay Central Exhn. Sept. 17-
$20, \mathrm{~N}$. WHison
Lions Head-Thons Head Exhn. Sept. 10-11. Elimer Bean Lucknow-Lucknow Exinn. Sept. $23-24$.
McDonaldis Corners-Mchonalos Exhn, Sept, 26. Eilar Exhn. Sept. 18 -20. Maberly-Mabery Exhn, Sept. 23-24. 12-13.
Manitowaning-Manitowaning Exhn. Oct.
$2-3$.
 Marmora-Marmora Exhn. Aug, 30-Sept.
Massey-Messey Agrl. Soc. Eept. 18-2e. Rev
A. B. Scott Matheson-Matheson-Exhn. Sept. ${ }^{\text {g-10. }}$
Mattagami He:ghts-Mrttagami Heights Maxvilhe-Maxvilie Exhn., June
Meaford-Meaford Exhn. Sept. $18-21$.
 Metcaife-Metcalfe Exhn. Oct. $2-4$.
Middieville-Middierille Exhn. Oet. ${ }^{1}$.
Midisnd-Mifland Exin Sept Mildimay-Mildimay Exhn Sept. 1e-17. Milton-Milton Exhn Sept. $26-27$.
Miverton-Milverton Exhn, Sept. 19-20. Mitchell Mitchell Exhn, Sept. $28-24$.
Mohawk (Deseronto) - Mohww Exh Mount. ${ }^{\text {Oct. }}$ Brydges-Mount Erydiges Exhn. 17-18. Muncey-Muncey Exhn., Oct. 3.
Murlilo-Murllo Exin., Aug. $21-23$.
Nopnnee- Napanee Exhin. Sept. 1-3. L. E Navan-Navan Exhin, Aug, $15-16$.
New Hamburg-New Hemburg Exhn. Sept.
12-13. New Liskeard-New Liskeard Exhn. Sept,
11-13. G. C. Krick. Newington-Nemington Exhn. Sept. 2-3.
M. W. Helmers.
Newstadt-Newstadt Exhn., Sept. $12-13$. Noeiville-Noeltile Exhn,., sept. 29.1 13. E. Weldon. Odesse-Odessa Exhn. Sept. 8.10.
Ohsweken-Ohsweten Exin. Sept. $19-20$, Orangeville-Orangeville Exhn. Sept. ${ }^{16-17,}$
Orillie-OrMMa Exhn. Sept. 28-Oct.
i. C. R. 0

Ottants-Central Canada Exhn. Aug. 20-so.
J. K. Clarke.
Owen Sound-Owen scund Exhn. On. Owen Sound-Owen sound Exhn. Oet. 9-10.
Arthur Lemon. Paisley-Paisley Exhn. Eept. 18-1e.
Palmerston-Paimerston Exhn. Sept, 28-30
Parham-Parimam Exhn Sept.
 Aug. G-9. R, R. Stewarough Ind.
Perth- Perth Exhn. Aug. $29-$ sept. 1. Petrolla-Petrolie Exhn. Sept. S-6.
Pleton-Picton Exhn. Sept. 10-12. Phal Porquis-Porquis Exhn. Sept. 4-5.
Port EIgin-Port Elgin Exhn. Sept. $12-13$.
Port Port Hope-Port Hope Exh. Auge
Port
Sept 19 -3 -30, Port Ferry Exhn. Aug. 30 Powassan-Powassan Exhn. Sept. $9-10$,
Provilence Bay-Providence Bay
Sept $18-18$. Sept is-18. Rainy River Exhn. Aug. 14
Reiny River-Rand
18. Mrs. Florence Croxford. Ramona-Ramena Exhn, Sept.
Renfrew-Renfrew Exhn, Sep.
Riceville-Riceville Exhn, Sept. 13. Ricevile-Ricevile Exhn, Sept. 19-20.
Rtchmond-RRichmond Exhn. Sept. $18-20$.
RTdgetown-Ridgetown Exhn. Aug. 19-21. Rapley-Ripley Exhn., Sept. 26-27.
Rocklyn-Rocklyn Exhn Sept. 23-24.
Rockton-Rockton Exin. Oct. 11 knd 18. Rodney-Rodney Exxn. Sept. 23-24. 18 .
Roseneath-Roseneath Exhn. Sept. $28-27$. Roseeau-Rosseau Exhn. Sept. 12.
Russell-Russel Exhn. Sept. $12-13$.
 Sept. 13
Shannonvile - Shannonville Exhn. Eept 12-13. Stedden Exhn. Sept. 19-20.
Shecden-Stede
Shelburne-Shelburne Exhn. Sept. John Rose
Simeoe-Norfol Simeoe-Norfolk Co. Fait Assn, Oct. 6-11
Smithville-Smithvilie Exhn, Aug. 22-23. South Mountain-South Mountain Exha South. River-South River Exhn, sept Sprucedale-sprucedare Exhn Sept. 10.10 .
 Strathroy-Strathroy Exhn., Sept. $15-17$.
Stratford-stratford Exhn. Sept, 15-17. Sunderland-Suaderland Exin. Sept. g-1 Sundridge-sundridge Exhn. Sept. 24 -25.
Sutton West-Sutton West Exhn. Aug. Ta. J. H. Day. Sin, Sept. 23-24. Tavistock-TE-Tevistock Exhn Sept. S-6.
Teeswater
Seeswater Exhn. Sept. Thed. 1d-Thedford Exhin, Sept. $25-26$.
Thessalon-Thessallon Exbin. Sept. $11-12$. Thorndale-Thorsdale Exhn. Sept, ${ }^{20}$. ${ }^{20}$.
Tillsonburg- Tilssonburg Exhn. Aug
Tiverton-Tiverton Exhn Tiverton-Tiverton Exhn, Sept, $25-26$.
Toronto-Canadian National, Exhn. Aug
20-Sept. 6. H E. MeCallum. Toronto-Royal AgI. Winter Falr. Nov.
14-22. C. McKee.
Trout Creek-Trout Creek Exhn. Sept. 5-6.
 Uxsala-Upsala Exin. Sept. S-6.
Uxbrdge-Uxrtige Exhn Sept.
Val Gagne-Val Gagne Exin. Sept. ©. Vankieek Hill-Vankleek Hill Exhn, Sept.
Whlkerton-Walkerton Exin. Nov. 5-6. Whacewn - Wallacetown Exhn. Sept Walsh-Walsh Exhn, Oct, 4 .
Warkworth-Warkworth Exhn. Sept. $18-18$.
Warren-Warren Exhn. Sept. 19-20, Warren-Warren Exhn. Sept. 19-20.
Waterdown-Waterdown Exhn. Sept. $18-17$.
Welland-Welland Exhn. Sept. $9-13$ Wellesiey-Wellesiey Exin. Sept. s-10.
Wiarton-Wiaton Exin. Sept. 1 IT-12.
Zurich-Zurleh Exhn., Sept. 20-22. Whliamstown-willamstown Exhn. Sept. Woodbridge-Woodbridge Agrl. Sac. Oct. $10-1$
13. W. M. Myerts Woodstock-Woodstock Exhn. Aug, 21-28.
Wyoming-Wyoming Exhn. Sept. 19-20. Prince Edward Island Aberton-Prince Co Exhn. Aug. 20-21, w
W. Currie. Charlottetown-Provinclal Harvest Exhn. \&
Rural Youth Fair. Sept. 25-26. Chariotetown-Provincial Exhn. \& Old
Home Week. Aug 11-16. H. J. Kennedy
Crapaud-Crapaud Exhn. Aug. 27. Brent Wood. Dundas Plowing Mateh \& Agrt.
Fair. Sept $10-11$. Albert Fair. Sept 10-11, Albert Acorn.
Egmont Bay-Egmont Bay \& Mont Carmel
Exhn, Sept 10. C. M Arenant Exhn. Sept 10. C. M. Arsenault.
Souris-Eastern King's Exhn. Sept.
selm MacDonald. Amqui-Amqus Quebec
Belzile.
Aylmer-Aylmer wood Edey. Exhn. Sept. 12-13. R. EzAyers Cliff-Ayers Cliff Exhn. Aug. 21-23
Mrrs. Eloise Cor Bedrord--Bedford Exhn Aug. B-10. C. A Brome Vilhage - Brome Vitage Exhn. Aug
30--sept. 2 . H. Willett. Chapeau-Chapeau Exhn. Sept, 16-17. Mrs.
Anna McGuire,
Chtcouttmi-Chicoutiml Exhn. Aug. 20-24. Marcel Tremblay,
Cookshtre-Cookshire Exhn. Aug. 17-10 Drummondville-Drummondvilte Exhn, Aug 14-16. Roger Parenteau, Aug. B. Leval
Gentily -Gentilly Exhn, Aux.
Giroux. Havelock-Havelock Exhn. Sept. 12. Aylmer
B. Hadley Huntingon-Huntingdon Exinn. Sept. $8-8$.
L. A. Beaudin. Inverness-Inverness Exhn. Aug. 28-30. C
W. Mevetty. M Marquis. meo Ste. Marie. 9-10. Geor, A. Landry. Exin. Sept.
Lotbinlere-Lotbinlere Exhn. Aug. 12. Joseph Bedard.
Loulsevile-Louisesille Exhn, Aug. 1. Mer-
tin Perron Mantwakt-Mantwaky Exhm, Eept. ©-10
Mme. Palma Joanis. Mont-Laurier-Mont-Laurier Exhn. Aug. 12
Vietor Racine. Matane-Matane Exhn. Aug. C-11. Mile Montmagny-Montmagny Exhn. Aug. $7-10$
Louls $J$ St. Yves. Napiervilhe-Naplerville Exhn, Sept. ©-7.
New Rehmond-New Richmond Exhn. Aug
28. W. H. Willet.


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## PARKS-KIDDIELANDS-RINKS

## Caution Urged In Planning Version of Disneyland

"Investigate Before Investing"-<br>Bill Schmidt, NAAPPB President

## CHICAGO - Declaring that clear," Schmidt stated. "We do tempting to tourists, cannot sur

 everyone interested in recreation not desire to freeze out any groups vive on transient business alone or outdoor amusement facilities who want to start new amusement should "investigate before they invest, an official of the National is cautioning the general public against the "get rich quick" poten-tial of so-called Disnevland-type parks.

William B. Schmidt, president of Chicago's Riverview Park and said he is greatly concerned about said he is greatly concerned about the way a number of individuals urged to back proposals to create "another Disneyland" in their area
"I want to make myself perfectly

## Bridegporters Opening Kids' Wester Park

BRIDGEPORT, Conn.-A new Western town has been opened in Newtown, Conn., by Lou Lewis,
general manager of Radio Printing Corporation and Rosner-Lewis Ad vertising Agency, and Basil C
Deuschle, vice-president and genDeuschle, vice-president and gen-
eral sales manager of the Acme eral sales manager of the Acme
Shear Company, both of Bridgeport. is Silver City Ranch, some three miles from Newtown Cen
ter, and it contains upward of 125 ter, and it contains upward of 125 acres of land, featuring such at tractions as stagecoach rides and
Indian rides, a small animal farm, Indian rides, a small animal farm,
Wild West "kiddie saloon," trich riding. Indian war dances, bank holduobs, covered wagon raids, Western orchestra, Indian chief dance and trick horse and dog acts.
Silver City also has an Indian Silver City also has an Indian
village, covered wagon and pony village, covered wagon and pony
rides, mule train, small animal farm, steak house, sandwich shop Wells Fargo, sheriff's office and Western stores. Admission scale is PNE Midway Construction Continuing
VANCOUVER, B. C.--A Ciant
Dipper is taking shape at the PNE grounds here. It is part of the nev midway which will operate as an amusement park during the summer and as part of the Pacific National Exhibition during the event's annual run. Burrard Amusement Company is building this and in-
stalling other rides. They were destaling other rid
layed by strikes.



#### Abstract

parks or theme parks similar to


 or all of us and the more, the as an organization to point out blain facts of life regarding the hazards of our business so they'll have a full realization of what年年 getting into."First of all, the success of Disneyland unquestionably may be attributed to the internationally famous name of its founder and
the unique creative organization he has developed over many years. In addition, to maintain and operate such an enterprise, Disney em-
ploys a professional staff of exploys a professional staff of ex-
perts in finance, construction, mainperts in finance, construction, main-
tenance, operations, customer relations and advertising. They're necessary to keep it a success and that type of manpower isn't easily
found. When you assess these factors and then compare them to some of the new ventures being promoted elsewhere, there's quite

## discrepancy.

Second, anyone tackling such pared to raise several million dol lars to create any acceptable imitation of Disneyland. In addition, hey must have available a reserve and of immense proportions to tide operating overhead expenses in the early stages of their park while early stages of their park while
the potential patronage is being the potential patronage is being
cultivated. It cost well over $\$ 20$ million to build Disneyland and the Disney organization is spending tional improvements add add tiona improvements. Add to that
an average $\$ 8$ million payroll each ear and you get an idea of what and of money youll need even to achieve a slight imitation of the
real product. Thireas Requirements
Third, there's the handicap of obtaining your year's operating
revenues in an exceedingly shor season and unseasonably bad wea-
ther can kill you. Most amuse ment parks can only expect to show a profit during the weeks
children are out of school-roughly from June 15 to Labor Day. Disney land, located in a more temperate climate, operates also during the Thanksgiving and Christmas holi-
day seasons, and of weekends thruout the year, but easily 50 per cent of their business comes in mainder of the year, their receipts are lean indeed.
"Fourth, there's the rigid necessity of being in an area of good consumer buying power. Outdoo

## New Orleans Park

 Adds 5 Train CarsNEW ORLEANS-Five addi-
tional coaches have been acquire for the Allan Herschell Miniature Train at Audobon City Park here. The cars were needed in order to accommodate large crowds. Waits of up to 45 minutes have The train has been in operation only a few weeks. Two units are used, one with capacity of 84 and the other with seats for 48 . New runs a mile. Two trains are controlled by block signal system introlled by block sign
stalled by Herschell. Your immediate metropolitan area must be prosperous enough so tha vour needed receipts from repeat business stimulated by your pro-
motional activity. A market study by some impartial consulting firm y determine this potential fo ted group.
Top Talent Required
"Fifth, and last, any prospective $w$ park group must not expect to be able to employ exactly the
same talent that planned Disneyland. The bulk of designing and planning of Disneyland was done
by Walt Disney and his group of these WED Enterprises. Mos Of course, a number of park operators from our Association did lend some assistance as consultants. EdConey Island was one. Anothe was George L. Whitney of Play land-at-the-Beach, San Francisco I also tried to help.'
In conclusion, Schmidt empha ised that the majority of amusement park operators are not re sentful of such competition as a
Disney-type, or theme park, would bring.
We welcome them to the field," what Disneyland has given the what Disneyland has given the
whole outdoor amusement industry whole outdoor amusement industry
she arm. Many of our major amusement park operators say that many of their new cus
tomers are people whose desire for tomers are people whose desire for
outdoor recreation has been whetted by visiting, or hearing about Disneyland. They like what they see, too. Our association has many outstanding parks, that, while old er than Disneyland have kept pace
with progress and have added onttanding new rides and attractions from year to year, thus keeping abreast of the times."

## Can Labels Are Passes To Fla. Park

WINTER HAVEN, Fla--Cy press Gardens, Central Florida tourist attraction, has a novel ad-
vertising tie-in with Snively Groves, vertising tie-in with Snively Groves
Inc., growers and distributors of anc., growers and distributors of under the Cypress Gardens label, each container depicts typical senes from the aquatic show invites the buyers to be guests of the merchandiser at Cypress Cardens during their trips to Florida. Ten coupons are needed to admit

## M-G-R OPERATOR TOLD TO DROP ROCK AND ROLL

NEW LONDON, Conn--In New London at least Mer-ry-Co-Rounds are to play Mer-ry-Go-Round music. Member Dorothy Satti complained to the park board that rock and
roll was being played on the roll was being played on the Jemny in Ocean Beach Park. It should be Merry-Go-Round
music, she urged. The board music, she urged. The board
agreed and the operators were so directed.

## Pontchartrain Ahead At One-Third Point

NEW ORLEANS-Business at cade manager; James Duffy, storePontchartrain Beach thru June 14 room manager; Emmett Jones, third of the 1958 season-is more
than 10 per cent over the same
Beach Comber manager; Joseph than 10 per cent over the same period in 1957 , the resort-arnuse-
ment spot's record season, Harry ment spot's record seas
J. Batt, president, said.
Batt declared that rainy weekends seem to have curtailed spending more than anything else this and eight kid rides, with a Bubble Bounce a new installation.
This year the park debuted its Beach Comber, a restaurant featuring Cantonesian food. In the Ship Ahoy restaurant in part of the building, regular American food is featured at popular prices. Cost of converting and enlarging the
Beach Terrace restaurant into the new installation cost more than $\$ 150,000$.

The Beach Comber opened with much fanfare in April. More Free Acts
Policy of free acts is being con tinued this year with the "End-of-School Circus," a two-week event just closed. Two free act along with promotions, the current one being in connection with

Batt is president of the closed corporation, with his two sons Harry J. Batt Jr., and John Batt erving on the exective pane Harry $\mathrm{I} r$. is in charge of purchasing
and John directs operations. Frank L. Kramer is supervisor of mainte nance; Curly Wagnon, chief elec

## New Funspot

Taking Shape
At Springfield

## SPRINCFIELD, III. - A ne

amusement park. Fun Valley, is be
ing completed here. The funspo is located on Route 66 near the
It includes Boats, Rockets, Air planes, Handcar, Tractor and Whip kiddie rides, live ponies and majo Ferris Wheel. On order and expected to be in operation shortly are a Miniature Train and a 45foot Merry-Go-Round. A 1,200
foot channel has been dug for a River Boat Ride. The train will be a Casey Iones model. Kiddie Feralso are expected to be added this summer.
Initial area will have a nursery rhyme theme. Contemplated for later is a Lincoln theme area. Operators and owners include Kent his son, Raymond; Charles E. Cravit, oil firm employee; William Spence, power equipment compan contractor.

## Radio Casts Help Cascade

BIPMINCHAM - J. H. Dick son's Cascade Plunge here opened in May and drew record busines in early weeks. Promotion by Jim Dickson Jr. is credited with much of the increase. He has a tie-in is a broadeast each day from studio built on the sun deck. Disk jockeys work the radio program.
Pienic business is about on a
par with last year's. The spot is using a new slogan, "Birmingham
Great In-Town Resort."

Beach Comber manager; Joseph
Johnson, Ship Ahoy manager; Jerry Goon, Beach Comber chef; Chuck Loo, second chef; Pedro Rosealez
and Art DeTusel, in charge of the and Art DeTusel, in charge of tho

## MINI GOLF

30 Courses

## Listed for

## Tournament

ASBURY PARK, N. J-Addtional course entries in the International Miniature Gore Tournathe tala to date to 30 thruout the country. The first edition of the event is assured of success as tho entry fees add up to more than 5,000 as a working budget.
Finalists, representing each leading Boardwalk hold leading Boardwalk hotel during
the September 6-7 runoff at threo courses here.
Added to the participating list are Wedgewood Village, Oklahouna
City, Okla.; Dave's Playland, Harrisburg. Pa., Buford Dean Links, Abilene, Tex; Wright Colf Range. Medford, Mass.; Golfland, Bay Shore, N. Y.; Playtown Park, Marton, Pa.; Riverside Course, San Angelo, Tex.; Colfland, Seaside Heights, N. J., and Marion (Ind.) Miniature Colf.
Top prize of a $\$ 500$ U. S. boad Hair \& Felt Company manufacturer of course playing surfaces.
dozen or more games and each dozen or more games and each
must be verified by three other players in a party besides the conestant. The tommey promotion is designed to Stimniate play during course will have a cumulative effect to the bencfit of Asbury Park providing the other side of the picture. This is the initial venture and ensuing promotions would presumably see the list of courses grow steadily every year. Participating layouts get exclusive righta o the contest in a 20 -mile radius.
The promotion is being handled The promotion is being handied Bureau office in Convention Hail.

## Ride Troubles

 Mar WeekendAt White City
chanical failure on two rides marred an otherwise good week end for business at White City Park here.
One of the cars on one ride tors free, colliding with another car and throwing nine persons from the ride. In the other incident the airplane ride mechanism jammed and suspended six riders high in
the air. Firemen used aerial tad ders to reach them and ropes to lower them to the ground.
The funspot, adjoining Worcester, has done well atter a slow
start, and Charles Hamid, who assists Irwin Knohl in the martagement of the park, looks for a good season. Ownership is in the
hands of Knohl's father, Lacry, New York businessman.

## Promotes Rink Skating Via Summer Sessions

GLENDALE, Calif.--For the promotion as a good chance to second successive year, Harry Dick- make the children rink-skating conerman, operator of Harry's Roller scious. "We hope to eventually Rinks here, is offering the small get the junior high schoolers into fry a chance to learn to roller skate the habit of skating once a month during the summer in a co-opera- regularly," said Dickerman. "That's tive deal with the Glendale Parks what we have accomplished in San and Recreation Division and the Bernardino," where Dickerman opGlendale Unified School District. erates another rink.

At the price of 50 cents per Available to children eight to 16 session for the 10 -class program, years of age, the youngsters from it's purely a prestige promotion." nine schools and parks have been Dickerman points out, because the divided into two groups which price includes free bus transporta-
tion to and from the rink, the cost attend the Tuesday and Fri-
day matinee classes. Buses pick up tion to and from the rink, the cost of which is borne by the rink. However, Dickerman, regards the
RINK
COTE

The wurfocer with troction to proserve now rolle, sketing 'floors and odd life to old floors. CURVECREST, INC.

Muskegon, Michigo Write for names of distributors

## SKATING RINK TENTS

 $42 \times 102$ $53 \times 122$ IM STOCKNEW SHOW TENTS MADE TO ORDER
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W. T. SHACK EL.FORD
the Tuesday group at scheduled times at Fremont Park and the Monte Vista, La Crescenta, Montrose and Balboa schools, returning them to the pick-up site after the under way June 24 and will continue thru August 26. The Friday group, operating in the same manner, is composed of children picked up at Carr Park and the Dunsmore, Lincoln and Fremont schools. It is to start June 27 and continue thru August 29. In each case the for the 90 -minute instruction for the
To be eligible for the program, children must have a parent or
guardian sign a registration blank giving their approval of a child's participation in the program. The blank must be filled in with the child's name, age, address, phone number and the school or park with which the child is associated. Ir addition to containing the parent's signature, address and phone number, the parent, by signing the form, gives permission for the child solves the city of Glendale and/or Division of Parks and Rrecreation and/or the Glendale Unified School District of any responsibility in case of injury or accident. Only children having the admission fee with them, and turning in the registration blank one day in advance of a scheduled bus trip, are allowed free transportation on the
bus. Dickerman reported that some of the more prominent rink op-
erators in Southern Califormia are erators in Southern California are
attempting to work out a plan attempting to work out a plan
under which they, collectively, would make use of 24 -sheet billboard advertising to sell roller rink skating in the area. They have hopes that the idea will spread nationally.

## Parks Resorts Fiddielazds pools Beaches <br> are all a part of <br> THE BILLBOARD'S <br>  <br> complete, far-reaching news coverage every week. <br> 

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## TWO GOVERNORS

 BOOST PARKSEXETER, N. H. - Gov. Dennis J. Roberts proclaimed Saturday (21) to be State and Amusement Parks and Beaches Day in Rhode Island, and Maine's Governor Muskie proclaimed June to be National Recreation Month.

These proclamations sulted from efforts by Peter T. McClaughlin, president of the New England Association of Amusement Parks and Beaches. He also was seeking similar actions by governors of four other New England States.

## Rocky Point 113th Season Gets Going

WARWICK, R. I. - Rock Point Park, now in its, 113 th sea son, has a new Up-'n'-Atom ride in operation. There also is a new shooting gallery.
The park opened Decoration Day, and an antique auto show was held that weekend. Shore Dinner Hall opened then also. On June 8 the park opened its swimming pool.
The spot's Palladium Ballroom opens Saturday (21) with a 14 Tancredi. First night will have free admission.

## FOR SALE

Kiddie Ferris Wheel, like new, on trailer-easy set-up; G-12 Train with trailer- $\$ 1,000.00$ each or $\$ 1,800.00$ for both.

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MINIATURE GOLF COURSES ARE HOLMES COOK MINIATURE GOLF $\mathbf{C O}$. 183 10th Ave., New York 36, N. Y.

## Spending Up at Detroit Spot; Shrine Rents for Initiation

DETROIT - Business at Bob|Eric Wedemeyer is to be installed Lo Amusement Park is up about early in July, making a second ma 10 per cent in spending over last jor addition to park rides this year. The island park opened for year.
the season Decoration Day. Park Power for the island is being manager is Harold Gorry
A heavy program of pienic bookings, as the result of an intensive promotional program during the past winter, has been a principal factor in the increased business. Typically on Saturday
(14), the park was host to 15 pic(14), the par
nic groups.

The day before, the Detroit Shrine chartered the island and both boats, and brought 4,500 en down to hold closed initiation an amusement park.
The newly completed two-mile miniature railway has already proved a top money-maker, with lines of patrons waiting on busy
days. Two six-car National Amusedays. Two six-car National Amuse-
ment trains are run, each holding 48 adults or 72 children, over the 24 -inch gauge track. The route is a 10 -minute ride around the perimeter of the island park. The station provides plenty of flash near the dock area at the strategic front of the amusement section. It is
110 feet long, covered with a 110 feet long, covered with a
Fiberglas roof and having colored lighting effects. A 40 -foot towe serves to make it a landmark. dark ride

## Magic Mountains

Names President
DENVER - Rancher G. Norman Winder has been named president of the Magic Mountain amusement park company here. He has been a director and now succeeds Walter F. Cobb, original president. Cobb becomes chairman of the board. The amusement park is under construction.

## Carolina Zoo Park Buys Elephant

WILMINGTON, George R. Tregembo, owner Tote Em In Zoo, at Carolina Beach, has purchased a baby elephant for the funspot. This is the zoo's ninth year, including three when it was in Maine. The elephant was purchased from Fred Zeehandelaar, dealer.

supplied for the first time by the Ontario Hydro Commission, thra the construction of a submarine cable from Amherstburg. This means complete conversion of the park to alternating current operaion. All devices were direct current when the present management took over nine years ago, and about half the equipment had been changed over in the meantime. The old independent power plant op erated by the park has been closed.


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## CIRCUSES

# Kelly-Miller Rolls Smoothly in Calif. 

Business Holds Up Well; Nights Big; Cold Weather Hurts, Hot Spell Doesn't

LODI, Calif.-First half of $\mid$ Otherwise there were only a few June brought the AI G. Kelly \& spots when the circus, now makin in most towns. The run of large didn't get capacity business at crcwds was clobbered in at least two towns by cold weather

## Packs Opens At Nashville

 To Good CrowdsNASHVILLE--The Tom Pack Circus, playing here for the annual Shrine date at the 7,000 -seat Sul-
fur Dell ball park, plaved to good crowds of from 3,500 to 5,500 for its four-day, five-show schedule.
The lone afternoon show, Saturday (14) had 4,000 people. In the evenings the show opened to 5.500 on Wednesday 12 ), had other 5,500 on Friday (13). The final night's performance, Saturday (14) drew 4,000 .

Popular for publicity was Duina Zacchini, who appeared in the Zacchini cannon act and in an
aerial act. She is the wife of Jack Norman Jr., of Nashville. Norman and his father are noted attorney here. The senior Norman currently
is heading an finvestigation that is is heading an investig
in the headlines here.

## Circus Groups <br> Set Combined <br> Meet in Ohio

DOVER, O .-National conventions of the Circus Model Builders
Association and the Circus HistoriAssociation and the Citcus Histori-
cal Society will be held at Dover's cal Society will be held at Dover
Tnscarawas County Fairgrounds on July 10-12.
Gaylord Hartman is president of the CMBOA and Fred Pfening Jr., will have displays in the same wuilding. Art Mecall is chairman and Norman Senhauser is secr Roy Arnold, Springfield, Mass. model circus owner will bave hi model parade on display. It was
featured with four pages of color photos in Life magazine some time ago. It will be transported in a
semi-trailer and three helpers will be along to put it up.



#### Abstract

The afternoon shows, on the other hand, usually have ranged around the one-third to one-half narks. While this circus generally has given only afternoon shows on Sundays, treasurer Jack Smith reports that a regular two-show schedule has been followed in some instances. Here is how by-Town ness estimates shaped up: Corcoran, Calif., (1), overflow night; Coalinge (2), half and capacity; Tulare (4), one-third and capacity; Visalia (5), three-quarter hree-quarters and straw Sanger (7) and Selma (8), both were light because of cold weather Then Madera (9) had one-third and three-quarters; Merced (10) one-third and capacity; Turlock 11), half and capacity; Oakdale 12), three-quarters and capacity; Tracy (13), half and capacity; and Antioch (14), half and half. Rio Vista gave a capacity hous in 100 -degree temperature. The next week started at Lodi, Monday 16, with a three-quarter afternoon Show rewortedly


smoothly with no unusual incidents. Gircus has been battling rain in
Ohio, but turnouts are holding up okay.
In Plain City, O., Wednesday
(11), the show had two near-full (11), the show had two near-full
houses, Owner Jack Mills reports. The lot was a sea of mud, but rains quit about mid-day. Elephants was the Plain City Community Club, and advance ticket sales
were aided by school children selling 1,000 tickets. Banner sale were heavy.
The show had a 65 per cent in Bucyrus Friday (14). Since it

## Wenatchee Y Circus Opens 3-State Tour

## Wenatchee, Wash. -- The

 aged by Paul Pugh, opened last week and will play a route thruWashington, with a few stands in Oregon and Idaho.
Show moves on four trucks and a trailer. It has one horse, its own rigging, tent poles, air calliope and other equipment. Performers are amateurs and school children for the most part. Their acts include a high wire turn, a flying return act that includes a somersault, horizontal bars, snake act, monkeys
and others. Rigging was made for and others. Rigging was made for
the most part by Carl Sahlen, the most part
Evansville Ind.
Show will use a 12 -piece band this year. Uniforms and costumes
are new.

## NEW ENGLAND CIIIES PACK BEATTY TENT

## 3 Pittsfield Shows; Springfield Has Near-Full Houses

## SPRINGFIELD, Mass. -Busi

 ness for the Clyde Beatty Circu wascities.
At Pittsfield, Mass., Thursday formances to handle three per Afternoon show pulled a capacity house. First night show was a the extry, and 1,000 were held for p.m. Knights of Columbus sponsored the date. Publicity wa In Springfield, Saturday (14) In Springfield, Saturday (14), Again weather and publicity wer flub.

## RAS Carnival Has R-B Apes

 ling's two gorillas Gargantua II and M'Toto, now are on display as a back-end show with the Royalmerican Shows.
They are in their usual Ringling Admission is spotted under a tent show utilizes three banners and a talker. While the gorilla names

## Muddy Plain City Gives Mills

 Two Near-Capacity TurnoutsBUCYRUS, O. Mills Bros.'| were opened with the Pledge of

## Allegiance and national anthem.

 Show used the fairgrounds lot, Chamber of Commerce sponsored the show and Jaycee clowns appeare.date.

## Coldness Hits Hunt in N. Y.

KINCSTON, N. Y. - Hunt Bros. Circus drew a light matinee
here Wednesclay (18) on the final day of school, and a good night house. Previous day in Newberry
was good for both performances. Monday in Waldwick was a cold and overcast day but business was satisfactory. Several cold days hat
been experienced up to then.

## Hagen, 2d of 4 for Sterling, III.,

Hit by Rain; Sycamore Straws 2
MILAN, III. - Extremelybusiness at Sycamore, Ill., Thursheavy rain slowed Hagen Bros.
Cireus when it played circus. (12). Both afternoon and nigh ammed Sterling Ill, Friday the were strawed.
13th. Morning storm was in the cloudburst class and afternoon was cloudy. The circus made out with pair of half houses, Manager
Adams Bros, has
Adams Bros. has played Ster-
ling. Both Cristiani Bros. and
Clyde Beatty circuses are booked Clyde Beatty c
for later dates.
Hagen Bros.
NEWBERG, Ore. - Carson Barnes Circus has been doing well
in the West. Show features Col in the West. Show features Col.
Tim McCoy and is owned by Jack Moore.
Equipment includes an 80 with three 40 's, nine show-owned trucks, numerous private trucks,
three elephants, six horses, six three elephants, six horses, six ponies, llama, goat, midget cow,
two lions, three black bears, chimp and monks. Luke Anderson's hippo show is here, as is a snake pit. Show gets 50 and 90 cents plus 60
cents on reserves.
Running order has elephants in wo rings; O'Conners, tight wire;
downs, ladders: Jack Moore Libclowns, ladders; Jack, Moore, LibDale Madden and Donna Powell, high-school horses: aerial bars, bear and chimp acts, clowns, baby elephant, pony acts, webs, juggling, Tim McCoy, the Conners, juggling ct and a big elephant act.
teneseo, IIl., on Saturday (14), the Hagen show played to pair of straw houses. The weather was good. Sponsor was he Kiwanis Club.
In Milan for Sunday (15) afteroon only, Hagen Bros. had about 1,200 people. Publicity was on the light side. Legion was the aus
pices.

## Barnum Celebration Sets List of Talent, Events

## BRIDGEPORT, Conn. - This $\mid$ selections will be made of a Jenny

 city will lay aside its work-a-dayroutine Thursday (23) to launch a Tom Thumb and a Lavinia
Warren, all personalities whose an 11-day spree of pageantry and names are synonymous with fun to pay tribute, for the 10th Barnum's.

## consecutive year, to P. T. Barnum, Events include

who it had known chiefly as a $\begin{aligned} & \text { June 26: Lions Club Kickoff } \\ & \text { public-spirited citizen and only in- }\end{aligned}$ Dinner, at which Ringmaster Kencidentally as the world's greatest Dinner, at which Ringmaster Kenshowman.

Altho the world hailed Barnum as the master showman and pubhis "other", career was kublic serv his other career as a public serv Barnum, who died of Bridgeport Bridgeport's mayor in 1875. While in office, he fought against rate gouging tactics of the local gas was a maior sompanies-tho he was a major stockholder in each.
He also battled a State railroad lobby and was a fighter for civi The 10th a crusading journalist. The 10th Annual Barnum Festival, will be held from June 26 to
July 6 to coincide with Barnum's kirthday on July 5, 1810. Ranked among the dozen largest celebra-
tions in the country, it will be marked this year by the naming of the $\$ 10,000,000$ Connecticut Turnpike Bridge, over Bridgeport Harbor, as the P. T. Barnum Bridge
Gov. Abraham A. Ribicoff and other dignitaries will participate in ${ }_{26}$ thedication ceremonies on June The celebration will harr back to Barnum's heyday, wity parade theme will be Americanism. There will be a Festival Kin Queen, with their court, an
Carson-Barnes
Details Acts,
Animals, Trucks
reth Raine, Columbia Records executive will be vested with whip and whistle as symbols of his office.
June 27: Ballyhoo Show, with TV Lne 27: Ballyhoo Show, with TV
deejay Dick Clark as emsee and eaturing Steve Lawrence, Eydio Gorme, Helen Kane, the Enoch Light band and others. June 28: unior Festival Wing Ding (events or youngsters), highlighted by a parade and circus featuring Lout Myers as emsee, Capt. Anderson's
trained animals, White Cloud trained animals, White Cloud Troupe, the Aerial Earls, Waltons, ion oline act, Prince El Kinorso act. June 29: Jaycee Junion track and field meet and yacht regatta.
(Continued on page 71)

## Betty Pasco

Unhurt in Fall,
Returns to Act
NEW ORLEANS - Aerialist
Betty Pasco drew Pontchartrain Beach's largest early evening show
crowd of the year when urned to her rings and traps Sunday (15) following a 40 -foot
fall the night before. It was the closing performance of the "End-of-School Circus," an annual twoweek feature.
Attendance for the performance was estimated at "more than the park operation. He said that the crowd gave Miss Pasco a lond ovation at the conclusion of her of autographs.

Miss Pasco suffered shock and bruises when she lost her hold, ecause of a trap-bar foot irritation as she was attempting a one-toe
trick. She made a try to grip the bar and missed the reach only a ew inches. The fall was broken She her husband caught her. She had planned to return to
he show at 3 p.m. Sunday afterthe show at 3 p.m. Sunday after-
noon. The performance, however, was rained out.
The circus opened June 1 with Arturo, Dolly Jacobs and her dogs and elephants, Meadows \& Nameless, Al Antonucci and his chimps,
and the Hollywood Sky Rockets. Arturo closed June 7 with Miss Pasco replacing.

## Cole Playing Wheat States

OSBORNE, Kan. - Famous business in the Panhandle of Oood home and in Kansas. Wheat crop prospects were never better an the show will stay in the grain belt for some time.

Manager Herb-Walters said the show will continue north across Nebraska and the two Dakotas and then turn east to make Minnesota, Wisconsin and Western Michigan.
Elkhart, Kan., a Sunday afternoon stand, was big. Keeney and Osborne, Kan., also were strong One of the season's best days was at Beaver, Okla. Bill and Jackis Wilcox and James Boppie, of the

## Senate Group

## Considers Ban

## On Girafles

WASHINGTON -- The Senate Agriculture Committee may hold public hearings on controversial proposed legislatation of giraffes, okapis and all other wild ruminants.

The bill is opposed by man zoo leaders thruout the country. also would be affected by the legislation.
It was introduced by Rep. D. R Matthews of Florida at the request of the Agriculture Department and
it already has passed the House. It it already has passed the House. against importing domestic cattle from areas in which certain anima diseases exist. The new proposal
would bar the importation of all would bar the importatio
cloven hoof wild animals.

A source at the agriculture de partment said the law was needed to control foot-and-mouth disease and that the proposed ban "should encourage zoo people to expand
their breeding programs "for the animals affected.
The Agriculture Department is pushing the bill because it lost a recent decision by the U. S. Supreme Court in which it was ruled anyone. Previously, the department had a rule which allowed The new bill would eliminate even the zoos from importing them. The court decision and rule did not involve the hoof-and-mouth disease
quarantine, which prevails for all.

CHICAGO-Brookfield Zoo Di rector Robert Bean said here Friday (20) that most zoo men "hope
the government will reconsider" its proposed law banning importation of giraffes and similar animals.
Bean stressed that there never has been an instance in which any wild ruminant ever brought in a He said all zoo and animal men believe that regulations on control of disease should be continued,


KELLY \&
MORRIS CIRCUS
Wants Promottonal towns and aponsors. Mifust be mober and
capable zoting money. Can uxe sood capable gotuins money. can upe sood
Horse Grom, Electrician, cook. Can
How
 BILL MORRIS

## UNDER THE MARQUEE <br> By TOM PARKINSON

Bill Green, who in the past served Hamid-Morton route. Anderson originals owned by Milton as tub-thumper for various serve attractions, including several cir cuses, is back at his Detroit headquarters from a West Indies cruise hat took him to four countries. Bill, who is still associated with Cinerama in the Motor City, says he recently caught the Mills Circus in the Detroit sector, presenting an exccllent performance to a turnwho formerly had his own hillbilly rodeo, thrill and circus unit in ball parks and arenas, is currently workMitch Robinson's North American Thrill Drivers, playing the Western provinces. He reports that he has in Alberta Says he averages two towns daily despite the poor roads in the territory.
Orrin and Dorothy Davenpor are back in Chicago after their circus tour and vacation stops in Las Vegas and Phoenix. . $\dot{\text { Das }}$. Frank Davis celebrated a birthday at the
Atwell Club in Chicago last week. From clown alley: George LaSalle and Dukie Anderson are in
Chicago after completing the

## K-M Straws 'Em Famous Cole Truck List, Program Told

TURLOCK, Calif. - Al K Kelly \& Miller Bros.' Circus had a night Show was in for the Stanislaus District Fair Association.
Elephant street bally
Elephat street bally for Chev this season.

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## 2 PHONEMEN




## HUNT BROS. CIRCUS wants <br> Included on the bill were Dick Berg and his seals, the Carlyles' teeterboard troupe, Robbins and Bonno's horizontal bars act, Rolling Robinsons on skates, and Bruce Morgan, clown. <br> Hilliard said this was a repeat date and that the sponsor's take tripled that of a year ago. Promotion was good, with a program carrying many ads.

LOUP CITY, Neb. - Famous Cole Circus, now heading north
ward thru the wheat country where grasshoppers now jeopardiz the giant crop, is offering the fol
lowing program.
Spec: Bob and Billie Grubb
menage horses. menage horses; Mary Rawls and
Marie Lou Rawls, ladders; La Velda Family and Harry Rawls clowns; Charles Rex, four-pony
drill; Charles and Shirley Rex, single elephant; Rawls Family rolling globes; Joe Wright Family,
rings; Harry and Mary Rawls, whips; Bob Grubb, Liberty horse (6); clowns; Wright and Rex dog acts; Mary Rawls, wire; concer
announcement; Charles Rex with two elephants; Charles Rex, chairbalancing trapeze; clowns, and elephants.
The show uses an 80 with two 40 s and a 30 , the three bulls, cages. Animals are shown in the
Side Show top, along with Side Show top, along with a to
ture box and Punch, worked the Rawls family,
the Rawls family. show, handled by Ted LaVelda; snake pit and a pony ride. Semi trailer rigs carry the office, rhino snakes, seats, poles and seats and
the elephants. Straight bed trucks are for cookhouse, canvas spool and light plant. Trailers are for sleeper, cookhouse and a four-den
cage. Latter has a chimp, monk and two bears. Also on the show is a semi-trailer cage with bear
babboon, deer, leopard and two lions.

## Hill Bros. Ups <br> Inglewood's Take

INGLEWOOD, Calif. -- Hill Bros, Circus, produced by E. C.
Hilliard, played here Saturday (24) under Lions auspices. Show used National Guard Armory.
originals owned by Milton Altschul. . . W. H. Simpkins, former
clown clown, went to a Lions Club in Fort Smith, Ark., made his program speech and returned to a
hotel, only to find he had appeared at the wrong Lions Club, reports the AP.
From England comes word that the Billy Smart Circus now moves its horses, elephants and camels by . The show added six elephants, giving them 16, some of which are on other shows. Jack Niblett, British circus writer, has been with the Smarts and Chipperfield shows and will go to Spain.
Ray G. Fiege, Cleveland, calls attention to the 95th birthday of ake Posey June 27. Posey lives in Huntington Park, Calif. Fiege also reports that another long-string driver, William James Montgomery, will be 85 in August. He lives at Co
From the Ringling show, Chuck Burnes writes that Fay and Rose Dorothy Yerkes and family, Burnes Dorothy Yerkes and family, Burnes and Duane Thorpe caught HamidMorton at Trenton and saw the
Flying Malkos do a triple somerFlying Malkos do a triple somer-
sault. . . Bobby Johnson, Morton sault. . . Bobby Johnson, Morton
Kroos and Joey Hodgini, caught Cristiani Bros. Circus and visited
with Greg Petersen, Harry Dann, with Greg Petersen, Harry Dann,
Ronald Daniels and Billy McCabe. . Harry Ruster, English stiltwalking clown on the Ringling (Continued on page 99)

## Billetti Troupes Shop Center Unit

SI. PETERSBURG, Fla.-Ed- unit framed to play shopping ceners, is using two elephants, eight newly built small cages, ponies, carrying children in elephant rides Cages have lion, tiger, leopard, paper for the show was prepared by Forrest Freeland.

## Barnum Event

## - Continued from page 70

June 30: Festival entertainment
rought to hospitals in the area.
July 1: A gala ball, with music by Larry \& Les Elgart Orchestra Band, fireworks display and retailer's salute. July 3: Miss Jaycee of Connecticut beauty pageant (pre-
liminary contest of Miss America Pageant). July 4: Parade. July 5: Memorial visitations at graves of P. T. Barnum and Tom Thumb, Parade of Champions featuring competition between top-ranking corps, Barnumagic-magic show for children, with magic team Gary khana, a sports car show.
Festival officials for this year are: Ringmaster, Kenneth Raine Executive Aid, Raymond M. Colonari; Barnum Festival Society President, Kenneth A. Maloney; Bally-
hoo Show Marshal, Kenneth W. Beaudin; Parade of Champions Marshal, Nelson H. Downs parade co-marshals, Joseph Barber
and Frederick R. Neuport; Wing Ding Marshal, Eaden Whiteman; Concert Chairman, James J. Dolan Municipal Chairman, Mayo William W. Tedesco; yacht regatta Post; dance, Verie L. King and Ernest Ferrari; Barnumagic show, Dick Chalmers and A. Brian Main waring of WICC; King and Queen selections, F. Francis D'Addario Jenny Lind selections, Thomas Burkhard; Tom Thumb and LaVinia Warren selections
MacKenzie of WICC.

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## 2 PHONEMEN Labor <br> TChas. Dovis, Please Call.

## Ed Lang (With Mom's Aid) Builds Growing Business at Major Expos

By SAM ABBOTT

FONTANA, Calif. - Ed Lang has built a business on the push of others.

The push that was utilized by Lang, a six-foot-two ex-Marine, came from fair-goers who have nearly 500 baby strollers and approximately 50 wheel chairs that he rents at 10 fairs in California, Arizona and Texas in a year. Op, erating under the name of Mom's
Aid Lang was the first to offer Aid, Lang was the first to offer
such a service 11 years ago when such a service 11 years ago when
he started in business with only 21 moppet mobiles.
Lang has increased his service each season and now feels that the fairs he books year after year are about as many as he can han-
dle efficiently under his present set-up. He is however, studying the probabilities of extending his activities by offering what he calls a packaged deal to fairs that run people than those now on his route. The new deal may offer just the equipment on a flat rental or he may establish another complete unit which would be under his wife, Bert.

Service Sells
The plan to bring out the new service was launched after requests for his blue and yellow strollers California fairs which include the Riverside County Fair and National Date Festiva, Indio; California Mid-Winter Fair, Imperial; Nation-
al Orange Show. San Bernardino; Southern California Exposition, Del Mar; Orange County Fair, Costa Mesa; California State Fair and Exposition, Sacramento, and the
Los Angeles County Fair, Pomona, and in Arizona and Texas, the Arizona State Fair and State Fair of Texas, respectively.
When Lang launches his new unit, he expects the missionary work to follow closely the progress
of Mom's Aid when he began of Mom's Aid when he began
Mom's Aid in Del Mar in 1947 . On this basis, he will have five baby stroller rentals per day per 1,000 fair-goers the first year. The second year it will increase to eight or 10 , and after that, he believes, he will have it made.

Fairs, satted Lang, will be able to help by giving him locations near make. He recalls that he had Wifficulty. selling the service the first year he was at the Los An-
geles County Fair in 1948. He in the center of the grounds. While fair-goers wanted his strollers, they could not find him, and asked the office about it. Later the office advised him that the next year he would be spotted near the gates. Lang has worked his stroller service down to a science. First
upon the advice of D , upon the advice of D. V. Stewart,
who retired this year after 30 who retired this year after 30
years as manager of the California

## Everyone knows that

JULY 4

## country's history. But did you know that atarting with tho inse d JULY 7 <br> The Billboard's classifiod soction will take on a bright, now look, ond oven more Important, will bo enlargad by more Importiont, will be enlargod many additionol now headings? mony additionol new hoadings? Soe the Clousifiod Ordor Form in this issue tor complato Olist, Including the



ED LANG plans to expand his Morn's Aid service of baby strollers and wheel chairs. Since 1947 , Lasg has served a maximum of 10 fairs
in California, Arizona and Texas. With a new unit or plan, he will serve smaller fairs with equipment similar to that at unit or pational Orange Show in San Bernardino, Calif. At this exposition, Lang added the stroller bally
to the top and now plans to install nursery Mid-Winter Fair, Lang added There was a time when a renter color. Thru the oo-operation of the took advantage of the combined San Diego health department, he load and had five on the stroller devised his own cleaner of chlorine Two rode in the seat and there wa and water that kills germs without one each standing on the back narring the paint. Each stroller is sitting on the back and on the mates that he has removed many 18 months to six years of age. pounds of cotton candy sugar from Like all businesses, the stroller his strollers in the years he has been in business.
Another thing that he has set with the help of show business riends is the rate. A stroller rents for $\$ 1$ for the day with a $\$ 2$ deposit. Wheel chairs are 50 cents
per hour, $\$ 5$ per day, with $\$ 5$ deposit. Lang is lenient, however and never makes the charge for 10 or 15 minutes over the hour.

Deposit Cuts Losses
The deposit has reduced stroller osses. Before he required it, two year under coats and baby blankets. The loss was never sufficient to warrant what he terms the high cost of insurance ooverage. He does 000 personal damage policies.
Lang has studied the actions of his customers and figures his peak hours as from 11 a.m. to 2:30 or 3 p.m. He says that renters do not mind the $\$ 1$ minimum even if they On the other hand, he has had strollers go out at 9 in the morning and that night at that hour was wondering if they'd return before
he closed at 10 . Unless a fair has a strong night program, Lang does not have much chance of profitable business after dark.
"What makes a good fair for me is hot weather when daddy's sweating, the kid's sweating and the old man refuses to carry the
kid," Lang contends. "Dad would pay $\$ 5$ an hour for a stroller then. will hem come to the stand willing to pay almost anything to get the punk out of their
Makes 'Em Rugged

Makes Em Rugged
Lang does not get to rent a stroller for each kid in the family.
When there are two small children When there are two small children,
he permits them to ride on one.

Like all businesses, the stroller
eld has its troubles. When they field has its troubles. When they are purchased, Lang welds certain
spots to make them durable. He, spots to make them durable. He
fortunately, has a supply and demand problem. He has often run out of strollers.

You have to show some people how to roll a stroller," Lang says. the handle, the front wheels will ride high and cross cables or other obstacles. Sometimes kids fall out of strollers. This can be prevented by tying the shoestrings together."
Lang was born in Gulfport, Miss., 50 years ago this July. He joined the Marines the first time
in 1929 and served with in 1929 and served with the Leathernecks in Cuba, China, Philippine Islands, and on the East Coast
until 1934. When World War II until 1934. When World War I
started, he re-enlisted and was discharged in 1945.
After his discharge in San Diego, which pleased him greatly, It was while he was attending vocational school under the G. I. Bill that his teacher urged him to enter her sucholler business after he told

## fint.

After talking over the venture with his wife, whom he married selling aluminum cooking ware house-to-house in 1940, they decided to buy the original strollers by cashing war bonds. Lang set Diego parking lot. Business was not Diego par
so good.

Click at First Fair
Ernest O. Hulick, who was then manager of the San Diego County Fair (now the Southern California Exposition) in Del Mar, invited (Continued on page 73)

## Louisville Hikes Gate Admission Price to 75 Cents

## Arthur Godfrey to Head Horse Show; Roy Rogers In for Eight Performances

LOUISVILLE-The Kentucky Goldie. The horse show, which State Fair is upping its front gate will open Monday night, September price from 60 to 75 cents to meet 8 , will be in the building for si the added cost of operation. The nights and a Saturday matinee.
announced hike had been under Featured free attractions will announced hike had been under consideration by fair officials for ome time.
The fair again will offer an array of top names. Those for the coliseum already are set; negotiations for others to appear in the coliseum are now under way.
The Roy Rogers Show, with the Pioneers Pat Brady Sons of the Proneers, Pat Brady and sev-
eral added acts, will open in the Coliseum, Thursday, September 4, and continue with afternoon and night shows for four days.

The horse show, heretofore preented without any name lure, will offer Arthur Godfrey and his horse,

Featured free a offered again in the Exposition Wing, with the U. S. Navy Stee Band, known as Admiral Dan's
Pandomaniacs, of San Juan, Puerto Pandomaniacs, of San Juan, Puerto
Rico, giving matinee and night Rico, giving matinee and night perrormances for six days.
The fair will close S The fair will close Saturday, September 13, with a football game between the University of Ken-
tucky and the University of HawaiiThe game will mark the first time the University of Kentucky ha played at the fairgrounds.
between the University of Kentuck
and the University of game will mersity of Hawaii. The University of Kentucky has played

## Atlanta to Offer

## Railroad Museum

## New Science Hall, Ag Exhibit Planned; Kochman Thrill Show Booked for Run

ATLANTA - A transportation museum will be an added feature of the Southeastern Fair here, Col.
Lee Carteron, fair manager, announced.
The fair has been given a steam locomotive and some other old long with some equipment, already had, will be exhibited on already had, will be exhibited on
a special spur built on the grounds. An exhibit, with the cost of about $\$ 150,000$, to be borne in large part by the , participating
segments of Georgia's agricultural segments of Ceorgias agricultura ture. This exhibit will focus atten tion on the nine major portions
of the agricultural economy of the State and be in keeping with the
Sticult State and be in keeping with the
fair's accent on "Georgia-Today fair's accent on
and Tomorrow."
A new science hall also will n added feature. This hall. Ca teron said, will feature the selected exhibits from the science fairs held thruout the State, along with professional science exhibits. A high light will be exhibits showing how science is taught in the high schools of Georgia.
of Georgia. S. service bands already have been scheduled, each for two days each. The units are a U. S Marine drum and bugle corps and drill group, a WAC band and the Women's Airforce band.
Jack Kochman's thrill show wil be presented in front of the grand
stand each night of the fair's run, stand each night of the fairs run,
with matinee on the two Fridays, Saturdays and Sundays. An added night grandstand feature will be Duffereld, presented by Thearle
Fireworks Company Duffield
Chicago.
Lakewood Amusement Park, the permanent funspot on the fair grounds, has been enjoying satisfactory business since the season's opening May 2. Grosses have been off only slightly from last year in
the face of hot weather. Individual the face of hot weather. Individual rides have been off about 10 per
cent but the addition of five riding devices has upped the park's total gross to close to ' 58 ''57 levels,
Carteron said.

Special ticket sales, conducted thru church and civic groups, has boistered business. The fair sells a book of tickets good for 10 rides at $\$ 1.50$ and the church and civic organizations in turn resell them

## See Fall Start

 On Coliseum At FrederictonFREDERICTON, N. B.-Plans are being finished for the $\$ 500,000$ redericton Coliseum, which will exhibit space and livestock judging, exhibit space and livestock judging.
A. Douglas Neill, association A. Douglas Neill, association
president, said he hopes the job president, said he hopes the job
will get started upon completion of this fall's fair. The city has of this fall's fair. The city has
guaranteed $\$ 50,000$ of the bonds, guaranteed $\$ 50,000$ of the bonds,
and the provincial government and the provincial government
$\$ 12,500$ yearly for four years. The federal government has a $\$ 100,000$ grant available upon application. The hall would include meeting rooms, auditorium and an eventual ice rink. It would become a yeararound community activities center.

## 34 Bands Are Set For Calgary Ex's Opening Parade

CALGARY, Alta.-At least 34 bands, comprising nearly 2,000 bandsmen and majorettes, will take part in the opening day parade
of the Calgary Exhibition and of the Calgary Exhibition and Stampede, Monday (7). Threo
other bands may be added to the other bands may be added to the
line-up, which includes 13 from outside the province. Four of the five U. S. bands will be from North Dakota. Heading the parade will Police band from Regina.

## Circus Fans

## Association

## Meets in Chi

CHICAGO-Circus enthusiasts from all over the country are converging on the Chicago Lakefront this week for the national convention of the Circus Fans Association. Conclave headquarters are to be at the Conrad Hilton Hotel. Meeting starts Thursday (26) and climaxes with business session, atbanquet on Saturday night.
The fans are to meet with the Cristiani Bros. Circus as that show makes its debut on Chicago's Lakefront showgrounds south of Soldier Field The conventioners are buy Field. The conventioners are buying tickets for the show's Saturday pers will be guests of the of the circus will be guests of the association after the circus performance.
President of the CFA is Herman J. Linden, Aurora, Ill. Chairmen o. the convention are Ken Fishleigh and John Harrop, president and past-president of the John Davenport Tent,
ber 1, Chicago.
Bottled Soft Drinks Out at Medicine Hat
MEDICINE HAT, Alta. - In the Medicine Hat Exhibition and Stampede have banned the sale of bottled soft drinks on the fairgrounds.
All refreshments will have to be purchased in cups and none of the

## FalRS AND ClleBrations <br> $\star$ Reves <br> $\star$ THRILL ACTS $\star$ GRANDSTAND SHOWS <br> J. C. MICHAELS AITRACTIONS



## ATTENTION

CONCESSIONERS
1958 WAYNE COUNTY FAIR
R. W. GAMMELL, Seey

## 1958 Fair Dates

- Contimued from page 67 Colgate
Ward
Conna
Exa


## Allentown Getting New Bldg., Midway

ALLENTWON, Pa.--A $\$ 164$,- pleted for the fair which begin 000 building addition and new September 14 midway are in the works for the Allentown Fair, according to action

##  <br> Saint John Gets Canada Video Gang



A Arl Soc. Aug
Kennedy-Kennedy Exhn. July 25.
Kerrobert-K Kerrobert Exin. July 16. J. L
Chartist

## Loydminster-Llydminster Exhn. July 21

 Lucky. Lake Robertson, Lucky Exinn. July 28.Mrs. V. M. Bovalr.

 Manson.
Mose Jaw-Moose Jaw Exhn. \& stampede
July Moose Jaw-Moose Jaw Exhn, \& Stampede
July 9-12. Mr. V. Hyland.
Mossbank-Mossbank Extn. June 6. Miss Dip. E. Blakes. Mawin-Nipawin Exhn. July Roblson, H1-Aug.
Nokomis-Nokomis Agri. Soc. Aug 6. Mrs.

 Ogema-Ogemaa Exhn. July 23.
Perdue-Perdue Exhn. July 30 .
Prince Albert Prince Albert-Prince Albert Exhn. Au
$7-8$. Geo. K. Ross. 7-8. Geo. K. Ross.
Punnilchy-Punnthy Exhn. Aug 8.
Radisson-Radisson Exhn. July 29.
 ellle Fallis,
Regina H Regina Exhn, July 28 -Aug. 2. Regina-Regin
Rosihern-od
Siemens.
st. Walburg-st. Walburg Exhn. Aus 6.
Saitcoats-Saltcoats Exhn, July 18. 8 .
$\underset{\text { Kirkham. }}{\text { Kaskatoon-Saskaton }}$
S. N. MacEachern.
Somme-Somme
terfield.
stoughton-Stoughton-Stought
old D. Crossman

## owidt Current Switt 30-July 3 Irving H

$\qquad$ 30-July 3 Irving Hansen Tantallon-Tantallon Exhn. Aug Uurtheford-Turtleford Exhn. Aus. July 30 .
Unity-Unitty Exhn. July 29 -30.
Wapella-Wapella Exin Wapella-Wapella Exhn July 24. Mrs. Ma-
bel Carscadden. Weyburn - Weyburn Exhn. June 30 -July 2
Roy Schultz.

Santa Clara Picks
Jordan Associates
For Exhibit Sales
SAN FRANCISCO - Exhibit space sales at the Santa Clara Count re jane, Septembe 8-14, are being handled this year
for the first time by Jordan Assofor the first time by Iordan Asso-
ciates, Robert L. Jordan, head of ciates, Robert L. Jordan, head of
the exposition management and promotion concern, announced here

Jordan said that the booths being offered are 10 feet long and 15 feet deep. The tent will be set up on a newly blacktopped area. Spaces will sell for $\$ 125$
plus $\$ 50$ if selling privileges are included.

FAIR


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eptember 14 .
in another development, it wa decided that the effort to attract children will be intensified with a 50 -cent grandstand offer. Schools thruout an eight-county area are
getting half-price general admission getting halt-price general admission
tickets for any performance except tickets for any performance except
the Staurday auto races, which are the Staurday auto races, which are
always a sellout. This is in addialways a sellout. This is in addi-
tion to the-Tuesday kiddie day when the outside gate price will be eliminated.
The new exhibit building constructed last year will be extended toward the grandstand, with local contractor H. E. Stoudt's \$164, 000 bid winning the contract. Construction will be block for the first four feet of height, and steel panels for another 10 feet. Interior will be completely clear of obstruction providing 30,806 square feet of floor space, measuring 400 feet by 70.

The new building will become the main exhibit building upon the demolition of two structures on the ing and Agricultural Hall buil when the Agir occupied its built when the fair occupied its present
location in 1889 . This space, alo
in space, along with the south side of the fair fence, will enable the midway to run along the grandstand as at present, then run southward and double back. This back midway will be served at Chew and $20 t h$ Streets by both an auto and foot entrance. World of Mirth
Shows is providing the midway this yea
Price on the new exhibit structure includes lighting and heat The building will be made avail able on a vear-around basis for variety of uses, such as auto and
sports shows and other enterprises.


ONTARIO COUNTY FAIR
in new york stati
AUGUST 5 THRU 10
INDEPENDENT MIDWAY
WANTED
INDEPENDENT
CONCESSIONAIRES
ALL KINDS OF
HONKY-TONK
phone or witte
WARD ROBBINS prisident
ONTARIO COUNTY FAIR RD. 2 GENEVA, N. Y. Phon: GEN. 9-3768

## - Continued from page 72

 fair, which was then about to open for the annual run. Hulick set the price at $\$ 50$ or 25 per cent of the gross.I did not know how $\$ 50$ flat would work out-and I did not know whether 25 per cent would be robbing Hulick or me," Lang explains. This service was so new. Diego they had to sell me one for bicycle renting. They had nothing for strollers."
The Mom's Aid service caught on at fairs as more were added o the route.
In Dallas, there is one little in 1950 , the first year stallers the State Fair of Teas"" Llayed calls. "She could hardly it because of her braces. She's outgrown the stroller now and uses wheel chair now. Each year she me."
his year, Lang decorated Show of his car, Lang decorated the top He plans to have it revolve and will add nursery rhyme music for bally. There is one service which Lang does not advertise-he helps fairgoers take money home. It is on their way out that they collect their deposit.


## THE NEW MARYLAND STAIE FAIR

TIMONIUM, MD., AUCUST 29-SEPTEMBER 6
ONE-QUARTER MILLION PAID IN 1957
NEW FUN ZONE
NEW MIDWAY

david b. endy

## AVERY PRODUCTIONS

Going Out of Business
NOW SELLING EVERYTHING

Outdoor Scenery, Stages. Lighting Equipme<br>In 30 Days. Write

## WANTED FOR 7TH ANNUAL

 SPPNDLE CENTER AGRICUITURAL FAIR
## SEPTEMBER 7 THRU 13, 1958-7 NIGHTS AND 6 DAYS

NASCAR Auto Races, AMA Sanctioned Motorcycle Races, Jack Kochman's Hell Drivers, Grandstand Shows, Queen Pageant, Baby Show, Fishing Tournament \& Fireworks Every Night. 3 Big School Days. Prell's Broadway Shows on the Midway. Over 80,000 Paid Last Year, Special Advertising for 100,000 This Year. Special Sunday Night Program. Booking on Independent Midway and Exhibit Area.
PITCHMEN-Coils, Food Cutters, etc.
STRAIGHT SALES-Apples, Popcorn, Ice Cream Bar, Food Concessions, Hat Sewing, French Fry, Jewelry, Wood Carving, Name Plates or Anything in Straight Sales.

## Penn Premier Gets Overdue Grosses

## Rain-Dogged Unit Breaks Clear; Army Fair Dates Size Up Nicely

## McKEESPORT, Pa. - An ex-

 tremely rough opening had the Penn Premier Shows on its heels Staunton, Va., for Labor Day, for several weeks, but recent and High Point, Durham, Mount weather has enabled a few decent Airy, Laurinburg, Roxboro, Roaweeks to be won. Winchester, da., got three days of rain, including is reported.Season's opener was in Greensboro, N. C., where rain spared only two days in the two weeks
there. The lot was in miserable there. The The wasfolk, Va., centennial was okay,

Lloyd Serfass unit won some money in Lynchburg, Va., but ran into a tough break at Camp Eustis, Va. Pay day originally scheduled
for a Saturday was moved back to Thursday. As a result, many of the GI's left camp for the weekend before Penn Premiers arr
Claim Charleroi Cele

Outlook is a good one, Serfass noted, highlighted by a contract for the July Fourth fest in Charleroi, Pa. Fairs will see the unit split up in a few weeks and include one new fair and two Army camp deals. New is the fair in Culpepper, Fa, which stacks up as promising. for the first time. Fort Bragg, N. C. is also holding one, and
BiH Holt, military representative, is working with both spots to
develop interest in advance of the show's arrival.

## Get-a-Way Stand For Ideal Rides Yields Upped Biz

NASHVILLE, Ind. - Ide Rides, owned and managed by start at the Veedersburg, Ind. annual street fair, with rides up figures. Eaton, Ind., played to prior figures. Eaton, Ind., played prior to the stand here, was pelted by

rain, and hurt by flood conditions rain, and hurt by flood co
and threats of tornadoes.
A new Schiff Roller Coast, new King Combination ride and new confection trailer are included among the units with the show Mrs. Luehrs operates the conces
sion trailer, assisted by Mr. Luehrs niece, Janice Luehrs, now vacationing from Marquette University Journalism School. Son Bill Luehrs is concession manager and plans to
enter Ripon College at Ripon, enter Ripon College at Ripon
Wis., this fall. A Luehrs nephew Phil Nelson Jr., handles the BillPhil Nelson Jr.,
board and mail.

## Business Is Okay For Granite State

 BERLIN, N. H. -- Muldoon' Granite State Shows have beenbagging satisfactory grosses since the season's opening.
Owner Muldoon recently took from the Fruehauf Trailer Com pany. His wile has a new pop corn, floss and candy apple trailer Joe Mohan has a new trailer for his concessions. Frank Rappaport exnew Buick.
Concessionaires include Rappaport, 5; White Brown, 4; Joe Mohan. 5; Mr. and Mrs. Lawrence 4 , and Agnes Fleming, 2. Mr and $\stackrel{4}{\text {, and }}$ Agnes Fleming, 2. Mr. and
Mrs. Rusty Fowler have the conMrs. Rusty Fowler have the con-
cessions for Joe Mohan. Gene Bongard had the grab joint and Paul gard had the grab joint an
Hogan operates the bingo.


#### Abstract

Davenport Up; RAS Moves On To First Fair


WINNIPEG--The Roval American Shows were well prepared for the opening here Saturday (21) of season, the seven-day Red River Exhibition.
The Royal's show trains arrived here Wednesday (18) from Davenport, la., and had time to spare to run from Davenport ready. The run from Davenport was made in Davenport, despite off weather Davenport, despite off weather
a number of week days, yielded the show a $14 \%$ higher show and the show a $14 \%$ higher show and
ride gross than last year. Strong ride gross than last year. Strong
business on Friday nights, all day Saturdays, and Sunday afternoons on the two week-ends of the stand more than offset the inroads of Teek-day rain and cold nights.
The Velare Rotor, operating in Davenport for the first time, racked up an exceptionally good gross. Leon Claxton's Harlem in Havana
paced the.shows, with Mitzi, Dick Best's Side Show and the gorilla tagging in, in that order.

The new Wild Mouse, which originally had been scheduled for delivery at Davenport, will not
join until Calgary, it was disclosed.

## Gooding Signs

Mo., Ind. Celes
COLUMBUS -- The Gooding Amusement Company of this city has been awarded the contract to provide the midway attractions at the Maplewood Golden Jubilee Celebration at Maplewood, Mo., a The Guburb, September 8-13. The Gooding organization also has been signed for the Elkhart, Ind., Centennial Celebration September $11-20$. For this engagement, Gooding units
on downtown streets.


## safety program and record in Santa Rosa, Calif., recently. At the presentation were (left to right) Chief M F

 Flohr, Santa Rosa Police Department; R. E. Foitz and L. G. Chapman of Foley G Burk Shows; John Fischer of R. C. Fisher $G$ Company, Oakland insurance agents, and Nelson Nissen, safety director for Argonaut Insurance Company,
## \$300 NIGHT

Wagon Walls Cover for Blowdown

NEW BRITAIN, Conn. - A Saturday night blowdown caused on the World of Mirth Sheration week in New Brunswick but a satisfactuory performance went off nonetheless under make shift conditions.
The unit, operated by Joe Boston and Tirza, formerly of the Strates shows, had its top and sidewalls flattened by a gust of wind that spared all the other back-end can-
vas. They maneuvered four wagons o block off the sides and won a $\$ 300$ night anyway. New canvas
For fairs starting in Ottawa Tirza's Wine Bath Revue will be (Continued on page 81)

## Oakes Daughter

 Has Lucky Weight
## TAMPA - Odds were that

 Whething like this would happen. Joseph Hospital here, she checked in at 7 and 11. Seven pounds and 11 ounces, that is. And what else? Her father is games manufacturing outfit.Tre Oaby was born to Mr. and Mrs. Oakes on June 19.

Everyone knows that JULY 4


But did you know that starting with
JULY 7
The Billboard's classified section will take on a bright, new look, and even many important, will bo onlarged by see the Clanal new headings? issue for complete Order Form in thit now headings

## Outlook Bright For Coleman Show

Rough Series of Still Dates Easiest On Ride, Show Units; Win at Webster

NAUGATUCK, Conn. -- De-
spots in Connecticut which have g weather that dogged other Websters. Coss at city-owned hows this spring, the Coleman Memorial Beach, for the first carBros. operation finds itself in better nival visit in 10 years. It was a big in ancial shape this year than last. week for rides and shows. A new New Britain was no help last week, lot in Norwich, Conn., proved okay however, with bad weather thru despite cold.

## iday (20).

Owner Dick Coleman said rides, shows and eating stands have struggled thru the rough spots okay le conceded that game conces ness, however. Weather is more of a key to this year's outlook than in the past, he added, since all Eastern showmen got off to a slow start in rain and coldness.

The show's opening in Middleown, Conn., drew rain on all days town, Conn., drew rain on all days
but its first week-end. Debut was April 23 on Coleman's lot. East Hartford (South Windsor) which followed yielded a fair Friday nigh New London Okay
New London was better than good economic condition with many

## Fire Claims Life

Of Joe Lewis, Ohio Show Club Trustee
COLUMBUS, O-A fire, presumably caused by a lighted
cigarette, claimed the life of Joe cigarette, claimed the life of Joe
Lewis, 63, a member of and the former chairman of the Greater Oh io Showmen's Association's board of trustees, here June 4.

Lewis was burned beyon recognition in his seventh floor dragging a burning mattress and bed sheets into the bathroom and turning on the water.
Owner of a lorist shop here, dent of the hotel since 1948 . Survivors are his mother and a

The date here depended on the weekend with fair business on the first two days and rain on WedAhead of the show lie several promosing still dates, including the uly Fourth spot in Onconta, N. Y. Fairs start July 28 in Boonville, . Y., with 10 others to follow The new fair in Meriden, Conn. broken in last year under combined Lions, Rotary and Exchange Club auspices, is again on the schedule.
Labor is again a problem for Labor is again a problem for
how business, Coleman said, and show business, Coleman said, and
especially in Connecticut. With the State supplementing unemployment
(Continued on page 81)

## World of Pleasure

## Gets Good Biz

## Weather in Mich.

BATTLE CREEK, Mich. -World of Pieasure Show the registering matching grosses. Ride and show receipts have been runand show receipts have been runaccording to show officials.
Unit currently is carrying 15 rides, 7 shows and about 45 concessions, with an Octopus, a second Ferris Wheel, and a Roller Coaster he new additions to the ride lineud. Other rides and shows will be Equed early in July for fair dates. Equipment, all of it overhauled and painted during the winter,
totes much flash. Trailers are totes much flash. Trailers are painted a solid ivory and tractors have an ivory and orange color
scheme. A new Wurlitzer 125 organ recently was installed in the Merry-Go-Round.

## Okay Weather Aids Vivonas' Business

NEWARK, N. J. - An excel- date. Show now rolls on 46 famlent series of early dates puts the Amusements of America in its best shape in years. Show set up in Bear Stadium here following a sat lsfactory week in Penndel, Pa.
Short notice on the Philadelphia booking did not hamper the move ment, and the show got a big week at the Cottman and Bustleton lot. Following tha' one, traditional territory was played.
Jersey City, played on Memorial Day week, came up with a nice weekend as perfect weather graced the date. Perth Amboy, which followed, was okay. It was the Viplayed have been Matamoras, Pa. which drew four days of rain Gross was only of: about 10 per cent, John Vivona said.
Penndel started slow. Strong Fire Department committee helped : lot, canvassing the streets with sound truck to scout up
and the windup was okay.

Add Tractors, Front
Five tractors have been acquired from Johnny Canole, and an L195 tractor and lowboy trailer from A Capone during the Philadelphia Cook

## MIDWAY CONFAB

Melvin Burkhart, who closed recently in Philadelphia with the Kelly and Sutton Side Show on the James E. Strates Shows, joined
Walter Wanous on the World of Walter Wanous on the World of
Mirth Shows two weeks later. In the intervening time he did a show before the Society of American Magicians and the International Brotherhood of Magicians. spent two days on Amusements of Amerfca, worked several shows while visiting the Doll family and Charlie Roark on Cristiani Bros.' Circus, and visited the Charles Hodges Side Show at Palisades (N. J.) Park

Luigi San Tahnos has joined Lisa Del Mar's Side Show on the Gentsch Shows with his "feats of fire," according to Billy Logsdon.
Visitors to the World of Mirth in New Brunswick, N. J., included Morris Vivona, Amusements of America; Freddy Cerbini, of Coney

y-owned trucks. For fairs there will be eight power plants on three semis, and a Fiberglas front for the three Ferris Wheels to be used then. Last-named is being built with slimline lighting, by Don Crawn. Pete Hendricks has finished final touches on the new power plant and is painting the diesels.
Tony Mason is winning fair money with his Girl-A-Rama Club Macombo and Latin Casino evue-type show. Danny Dell' crambler is among top winners. New additions on the show in lude 1,000 feet of ground cable bought from World of Mirth Shows, 60 sections of iron fencin built by Bill McCoy for the Roll O-Plane, Airplane and Chairplane and a dachshund for little Anthony Dominick Vivona.
Recent visitors included Harry Flanagan, operator of the Sham rock Shows, Jimmy Cappell, Harry (Bosco) Norvich, Shep Blumberg rving Sherman, Jackie Davis, Sa Damato, Jim Stabile, and Phi Cok.

Island, and Merrill Braverman, Asbury Park, N. J.
Former show folks are keeping busy in Gibsonton, Fla,, with fish ries and barbecue pienics. First and Mrs. Eddie Le May and guests included Mr. and Mrs. Snapp Wyatt, Mr. and Mrs. Whitey Erdman, Mr. and Mrs. Phil Le May Mr. and Mrs. Roger Young, Pear Keys, Edna Schultz, Doris Jackson, Keys, Edna Schultz, Doris Jackson, Mr. and Mrs. Jack Wagner, Peggy Holzaphel. A fishing and Car fish fry are on tap for the future.

Al Weinberg, concessionaire dot a strong plug in Nick Kenny's Daily Mirror column in New York treatments.
Wike Gallichio is back on the Bliek Grass Shows following an ac cident in which his car was stuck by an oil truck as he opened the car's door. . . . Shan Wilcox, former carnival operator, recently wrecked his car while en route from his Maryville, Tenn., home to Long Beach Park, Panama City, Fla.

Jack W. Shannon is now Scram bler foreman on the William T Collins Shows after a successful period at the Twin City Mission, Little Rock. . . Bob Crawford, bingo operator, is now at his home, 1326 Eckles Circle, Tampa, after five weeks as a patient in the Indianapolis Veterans' Hospital, but

Continued on page 76 )

## OCTAGON <br> PICTURE FRAMES

Gunner type, ready to mount on
$\$ 37.50$ each
Instructions for building board in-
cluded if requested.
cluded if requested.
Automatic scissor type, five ft. high,
octagon shape, operate same as
scissor buckets,
$\$ 90.00$ each
Automatic Scissor type, four ft. high, $\$ 75.00$ each
Terms: Cash with order or 25\% cash, bal. C.O.D. STAN BAKER
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## PEMI PremIERSHOWS

PLAYING POSITIVELY THE LARGEST 4TH OF JULY SPOT IN THE EAST. NO MILLS SHUT dOWN HERE. AMERICAN LEGION CELEBRATION

## EBENSBURG, PA.

PARADES, STOCK CAR RACING, THRILL SHOW. SOMETHING EVERY DAY. CONCESSIONS: Can place Novelties, French Fries, Glass Pitch, Photos, Short Range, Lamp Pitch, Fish Pond, Custard or any Concession not conflicting.
SHOWS: Can place sober, reliable Manager for Motordrome, also Manager for Monkey Drome. Can place any good Show not conflicting.
RIDES: Can place Round-Up, Helicopter, Scrambler or any good Ride not conflicting. We are getting ready for one of the best Fair routes in the country.
HELP: Can always use sober, reliable Ride Help who can drive semis.
AGENTS: Can place sober, reliable Agents for Blower and Razzle. Contact J. D. Swords.
Address all mail and wires to
LLOYD D. SERFASS, OWNER, OR HARRY (BUSTER) WESTBROOK, MGR., New Castle, Pa.

## 1) 1 EROADWAY SHOWS INC. $^{2}$ <br> 50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

Now Booking for July 4th Celebration, Weirfon, West Va., June 30th to July 5th. Falls Church, Va., to follow. Then Harrington, Del., Fair.
CONCESSIONS Age nd Ascale, Haky, Panks, Eearlery and Derby Recer
Can use Minstrel Show with or
SHOWS $\qquad$ Coaster, Round-Up, Scrambler. Can
se two more Kiddie Rides, Pony Ride,
Dark Ride.

PRELL'S BROADWAY SHOWS, MeKees Roek, Pa.


## IOWA'S LARGEST CELEBRATION, CLEAR LAKE, JULY 3-6

 FOLLOWED BY ANOTHER OUTSTANDING ANNUAL: WINONA, MINN., STEAMBOAT DAYS, JULY 11-12-13Wilton Days, Wilton Junction, lowa, on the Fairgrounds, July 16-17-18-19. All Fairs Follow-Mt. Pleasant, Iowa; Zumbrota and Rochester, Minn.; Webster City and Audubon, la.; West Point, Nebr.; Bethany, Nevada, CAN PLACE ARCADE AND SMALL GRIND SHOWS
CONCESSIONS: Picture Frames. Custard, Nickel Pitches, Short Range, Photos, High Striker, Ball Games, Fish or Duck Pond, Pea Ball, Coke Ring or Pitch, Novelties, Ice Cream, Pitch-Till-You-Win, Hats, Derby, Novelties. SINGLE, SOBER CHAUFFEUR LICENSED HELP FOR ALL RIDES. ADDRESS: Carroll, lowa, this week; Clear Lake, lowa, next

## FOLLOW THE WOLFE ARROW

## WOL FFE Enumenomit <br> THE SHOW THAT GETS UP ON SUNDAY

## largest and best in the south

DOWNTOWN IN BELHAVEN, NORTH CAROLINA
WANT: Eat and Drink Stand, Photos, Glass Pitch, Hooplas, High Striker, Camp. What have you?
Slim Cunningham wants Lineup Man and Man with crew for Razzle.
Ride Help who drive. Wire
BEN WOLFE OR ERNIE SYLVESTER
Wolfe Amusements, Rich Square, North Carolina, this week.

## DICK WILCOX SHOWS


 caribuv, Me Mont, this week, Thomaston,

## BOB HAMMOND SHOWS


 Contact at Auditorium Hotel, Houston, Tex., until June 27 .
Contact: Bog HAMMOND or JIM SCHNECK

Housten, Tex.


Want for Fargo, N. Dak., starting July 13 and a route of outstanding Fairs, including Pueblo, Colo., Hibbing, Minn., Huron, S. Dak., Spencer, lowa and others.

| SHOWS |
| :---: |

Hats, Long Range, Short Range, Custard, Lemonade Shake and Hanky Panks of all kinds.
CONCESSIONS

Pank and Alibi Agents.
Wire: BERNARD THOMAS, Mgr., Sioux Falls, S. Dak., this week

## CAPITAL CITY SHOWS

Want for South's best Fourth of July Celebration, Stearns, Ky. \& Homecoming, June 30th thru July 5th. Plenfy of people all week. Followed by Williamsburg, Ky., and Harrodsburg Falr. Fairs until Nov. 15.
CONCESSIONS-Stock Concessions of all kinds, Long Range, Bear \& Bird Pitches, Ball Games, Record, Hoop-La, One Ball Milk Bottle, Tip Over Coke, Ring A-Coke.
BINGO-NORMAN ANDERSON CONTACT.
SHOWS-Drome, SNAKE, Mechanical, Fat, Monkey or any Family Show.
NATHANIAL GRAY WANTS MUSICIANS AND PERFORMERS FOR MINSTREL SHOW. JIMMIE TRAVIS CONTACT BERTA-BERTS.
HELP-Foreman for TILT and Second Men who drive, must have license. We have the best of equipment. ALL REPLIES
c/o WESTERN UNION
J. L. KEEF

# POESTENKILL, N. Y. JULY 4-5-6 

BEST 4TH OF JULY SPOT IN THE EAST VFW CELEBRATION - FIREWORKS, PARADE, GIVEAWAYS WANT: SIX CAT, ALL TYPES HANKY PANKS, BEAR PITCH, GLASS PITCH, NOVELTIES, AGE AND SCALE.
ROBERT D. KELLOGG AMUSEMENTS, INC.
STILLWATER, N. Y.
MORRIS 4-5273

## DRAGO SHOWS \# 2

Galveston, Ind., on the streets to follow.
 All contact CHET PIERCE, Lebanon, Ind., this week; Walkervilie, Ind., next.

MOTOR STATE EXPOSITION


 ank Azents


## A. \& T. <br> AMUSEMENT CO.

ts Ride Help and Concession
month of July. Contact $\underset{\text { Route 3, Portsmouth, Ohio }}{\text { W. Fin }}$

## AGENTS

Wanted for Six Cats, Buckets, Swingers. sey for Balloon Darta ROY T. DUFFY s/a Schator's 20th Century Shows
Fort Dodge, lowa

MIDWAY CONFAB

- Continued from page 75
will not go on the road this season. Mr. and Mrs. Sam Evans hosted the entire personnel of the Heart of America Shows at a barbecue during the show's stand in Leavensworth, Kan. Mr. and Mrs. Sam Griggs, of Kansas City, were among the guests. . . . Bud Valier, awaiting surgery in Mayo's Hospital, Rochester, Minn., plans to play fairs this season.
Lou DuFour was a recent Chicago visitor. . . . Bernie and Marie Smuckler, who operate Grand View Park, Mobile, Ala., have added to their activities. They now have five rides in Pritchard (Ala.) City Park and two rides in a Negro park east of Pritchard. The rides are on lease from a former carnival operator. . . . Jack Kaplan, back in Chicago, reports that he called on Frank W. Peppers at Fort Walton Beach. Fla., and visited briefly with Walter B. Fox and Hattie Wagner in Mobile.


## RUMBLE GREATER RIDES

Orleans, Ind., uptown on streets, annual Want Stockecencent cessions., small Shows and
Straight
Sales. straight Sales. Can place at once for
season. Wheel and Octopus Foremen. season.
Contact
D. P. RUMBLE

Charlestow. Lick, Ind., this weekt week. French

## PETER PAUL AMUSEMENT



GIRLS WANTED For Swinging Burlesk. Show, Best of
treatment. top salary. You will joln out.

 years. Wre or phone collect.

LESLIE KIESTER
$\$ 3,500$ FOR 4 RIDES
 Seep, King Super somic Pland
ning in park. will separate.
1415 CLARK BIGGERS


## WANTED

For bik Celebration one week startuss
June 30 to July 7 at Omer, Mich. Leatit mate Concestions of all kinds, eache con.
cession nas X:or will book small orean cesed Can haze x, or will book smanal organ-
Addaress: JOHN BODIVE, Secretary
standish, Mich. Phone: Viking 6.9241

## WAX FIGURES


 Fisures Repaired Like New, Comple KREWSON WAX FIGURE STUDIO


## WANT CONCESSIONS <br> At Stockton, tlinois, for ANWUAL STREET CELEBRATION rank C. Niemeyer, Seey Phone: Maine 3, Stockton, III.

## WANTED

Concessions for June 28-29, also July 4-5-6, Martland, Wis. BONK'S AMUSEMENTS
1117 5. 20th 5t. Manitowoc, W

## RIDES

 AVAILABLEHave some open dates for bona fide Fairs and Celebrations in Michigan and Indiana.

## DELUXE RIDE CO.

P. O. Box 308

Mt. Clemens, Mich.

## WANTED

Colored Musicians, Chorus Cirts Comedi-
ans and Emsee for largest Rock $n^{\prime}$ Roill ans and Emsee
show on road.
Want Talker and Candy Man for this
show, Aaron Cain show, Aaron Cooper, contact. Want Canvasman to handie big top and
drive semi. Talkers for Cirl shat Geek Shom. Ceners Allee, contact. Per-
sonnel needed at and sonnel needed at once. No collect calls
or Ale All

## DICK PALMER

c/o Cem City Shows, Henderson. Ky.

## SIDE SHOW PEOPLE

WANTED
Need everything from Ticket Sellers
and Bally Girls to Annex Aftraction. Talker wanted. This Show completely. new and booked to play Maior Fairs. Opening Keokuk, lowa, June 29. All answers
JOE SCIORTINO 2102 W. Water Ave.. Tampa, Florida,
until June 25 , phone Webster 4.7472 : until Jne 25.phone
then Keakuk, Jowa.

## BOB MEYER and

 JACK FLYNN Want for Centratia, M., June ${ }^{30}$Agents for Pin store, Agents for Pin Store, Count Store
Swinger, Buckets, Under 11 -over 30 Jack Flynn wants Caller for Bingo (Jack Devaney, zet in touch). BUFF HOTTLE SHOWS Hompron
Mo., this weeki

## BINGO

SUPPLIES
Cards - Blowers
Markers - Cages
AMUSEMENT INDUSTRIES
MAURICE HELMAN
Wants $2 \begin{gathered}\text { Count Store Men with } \\ \text { Cafo experience for }\end{gathered}$
HI-WAY CAFE
Call after 6P.M...Whitehall 5-1059,
New Orieans, La.

## WANTED

Webb City, Mo., week June $23-28$
Ride Help, Conceselons, Azents for
oftice-owned
Senec.
joints.
Bis.

Police C. SWISHER

## WHEEL FOREMAN

## WANTED

Contact E. L. Smith
c/o Monarch Exposition Shows, Hillsboro,
III., this week; Madison, III., next week.

## WANT AGENTS

For Swinger and Buckets: must take

GEORGE MLLLISON
o United States Show, Grundri

## COLOR DART AGENTS

Wire for July 1 spot and rest of season
GLADYS BELSHAW
GLADYS BELSHAW
110 N. Slocan St.
Vancouver, B. c.

## PLUSH-PLASTER-SLUM

We have been serving carnivals and parks since 1919, deliver or ship. We have the merchandise for you at the right price. Large line of Plush, Plaster, Slum, Blankets, Lamps; Baseballs, Bingo Merchandise. 25\% deposit, balance C.O.D. Due to detour U. S. 31, come to 1500 S. East St., 2 blocks west on Lincoln. Loading dock, plenty of parking. No catalog. Write for price list or sample.

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1549 Madison Avenue at Lincoln Indianapolis 25, Indiana Phone: Me. 7-7575 Res.: St. 6-2683

##  <br> Want for Elkhart, Ind., this week; then Sand Lake, Mich., Annual 4th of July CONCESSIONS: Hanky, Panks of all kinds. SHOWS: Motordrome and any Family.type Show. HELP: Louis kell wants Alibi Agents. Ceorge Pence wants Ride Help. Address ROD LINK, Mgr., per above route

## WANTED <br> FOR BIG 4TH OF JULY CELEBRATION

LA PORTE, IND.- 5 BIG DAYS-Large Crowds Last Year.
 Dish P Pteh, Bearar Pitch, Bisketball, Cis Bilock and others that are lexiumate.
Privilege $\$ 26.50$ and up. No flats or
appsies.
 MDE HELE-Can une g few Second Men who have Heene and drive.
HiDES-WII book a Major Rlie not connlicting. What have you?

## KEY CITY SHOWS

No pirone or write
5. PECK, Northwest Plaxe, Muncie, Ind., all this week.

| ATTENTION CHENT WANT AGENTS <br>  <br>  <br>  Kon.; Sopt. 1-2, Deepwater, Mo.j then 2 Missouri Fairs and 3 Arkansas Fairs to follow. We.work all the time-no lay-offt. Best of spots. You can't beat this. WANT-Man and Wife teams for Diggers; Warrens, come on; Confection Trailer; Daffins, come on, Agents for Six Cat, Buckets, Splindles, Bee Hives, One Bail, Pea Pool, Nekel Rol, Penny Pitch, Dice Pitch, Grab Bas, Bumper, Coke, Bear Pitch, Pool, Nekel Ron, Penny Pitch, Dice Pitch, Grab Bags, Bumper, Coke, ${ }^{\text {Geaf }}$, Cork Gallery, Short Range, Balloon Dart. Come on, I'm just opening for Falrs and can place you forrest c. swisher, Parada shows, Webb City, Mo. |
| :---: |
|  |  |
|  |  |

## Wanted Wanted Wanted <br> HUNT AMUSEMENT CO.

 French Fries, Snow Cones, Jewelry and all Hanky Panks. Want Penny Arcade. Can
Place A Aents and Help for Cotion Cendy. Contoct RALPH HUNT as per routo. Senecaville, Ohio, June $\begin{aligned} & \text { (City Park), } \\ & \text { July } \\ & 1-5 .\end{aligned}$

## BEAM'S ATTRACTIONS


STEVE DECKER
虽

## PAGE BROS.' SHOWS

Want Bingo, Custard, Lead Callery, Pan Came and Hanky Panks of all kinds. RIDE HELP: Want Flyoplane Foreman. Must drive. Want O

Nicholasville, Ky., now; Eminence, Ky., Big Fourth of July next week
Owenton, Ky, Fair to follow.

## MOTORDROME MANAGER \& RIDERS

Want a "Take-Charge" puy. No amateurs, sped Balard, contact Liberal proposition,
Will not tolerate drunks. All Fairs balance of season

## WEST COAST SHOWS

General Offices: $\mathbf{2 4 0}$ Jones Street, San Francisco, Calif
BIG 10 DAY 4TH OF JULY CELEBRATION
July 3 to 12-Fireworks-Talent Elimination Contest, Carried by Radio Wir book Photos, Novelties, Scales. Rides not conflicting.
817 Second Ave., S .

## BABY DUCKS FOR <br> * PRIZES

HATCHING EVERY WEEK
shipping Monday \& Thursday by Air or Parcel Post. WHESTERN HATCHERY
1232 Moody 5 t.

## GOODING AMUSEMENT CO. CONCESSIONS WANTED

| JUNE 30-JUYY 6 BOWING GREEN, 0. Can Place Most Direct Sales and Legitimate Games | JUNE 30-JULY 5 <br> WELISVILLE, OHIO <br> Firemen's Carnival Can Place Direct Sales 6 Hanky Panhs | JULY 3.4 <br> HILLSDALE, MICH. <br> Can Place Direct Sales \& Hanky Panks |
| :---: | :---: | :---: |
| JULY 7-12 <br> MARTINS FERRY, 0. <br> Can Place Alt Direct Sales and Legitimate Cames | JULY 9.10-11 <br> HUDSON, MICH. <br> Can Place Direct Sales O Hanky Panks | JULY. 14-19 <br> BROWNSTOWN. IND. <br> Homecoming on main sts. Can place Hanky Panks and some Direct Sales. |

## GOODING AMUSEMENT CO. CONCESSION DEPT.

1300 NORTON AVENUE
COLUMBUS 8, OHIO


## 

# WANTED <br> FOR KEOKUK, IOWA, STREET FAIR AND FOURTH OF JULY CELEBRATION 

## WEEK JUNE 29-JULY 5

Advertised for miles around, county-wide Civic Event. Parades, Fireworks, Street Dancing, Free Acts, something doing every afternoon and night.
RIDES: Can place non-conflicting Major Rides such as Dark Ride, Round-Up, Spinaroo, Fly-oPlane or Flying Scooter, or what have you. Liberal percentage. Can also place Kiddie Auto, Helicopter, Boats and other non-conflicting Kiddie Rides.
SHOWS: Glass House, Mechanical City or any good Grind Show that caters to ladies and children, that can set on street.
CONCESSIONS: Hanky Pank Prize-Every-Time Games of all Kinds, Hi-Striker, Derby, African Dip, Basket Ball, Custard, Name-On-Hats, Pitchmen and Demonstrators, etc. HELP: Formen and Second Men. Must be licensed semi drivers. All wires.
C. C. GROSCURTH, GEN. MGR., BLUE GRASS SHOWS Ft. Wayne, Indiana, all this week.

## Samamemanamer. Wayne, hina,



## BEAM'S ATTRACTIONS

SLIOO, PA., 4TH OF JUIY AND HOME COMING CLIEBRAIION

## 4 PARADES - BALLOON ASCENSION - FREE ACTS

WANT-Jewelry, Long and Short Range Shooting Galleries, Glass Pitch, Custard.
Cigarette Shooting Gallery, Ball Games, Novelties, other Hanky Panks.
HELP-Second Men who can drive for all Rides. Concession Agents: Operator for Snake Show, SAILOR BOB wants Side Show Workers.
Shows with own equipment can be placed.
Big Celebrations and Fairs follow. Contact:

## STEVE DECKER

Memorial Field, Summerville, Pa., this week.
แี่

WISCONSIN 4TH OF JULY EVENTS CONCESSIONS AND SMALL SHOWS Burlington, Wis,-Waukesha, Wis., July 2 Wa to 6 .
 7 Wisconsin Fairs and 3 rd Ward Feast
to follow.
BELLE CITY SHOWS
CHAS. C. PANACEK, Owner S. Sixth \& W. Holt Sts, Milwoukee 7, Wis.

## PAN-AMERICAN SHOWS

5 big days - Fourth of july celebration, eunice, la., july 2 to 6 Automobile and prizes ziven away each night, also Mls fireworks display. Big Kiadte
Day Saturday. Three centennilals to follow.
 Games and 6 -Cats.
Want Agents for Pin Store and Buckets, Man to up and down concessions, PC
Dealer, Man and Wife to operate Cookhouse. Want Acts for Slide Show, Girls, Tattoo Artist and other Acts, Taiker, Ticket Seller,
Inside Feature, Jerry, answer. sonny sharp wants Musicians, Comedims and Chorui




## comevar suma

Want for keene, n. h., celebration, july 4 Week
Followed by 13 oufstanding Fairs. Plattsburg, N. Y., weok July 28; followd by Gouverneur, Elmira, Malone and Bath, all Mew York; Reidsville, Rutheriordion, Carthage and Rocky Mount, all Mo. Car.; Union and Greenville, So. Car.; South Bosion, Va., and Washington, Mo. Car., week of October 20.

Can place Snake Show, Mechanical Show, and worthwhile single attraction. Want Working Acts for Side Show. Also Freak to feature. Have opening for Keene, N. H., and balance of season: Faw Hanky Panks and Merchandise Concessions.
now booking for all. falrs Concessions, Eating and Drinking Stands. Want Second Man for Ferris Wheel, also Sacond Men for all Major Rides. Those who can drive semis given preferenco.
NORTH ADAMS, MASS.

## AL BROWN'S SHOWS

FAIRS STARTING THIS WEEK AT CROSBY, NORTH DAKOTA, 16 FAIRS TO FOLLOW IN NORTH DAKOTA AND MINNESOTA UNTIL SEPT. 27.

SHOWS: Monkey, Snake, Ten-In-One, Athletic, Mechanical, Glass House or any family-type Show.<br>CONCESSIONS: Photos, Short Range, Coke Ring, Roman Targets, Punk Rack, Glass Pitch, Cookhouse, Grab, Hi-Striker, Pronto Pups, Ice Cream. Will book Grind Store, 6-Cats, Buckets,

Swinger, PC or Candy Floss with Hanky Panks. Whitey Slaten wants Picture Frame and Swinger, Alibi and Hanky Pank Agents. All Fairs.

Al Williamson wants Alibi and Hanky Pank Agents.

All CONTACT AS PER ROUTE

## LAST CALL FOR LINTON, IND., JULY 4 CELEBRATION-LAST CALL

CONCESSIONS: Can place Cookhouse starting RIDES: Will book Live Pony Ride.

June 29 for balance of season. Also Grab, Popcorn, Carmel Corn and Apples. (Have enough Floss and Snow.) Want Ft. Longs, Custard, Glass Pitch (Hackett, contact), Cork Gal lery, Short Range, Balloon Darts, Coke Bottles, African Dip, Fishpond or any clean, legitimate Concessions. SHOWS: Want Glass House and Funhouse (Humphrey, can place you.), Snake, Fat, Geek or any Show except Girl Show.
HELP: Want good, reliable Help in all departments. Must drive semis.

All replies to
ERNIE ALLEN, MGR. c/o Western Union, Martinsville, Ind., June 23-28

## GRAND AMERICAN SHOWS

Want for 15 Big Celebrations and Fairs in lowa thru July and August, slarting with a 6 -day July 4 at Maquoketa.
Want Grind shows, Arcade and Drome. Want Concossions, Bingo, Photo Pitchas,
Hanky Panks of all kinds. WW. Lohnson Agents for Six Cats and Swinger: Want Ride Help who drive trucks. For Sale A-1 Crab and Juice. Booked on thit show for season. Tandem Trailer, like new, complete insido sequipmet. Price,
$\$ 2.000 .00$
L. O. WEAVER, Mgr.

Por Route in Billboard.

## FIDIER SHOWS

Want Girl Show and Funhouse for Paragould, Ark., Centennial, on tho streets July 21. Con place Hanky Panks for Annual La.Mo. River Festival, July 18-20. Can place Foremen for Wheol and Tilt. Also Second Men, Must drive our trucks. Addross
7th a Chestnut Sta., 5t. Lovis, Mo., this wooky Cohokia, ili., next woek,

## HALF CENTURY PLUS

## Ohio Waffle Ops Mark 59th Season

By CHARLIE BYRNES TRENCH-STYLE waffles, traditionally big sellers at outdoor amusements, are probably best represented by Stephenson and Houze, concessionaires who, for these tasty food items to fair and these tasty food items to fair and
celebration patrons in Southern celebra
Ohio.
The operations of this Vandalia, O., family has spanned 59 years and currently is in its third generation. During that half century plus, thru continuous updating of equip ment and methods, the wafflemakers have gained thousands of regular customers and today have one of the most successful opera tions in the field.
Its current waffle units are of the latest type. Sparkling conces sion trailers pulled by late-mode
trucks are its trade-mark on the ruacks are Inside the trailers is self road. Inside the trailers is selfdesigned equipment that turns out
waffles in production-line fashion, waffles in production-line fashion,
yet not deviating from the quality yet not deviating from the quality
and taste upon which the success of Stephenson and Houze has been of Ste
built.

Today's operation is a far cry rom the one started in 1900 by the late William C. Houze Sr.

WANT
WANT
Man or Couple to take complete charge of new $20 \times 30$ office-owned Bingo. Must able to drive semi, Can always use Ride Help who drive semis.

## Jerry Saddlemire

GLADES AMUSENENT CO.
Elkton, Va., this weok; Lively, Va.,

## Tony \& Monica Baress WANT

Revue Talker, Candy Butcher, M.C., Specialty Dancers. Jack Weiner, get in ouch. 'Virgin te
no time to write.
c/o BILL LYNCH SHOWS
Sidney, N. S., Canada.

## TIP TOP SHOWS

Concessions working for stock. Wiu book
Shows for balance of season starting Stevens Point Contenntial, June startin
to
July 6. G. Desak and Larry Loucks want Agents.
Mitwauke, Wis., Jrd Ward, June
Stovens Point, Wis., June 30 -July 6 .

CHEROKEE AMUSEMENT CO.
Want Help on Tilt, Wheel, Jenny, Chait
plane, Coaster nad Operator for Fun
House; must drive truck Phore or write
J. W. MAHAFEEY Frankfort, Kan., fill June 25; Parans,
Kan., June 26. July $2 ;$
4.5. Plitsburs, Kan.,

JOE BOSTON WANTS
Boss Canvasman. Top salary and extran.
Scotty and Tex, get tn touch. Contact e/o World of Mirth Shows

## TATHAM BROS.

COMBINED SHOWS
Want for biggest Fourth Celebration for
Concessions: Hanky Panks of all kind. BILL TATHAM
manm CASEY SENS
WANTS
FOREMEN FOR MAJOR RIDES
Chicago lots, will pay top wages-
not promises to risht men.
2130 West 44th Avenue, Gary, Indiana
who, armed with a tested wafflo recipe obtained from a Frenchman, and accompanied by his wife, loaded his horse-drawn wagon with tent, table and equipment and o the people of Ohio.

Houze Experienced
Houze was no Johnny-ComeLately to the amusement business when he launched his waffle operation. He was purchasing agent for Lagoon Park in Ludlow, Ky., where he also managed all water concesions. For many years Houze remained at the park where, in addition to his executive duties, he operated both waffle and games conessions with Hubert Popham. Each summer, however, he and Mrs. Houze would take out their traveling unit.
When the amusement park was leveled by a tornado in 1915 he turned all his energies to the touring waffle concessions, altho he aided in. the building of Flint (Continued on page 99)


## DROME RIDERS

Also Talkers, Contact
JACK FAIRCLOTH
Olsons Shows, Per Route

## CHAS. BIMBO DAVIS

WM. BEJARANO
/o Eddio's Exposition Showa
H. M. (BOOTS) BOOTH

 Address c/o Shorter's Greater shows

## ROD LINK



s/o Woridess: Rod Link
e/o Woriar of ipe elesuro shows



| UISA AND ROBI DEL MAR <br> VIRGINIA GREATER SHOWS |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |


| AMERICAN BEAUTY SHO |
| :---: |
| H. W. Bartholomew or Joe H. Sharp, Trenton, Mo. |
|  |
| G\\|RLS-G\|RLS Show. Top salary. Want Semi Truck Drivers with license F. W. MILLERR, Ada, Minn. |

MIDWAY OF MIRTH SHOWS
Want for bio sth of Juty Celebration, Mt. Vernon, ili. Free Acts, Speakers, Fir
works and Legion Convention on Saturday and Sunday $\rightarrow$, Bis Days. Concessions: want Concession of all kinds: no "EX." shows: Want Girf Show with own outfit. Also Slde Show HELP: Can place Foreman for Ferris Wheel, must drive.

## ANNUAL 4TH OF JUIY CELEBRAION

 Show Concestions Photoss, Cuntard, Foot Lons, Arc

JAMES H. DREW WORLD'S FAIR SHOWS

## WADE EXPOSITION Shows

4TH ANNUAL AMERICAN LEGION FOURTH OF JULY CELEBRATION 6 DAYs, JÜly 1 thru 6 BAILEY PARK, BATTLE CREEK, MICH.

$$
\begin{aligned}
& \text { Parades, Cames, Bands, Events, } \\
& \text { Fireworks, etc. }
\end{aligned}
$$

Over 100,000 people last year.

Can place for this gigantic Celebration:
CONCESSIONS, legitimate Cames of all ypes, Sal Games, Water Games, Pitch Cames. Skill Cames, etc. Also
right sales privileges available. SHOW5: Have space for two or three
Educational Shows for this event, with all Celebrations and Fairs to follow for
season: Fat, Monkey Village, Mechanical (Dick Dillon, please contact), Freak
Animal, Chimp (Baptiste, where are
W. G. Wade, Jr., WADE EXPOSITION SHOWS Crand Rapids, Mich., all this week.

## BIG 4TH OF JULY CELEBRATION

 at Haysi, Virginia
 REID'S GOLDEN STAR SHOWS Honaker, Va., week of July $\begin{gathered}\text { this } \\ \text { 4th. }\end{gathered}$
U. S. $\delta$ Canadian agents
 ed Day, ARents for Swinger, Cork Gun,
ed , Jewelry and others. Also A ents



## VIRGIE WATERS

call: me or come on.

## BUCKEYE STATE SHOWS

All Ohio Celebrations - New Rome, June 26-28; Ashville, July 2.5; Johnsfown, 9.12.
Want Hanky Panks of all kinds. No
reckets or Mitt Camp. Want at once: Ride
Hetp Help- $F 1$ and $\$ 2$ Men for three units;
op wages each week and bonus: Wheel, top wages each week and bonus: Wheel,
MMerry-Co-Round, Octopus, Coaster,
Roundup. Chairplane, Tilt, Rockoplane Kid Ride. MANAGER, per route.
Contact MAN

## WANT

For Pennsboro, W, Va., 4th of July. Concessions-Popcorn, Floss and Apples,
any non-conflicting Hanky Panks of all kinds-Bingo, Bozo, Cookhouse or Crab. Also Citi Show. Will book Flat or Kid Rides, Need Help on Wheel, Chairplane
and Merry-Co-Round. John Carruso wants to hear from Barney, Bill G Al
J. E. THOMPSON

KELIEY \& SUTTON SIDE SHOW Talker, Novelty Acts, Dwarfy or
Midgets for Comedy Boxing Act with Giant.
route-James E. strates show.

## ElECTRIC BRAKES

"INSTALL YOURSELF KITS" available for
TUBS-O-FUN RID
HAMPTON AMUSEMENT CO.

## AMUSEMENT CORPORATION OF AMERICA OLSOH SHOWS <br> "THE WORLD'S GREATEST MIDWAY <br> Can place Hanky Panks of all kinds for Anderson, Ind., Fair, June 30 to July 5 STRETCH RICE needs Help for Cigarette Block. Also have room for one more Crind Show. <br> OLSON SHOWS

## SCHAFFR'S 20TH CENTURY SHOWS

Want for route of fairs starting at Ada, Minn., July 3
RIDES: Will book Parachute Ride ond Dark Ride. SHows: will place ony Shows not conflicting. CONCESSIONS: Hanky Panks, Custard, Ice Cream, elso Slower with Hanky Ponks. Address
W. A. SCHAFER, Mgr., Ft. Dodge, lowa, this week

## NOLAN AMUSEMENT CO.

## Lexington, Ohio-Annual Homecoming, July 9-12; Parades, Contests, Drawings, etc. Crove

 Crove City, Ohio-Annual Harvest Festival, July 16-19; Parades, Fice Acts, Contestr Cirard, ohio-mt Carmel Festival July 12 - Shows-Committee money only, Good Ohio Fair Route.
Ride Helo-Want A. 1 First Mer and Second Men, Want

FRED Nolan, Route 2, So. Zanesville, Ohio

## UNITED EXPOSITION SHOWS



Now showing 18th 6 Cravois Sts, St. Louis, Mo.
JIMMY WRIGHT, MGR.

## BUFF HOTTLE SHOWS UNIT \#1

Want for 17 Fairs and Celebrations starting at Centralia, ili,, June 30-July 5 ; losing at Jennings, La., Oct. 25.
CONCESSIONS: Place Concessions that work for stock. Especially want Long and
Short Range, Glass and Bear Pitches, Penny Arcade (Floyd Horner, advise if you are coming),
sHOWS: RIDES: Want to book Scrambler for 4 weeks starting July 28-Aug. 23. Attention, Celebration Committees! Have a few Rides available for weeks Aug. 25
and Sept: I within 100 miles of St. Louis. Also week of Sept. 15 further south.

All wires buff hottle shows, East St, Louis, III., this week

## 4TH OF JULY CELEBRATION

Gloucester, Mass., June 30-July 5-6 Days Legitimate Concessions of all kinds. Will sell Ex . on French Fries. Ice Cream, Custard. Man to up and down office-owned Concessions. Good deal. Ferris Wheel and
Octopus foremen, Second Man for Tilt. No cers. Must drive. Salary all you are
worth

All replies to Medfield, Mass., Now. Call person to person or wire
Harry J. Kahn, New England Amusements

## GEO. CIYDE SMITH SHOWS

Want Ball Games, Pitch-Till-You-Win, Cork Gollery, Buckets, Swinger, Basketbell, Fish and Duck Ponds, Novelties, Slum Spindle, Bear Pitch, Glass Pitch, Pholos and Custard. Wont Girl Show, Monkey Show. Will book Octopus, Tith-a-Whir and Pony Ride. General Ride Help, Truck and Tractor Drivers. All replies

GEO. CLYDE SMITH SHOWS
Central City, Pa., this week; Six Mile Run, Pa., next week.
DELUXE RIDES UNIT \#2
Just started-need Ride Help, urgent. King Merry-Co-Round, Carbrick Wheel, Comet,
4 Kid Rides. No drunks. Brownie, Sherlock, Curly, Johnnie, Jim Padgett, please
Contact if inierestedil Howard 3-1562, Mt. Clemens, Mich., or write
SHERMAN SEADEEK, Gen. Mgr.

|  <br>  <br>  <br>  <br>  |
| :---: |



## FIREMEN'S CONVENTION

of 4 States (Va., w. Va., Md., Pa.). 200 Fire Companies Invited.
At Mechene WEK OF AUCUST 20 -
At Mechanlesburg, Pa. (10 miles a.w. of Harinhars)
Want to book-Independont Concessions and Shows for the East's largest Firemen's Convantion. "Don't Miss a Real Firemen's Doings." Daily competition, parades, enterPHILIP KOSER SR., Mechaniesburg, Pa.


## GALA EXPOSITION SHOWS




B. E. MILLER

AGENTS AND GENERAL HELP
wanted for picture frame and tong range buckets to open june 30 .

## BOR K. PARKER

Box 111, Delavan, Wisc. (Phons: 801-J), after June 26

## IMPERIAL SHOWS

CONCESSIONS: Want Hoop-La, String Game,
Foot Longs, ele., Popcorn and Bingo sold.
RIDE HELP: Want Ride Men who are sober
RIDE HELP: Want Ride Sen whe are sober and drive.
JOIN: Morris, III., this week; Browntown
BILL GULLETTE, MGR.

## TILT-A-WHIRL FOR SALE


 Equ CuANCIS A. DESIDERIO, D.D.S.

| PLASTERPRERFARQEFOR CARNIVAL PLASTER |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |

## 1958 Rodeo Dates



## HAll \& LEONARD


People in
rephes to
WARD HALI
World of Pleasure Hhows, Elikhart, Ind.,
this weok, or os por route:

## BIMGO MANAGER

Have opening for man capable of taking
fult charge
outstarding or haw game booked on an outstanding show for season. Good prop.
ositition to then rifght man. State experience
and references to and referencen tu first reply.
BOX $D-51, \mathrm{C} / 0$ THE B/LLBOARD 216e Patterson 5 5., Cincinnati 22, Ohio


UNCIE JOE AMUSEMENT Wants Cookhouse or Grab. Ride Help of
all kindsi, Woode Dusgers.
boontact. Hariky Panks of all kinds. Will


Contact JOE SEABOLT

## JOHN GRAVES

Pontiac, Mich., $c / 0$ Motor State Shows.
June 23-28.


Loveland-Loveland Rodeo, Aug. 10-12. Monte Vista-Monte Vista Rodeo, July $30-$
Aug. 1. Aug. 1.
Montrose-Montrose Rodeo, July 4-6. Joyce M. Becker.
Montrose-Montrose Rodeo, Sept. 6-7 $\begin{array}{ll}\text { Norwood-Norwood Rodeo, Aug. } \\ \text { Pagosa } & \text { Sprihgs-Pagosa } \\ \text { Springs }\end{array}$ Pagosa Spriugs-Pagosa Springs Rodeo,
July 45 . Pueblo-Pueblo Rodeg, Aug. 22-24.
Ridgway-Ridgway Rodeo, Aug. 31-Sept. Southfork-Southfork Rodeo, July 4.
Sterling-Sterling Rodeo, Sterling-Sterling Rodeo, Aug. 6-7.
Woodland Park-Woodland Park Rodeo Juty
Yuma-Yuma Rodeo, Aug. 12-13. Florida Kissimmee-Kissimmee Rodeo, July 4-6. (Continued on page 99)

## DRAGO AMUSEMENT

UNIT \#1
This is the chance if you want to ret
with the best show In Indtana. Now
with the bess show in Indtana. Now
bucking for the Fourth of Jul. Hoops-
ton, in., and fatra and celebrations for ton, In., and fatro and celebrations for
the reat of geapon. Few more Hanky
Panks such as Scales, Novelties, Short
 for four Kid Ridees. Shave rew ierenentage
Would like to buy for cash a Short Arm Octopus. We do not want flata or Eyprites, Arn
so don't waste our time or yours. PAUL DRAGO

## Molordrome Operalor

 Hove complate Droma. Con placa obborOperator. Lucky Dan or Hogen, con-
Big 4ifh of July Celebration wire ross manning. ross manning shows

WANTED
Scale $G$ Age Agent for Lowell, Mass.,
July 4 th Celebration. Al Jemes or Cene. July 4th Celebration. Al Jemes or Cene,
get in touch with me. Also Novelty Agents $G$ Program Mer to work Rodeo
at Polo Crounds June 26 to July 6 . No A. HYMES

455 Schenectady Ave. Brooklyn, N. Y
PResident 4-5961 or HY 5-5809


## Firemen's Celebration

Four Big Days, June 25 to 28
Parade, Fireworks, Prizes. Acts, etc. Also
Fourth of July Annual Celebration startFourth of July Annual Celebration starting July 2 to duly 5 . New Freedom, Pa.
This event on foc last 25 yeass. Want Concessions of all kinds. Can place
FForeman and Second Man for Tilit. Ferris
When Whel, Rollociane, Merry-Co-Round,
Woaster and three Kiddie Rides. H. K. Yeung
 GENE CAIV

## Talker and whe for small show ustng three giris. Strippers with or without three giris. Strippers with or withou wardrobe. Salary and pe Girl Show Route ta East. <br> RITA CORTES COR

corrganvilit needs CONCESSIONAIRES

## for

FOOO - MERCCHAOSS SPECLALIIES - RIDES

Must Finance Own Concessions. Contact:

CORRIGANVILIE
Santa Susana, California
Phone: Fireside 6-1147
Do You OWE US
a letter if you do, please write WISCOHSIM DELUXE 0 .
1902 N. 3rd St.,
Milwaukee 12, Wis.

## WANTED CONCESSIONS

JULY $3 \& 4$ HILLSDALE, MICH.
aminal fourth of cuty CEEERRTION AHD HOMEOMMG

## CARNIVAL ROUTES

- Continued from page 57

Center) Dayton, O, 23 -July 5 . Glades Am. Co.: Elkton,
Lively 30 -July 5 . Gladstone Expo.: Vinita, Okla.; Baxter Springs, Kan., 30 -July 5 . Gold Bond: Monona,
Two Rivers, July 1-6. Colden Gate: Lafayette, Calif.,
Golden 23 -29.
Gooding
bus, O .
Gooding Am. Co., No. 2: Franklir, 0.
Gooding Am. Co., No. 3: Johnstown, Pa.
Gooding Am. Co., Na. 4: Ashtabula Harbor, $\mathbf{O}$.
Gooding Am. Co
Webster, Ind.
Condingter, C . No 0 , field, Pa
Gooding Am. Co., No. 7: Gibsoiburg, $\mathbf{0}$.
Gooding Am. Co., No. 8: Cleveland, 0 .
Gooding Am. Co., No. 9: South Bend, Ind.
Gooding Am. Co., No. 10: Delta, 0.

Gooding Am. Co., No. 11: Pittsburgh, Pa.
Gooding Am. Co., No. 12: Dela-
ware, $\mathbf{O}$. Maquoketa, July 1-6.
Great Western: Eureka, Calif., 23 29; Fort Bragg 30-July 6.
reen Tree: Louisa, Ky.; Greenup 30-July 5.

Comb.: Fo. Wayne nd.; Keokuk, Ia., 30-July 5 . nell, Ia., 24-28. Belton, Tex., $30-$ Hammond July 5.
Hanah Am Co. Monessen, Pa Dunbar 30-July 5.
Hannum, Morris: Levittown, Pa.
23-July 5. Ypilati, Nich 24
July 5 .
Hartsock, Roy: Worthington, Mo.
Hartsock, Roy:
Heart of America: Manhattan, Heart of America, 25 -July 2; Wamego, 3-5. Kan., 25 -July 2 ; Wamego, $3-5$. Heth: Evansville,
ville 30 -July 5 .
Holiday Am. Co.: Blue Springs, Mo.; Peabody, Kan., 30-July 5
Hottle, Buff, No. 1: (Hampson \&
Chipperva Sts.) St. Lonis, Mo.;
Centralia, III., 30-July 5 .
Hotlle Buff, No. 2: Gonzales,
Hottle, Buff, No. 2: Gonzales, La., 23-24.
Howard Bros.: New Salem, Pa.; Point Marian 30-July 5.
Hugo's Nov. Expo.: Auburn, Neb.; Creston, Ia., July 1-5.
Hunt's Am. Co.: Senecaville, 0 . 24-28; Parkersburg, W. Va., July 1-5.
Ideal Rides: Louisville, Ky.; Shelbyville, Ill., 30-Jnly 6 .
Imperial: Morris, Ill.; (Fair) Brownstown 30-July 5. Rupert, July 1-5.
ohnny's United: Madison,' Ind,; Brazil 30-July 5.
Kellogg, Robert D., Am. Co. Ken Penn: Mt. Pleasant, Pa.; Springdale 30 -July 5 .
Key City: Muncie, Ind.; La Porte 30 -July 5 .

WANTED-WANTED

## RIDE HELP

First and Second Men on Tilt, Ferris Wheel ond Merry-Go-Round. Red ond Jerry, come on in. Lushes stoy
awoy. Must drive semis. Will book oway. Must drive
Hanky Panks. For:

## BIG FOUR AMUSEMENTS

2800 Kishwoukee Street, Rockford,
III., June
25-29;
Oncenomowoc,
Wis., July 1-6; then per route.

## FOR SALE



T. A. FUZZELI

King Bros.: Del Norte, Colo. Pagosa Springs, July 1-5.
Lagasse Am. Co., No. 1: Bedford, Mass.

## Lagasse Am. Co., No. 2: Win

 throp, MassLagasse Am. Co., No. 3: Gloucester, Mass.
Leeright Midway: Ontario, Ore. 24-28.
LePa: Pascoug, R. I.; Newport 30-July 5 .
Lindle, Jack: Braidwood, IIl. 24-29; Rushville, July 3-6 Waverly 7-12. tol 30-July 5
Lone Star Am.
Lynch, Bill: Sidney, N. S. Lynn's Midway: Barrett, Minn., 24. M. D. Am. Co.: Fountain Hill, Pa.; Downingtown 30-July 5 . McKenna Rides \& Am. Co.: Ox ford, Wis., 27-29; East Troy July 3-6.
Mac's Am. Rides: Huron, S. D ${ }_{4}^{23-60}$; Pipestone, Minn., July
4-6.
Manning, Ross: West Haverstraw,
Marvel: Farmington, IIl., 25-28.
Meeker: Toppenish, Wash.; Kali spell, Mont, July 1-6.
Merriam's Midway: Redwood Falls Minn., 23-25; Paynesville 26-28; Mountain Lake 30-July 1.
Midway of Mirth: Marine, Ill.
Monarch Expo: Monarch Expo.: Hillsboro, 111 . Madison 30-July 5.
Moore's Modern: Clarinda, Ia. Motor State, No. 1: Fenton, Mich. 23-29; Flint, July 2-13.
Motor State, No. 2: Pontiac, Mich. Mound City: Brighton, Ill., 26-28 Murphy's Northern State: Linton N. D., 23-25; Napoleon 26-28 Wilton 30 -July 1 ; Tioga 2-3 New Town 4-6
New England Am. Co.: Medfield, Mass.; Gloucester 30-July 5. North American: Nisswa, Minn. 23-26; St. Cloud 27 -July 1 Clouquet 3 -6. Northern
$25-28$.
Olson: Joilet Ill. (Fair) Ander son, Ind., 30 -July 5.
Ontario Am. Co.: Oswego, N. Y
Orang Bros.: Bosiwell, Okla. Greenwood, Ark., July 3-5. P \& J Am. Co.: Canton, O.,
Page Bres.
Nicholasville, Ky, Page Bros.: 30 -July 5 .
Page Comb.: Allegany, N
Palmetto: Wytheville, Va
Pan American: Baton Rouge, La.
23-July 1; Eunice 2-6.
Parada: Webb City, Mo.; Seneca
July 1-5. July 1-5.
Paul, Peter, Am. Co.: Monroe Wis.; Rockton, Ill., July 3-6. Penn Premier: New Castle, Pa. Playtime Am. Co.: Plymouth Mass., Falmouth 30 -July 5. Port City Rides: Anamosa, Ia 25-28; Muscatine, July 3-5. Powelson Am. Co., No. 1: San-
dusky, O.; Newton Falls 30 dusky, O.; Newton Falls 30 July 5.
Powelson Am. Co., No. 2: New Matamoras, O.; Barnesville 30July 5.
Powelson Am. Co., No. 3: Port July 1-5.
Prell's Broadway: McKees Rock, Pa.
Raines Raines Am. Co.: Siloam Springs, Ark. Rainier: Anacortes, Wash.; Sedro Wooley 30-July 5 . Haysi 30 -July 5.
Reid, King: Thetford Mines, Que Ritter's United: San Bernardino Calif., 25-29; Brea, July 1-5. Rock City: McHenry, IIl., 23-29; Belvidere, July 1-4.
Rogers Bros.: Pelican Rapids, Minn., $23-24$; Valley, N. D., 25-29; Bemidij, Minn., July 2-9. Rohrs Modem Midway: Man-
hattan, Ill., 25-29; Streator, July 2-5.
Rose City Rides: Sullivan, Mo 25-28; Cape Girardeau, July

Royal American: Winnipeg, Man. 23-28; Brandon 30-July 4.
Royal United: Hector, Minn. Royal United: Hector, Minn.,
23-24; Willmar $25-28$; Norwood 23-24; Willmar $25-28$; Norwood
29-30. 29-30.
Rumble Greater: Charleston, Ind.;
French Lick 30-July 5 . French Lick 30 -July 5 .
Schafer's 20th Century: Fo Schafer's 20th Century: Fort Dodge, Ia.
Shorter's: Lewisville, Minn., 25-26; Hartland 30-July 1 .
Shugart \& Sons: Pottsboro, Tex. July 3-5.
Siebrand Bros. Comb.: Swift Current, Sask.; Moose Jaw 30-July 5 . MORE-MORE-MORE . . .. .
Skerbeck Am. Co.: St. Ignace, Mich.
Smiley's Am. Co.: Stoneboro, Pa.; South Pymatuming 30-July 5 . Smith, George Clyde: Central City Pa.; Six Mile Run 30-July 5 . Ripley 30-July 5
Stafford: Bloomfield, Ind., Sullivan, July 2-5.
Stanley, $\quad W \mathrm{~m}$. D.: Carrington Minn., 25-26; Towner 27-28, Finley 30 -July 1.
Star Am. Co.: Hoxie, Ark.
tephens, Otto: Eddyville, Ia.:
Belle Plaine, July 3-4; West
Stipe's: Granite Falls, Minn
25-29; Forest Lake, July 1-6.
25-29; Forest Lake, July $1-6$.
Stone City: Kankakee, Ill.; Girard 30-July 5.
Strates, lames E.: Schenectady, N. Y.; Endicott 30-July 5.

Strong's Am. Co.: Emerson, Neb
24-25; Valparaiso 28-29.
Stumbo's Tri-State: Jay, Okla.; Salina, July 1-5.
Sunny, A. J.: (Latin Field) Cleve
land, land, $\mathbf{O}$.
Sunset Am. Co.: Carroll, Ia., 23-29; Clear Lake, July 1-6. Tatham Bros.: Heyworth, Ill. 24-28; Sullivan 30-July 5
Tennessee Valley Am. Co.: Hartsville, Tem.; Red Boiling Springs 30-July 5.
Thiess United, No. 1: Shabbona, III., 27-28; Sheridan, July 1-4; Compton 5-6.
iess United, No. 2: Watoga III., 26-28; Chatsworth, July 2-5. Falls, S. D., 23 -Iuly 2.
Thomas, Art B., No. 2: Navarre, Minn., 23-25; Golden Valley 26-29.,
Thomas Joyland: Wheeling, W. Va Tip Top: Waupaca, Wis., 26-29; Stevens Point 30 -July 6 .
Uncle Joe's Am. Co.: Jacksboro Uncle Joes Am. Co.: Jacksbo
Tex.; Bridgeport 30 -July 5 .
Tex.; Bridgeport 30 -july Louis, Mo
United States: Grundy, Va.; Rich-
wood, W. Va., 30 -july 5 .
enditto Bros.: Middlesboro,
Mass.; Saugus 30-July 5.
Virginia Greater: Milford; Del
Volunteer: Munfordville, Ky., 30
July 5 .
July 5 .
July ${ }^{\text {Roscoe: Mecosta, Mich }}$ July 3-6.
Wade, W. G.: Mackinaw City
(Bridge Cele.) Mich.; Mt. Pleasant 30-July 5 .
Wade Expo.: Grand Rapids, Mich. 23-29.
Vade Greater: Tecumseh, Mich. 24-28: Lake Odessa, July 2-5.
Wall, Alfred, Am. Co.: Watseka,
III., $26-29$; Iroquois, July 2-4; III., 26-29; Iroquois, July 2-4; Onarga 5-6.
W.B.J.: Woodburn, Ind., 25-28; Dundee, Mich., July 3-5.
est Coast, No. 1: Roseburg, Ore.; Klamath Falls 30-July 5 . est Coast, No. 2: San Leandro Calif.; Stockton 30-July 6.
Western, No. 1: Darrington, Wash. Wiggins: Baltic, S. D., 23-24; Egan 27-28; Bryant 30-July 1. Thom Dick
Thomaston 30-july 5. Illawa, Ill;
Henry, July 1-4.
Wolfe Am. Co.: Rich Square N. C.; Belhaven 30 -July 5 .

Wonderland Expo.: (Fair) San Juan Pueblo, $N$. M., 23-25; Fair) Taos 26
World's Finest: Regina, Sask. Weyburn 30-July 2; Estevan 3-5.
World of Mirth: Worchester, Mass. World of Pleasure: Elkhart, Ind.; Sand Lake, Mich., 30-July 5. Young, Monte: Lehi, Utah.

## Outlook Bright

- Continued from page 74
insurance, workers can pull down
from $\$ 30$ to $\$ 50$ weekly without ways a finger. The solution, al ways difficult to fulfill, is to atthact a solid nucleus of dependable help.
The show is carring 14 rides and around 40 concessions. On the back end are the Wild Life and Arcade, Al Hausen; Mickey Mouse and Fumhouse, Tony Nel. Mouse and Funhouse, Tony Nel-
son; Girl Revue, Babe Harris; Girl Son; Girl Revue, Babe Harris; Girl
Show, Stanley Zirik, and Side Show, Stanley Zirik, and Side
Show, Sailor West. Among concesshow, Sailor West. Among conces-
sionaires are Jim Coleman with 2 , sionaires are Jim Coleman with 2,
Bill Story 6, Eddie Horwitz 6, Bill Story 6, Eddie Horwitz 6,
Eddie Kubek 3, Marie Meyers 2 Eddie Kubek 3, Marie Meyers
doubled joints, Helen Simmons 2 Harry Cism 2, and a Bill Jones Harry Cism 2, and a Bill Jones
Bingo managed by Bob Negus. Butch Rizzuto has the cookhouse Tommy Woods, floss, and Blackie Wemner, candy apples, popcorn and peanuts, and Charley Burch, long and short range galleries.


## $\$ 300$ Night

## - Continued from page 74

a feature, and the current show will become the Follies. Personnel has Lilli the Cat Girl of Miami, Cindy Lou, Mary Anthony, Bernadette, and Joy Hodges, with nadette, and Joy Hodges, with
Jim Medlin on canvas, Bob Clements, tickets and relief talker, Clements tickets and reliet taiker,
and Bob Terry and Vince Anthony, musicians standing by for fairs when Terry will have the band
Also added for Ottawa will be Tubby Boots, comic, who has been on network TV, a dance line, dance team and vocalist. Scenery this year is by Tom Fowler, accessories by Guyette and wardrobe by Variety. The World of Mirth route will take the Wine Bath feature into new territory

| Two $30 \times 40$ and ene $20 \times 40$ Binge games complete. Tractor and Treiler with each unit. |
| :---: |
| One $30 \times 40$ game is booked on an outstanding show with a good string of Fairs for the season. Con be seen in operation. Priced reosonably for cash only. All replies to |
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| 2160 Patterson St., Cincinnati 22, |

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Legitimote Concessions of ill ting Cookhouse opens. Any legitimate. Concession thot goes to moke up a

Speciol inducements to Riding De. vices that don't conflict. Good open-

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HOSTERY BUY 'EM WHERE THEY BOX
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and

 JOBBERS INYTED- SKND FOR SAMPLEE
and price Hst on College and Souvenir
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## Animals, Birds, Pets



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slon every month. New idea! National
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In September or buy with low down pays
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## CLASSIFIED SECTION



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| WANTED TO BOOK-AN AEBALL ACT TO itee buatmet, so po please estate price and type of act in first letter. Contaet Deibert Janes. Lexinktion. 11. Phone EM 5.731. |
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| Motion Picture Filn and Accessories |
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WANTED-STAGE COACH, WELLS FARGO

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WANTED GLOBES FOR ATLAS BV-400 of slobe and oum Drice to tonsers. Send drawthy
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 WaNTED TO BUY-SMALLL GRAB JOINT
Bob Sleeth, 1439 N . Springriela, Chleago Talent
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Bands and Orchestras

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| Circuses and |
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 PRoFESSOR WRIGBT AND HIS 3.PERSON
Variet Staze Show of yartal Husion Dance
Wright,
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Vandi
Some Dates open Julv August


| Musi |
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| AT LIBERTY-JEFF YOUNG, ALL.AR <br>  |
| BASSIST, GUITARIST, VOCALS, WHM Equally good on both instruments ern. travel. seml-name experience. Re Prefer combo. Mr. Cleo Scrogins, $G$ Dellyery Dellvery Minneapolis, Mhn. |
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|  Vibs and Drums. Only retable peo <br> St., Deliphos, Ohio. |
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| TRUMPET-EXPERIENCED, READ. F <br> Ci, Attaway, 1219 Phinef |
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## Parks and Fairs




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HIGB FIRE DIVE RESULTS MPRESSIVE

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## Vaudeville Artists






## Pipes for Pitchmen

## "AFTER

a trip thru New York, Pemnsylvania, New Jessey, Virginia and North and South Carolina, I am again back in Connecticut," writes Clifford E. Horton from New Haven. In giving a rundown of his activities, Cliff said that he spent some time with Sol Kunin in New Jersey Charlie Hudson, Betty Artis, Al Snyder and Al Wyman. At anothe port of call, Asheboro. N. C., Cliff bumped into Heavy Forkner, Al and Mary Brown, Ed Olson, and Marvin Hutchinson, while at Fredericksburg, Va., he renewed ac quaintances with Bill Hunt, who was handling advertising for Prell's Broadway hows. I have been on
too much of a Merry-Go-Round to say definitely where I'll locate this say definitely where In locate this
summer," said Horton, "but I would sure like to read pipes from the folks I mentioned."
EN ROUTE
thru Youngstown, O., Hank Fredricks dropped a line to the Pipes desk to say hello to Madaline Ragan, Ray Herbes and Torr Ken-
nedy and report that he has been working foot cream in stores.
WORD
has been received that Lon Mazer has flown to the West Coast to promote sale of a new item, known as the Man From Mars, and that Chick Stein has a concession contract for a new confection, honeycoated popcorn balls, a product
of the R. I. Marks Corporation Speedway, Ind.

STEVE R. McCLAIN
the vet sheetie, writes from Petersanchor there to work stock sales within a radius of 50 to 75 miles of Petershurg and Richmond would like to read pipes from B. V. (Spud) M ner, E. C. Pardee, Doc Lockey, the fast-stepping Horace Brazil, George Stacey, Senator Harvey of Wash ington, D. C., and others," he pleads. Now headquartering at the nial Heights, he urges that fellow workers passing tru the area stop in for a visit. "I understand Man-
(Continued on page 91)

$\qquad$ Full
of Life! Firel
Bril. Brin-
liancy $\$ 3.50$ 539.00



GIVE TO DAMON RUNYON CANCER FUND

## TOP SALESMEN, SHOWMEN

## Auction, Pitch, Demonstration Clan Delights as It Moves Goods

## By IRWIN KIRBY

$0^{5}$STENSIBLY a salesman but in reality a vital part of show business, the pitchman and demon-
strator has been given new outlet horizons with the advent of television, shopping centers and farmers' markets. The tireless workers are enjoying a revival of popularity
these years.

To say
To say popularity is to compli ment, for the salesman has been downgraded in the eyes of many
consumers across the land. But not consumers across the pitch, demonstration or auction salesman, because he is a joy to
behold. In many instances, such as at fairgrounds and farmers' markets, he is actually in demand.
People come to see him perform. How he does this has many, many examples. As a health lecturer, he may wear a feathered take a regal pose, stripped to the waist with a reptile coiled around his shoulders-As a bullet or grind er, he may slam a comb with a
hammer or give endless polishing to the hood of an automobile. As a prima donna he may relax with satisfaction after an artful demon-
stat jam artist he may throw free pocket combs and ball point pens out to the audience before settling down
to his sales pitch. As an auctioneer he may present the manner and he may present the
It's all the same. He works to people and for people. Some watch for free, some pay thru their pur-
chases. Virtually all are pleased.

## Women Pitch, Too

There is no sex distinction in the business, many women having won enviable reputations with their
ability to gather and hold a crowd ability to gather and hold a crowd,
and to convince it to part with the and to convince it to part with the
long green. They are ussually seen working cosmetics and kitchen gadgets, with a woman-to-woman
appeal. appeal.
Demonstrators fall into two general classes: the bullet, or rerinder,
and the prima donna, the last not and the prima donna, the last not
being a derogatory term in any sense. Accepted definition for the first two types is a person who plugs away without beginning or
end to his talk, as he works an object which only has to be shown in use and thereby is virtually self-selling. Kitchen graters, choppers and peelers fit into this category, as do trick playing cards and

## o wiffere

A different tactic must be em ployed by the pitchman whose
product requires a more aggressive product requires a more aggressive riods, and many have earned re salesmanship. He must be more spectable money pitching rebuil Amow Amberine Unbineakable Comums

## for DEMONSTRATIONS

THE ORIGINAL
Res. in U. S. G Canads Pat. Off
Price Froct From Manufacturer
Stock on hand Orders Shipped Day Received
'AMBERINE'
convincing, for merely showing the object in use is not enough. Jimdandy helically-coiled saw blades nd miniature sharpeners
Manufacturers and jobbers are well aware of the terrific sales power the clan represents, consuming as it does a great amount of merchandise yearly, Many members have been working department stores where, as one puts it it's like fairtime every day. In a ets 40 per cent of the gross, which s a deep slice in any language but the gross is huge. Funnelled into pitch, demonstration and auc fion exposure are tools, kitchen gadgets, kitchenware, medicines, appliances, jewelry, pens and pen, poxes, polishes, animated toys, eltes and many other object To the prima donna is attributed high degree of skill. He is fully slowly, preferring to convince a large audience (tip) and thereby gross more per spiel. But at week's end it is not uncommon, as in the case of the tortoise and the hare or the steady worker to pull equal to the prima donna in earnings

## All Showmen

They are showmen pure and simple, all with a degree of ego-
tism and pride in their work. The tism and pride in their work. The personal touch is indispensable in
this trade, as they build up interest in themselves as philosophers and humorists, and skillfully maneuve to convert it into interest in the product being sold.
The jam artist is a sensational ist, whose stock in trade is explosive action and befuddlement of piciously aloft in response to his query as to who will pay a penn or a slum comb or pen, he will throw out handfuls of objects. Ta show his good faith he defers col lection. Then the person willing to bid $\$ 2$ on an unopened box is rewarded with a gift of value. Then spring for a penny comb or pen are chastized for their skepticism and weeded from the audience and finally the jam artist, usually an anctioneer, goes to work with and appliances.

Majority of these workers, of which there may be 150 top-notch ers in the country, aim their talk at the women in the audience who are most susceptible to sales talks. are most susceptible to sales talks.
adience spellbound for long pe

## -


ppliances, dishware, hair preparations and household goods on Fai ood grounds and boardwalks are good hunting grounds for pitchmen and demonstrators, not to elite of the trade, the health lec turers. Many are in no hurry to earn their money, and observers know that the more leisure there is in the spiel, the greater the poing for. All have the essential characteristics in varying degrees: peracteristics in varying degrees: per-
sonality, humor, diction, a lore of miscellaneous information, persuamiscellaneous information, persua-
sion, way of attracting and mainsion, a way of attr
taining attention.
The health lecturer with disdain, may inform passers-by of the shameful exhibition he is compelled to put on, in order to place before
them information of life-prolonging importance. A shame, he continues, for people hell-bent on self destruction, in the pitiful eating habits most people pursue, which is only shortening their life spans.
Diplomas and old newspaper clippings attest to his credibility, show how he has returned from a to a mission of enlightenment. The diet is the vital factor in life. The nature-blessed part of our foods, so vitamin enriched, the skins, peels and cores, we cast aside, and the rest we mash, smash, grind, wonder we lose grease. Is it any and fail in eyesight, while the animals, which get the dregs of our fruits and vegetables, sparkle with health? Do they lose their hair and teeth and fail in eyesight? No. They are too stupid, for they just eat what nature provides.
This train of thought is pursued sometimes, for an hour. People come and go, but some remain around the platform. The lecturer knows that if he can hold some for that long, he has a good chance of selling his product, let us say it is vitamin extract, for $\$ 5$ a crack. Is
the product what he claims? Al whe product what he claims? Al-
ways. He is working for too much ways. He is working for too much money to take chances. Is he suc-
cessful? The one in question goes cessful? The one in question goes and suffers thru indignity while rying to attract attention. But he has a very nice farm in Pennsylvania to show for his labors, and his vacations are long ones.
Elscwhere on the grounds a crowd is being quietly informed to impress and fool friends by stacking the trick deck, how to cut higher card than the next per-
son, how to have fun and be the center of attraction. There is a little less finesse required in that talk. Somewhere else a constantly talking man or woman is showing handy gadgets with which to chop, grate, peel, slice, shred and otherStill a different techgique is applied.

All, however, are money winners. And all give the public good products and a good show. If there were no bullets, grinders, prima domnas, jam artists, lecturers - all pitchmen or demonstrators of var-
ious shades - the country would ious shades - the country would
be deprived of a valuable slice of be deprived of a valuable slice of
Americana.

## HOTTEST CARNIVAL ITEMS OF THE YEAR





## $\xrightarrow[\substack{\text { No. } 3 / 98 \\ \text { Buckaroo Hunting Kniver } \\ \text { W/Shesths }}]{\text { Mas }}$ Dozen \$1.50-Gross $\$ 15.00$



1958 Catalog now ready WRITE FOR COPY Phones: JAckson 6115-JA 3850 ORIENTAL TRADING COMPANY

## tor closeouts!



Everyone knows that
JULY 4
Commemorater a great ovent in our But did you know that starting with But did you ky
tho issue dated

JULY 7
The aillboard's dlossifiod wection will take on a bright, now look, and wvon more important, will be enlarged by many additional now headingu? See the Classifiod Order Form in this
naw hoadinga.

## RUBBER INFLLITES

$w /$ squawker $\&$ bowtie


|  | circus clown |
| :---: | :---: |
| \% | BEATIIGG DRUM |
|  | \$1.20 doz. |
|  | \$13.50 gr. |


| BUBBLING SQUIRI BOY $\$ 2.00$ doz. |  |
| :---: | :---: |
|  |  |
|  |  |
| $\begin{aligned} & \text { MECHANICAL } \\ & \text { WIIDVUP } \\ & \text { TOYS } \end{aligned}$ |  |
|  |  |
|  |  |
|  |  |
|  | 10 GALION $\$ 7.00$ doz. $\$ 75.00 \mathrm{gr}$ |

# Summer Specials from M-G 

## FEATHER DOLLS celluloid feather dolls

Celluloid Dolls-Brilliant Colored Feather Dress, Gold Color Painted Hair, High Hat, Cane, Beads, Earrings, Tinsel Decorated.

## SILVER FINISH MEN'S IDENTIFICATION BRACELET Mon's Idontification Braceler <br> SPECIAL WHILE THEY LAST



LITTLE HUNTER KNIFE \& SHEATH. cone 1 No. 1049 Mirror finiah steel blade with brass lining, nickel
plastic handlos and metal shield. Complete with leather sheath. Size of knifo,

Per Dozen $\$ 1.25$


| 7" Fur Monkey w/Pipe, Per Dozen. Per Gross |  |
| :---: | :---: |
| $10^{\prime \prime}$ Fur Monkeya w/Pipo, Per Dozen | $2.25$ |

Assorted slum, 10 gros $\qquad$ $\$ 8.00$
Dart Balloons, 10 gross. $\qquad$ 8.00

Bamboo Pennant Canes. . . . . . . . . . . . . . . . . . . . . . . . . . . 1.50 per 100. Bale of 2000, $\$ 25.00$
Medium Bambeo Canes.
Large Bamboo Canes.
20.00 per gross

Clip off "M-G" at top of page. Receive $\$ 1.00$ off on order of $\$ 25.00$ or more.

25\% Deposit required money order or cash.

All orders shipped same day received.

# M-G Novelty Company, Inc. 

Oklahoma City, Oklahoma
Phone: FO 5-5884-WI 3-3876

LATEST CATALOG NOW READY (STATE BUSINESS)

## KITCHEN GADGETRY

## Women Pushovers For Work Savers

TVHE world of kitchen gadgets Price was $\$ 2.98$. Mass production 1 is never in finer fettle than overtook the price and stamped during the fair season, when gadg. it down to $\$ 1.98$ and even lower in et workers have already been pull- some cases, causing some perplexity ing in cash at boardwalk stands, by price - consclous demonstrators. department stores and farmers ${ }^{\text {s }}$ Rotomatic was replaced by the Immarkets. This peculiar form of perial Food Chopper during this gadgetry is aimed right at the period. But this price confusion was women, and in the hands of followed by a waning popularity capable workers, it hardly ever and it was decided to produce a misses its mark. super model with a bigger bowl, During good times and bad capable of holding more and bigger there has always been a call for vegetables and eliminating the gadgets. They make their mark, last need to slice some of them down to in popularity for a cycle of three chopper size. Now we have the in popularity for a cycle of three
years, more or less, then seemingly
Crown Imperial.
die as quickly as they were born. From 1952-54 the handy little But this is more a hibernation than Mouli Grater ( $\$ 1$ retail) nutured a But this is more a hibernation than Mouli Grater ( $\$ 1$ retaii) nutured a death, since in kitchen gadgetry company which has taken on a as in many other merchandising
fields, old objects are frequently $\begin{aligned} & \text { wider } \\ & \text { There is a } \$ 2.98 \text { Julienne and } \$ 4.98\end{aligned}$ fields, old objects are frequently
born over again and ride high on $\begin{aligned} & \text { There is a } \$ 2.98 \text { Julie } \\ & \text { Salad-Maker (retail) }\end{aligned}$
a new wave of popularity. Others among the wide assor For example: 20 years ago a big ment of plastic and metal gizmos item on boardwalks was the com- directed at the American housebination peeler-slicer, which both wife-and so artfully demonstrated peeled and cored fruit such as thruout the land-include a handy apples, as well as scoring corn and radish cutter which creates a radish being useful as a slicer. That was flowerbud, plastic platform-type 20 years ago, and it's on the scene grater, combination string bean again.

New Chopper Bigger
cutter, grapefruit knife and orange
For example: Ter beeler, lucite slicing knives, and oppers ber years the old orange squeezer, which is ing with a same a hot item, start- a tube forced into an orange. The at $\$ 1.08$ a Swiss import retailing orange is squeezed and its juice Rotomatic American versions, like trickles out thru the tube. Neat? peted wic and Chopomatic, com- Mom loves it, and so does the peted with the Swiss Blitzhacker. (Continued on page 90)



## Sure fir Pita qualatex Mouse Heads <br> 

## COMING EVENTS

Arkansas
Judsonla-Oelebration.
Mammmath
Masoma-Oelebration, July 4.
Mammoth, Spring-Soldiers,
Marines, Reunion, Aug. $11-16$, E, \& Stering
Portia-Celebration, July 2-s.
Los Angeles-Celebratton (Collseum), July Los Angeles-Celebratton (Coliseum), July
4. American Leston.
Los Aneles - Construction Industries Los Angeles - Construction Industries
Expo \& Home Show, June 2r-30, Show,
Ross-Martin Co. Art \& Garden Show Ross-Martin Co. Art \&e Garden Bhow,
July $2-6$. Marcella Mcooy, San Franelsco-Flower Show, Aug. 21-22.
Walter Glison, 2235 31st, Ave.
San Francisco-Gift Show, Aus: 3-6. Kay Leber, 1355 Market St. Aug. 8-6. Kay
San Fit Ban Francise-San Prancisco Howe Show,
June $19-29$, Ted Bentley Productions,
666 N . Robertson 666 N. Robertson St., Los Angeles. Colorado
Greeley-Horse Show, June 28-29. Chamber Ragosa Springs-Celebration, July 4.
Farasots-Festival of Sports and Beauty,
July 3-5. Chamber of Commerce. Georgia
Atlanta-Southeastern China, Glass \& Gift Show (Aud.), July 20-23, Foster B
Stewart, Bultmote Hotel. Savannah-Summme Bazaar, Aug, 30-Sept.
4 Irwin B. Grffifi, Jewish Educational
Allance, sil Albercorn St Idaho Emmett-Emmett Cherry Festival, June 23-Grangoville-Celebration, July 4.
Grangevime-Celebration, July 4.
Orofino-Celebation, July 4 .
St. Anthony-Fremone Co. Ploneer Day, July 24. Golden C. Linford. 4 . Jim Berry,
Sandpoint-Celebration, July 4 . Box 612. Sity-Snke River Valley Horse
sugar City-S
Show, July 10-12. Dess Lauder. Illinois
Braidwood-Celebration, June 24-29.
Carthage-4-H Show, July 30-Aug. 3 . Jerry Chicago - Celebration (Soldier Field), Chicago-Associated $\begin{gathered}\text { Variety } \\ \text { Manufacturess } \\ \text { \& }\end{gathered}$ \& (Palmer $\begin{gathered}\text { Novelty } \\ \text { House), }\end{gathered}$ Juily $27-30$.
Pariner City-Fair \& Celebration, June $29-$
July July
Geneseo- VFW Celebration, July 3-3. Post Hanover-Firemen's Homecoming, July 4-5.
Harland King, Box 24 . Harland King, Box 24.
Hoopeston-Celebration, July 4
Madison-Celebratlon, July
Rockton-C Celebration, July 2-6. vern
Ghivier1. Retailerst A. Ghigierl. Retailiers' Assn,
stockton - Street Carnival, July $17-19$.
 Tuscola-Veterans' Reunion, July $14-19$. Cal
Rasor, Nokomis. Brazel-Celebration, July A.
Buter-Celebration, July 22-26 Buter-Cetebration, July 22-26.
Buarlestown-Lions Celebration, June
Cha-28.
Cioverdale-Homeoming \& Picntc. July 24-28.
Crotherswille-Centennial Crothersville-Centenntal, July $12-19$.
French Lek-Celebration, June 29-July
Harry L. Brown Box 471. Gaston-Lions Celebration, July ${ }^{13-16}$
Hatan-Harlan Days Celebration, July $30-$ Aus. 2 ,
Hunting-Street Fair, July 28-Aug. 2.
La Porte- Celebraton, July 4 Ladogs-Homecoming \& Fish Fity, Aug. Linton-Celebration. June 30 -July ${ }^{\text {S }}$, Jun
North Webster-Mermaid Festival, Jun 23-28. Llons Club.
Odon-Od Settlers: Meeting, Aug. 20-23. Lex Seneff
Sullivan-Celebration, July 2-5. Terre Haute-Miners Pictic, Aus. $\begin{aligned} & \text { Jack Whlfon. } \\ & \text { Wingate-Wingate Flish Fry \& Stret Pair }\end{aligned}$

PSPECIAL 1958 OFFER
ladies' nylons-first quality $\$ 4.75$ per doz.
in five dox. lots. MEN'S TIES IMPORTED FABRICS LATEST STYLES- $\$ 1.50$ refailer $\$ 4.50$ per doz.

MEN'S SHORT SLEEVE SPORT SHIRTS ASSORTED PATTERNS $\$ 12.75$ per doz. Sample Sport Shirt $\$ 1.25$ postpaid. fret 32-page catalog

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## BUY DIRECT!! SHE BEAD ROPES!

## $30^{\prime \prime}$ Rope $60^{\prime \prime}$ Rope $60 \%$

Alphabet, 30 (No
Fancy Rope
Bibs-3 \& Row
Row
日ibs-3 ${ }^{8}{ }^{4}{ }^{4}$ Row
Earrings (Clips)
25\% deposit with order, bal. C.O.D.
Bell Novelty Co.
1540 aroad St., North Bellimore, N. Y.
Castio $1-0122$
hariton - Lucawa Show, Aug.
Russens
R 7. Mrs. Lee Cottingham 14-16. Sherman Peirioning Mateh, Aug. Clear Lake-Celebration, July 3-6.
Show, Aug. $4-7$. Paul Harms, 210 Doud
Blig.
Keokuk-Street Fair \& Celebration, Jume Lake Parḱ-Celebration, July 4-s, A. V. Hansen Chamber of Colnmerce. A.
Sace City-Sac Co. Chuck Wagon stam pede, July 4 . Co Livestock Show, Aus Waterloo Gene Alemander. Engine Show, Aug, 14-17 Nat'l Cedar Valley Steam Engine Clu
1138 Kern St. witton Junction-Funfest, July 14-19.
Baxter Springs-Centenntat, June 26-July
 ${ }_{7-12}$ ansax City - Legion Celebration, July Lebanon-Celebration, July 14-19,
Wamego-Celebration, July $2-5$, Munfordin Kentucky
Munfordvilie-Celebration. June 30-July Stearns-Celebration Louisiana
Morgan City-La, Shrimp Fesuval, Aug. $30-$
Sept. 1. P. O. Box 111. Massachusetts
Glouchester-St, Peter's Fiesta, June 26-29. Gaverht11-Celebration, July $2-5$. cew B New Bedford-Eagles Circus, July $14-19$.
New Bedford-American Portuguese VetMichigan
Plat Rock-Homecoming, July $14-20$
Manton-Manton Harvest Festiva 29-Sept. 1 . Robert Marvest Pestival, Aug.
Menominec 26 . Rogers City-Homecoming, July 4-6. ChamMinnesota
Blue Earth-Celebration, Juiy
Edgerton-D-Duteh Festival, July
16-17. Cuifford Peterson.
Hartland-Street Festival, June 30 -July Fipestone-Southwestern Minn. Centenilal.
July 4 .6. Winona-Steamboat Days, July 10-13. Missouri
Atlanta -
Shousih,
Centennial, July s-b. Ronald Cassville-Old Soldiers \& Sailors' Reunion, July $7-12$.
Columbia-Boone Co. Horse Show, Juty $18-~$ 20. Carson Teel.
Crocker-Celebration, July 3-5. Ted Timmons, American Leglon, Llvestock Show, Aug. 29. Geo. H, Schmitt, Show, July 4-5. Ray Ketterer.
Gower-Clinton Co, Jr. Livestock \& Home Economics Show, Aug. 27. George R. Lisneus-OId Settlers' Reunion, Aug. 7-9.
E. Thurlo. Pineville-Celebration, July $2-4$. St, Joseph-Interstate Jr. Dairy Show, Aug.

1. Webb Embrey. Sedalla-Pettis Co. 4-H Llvestock Show, Springfield Ozarks FFA Fat Hog show,
Aug. 2B. Vencil
G. Mout Montana
Three Forks - Founders Celebration \& Nebraska Holdrege-Dlamond Jubilee. June 23-28. New Hampshire Gorham-Celebration, Cury
North Carolina Bethaven-Legion Celebration, June soNew Jersey
Hammonton-Frast of Our Lady of As-
sumption, Aug, $11-16$. Ratph Santelle, 221 ${ }_{\text {French }} \mathrm{BL}$ New Mexico Gallup-Inter-Tribal Indian Ceremonial, Aus. 14-17. Edward 3, Merry.
Las Vegas-Theotore Rooseveli Centental,
July 25-Auz 3 July 25-Aug.

## Addison-Celebation York

Haverstraw-North Rockland Chamber of
Commerce Trade Fair (F'esta Grounds), July 21-26. Morgan Demarest,
Monroe-Celebration, June 30-July 5, Morgan Demarest, Mgr.
gatchinn- Intl. Bliycle Races, Aug.
2-3.
 Ave. Hamburg.
Perrysburg-Firemen's Celebration \& Gata Perrysburg-Firemen's Celebration \& Gala
Days, June 27-28., Brian L L Morrisses, 75
Valley Vlew Ave. Hamburg. North Dakota Jamestown-N, D. State Dairy Show, June
30-July 2. Clayton Paulson, Marion. Ohio
Ohio
Astwille-Cetebration, July 2-4.
Beverly-Legion

Aug. $14-16$. Bob Bloomfield.
Clyde-Cherry Festival, July $7-12$.
mecoming, July 31-
Derby-Homecoming, Juty 23-28,
Girard-Mount Carmel Festival. July 12-16, Girard-Mount Carmel Festival, July 13-1,
Grove Coty-Harvest Featual, July 16-19.
Hanover-Homecoming, Aug. 13-16. Hanover-Homecoming, Aug, $13-16$,
Harrisburg-Homecoming, Aug;
Jotinstown-Street Fair, July
7-12. Lexington-Homecoming, July 9 H-12.
Macomb-Homecoming, June $23-28$. Macomb-Homecoming, June
Marleta-Celebration,
4. R, A. Wenver. Box 16 . 4. R. A. Weaver. Box 16 . Mount Scering-Homecoming, July 16-19.
Napolion Celebration, June 30 July 5 .
New London-Celebration, Ang. 30-Sept. 12. New London-Celebration, Ang. 30 -sept. 12 .
Waco-Homecoming, June $25-26$ Gieorge Mariow.
Wellsille-Firemen's Carnival, June $30-$ July 5 .
Westervile-Centennial, Aug. 18-23. Oklahoma
Alva-Celebration, July
Commerce.
Dewey-Celebration, July 4.
(Continued ${ }^{4}$


NO. 531-TABLE LAMP Ceramic Base-Gold Decorated $18^{\prime \prime}$ icalloped side decorated fiberglass shade, flared top, scalloped crown.
Colors: Black-Brown-White with matching shades. Height: $26^{\prime \prime}$. Packed six to a carton,
$\$ 2.95$ each in lots of six
ALWAYS IN BIG DEMAND


NO. 751-SHIP LAMP American China 22 Karat Gold Decorated. Chrome Sails. Colors: Black or Desert Sand. Individually Boxed. 6 to mastor carton. Weights 5 lbs. each
$\$ 4.95$ each in lots of six
ONE OF OUR MOST POPULAR NUMBERS


NO. 304-FIGURINES LAMP Composition Base with Two Figurines. Venetian Shade. Height: IS. dividually boxed-6 to a master carton.
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ILLUSTRATED CATALOG

## PREMIUM

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CHICAGO 40, ILLINOIS


| SENSATIONAL FOLDING SEAT <br> "The Little Gem Folda-Seat" Holds a $250 \cdot \mathrm{lb}$. man-WEIGHS ONLY 12 OUNCES Good for park, races, boach, parades, pienics, camping, golf, etc. <br> GEM PAPER PRODUCTS CORP. <br> 10 Bleecker St. <br> DEMONSTRATORS • PIICHMEN • JOBBERS <br> New Hot Item <br> MIRACLE GLDVES <br> re-usable Polyethylene with the <br> GOLDEN TOUCH <br> Fits either hand. Protects hands from detergents, grease, paint, cosmetics, polish, -tc. USE FOR - CLEANING - PAINTING - GARDENING - AUTOMOBILE - OFFICE -1001 USES. Packaged 8 gloves $59 \% ; 18$ gloves 984 . Send for samples. Stock available for immediate delivery. <br> Contaet JACK LEVY <br> 381 8. Peeria 3t. |
| :---: |
|  |  |
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|  |
| :---: |
|  |
| Novelty Fezzes for all occasions, Perfectly blocked-looks like real Fex. Also Felt Pennants and Plastic Pennant Strings <br> The 6. <br> B. FELD CO <br> 5th st. <br> Chicage $\qquad$ |

## RED FOX TAILS

Ractoon talls-wolf ralls COLORED RABḂIT'T FEET
ALL MOTH PROOFED
CHARLES BRAND NOVELTY CORP.
154 West 27 th Street



## PIPES FOR PITCHMEN

- Continued from page 83
gum was confined in a Greens- to the Festival of Britain of 1951
boro, N. C., hospital with broken More important to pitchmen, preribs. What happened, old boy? Let's hear from you.

WITH AN EYE
on the forthcoming opening of the St. Lawrence Seaway and the briage over the Straits of Mackinac, A. D. Grant, writing from opportunity for a giant celebration opportunity for a giant celebration serviced by the seaway, similar
RED HOT SELLER
"COBRA RNNG" $\star$ Adluystable Aduatable
Tist
Brith
Bround
 $\left\|\left|\left|\left|\left|\|_{1}\right| /\right.\right.\right.\right.$


$\$ 3.00$ Per Doz. \$33.00 Per Gross Hundred of hot her Hem, and rings at FACTORYTTO You

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COLITZ RING CO.
```


## FABULOUS PROFITS:

 Imported Bird Pletures mate offeathers in
in breathtating detall $\&$ of



Economy Dist. Co.
s6221/2 Lankerahim, N. Hollywood, Calif.
dicts Grant, the opening of the seaway will create boom times for many of the cities bordering the seaway. This should result in bonanza
A. G. (BOZO) BAUGH
veteran concessionaire and well known to the pitch fraternity, writes from Hollywood that he has been grounded by illness since last November. In recent months,
however, his health has improved however, his health has improved
and he expects to be back in action and he expe
in the fall.
JACK CLARK
cards from Rochester, Minn., that he and Heavy Rittenhouse are heading for the Dakotas with a new coil bar.
"AFTER GETTING
set up for the season at the beach in Greensboro, N. C., Cliff Horton and I jumped over 1,000 miles to make a few New England spots," writes Harry R. Day from New Haven, Conn. "So far we have run into very few pitchmen in this area and most of them are off the road or working merchandise. We expect to make the dairy show in Boston and the Bunker Hill Celebration before returning to the beach for the summer. One of our
recent dates was the Stratford (Conn.) Fair. Altho we did not set the world on fire there, we nevertheless did well. Harold Fein played the date and also did well. He plans to make some Pennsylvaina picnics before going out on
fair dates. Money is a little slow in this neck of the woods, meaning

The Mysterious WONDER MOUSE

## IN PLASTIC

Will not melt in the hottest weather. Mase mouse perfectly balannced, everyorner. Each
er. . aturual morker. Natural mousegray Packet in attractive
3-colored boxes. Prompt the
$\$ 7.20$ per gross
32 Bromfield Street
that we have to work a little
harder. I would like to read a few pipes from some of the boys and girls."

## AFTER

a silence that was all too long, Madaline E. Ragan pipes in from Lebanon, Pa., that sales in that rea are turning into discount houses "so there are fewer spots for pitchmen." Madaline says that the sales are way off. Where there used to be four or five pitchmen at each sale, there are now none. "They have gone on to greener pastures." Madaline concludes. The only reason I am around here is that en route north from Florida hit-and-run truck tore the sides out of my car and trailer and I am waiting on the insurance adjustment. My husband, Ray C. Herbers, is booking home-talent shows for the Empire Producing Company of Kansas City. Chief and pany of Kansas City Chief and rincess Hay Moon stopped over
on the way to Maine. The Laurence Williams family, en route Laurence Willams family, en route
to Vermont, also visited. It was a pleasure to see them pleasure to see them again and cut up some jackpots. dVhere is Tom Kennedy?
from him. Marian and Bill Johnfrom him. Marian and Bill John-
son, needle workers, stayed with us son, needle workers, stayed with us tor a few weeks before moving on his wife run the sales id asket and his wife run the sales at Booth's Corners. Seen working the Boardwaik on Decoration Day at Wildwood, N. J., were Terry and Stella Mullins, and Tip and Lil Hallstrom, coils and polish. Herman Keller and Shorty Rubin are working Muxwell Street, Chicago. My sister, Mary, has her jewelry joint on the Meeker Shows in Washing. ton. Chauncina and Chief White Horse and son, Bobby, came in from Pittsburgh for a visit with us. Guess we will all have to work to
the farmers this year, as they seem to be the only ones with spending to be the only ones with spending
money. City folks are all credit poor in this part of the country. We will leave here in a couple of weeks for the Middle West. Doc and Mrs. Richard Frazier were here on their way to Kentucky. It certainly is a pleasure to see and talk to some of the oldtimers, as there are so few of them left. Furthermore, no new ones seem to be breaking in on the medicine. I saw several try, but they couldn't stand the gaff. I was sure sorry we missed J. D. and Eunice Lance in Georgia. They are two real troupers."




6 or more $\$ 9.50$ od.




4 or more $\$ 16.00$ ea.


6 or more $\$ 13.50$ ea.
Sample s15.00
loop star sales

ALL SUMMER LONG!
Our Low Prices, Qualty Mer
Qhandise and Super Service Wil Gine Yise and Super Serviece W
Town! Conve Coolest Profits




 $\$ 20.00$ ea.



¥8920 - Electrically

 f1ow direction 14
times per minute.
Thermostat. 4.speed
WESTINGGHOUSE
Totor. Four 20 .


:
$\mathbf{3}$ or more
$\$ 36.50$ ea.
sample $\$ 40.00$



## SELL THESE BIG MONEY MAKING ITEMS!




## FOURTH OF JULY SPEEIALS

Cloth Flag Bow Pin, Gross........ $\$ .90$ Pennant Canes, 100 for. . . . . . $\$ 1.80$
28 in, Paper Parasol, Dozen.... 2.25 S in. Feather Doll, Grass ...... 6.25
18 in. Royon Parasol, Doxen.... 2,90 Tinsol Flying Bird, Gross ....... 7.50
White Gob Hat, Doren .......... 2.75 4 Point Pinwheol, Gross. ........ 8.75
9 in. Patriotic Balloon, Gross.... 4.50 15 in, Drum Major, Dazen ...... 11.00
7 in. Fur Monkey, Gross......... 9.00 12 in. Asst. Bear, Dozen........ 12.00
Bird's Nest Hat, Gross ......... 18.0013 in. Asst. Poodlo, Doren...... 18.00
F.O.b. TERRE HAUTE. SEND SUFFICIENT POSTAGE

25\% DEPOSIT MUST ACCOMPANY C.O.D. ORDERS

## IEVIN BROTHERS



ONE BALL BOTTLES



## BEARS-POODIES

 26" BEAR Ĉlorn $\$ 21.60$ p.o.e.8. к. e. 30" BEAR Âlorn $\$ 26.00$ poo.e. к. к. e. $27^{\prime \prime}$ BEAR $\$ 22.50$ porose. к. c.
 Wisconsin Deluxe Co.

## POST CARDS

Printed Irom your Photo....2000 special
Assial
Asst. General Scenes Imp..... 2000 for
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 order of 34 U.S. Capitol
in sealed packaic.
Sample THE MAYROSE CO Satisfies customers from coast to coast

FROZEN FOOD KNIFE Cuts - Saws - Slices - Server $\$ 9.60$ dozen eposit C.O.D. orders. Sample W \& J WHOLESALE CORP.

## FAIRGOERS

## They Shop Not, But Buy Plenty!

WITH summer's high tempera- gadgets, inexpensive tools, un tures having cast their annual breakable combs, radio statio spell of sluggishness over most of clearing coils, and other inexpensive ation population, waterfront recre- pieces of merchandise. Still else millions of escapees from the eers sell pen and pencil sets, weather. Cooling breezes, in draw- jewelry, cutlery and appliances. ing people away from the cities, exposed them to knowledgeable merchandise at parks and resorts But with summer on the wane, what then:
Does summer's end mean an end for merchandise shopping, a cutfor merchandise shopping, a cutoff point for turnover of low-priced pleasure and utility items? No, for
the Harrington, Del., fair just round the corner

To many outdoor amusement people, Harrington represents the start of stilbanother selling season, for that is when the nations 2,200 agricultural fairs are nigh. Har rington equals the third week in July. From that time on, the an-
nual events will be in full swing nual events will be in full swing
until November. An exception is Florida, which runs fairs in January and February
$\mathbf{5 5 , 0 0 0 , 0 0 0}$ Buyers
Manufacturers and distributors who despair at the Labor Day cutoff date for shore and park operations can find a generous measure of solace in the fair market's potential of $85,000,000$ paying customers. What these patrons con-
sume in the way of dolls, toys and sume in the way of dolls, toys and
household articles would stagger household articles would stagge ment store operators
Outlets on the fairgrounds are numerons and the field is wide numerons and the fied is wide
open for merchandise. The chief open for merchandise. The chief
inhibition, however, is that fairinhibition, however, is that fair-
goers are amusement bound and goers are aillusement bound and normally will not spend major sums
for purchases when competition for purchases when competition
exists in the forms of grandstand exists in the forms of grandstand
entertainment, admission prices. entertainment,
and midway rides and shows. A $\$ 5$ price tag, therefore, is considered pretty high on the fairgrounds whereas it might be shrugged off by boardwalk storekeepers.
What do $85,000,000$ people shop for at the fair? Nothing. They go to have a good time and carry money sel aside for that purpose. This means that purchases are based on impulse decisions, and the competition for attention is rugged. Flash often wins out.

> Big Flash Stops Crowds

An array of large, multicolored pieces of plush-bears, poodles, monkeys-never fails to win attention. Assortments do not always attract the fairgoer, but an impressive display of one or two items usually will. Big winners are engravers who sell novelty jewelry, game concessions with attractive prize merchandise, novelty salesmen with big toy displays. The formula is usually a simple one: Show plenty of stock. A sparce stand or booth is usually passed by.
Exceptions to the one-item concept are group games such as bingos, which have large capacities and profit from having long, broad display counters and tent frame rafters trom which to hang objects. The sumessful ones have cross beams virtually dripping with such things as blankets and poly-bagged comforters and plush dolls. The comforters and plush dolls. The cutlery, dishes, hampers, kids' holster sets and sand trucks, hair driers, lamps, electric clocks, and many other prizes. Careful scrutiny however, will reveal that the operator stays within a certain price limit
Aside from prizes, there are diect sales items which either are simply displayed on shelves, or which get impetus from the sales messages of demonstrators and
pitchmen. This outlet disposes of hundreds of thousands of pitchmen

Lumped together, the buying of he American fairgoers is nothing if not impressive. Shopping for nothing, they purchase or compete for a fantastic amount of merchan ise. It is a market many supplier ave been gunning for, for years and this year it is attracting eve more, because $85,000,000$ peopl compose a pretty big target


CHOICE LOT! 6 for


sotit flecadifori
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WATERPROOF WATCHES Mow, Eigia, Leves
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With Our Sensational Watch BuysI Elgin, Bulova, Benrus, Gruen 6 Assorted, \$44.95

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## LOWER PRICES

## Updated Tools Turning Point for Engravers

 epts now as a basic tool of the success include this discussion: $A$ engravers art, has been a major salaried worker could never turn factor in bringing personalized out the volume of a professional. avelty icwery retail prices within He would not have any incentive evervones reach. Back in the not being self-employed. And if he 1920's, when engraving grew in were on a commission he would stature as a business, prices were likely tire of the task, for nobody forced up by the method of appli- really has to engrave bracelets, etc., cation, which was a slow, hand for a living. It is far from stimu-

Fairgrounds were then, and are v, a prime source of distribution of engraving jewelry. But proof engraving jewelry. But pro-
duction methods, coupled with simplified engraving, have lowered simplified engraving, have lowered
the ultimate price to the consumer the ultimate price to the consumer
to the point where engraving to the point where engraving
stands are evident on boardwalks stands are evident on boardwalks
and in sundicate (chain) stores, and in syndicate (chain) stores, as
well. Veteran jewelry people feel it well. Veteran jewelry people feel it jewelry stands are set up in super markets.
Old-timers in the engraving field are almost extinct. They plied their trade successfully, coupling skillful engraving with merchandising methods far ahead of the times. It was established decades ago that is virtual dripping with gliterich merchandise. Since the purpose of this item is an impulse decision, it behooves the astute operator to sible. at the ny a stand as postrying to catch the patron's he rying to catch the patron's atten hion with jewelry, others are after and other porducts. Competition is stiff, and flash often wins out. Little Protection
$\mathrm{O}_{11}$ the distribution end, there is little protection of an item that one jobber may devise. He may get the
butl of his items from Providence, the nation's novelty jewelry Mecca, or he may import them from such places as Austria, Japan. Hong Kong and West Cermany. He may get some parts locally and others from abroad, assembling them in his office. This makes several jobbers' places look like combined sales offices, storerooms and factories.
Lack of protection on items from the high-speed production methods that enable an item to be knocked down (daplicated) quickly and ac at a stand. and distributed in bulk a week by another manufacturer or jobber. The result, then, is fierce competition and low markups by Whose on the wholesale end the beneficiary of this competition is debatable, however, because duplicated items have to be sold duplicated items have to be sold
lower than the original and there are usually concessions made in the quality of material used.
Cheap novelty jewelry is usually made of brass, with either a gold or rhodium (white) finish. Some better pieces are plated on a nicke base, enabling the finish to hold up better in the long run. But quality has taken a beating, a victim of competition, duplication and mass production. Bringing prices down does have a benefit because in the lowest price range there is less apt to be a customer inquiry as to the material or durability of the product.

Seek Own Operation Only a dozen or so jobbers service jewelry operators in the
field which includes fairgrounds, field which includes fairgrounds,
carnivals, gift shops, boardwalk tores, and syndicates. The business has been so popular in re cent years that it is reported syndicate stores are trying to set up their
own engraving departments with salaried people, rather than rent space to the professional jewelry operator. It remains to be seen
whether this will work out for the stores. Factors working against it

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## RADIO

NO BATTERIES! NO ELECTRICITY NO TUBES! set of characteristics.
Old standbus in engraving are the hearts, like the two-inch num ber, necklaces and bracelets. It not often that a really new item hits the market, many of the in novations being just adaptations of former numbers. An interesting piece this season is the heavy bras sheriff's bitgge, six-pointed, carded and with a safety eatch pin. It wholesales for $\$ 2.25$ a dozen, re tails at 50 cents with name en-
graved, and is one of a number of graved, and is one of a number of
jewelry items following the current jewelry items following the current tie, the metal tipped colored cord neckpiece with slides. Slides are blank dises or hearts, or cast skulls or Indians.


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36 fickets ic to 99. Deal takes in $\$ 34.50$. Sample deal $\$ 24.50$. Lots of 6 deals \$22.00. Lok of 12 deals or more $\$ 20.00$. All deak shipped prepaid.

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ADMEN OF EVERY KIIDD EMDORSE THE BHBOARD AS A
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## Millions Will Snap Up Souvenirs This Season

MEMENTOS of treasured visits 'reation parks which have cropped will be snapped up by millions up to compete with nature's won of Americans this year, swelling ders, which were without compeththe revenue of a business which tion for many years. seems to know no seasons. Visits to For people who want to send scenic or amusement spots are a little trinket to the folks back
home, the mailer is an ideal piece. leisure activities, and no matter It has an identifying card and what the time of year, attractions can be addressed, stamped and are open and doing business some- $\begin{aligned} & \text { dropped in a mailbox. Objects } \\ & \text { linked to the cards include plastic }\end{aligned}$ where in the land.
Souvenirs, the mementos of a leisure journey, are bought for more than one reason. Some consumers buy them to take home as a reminder of a pleasant time. Others buy mailers or other souvenirs, to send to friends and relatives. The list of items classifiable as souvenirs grows and grows, for almost anything is capable of taking a lithograph, stamping or other label of a location.
The souvenir supply field is one of the smallest in merchandising. Only a few houses deal in it, and the major ones number only the Enco and Goldfarb houses. Goldfarb Novelty Company, in its 35 th year, occupies a 40,000 -square-foot factory and sales office building in upper Manhattan.
Of the factors which have contributed to a major increase in souvenir business recently, two stand out. They are the development of injection molding of plasties, and the theme park attraction. The latter has accounted for a considerable number of new outlets with the springing up of fairyland western, space and other theme parks. Injection molding has made possible a whole tworld of new rocking chairs, anchors and other rocking chairs, anchors and other
pieces, in simulated metal vacuum pieces, in simulated
plating and lightness.

Theme Spots Mushroom
In the last 10 years there has been an increase in theme parks of some 50 per cent, souvenir folks say, but the rate of new construction makes the increase seem even greater. Like the operators of natural attractions, the theme park people are not taking advantage of their position if they do not carry a line of souvenirs. Western parks are supplied with a full range of material such as wigwams, totem of material such as wigwams, totem as long as run out of material, fo poles spears with rubber flint- sure time, they will want to take heads, guns, cowboy hats and other or send mementos of their visits. units, all sporting the name of the And as long as this takes place, attraction. The same holds true for suppliers and retailers will be onl other theme spots, manifestations too glad to be equipped and happy of the man-made tourist and rec-l to accommodate them.

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 LOWEST PRICES
Marg Wateh Sales, Co.

Assn. Proiects Both Public, Gadget Worker
QINCE considerable heat (ill wind) can be created thru poor
presentations, sloppy work and presentations, sloppy work and phony items, it was evitable that a gadget workers' protective organ ization make an appearance. The
new non-profit Exhibitors Association of America, headquartered in California, has been incorporated with the avowed aim of stopping unfair practices both by and against demonstrators. It would improve the level of the demonstration industry and protect it from
rent and percentage gouging
The person working gadgets is all things to all viewers, wherever the public congregates. If they want for the many other qualities neces for the many other qualities necessary to successful entertainment on a personnel level. It is so personal,
in fact, that unlike high paid in fact, that unlike high paid public, performers, the gadget numbers more than numbers more than three dozen people and is no more than 12
feet from him. If he is a topfeet from him. If he is a top-
notcher, however, he could get 75 per cent of his tip (audience) to vote him into Congress as easily a spring (spend) for a sale.

Basically speaking, the new and novel item is a traffic-stopper, enabling the demonstrator to bund his tip. He presents it in a appealholding his tip's attention while presenting the item. Then comes his close (windup) and the request for sales. Then comes a rehash of viewers who have not sprung and also to hold the tip, which in itsel is a good way to stop more traffic
as passers-by gather to see what's going on.
The business is a small one and far from the usual housewares
salesmanship. It has workers (commission agents) who act for the leaders, those pace-setters in the field. There are independents, who do their own buying and renting of space, and who work alone except for an occasional partner or member of the family.

The field's code of ethics is not one that a banker would follow. It is generally a cash-on-the-line busi money for merchandise when on is tapped out (broke), but eventual payment is a must if a worker ex pects to last in the industry Demonstrators playing a red one (successful fair date or celebration) are prone to help out another clans-
man by lending money or merman by lending money or mer-
chandise. Credit information is en tirely word of mouth, however, and reputations are soon established for bonesty and reliability
Altho most demonstrators work on limited capital a great deal o money can be made quickly and lost just as fast, in the trade. Ex-
perience brings with it the ability to judge the quality and earnings of a location, and the knack of securing an occasional ex for gadgetry at certain fairs, on traveling shows, and at stores. Sometimes a respected worker can control all gadget locations on a fairground by proving his competence to the fair secretary.

There is considerable disillusionment in the business, which is constantly having its personnel weeded out as johnny-come-latelys fold Old-timers know, tho that rainy days soon pass, and when they do the clan is busy at work building more tips and pocketing the profits.

## when answering ads.

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Aroid cut price ittems that blow your Hipat
Sell basket alone. or tied in wits Sell basket alona in or tied in with our
othar items. Get in early on a good thine other items. Get in earty on a good Mhing.
Send $\$ 1.00$ to cover sample, written Pitcily
and postage. and postage.





## O. Waffle Op in 59th Year

- Continued from page 78
(Mich.) Park and for a time served there as concession manager as well cinnati
Prior to his death in 1953 Houze would spin tales "about his early activities. In those days fair patrons would be on the grounds at an early hour and would leave early to get back to the daily farm chores. As a result, a good part of the waffle business was before and during the noon hour.
These days were not for long, however. With the advent of the automobile, fairgrounds and fair programs improved and attendance figures soared. So, too, did the Houze waffle sales: At this time the veteran waffle-maker was faced with a decision-either expand his production methods or prepare waffles in the dull period for sale during the rush hours. While many of the waffle operators of that day chose the latter, Houze elected to expand his production and keep his customers content with freshly made-on-the-spot waffles.

$$
\begin{aligned}
& \text { e-spot waftles. } \\
& \text { Adds Stands }
\end{aligned}
$$

More stands were operated at each location. As many as three and four were put up, at a single frying tank and sij or eight single irons. Houze, his partner in con cession's operation Popham, the latter's brother, Robert, and thei The training of efficient help was The training of efficient help was
difficult so the operation continue pretty much as a family affair.
Wren Hubert Popham left the waffle business to operate games concessions, the frying tanks wer enlarged to accommodate 12 to 14 irons and when these proved in
adequate to keep up with sales adequate to keep up with sales,
double irons were devised to be double irons were devised to be
come the first major improvement come the first major
in waffle production.
In 1952 Houzze, who became known, and rightly, so, as the "Waffle King of America," turned over the business to his children, William C. Houze Jr. and Mrs. Victor L. (Vivian) Stephenson, altho he continued in an advisory capacity until his death in 1953.
The last years of his life he de voted to continuous search for pro duction improvements and shortly
after he passed on, his son, daugher and son-in-law came up with nother major improvementInstalled mechanized operation Installed in a custom-made railer was a new-type fryer, rods
with five irons dipped simultanewith five irons dipped simultane-
ously and overhead racks for the ously and overhead racks for the
irons. This new innovation created rons. This new innovation created
much interest among concessioniires as well as customers. It could produce 35 waffles in from 70 to 80 seconds and work was reduced oo a minimum due to the rodreturn system. New help could be rained in a matter of a few hours, and production for any particular ocation ceased to be a major prob-

Second Unit Buil
Serving of locations that did not produce enough sales for this big utfit was another problem. This was solved last year when a second mit was built, with slightly smaller dimensions and capacity, for use in a new aluminum stand. This was used at the smaller spots and proved quite successful, and it can also be used at locations where the bigger concession stand must be augmented. Output of the two outfits, operating simultaneously, is ,700 waffles per hour and when of five.
Sanitation has always been long suit with Stephenson and Houze. Courteous personnel is anther point stressed and showmaninto the stainless steel batter pan or the staring of the waffles pan the stainless steel, glass-enclosed counter, has played a big role in he success of the operation.
Lard, used in the early operations, has given way to vegetable oil. It pours and heats quicker, fluffier product. The early waffles huffier product. The early waffles
were made in tents or at times were made in tents or at times
under the open skies. Today they're made and sold from trailers that have running hot and cold water, are made of Monel metal, have plate-glass counters and heating appliances that operate on bottled g
Vivian Stephenson, daughter of the organizer of the waffle firm, explains that prices over the years
have naturally advanced. At the start of the business the tasty waf-
fles sold at two for a nickel and probably even lower at times. In 1938 pricen lower at times. In creased to three for a despite the years of inflation the are holding to this level in 1958 Family Continues
William C., Houze Jr., who is an executive with General Electric, is able to spend only a imited time
in the concessions operation. His children, however, Judith Sandra, Stephen, Nancy and Victor, are well versed in making change and well versed in making change and
assisting in waffle sales. As a result, the Stephensons, Victor and sult, the Stephensons, Victor and
Vivian, sipervise the major porVivian, supervise the majo
tion of the road operations.
Other staffers this year include Robert Popham, who has been with it since 1912; Mr. and Mrs. Ken neth Gross, Mr. and Mrs. Ed Tip ple, Robert Coad, Frank Sorter Jr., Robert OHearn, Neil Smalley and another Popham, Donald.
Success of the operation over the years has prompted the family to branch out with franchise op eration. At present in addition to continuing the road in addition are in the midst of setting up franchises thruout the country. If franchises thruout the country. If earlier enson and Houze French-fried waffles soon may be enjoyed from coast to coast.

## Rodeo Dates <br> - Continued from page 80

## Idah Buriey-Burley

Buriey-Burley Rodeo. Aus. 21-23. Edawell-Caldwell Night Rodeo, Aug. 5.9.
Endie Cole. Cambridge-Cumbridge Rodeo, Aug. 22-24. Frank E Hackler
Coeur D'Alene-Coenir
Cour D Alene-Coeurir D Alene Rodeo, July
Council-Council Rodeo, Aure. 1. J, J. Johannesen.
Filer-Filer Rodeo,

Filer-Filer Rodeo, Sept:
Gooding-Gooding
Rodeo
Gract-Grace Rodeo, Aus. 8.9
Grangeville-Grangeville Rodeo, July 3.5.
Hailey-Hailey Rodec, July 4.5
Arome-jerome Rodio, Aus. 21-23, Ele
nor G. Wissall.
解
E. Twichell. Malad-Malad Rodee,

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& \text { Malad. Evas. } \\
& \text { Malia One Oncic }
\end{aligned}
$$

G. Evans.
Nampa-Na

New Plymoumpa Rodeo, Juty 15-19. 20-23. John E Wagner.
Pocatello-Pocatello Rodeo, July 15-17.
Preston-Preston Night Rodeo, July 31-Aug.
2. Rulon Dunn.
Righy-Rigby Pioncer Rodeo, June 27-28.
Rerry F. Berlin.
Ther
Ruprt-Ruper
Rupert-Rupe
Floyd Ide
Salmon-Salmon Rodeo, Sept. 4-6. Russel

 Illinois
Kankakee-Kankakee Rodeo, June 26-29.
Marion-Marion Rodeo, June 19.22. Indiana
$\qquad$ Wayne

Iowa
sille Rodeo, July $28-30$ Fort Madison-Fort Madison Rodeo, Sept Mason City-Mason City Rodeco, Aus. 8.9.
(dney-Sidncy Rodeo. Aug. 19.23 . Whey-Sidney Rodeo. Aus. 19.23. Sioux City-Sioux Cisy Rodeo. Aug, $15-17$
Troy-Troy Rodeo. May 30, July 4, Sept. 1,
Troy-Troy Troy-Troy Satide Cub Rodeo, July
Mrs. E. Westhoff. Kansas
Abilene-Abilene Rodeo, Aus. 18-21.
Dodge City-Codec City Rod Dodge Cily-Dodge City Rodeo, Aus.
Coffeyville-Coffevvile
Rodeo., Aus.
 Great Bend-Great Bend Rodeo, July $18-20$ Kingman-Kingman Rodeo, July 3-5. Georg
Watson. Mound
2l-22.
. City-Mound City
Phiilipsburg-Phillipsburg Rodeo, July 31-
Aus.
Pretty
Prairie-Pretly Prairie Rodeo, July

## Russell-Russell Rodeo, Aug.

 LouisianaWILLIAM C. HOUZE SR., known in his hey-dey as the Waffle King of America, mans a 1904-model stand in the top photo with an early associate, Hubert Popham, on the left. The shot was made at the of the modern units now operated at fairs and celebrations by Stephenson


Worthington-
rest Jenninga
Minnesota rest Jenn

## Missouri

Camdenton-Camdenton Rodeo, July 712
Chillicothe-Chillicothe Chinicothe-Chillicothe Rodeo, July 4-6. Sikeston-Sikeston Rod June 25-28. Springfield-Spring Rield St. Louis-St. Louis Rodeo, Oct. 21-26, St, Louis-St. Louis Roden, Oct. 31 21-Nov, Aust Plains-Lions Clutrey Rouintree.

Montana
Anaconda-Anaconda Rodeo, Aug. 2-3. William H. Mackay. Augusta-Augusta Rodeo, June 29. gillings-Billings Rodeo. Aug, I Tune 22.16
Bill Brzeman-Bozeman Rodeo, Aug. 7-9. Butte-Butte Rodeo, June 26-28. Dillon-Jaycees Rodeo, Aus. 31-Sept.
Lawrence Chaffin. Lawrence Chaffin
orsyth-Forsyth
Glendive-Glendive Rodeo, Aug. 26-27.
Richat
Richard N. Rigs.
Krear Falls-Great Falls Rodeo, Aug. 5-9, Lewistown-Lewistown Rodeo, July Aug. 2.
Miles City-
29-30 Glenn Shook.
Misoula-Jaycee. Rodeo, July 11-12, G.
Tucker.
Plains-Plains Rodeo, Aug. 23-24
Mrs. Army Howell Rodeo, June 21-23.
Mon-Sadde
Red Lodge-Red Lodge Rodeo, July 4.5. Sheiby-Shelby Rodeo, Jody $24-27$. Sidney-Richland County Rodeo, A 20. Haricy W. Roath. Nebraska

## Be

Bertrand-Bertrand Rodeo, July 29.30. Burweli-Burwell Rodeo, Aug. 13-16. Chambers-Chambers Rodeo, Aug. 20-21. Gordon-Gordon Rodeo, Sept. 5-7, Lewellen-Lewellen Rodeo, Aug. 31 -Sept. North ${ }^{\text {P }}$
20.22.
Omaha-Omaha Rodeo, Sept. 19-27.
Seward-Seward Rodeo, Aus. 4.50 Seward-Seward Rodeo, Aug. 4-5.
Wahoo-Wahoo Rodeo, Aus. 14-16. Nevada
Elko-Silver
Gene Evans Fallon-Fallon Rodeo, Aug. 30-Sept. 1. Reno-Reno Rodee, July 4-6.
Winnemucca-Winnemuica Rodeo Sept, New Mexico
Albuquer
Oct. 5.

## Cimarron Kittrell.

alup-Gallup Rodeo, 28 -29

## UNDER THE MARQUEE

## - Continued from page 71

was Barry Woods' pantomime London. . . Freddie Freeman little dog, Cricket, is displayin proudly its new diamond neckles made by Mickey Freeman. he Ringling people turned Al Baltimore for the third parade of the season, others being at New Yo season, Others being
Stephanie Thompson . Stephanie Thompson leaves month to join "Holiday on. Ice. . Sure sign of summer on the how is the arrival of childre from drasota afte1 the closing of chools. Already on the show are children of Justino Loyal, Harold and Minnie Alzana, Lou Jacobs, Alvin Schwartz, Galla Shawn, Ruth Murphy and Lou Dateo.. oo far it has rained every teardown day since the show opened. Visitors include Phil and Betty Escalante, Donald Conners and Ethel Cline and her sister.

Lovington-Lovington Rodeo, July 2-5. Santa Fe -Santa Fe Rodeo, July 10-13.
Silver City-Silver City Rodeo, July 3-5. Socorro-Socorro Rodeo, Sept. 6-7. New York-Mew York Sept. 25 -Oct. 13

North Dakot
Clear Lake-Crystal Springs Ranch Rodeo,
June 27-29. B, W, Weisel June 27-29. B, W. Weisel.
Dickinson-Dickinson Rodeo, July 4-6. Nemo-Nemo Rodeo, Juty 27
Newton-Newton Rodeo, July McGrady.


##  <br> somene Sample $\$ \mathbf{1 . 0 0}$ <br> DESK SET-4 multi-color ball $\quad / / /$ black with unit holder. <br> \$4.20 Per Doz <br> Sample 50c <br> shoppincebac <br> folded in clear pu sixe, snap butt <br> $\mathbf{\$ 4} \mathbf{2 0}_{\text {Per Doz }}$ <br> Sample 50c <br> $25 \%$ depoil ante cose. Chicas.

WRITE IN FOR OUR SENSATIONAL
DAMEH-LAWRENCE SALES, IMC. 4727 N. DAMEN AVENU CHICACO 25, ILLINOIS


America's Largest Selection Necklaces - Rings - Bracelets


F-A-S-T MOVER! mand ${ }^{\text {BiILSH}}$ MUSICAL
JEWELRY BOX!

## 


ments
\# Beautifut Decorated Mirror
Complete with Lock and Key
-" ${ }^{-58.00}$


# VENDING MACHINES 

## SAVING TIME

# Good to Check on Chain's Structure 

CHICAGO - A preliminary ferent categories of goods, mercheck on the internal organization chandising and promotional deciof a chain may often save a bulk vending operator considerable time that would otherwise be wasted.

Chains like Wieboldt Stores, Inc., have a managerial set-up that prevents an operator from making be applied to each individual store. The Wieboldt chain is comprised of seven individual department stores in Chicago and suburbs, each of which houses a medium-sized
supermarket. Altho the chain has supermarket. Altho the chain has
a number of buyers handling dif-

## Op Challenges

Eppy's Wimer Ball Campaign

The following letter was reeived from an operator who disputes aspects of the current campaign against use of winer ball by Sam Eppy launched by Samuel Eppy,
New York charm manufacNew York charm manufac-
turer

## Dear Sir:

Sam Eppy claims that operators offering rabbit's feet as prize incentives are subject to the $\$ 250$ federal tax. Benjamin Dembitz York City firms are offering meYork City firms, are oftering me-
dium white rabbit's feet for $\$ 19.50$ per thousand. On June 2 The Billper thousand carried an ad for Eppy compasses selling for $\$ 20$ per thousand. passes selling the same law apply to the compasses as well as the rabbit's feet?
Another fact you will be interested in knowing is that the mentioned rabbit's feet manufacturers guarantee their product as sterilized and germicized. The rabbit's feet I have seen used as display in machines were sealed in plastic and not in contact with any eatable merchandise. For this reason I believe they are as sanitary as any
article can be that comes in contact with foods.

Name Withheld.
Ops Lose 280 Unit Route to Supermarkets

DENVER - Almost 280 bulk venders in 23 supermarkets ar now operated by the Miller's chain
because management felt that operators would not give top-notch The
The chain originally experimented with builk machinesplaced near school supplies-as a come-on. Management thought that if children spent pennies on
the machines they would very likely spend dimes and quarters on school supplies.
During the testing period outside operators serviced the machines and kept all proceeds. Management carefully noted that the machines not only induced sales of school supplies but promoted parent good will. Impressed with results, the chain elected to purchase its own equipment and train store
personnel to service the venders.
In his National Vendors' Ass
chandising and promotional deci-
sions are made by the individual store managers.

Store-Level Decision
Sometimes a store manager will agree with a buyer that a particsometime of merchandise is hot, doesn't think an item will sell well he accordingly puts it in one of the less favorable spots. on the Ed
Ed Buck, food buyer for the Wieboldt chain, said it would be
difficult to work out any standardized arrangement with an operator who wanted to install bulk
venders. Even if an operator convenders. Even if an operator con-
vinced him that bulk, vending might well be a profitable venture he could do little more than send the operator to individual stores
with his personal recommendation. Added Complication
Decisions on how many machines to install and where to lo cate them would be made by each store manager. An added compli-
cation is that the operator who cation is that the operator who
might also want to install capsule might also want to install capsule,
weighing, ball point, or sanitary weighing, ball point, or sanitary
napkin machines might have to contact different persons. Since Wieboldt's has had no experience with bulk vending, Buck was no
able to say which individual able to say which individ.
would have to be contacted.
However, chains with a buyer store manager arrangement gener ally have close internal co-opera-
tion. A seal of approval from tion. A seal of approval from a
buyer will generally go a long way Continued on page 112

## 316 Capsules

 Sold Per Day In New UnitCHICAGO - An astounding average of 316 capsules have been vended each day since final touches were put on his new nicke operator at Riverview Park, las whe

The console unit has an aquari um mounted over a cut-down standard Victor capsule mecha-
nism. (The Billboard, June 16 . Before completion of the unit Before completion of the unit, it
vended an average 160 capsules each day, said Tekip.

The unusual aquarium motif combined with an abundance of animated figures within the aquarsaid Tekip. No clear indication of what the customer will receive for a nickel is given. After inspectin.

## Paul Price Bows

 Improved CapsuleNEW YORK-A new concept in capsule design was announced this week by Paul A. Price, local
charm manufacturer. The capsule, which went into production Friday (20) opens at the top, with the bottom a transparent plastic and the top a colored plastic.
Holes in the top section allow the capsule to be used as a salt shaker. The desigr is such that larger-than-usual charms may be vended. The manufacturer claims that the new capsule closes easily
and is not prone to stick, catch and is not prone
open too easily.

The firm has retooled completely and used new models to produce

3 Bulk Vender Mfrs. Agree New Designs Could Up Takes

Irving Axelrod stated in his National Vendors Association keynote speech that design of bulk venders is obsolescent Three out of six manufacturers queried gave their views on this allegation.
CHICAGO -- Three manufac turers of bulk vending machines think that changes in machine de


## 18-Machine Batteries Pull Top Penny Coin

CLIFTON, N. J--Penny ball that in the California area penny gum and charms play a predomi- ball gum-charm machines play an nant role in his multiple installations, reported Dave Yurmark, large bulk vending operator, last week.
He said that he commonly uses a tier of 10 penny machines in his bigger batteries, 8 of which dis pense ball gum and charms.
Said Yurmark further, "Penny sales are holding up quite well, but nickel sales are off. His experi nce is thus quite different from

## BULK BANTER

## By FRANK SHIRAS

Highlight of the trip the Harry Hurvichs made to Israel came perClifford Marc, was born to Marvin and Phylis Hurvich, who live in Philadelphia. Marvin is a graduate psychologist and is working in a Philadelphia hospital while preparing his Ph.D. thesis. The Hurvichs report that considerable progress is being made in Israel. They also visited Rome, Zurich,
Paris, London and Brussels, where Paris, London and Brussels, whe

Alan Bitterman, son of the Kanas City, Mo., distrib, wed Marilyn Dean on June 12. The newlyweds Rolfe Lobll devicago. vention Lobell devoted his NVA convention speech to use of displa igns on bulk venders. Report is hat he currently is working on efective designs for such cards. . .
Les Hardman came in Les Hardman came in from Puerto Rico for a visit to Chicago
Eliott Levy also intended to make a trip to the Windy City, but bad
weather held him eather held him up.
George Wilson, Detroit op, reports that imitation money is a integral but limited role in
multiple installations. (The Billmultiple installations. (The Bill-
board, June 9 .)
The 9 -machine bottom tier The 9 -machine bottom tier lation pictured above is comprised entirely of penny units. Seven of
the venders dispense ball gum and charms.
Yurmark is an operator who conentrates heavily upon multiple installations in locations with extremely high traffic. He reports
that discount stores are some of his most lucrative spots.
Cig Machines Refinished by Auto Shops
MONTGOMERY, Ala--Refinshing of cigarette machines by auto body shops not only gives the best results but earns money in the long tun, report Isaac and Raymond Cohen, Cohen Amusement
Company. Company.
Money is earned in the sense that they can more profitably spend their time finding new locations during the time that it would take them to refinish the machine themselves.
"The time spent in sanding down a machine which has blistered or otherwise suffered from climatic conditions usually could have been spent to better advantage out mak-
ing sales calls," says Raymond Cohen.
The brothers began sending their machines to auto body shops about two years ago. Before deciding which shop to do business
with requests for bids were made. with, requests for bids were made.
The field was then narrowed down The field was then narrowed down
to six, and selection was based upon an estimate of the shop's experience and efficiency
(Continued on page 117)
turers don't think that machine abuse at locations is excessive. that bulk vending operators are simply unresponsible to new ideas By implication, they don't care to bring out radically new machines because they feel that operators aren't willing to put extra money on the barrel even tho sales might be substantially increased
The three manufacturers expressing their views are The Northwestern Corporation, Victor Vend ing Corporation, and Samuel Eppy \& Company
The latter claimed that his new bulk machine incorporates new de sign features.

## Police Laud <br> Op's Help on Winner Balls

Here is a letter received from the Springfield, Mo., Of fice of the Chief of Police.

## Dear Sir:

I wish to call to your attention the efforts made by Lewis SaPlata, owner and operator of Lewis Vend ing Service, this city. Thru the co-operation and information supplied by this operator, we have been confiscating gambling devices. We have a number in cus-
tody in our headquarters at this tody in
time.
These are reported to be owned by an operator from Joplin and Kansas City, Mo. The operator has never called to claim the ma chines confiscated at this writing. These devices are both for the striped ball returning a cash refund and also for various attractive cheap plastic toys which are gained
by the proper colored gum ball by the proper colored gum ball (Continued on page 116)

## Name 2 N. Y.

## Firms in FTC

Consent Order
WASHINGTON -- A consent order prohibiting two affiliated New York City companies from misrepresenting earnings to be made from servicing the vending machines they sell and the assistapproved by the Federal Trade Commission last week (16).
Named in the order are North American Nut Company, Inc., and Nut-O-Matic Company, Inc., and their officers Martin Richmond and George Weinstein.
Aleged to complaint issued earlier alleged to be false numerous claims al literadvering and promotional literature issued by the com-
panies, or by their salesmen. For panies, or by their saiesmen. For
example, the complaint said, virtually all customers make mudir less than the $\$ 400$ to $\$ 2,000$
monthly claimed in newsper monthly claimed in newspaper ads, and do not realize 100 per cent

## ment.

Adve.tisements
These advertisements, according to the complaint, are to get customers and not to offer employ-
(Continued on page 116)


OPERATIONS CANDY BALLS
210 Count, with CHARMS; also 100 Count "HALF-HOUR" Ballis. Fres: Candy Ball Labels.
SO ROUND, SO SWEET, so PROFITABLE Samples and information on requent.

## EPPY

91-13 144th Place
Jamalea 35 , Naw York Jamalea 35, New York

## 

RAKE coin machine exchange
609 Spring Garden 5t. Lomberd 3-2676 Philadelphia 23, Peonne.
JUKE AND GAME OPERATORS!


## VENDORAMA" SUPERMART

## now faturues

10c \& 25c Capsule Vending. Gives You Greater Profits. Holds 200 of the New $11 / 2^{\prime \prime} \times 11 / 2^{\prime \prime}$ V-1 Capsules.
Counter Model (packed 2 to carton). Each

$$
\text { Deluxe Console Model. Each . . . . . . } 32.50
$$ 200 Filled V-1 Capsules (for 25 c

Vending)
Sectioned Merchandise Display 60 c . All Prices F.O.B. Chicago.
Bo First in Your Territory With This Tested
and Proven Outstanding Money-Maker
Victor Vending Corp. 5701-13 W. Grand Ave. Chicago 39, III. Mfrs. of famous line of TOPPER VENDORS


## INCREASE

 Your VOLUME USE All STEEL MULIT-STANDSFOR 4-6-8 MACHINES
Holds Any
Combination of Vendors and Games


RUSH $1 / 3$ WITH ORDER-BALAMCE C.O.D., F.O.B., NEW YORK OR CHICAGO

| NORTHWESTERN | KING \& COMPANY |
| :---: | :---: |
| SALES \& SERVICE CO. | 2700 W. Lake Street |
| 446 W. 36th St. | Chicago, Ilinois |
| N. Y. i8, N. Y. | KEdzin 3-3302 |
| LOngacre 4-6467 |  |

GIVE TO DAMON RUNYON CANCER FUND

## 316 Capsules

- Continusd from page 101 the unit, a person will generally insert a nickel out of curiosity, finds Tekip.
Adults with children in tow are a boon to sales, he continued. The children show lively interest in the unit, and the adult finds that buying a capsule for one child involves buying one for all. Intent upon amusing the children for an afternoon, the adult generally spends a few extra nickels to keep all of them pacified.
Tekip is employed by Riverview Park, and plans to locate additional venders, similar to the prototype,
in the other two arcades he operates.
INssy STAR BALI
DBSI GUM קave Money!
PICK UP your PROFITS SPEED UP Your Sales

SWIFT SHPMENTI
- COLORS
- FLAVORS

210-170-140 BALL GUM
$7 / 8^{\text {Also }}$ "KRMME"

CRAMER G(U)MCOMNC




Plastic-Unassembled. $\$ 4.40$ per M Plastic-Assembled . . $\$ 7.50$ per M (buckled for bulk vending)


Get the sensational Northwestern 2
Penny Vonder, the key that will unlock those big profits for you.
Den't wait, don't lose those sales. Be In on the ground floor. Order today,
put a few of these machines on location, put a few of theso mach
the profit is the proof.
See your Northwestern Distributor or
wire, write or phone for complete detais.
THE HORTHWESTERN CORPORATION
2684 I. Armstrong St., Morris, tllinoit
GIVE TO DAMON RUNYON CANCER FUND


MANDELL GUARANTEED
USED MACHINES


NORTHWESTERN
SALES AND SERVICE CO 446 W. MOE MANDELL 36 . Now York 18 .
 $18, \mathrm{~N} \rightarrow$ $\frac{\mathrm{N} . \mathrm{Y}^{2}}{\mathrm{y}}$

10-COLUMNS
All Kings or Regulars, will give
Book Matches, will sell for 25 , Book Matches, will sell for 25 c
30 c or BOTH 25 c and 30 c .
Reconditioned, refinished, guaranteed like new.
$\$ 115.00$
T. O. THOMAS CO. 1372 Jifferson PADUCAH, KENTUCKY
Vending Machines Since 193

## THIS WEEK'S

 VENDING EQUIPMENT
## SPECIALS

Best Buys In ROWE
Rebuilt and "As Traded" Equipment
REBUILT and REFINISHED ROWE MACHINES President, 10 col.... $\$ 70.00$ Crusader, 10 col.
Diplomat Manual,
12 col.. $\qquad$
$\qquad$ Candy, 7 col......... 135.00 Pandy, 8 col.
REBUILT and REFINISHED SOFT DRINK and COFFEE Rowe Spacarb D-600. $\$ 450.00$ Rowe Spacarb D-800, 475.00 Rowe Spacarb 4D-53, 400.00 Rowe Spacarb 4D-52. 300.00 Cole Spa TM's..... 350.00 Bert Mills S00..... "AS TRADED" CIGARETTE MACHINES IN WORKING CONDITION Diplomat Manual.
8 col .
Diplomat
8 col.
National 9 M. 9 col... 25.0 Eastern Electric,

10 col.......... 65.00 | Eastern Electric, |
| :--- |
| 12 col. .......... 85.00 | $\begin{array}{lllll}\text { Du Grenier K, } & 12 & \text { col.. } & 60.00 \\ \text { Du Grenier K, } & 14 & \text { col.. } & 80.00 \\ \text { Din }\end{array}$ Lehigh

$\qquad$ Rebuilt machines are thoroughly over-
 inets repainted. All are priced to give
you the best buys in rebuilt and ", as RUSH $1 / 3$ WITH ORDER BALANCE C.O.D., F.O.B., N


USED MACHINE DIVISION 31 East 17th Street New York 3, N. Y. ALgonquin 4-7350

SAVE MORE MONEYMAKE MORE MONEY Subseribe to the Billboerd To:AY!

## Supplies in Brief

Glass Containers
Factory shipments of machinemade glass containers during April totaled $11,135,000$ gross, according to Commerce Department. Returnable beverage containers ac-
counted for 586,000 gross of the total, a drop of 120,000 gross from March. Nonreturnable beverage containers accounted for 110,000
gross of the total, an increase of gross of the total, an inc
28,000 gross from March.
Confectionery Sales
Sales of confectionery and competitive chocolate products by manufacturers in April were estiat $\$ 88,687,000$, 1 per cent below sales for March of this year, but 5 per cent above last year's April total. Reports from a selected group of large manufacturers-

## 

Balance $\$ 10$ Monithy ALL WEATHER SCALE COMPLETE CARINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.

## WATLINC

Manufacturing Company 4650 W. Fulton 5t. Chicago 44, III Cifie Adress: WATLMGITE, Chies Cable Address: WATLINGITE, Chicago


PEWNY Temsighing SCALE
 ORDRE TODAY Dintributers, Writo, for prices. J. SCHOENBACH


IS Lineoln Plece, Brooklyn 16, N.
 Pencil Top Puzzles ... $\$ 15.00$ per M


SALES RESUITSm" Mranamo coums

## - bOYS AND GIRLS LOVE TO COLLECT BUTTONS -- VENDING MACHINE BUTTONS




VICTOR'S PROVEN MONEY-MAKER TOPPER AII GUM VENDOR
$\$ 13.25$
$\$ 12.75$ Each
100 or More

$\$ 1.0$$00 \begin{aligned} & 25 \mathrm{lb} .210 \text { Ball } \\ & \text { Gum with each }\end{aligned} \$ .00$ cum with each
cose of 4 Top-

## THE COMPETITIVE BIND

## Why Most Operators Look Alike to Location Owners

Third in a series. By BOB DIETMEIER

CHICAGO-Juke box operators have a wide assortment of competitive enemies. They range from suburbs to other operators-newcomers and established ones. They fnclude distributors.
But one of the worst competitive onemies many operators have are themselves. Pin down an operator who's beefing about his business to his net profit, and frequently you get one of two kinds of responses.

Either he doesn't know exactly
or he knows exactly and feels a 1. Are there fundamental differ little ashamed to admit that he actually is doing and still beefing about it. Operators netting 15 to 20 per cent-
This has be
earlier articen pointed out in an which some of the problems opera tors encounter with their competitive enemies were touched upon. Some of the ways operators at
tempt to solve these problems were also outlined.

The fundamental questions raised The fundamental questions raised

## LETTER TO EDITOR

## Berks County Ops Wage Racket Fight

The case referred to in the following letter is scheduled to be listed for criminal court trial in September. See editorial comment elsewhere on this page.
READING, Pa--To the Editor: In your issue of March 10 F958, you published an editorial captioned Do You Give a Damn?
This editorial was read before the meeting of the Berks County the meeting of the Berks County Amusement Operators Association,
and they would like you to know what action they took along matters stated in your editorial.

## Hilger Trial

Sef; English
Sataus Unknown
CHICAGO-George Hilger, indicted on a charge of counterfeiting tried Wednesday (25) in Criminal Court.

Hilger was the central figure in the large-scale bootlegging operaseparate story in music-record secseparate story in music-record sec-
tion).
down on Charles (Chuck) English, owner of Lormar Distributing Company, Chicago one-stop, arrested at (Continued on page 114)

Conditions in Reading and Berks County, Pennsylvania, became so
bad that finally the court rebad that finally the court re-
quested the attorney general of quested the attorney general of
the Commonwealth of Pennsylvania to make an investigation. As result of the attorney gen-
eral's investigation, and because of the support and evidence given to our attorney general by the Berks County Amusement Operators, there are now pending in our courts criminal prosecutions against Abra Fudeman, and John Anthony Wit-

Some of these defendants years ago were called before the Kefaumitter and made national headlines. Against Abraham Minker
(Continued on page 106)

## Senator Okays

Kennedy-Ives Labor Bill
WASHINGTON - The Ken nedy-Ives Bill, aimed at ending ed the Senate last week (17). Measure reportedly is an on rowth of the McClellan probe into racketeering in labor and manage
ment. During an early phase of ment. During an early phase o wrongdoing in some West Coas pinball operations were disclosed for all unions to publicly report
(Continued on page 113

## Standard Financial Set On Direct Finance Plan

NEW YORK - Operators will now be able to finance their expansion program directly thru the
Standard Financial Corporation under a new plan announced this week by Arthur F. Silbert, SFC vice-president. Silbert is in charge of the firm's coin machine division. Silbert explained that the company's coin machine program had distributors piscounting ong thru cepting distributor paper. He added that this program will continue as before, with the chattel mortgage plan designed to supplement the existing arrangement.

He pointed out that the direct financing program is designed to enable coin operators to consolilarger return on their present sales volume.
$\$ 1,000,000$ Available Silbert said that $\$ 1,000,000$ will be made available for direct oper-
ator financing and that funds may be used to expand locations, increase working capital, make cash short-term obligations, or for any short-term obligations, or for any

constructive business purpose. Financing will be at competitive rates | nancing will be at competitive rates |
| :---: |
| Contimued on page 107) |

1. Are there fundamental differ can offer and any other? 2. If there are such differences, | -or dont-operators ex- |
| :--- |
| Continued on page 107) |

## Juke Box Pool

For European
Nations Okayed
PARIS-The organization of a European juke box pool is under way, but whether it will include only the common market countries
or all European countries, includor all European countries, includ
ing Scandinavia, is still undecided ing Scandinavia, is still undecided, At the May 23 meeting here of representatives of the juke box
industry in the six common market coustry in the six common market
countries, support was voted for he pool project, with Jacques msochati, president of the French association of juke box manufacturers, authorized to draft a con-
crete program and to undertake crete program and to undertake
preliminary steps to organizing uch a group.
It was agreed that the pool should seek to exploit trade liberal ization resulting in the establish

Continued on page 115)
CMMA Divisions Meet; TV Show

## Promo Set

BAKERSFIELD, Calif. -- Five divisions of the California Music
Merchants Association met last Merchants Association met last
week and this week to hear details of the group's TV joint adventure with the Peter Potter "Juke Box ury" show.
the Bakersfield operators attended the Bakersfield meeting here las week (19); a meeting was slated
for Fresno Friday (20). Meetings to be held this week (20). Meetings to be Menday (23), O akland
ton Mond Wednesday (25), and Sacramento Chairman.
Chairmanned by George A. Mil (Continued on page II3)

## Seeburg Sales Off for First Fiscal Six Mos.

CHICAGO--The Seeburg Cor poration reported net sales down
for the six months ended April 30 Net sales for the 1958 period
were $\$ 11179828$ $\$ 13,805,094$ for the like period last year.
Net income for the fiscal six-
month period this year were $\$ 30,283$; for the like period a year earlier net income was $\$ 575,879$. Earnings per share, based on standing as of April, 30, 1958, were 3 cents. Earnings per share for the same p
were 51 cents.

## Berks County Example <br> The letter to us from the counsel for the Berks County

 Amusement Operators Association, which appears elsewhere on this page, speaks for itself. The evidence supplied by Berks County operators plays a dominant role in the case against persons charged with extortion and other crimes-persons whe infiltrated the ranks of legitimate operators. The case is sched-uled to be tried in Criminal Court there in September. Where effective and proper law enforcement makes such action by operators possible, we strongly recommend it. The Berks County operators possible, we deserve the highest praise for their efforts to rid their operators deserve the highest praise for their efforts
business of hoodlum elements. They have set an example for business of hoodlum elements. They
operators in similar straits to follow.

## Equipment Rentals Rise in Milwaukee

## More Ops Short on Cash Are Renting From Distribs to Provide New Pieces

By benn ollman MILWAUKEE -LENd-lease arrangements are becoming increasingly popular in Milwaukee. operators are renting their new equipment from distributors instead of purchasing them.
For the operator short on cash and long on desire to provide locations with new equipment, this rent set-up solves a lot of prob-

lems. He is not asked to shell a down payment, merely pays a moderate weekly or bi-weekly The distributor, according to The distributor, according to Distributors have been practice. reports, finds this a good deal the system on the sly here for | from a number of standpoints. It | several years. It is also being |
| :--- | :--- |
| enables him to meet competition | extensively used in other sections | in a tough market. He also gets of the country. full list for his equipment. True,

he waits longer for the full amount, but eventually gets it all
and keeps title to the machines meanwhile and then he also gets a chance to peddle the unit on the used machine market after a couple of years go by. Only drawneeds a big bundle of cash to work with since the factories don't know from such systems-they nly wait $60-90$ days for their Penti
Renting, instead of selling mittic and games equipment is adDistributors have been applying

ROLL WITH PUNCH

## Detroit Ops Adjust To Hit Life Spans

## Last in a series. <br> By HAL REVES

DETROIT--Juke box operators of the newly-abbreviated life pans of hit tunes which create problems on their routes and in pre-existing which only add to the pre-existing woes of a business
already hard hit by the worst unemployment in the nation and the prevalence of nickel play. "r
Operators are trying to with the punch," a check indicates, and find a way of adjusting
to the new fast turnover trend to the new fast turnover trend,
with reasonable success in some Ric with reaso
instances.

## O'Mahoney Copyright Report: No Action Set

## WASHINGTON -- The anx- set of hearings (The Billboard, ously awaited report on the juke April 28, May 5, 1958). iously awaited report on the juke April 28, May 5, 1958).

 box exemption hearings held by The settling process could take the O'Mahoney Copyright Subcom- several different turns in a report mittee in April has not yet been given a definite date for issuance.Committee spokesmen say it could come out in the near future but the subcommittee has no action scheduled at the present time. Subcommittee Chairman O'Maings on his own bill (S. 1870) to strike juke box performance royalty from the Copyright Act, is reportedy still determined to settle the
matter," as he declared at the out-

Others have found the problem insoluble-a difference that, partly at least, represents differences in customer habits in various types of locations.
"Records are 'popcorn music' today-today they're orchestras and tomorrow they break up. The same
with singers," says Joseph Ruggiwith singers," says Joseph Ruggi-
rello or Joe's Music in Dearborn, a typical Joe's Music in Dearborn,
one-man operation. Ho analyzes the source of trouble thusly: "I think there are too many kids singing." He cites two ex-
amples of problems in buying

1. He had just programmed a

Ricky Nelson number on his
(Continued on page 113) reflect the wishes of the copyright office to simply strike out the juk box exemption. It could strike the exemption but recommend a "ceiling" for charges to be made by
music licensers to juke box operators.

The report could also note subcommittee opinion, and put the matter into the general revision | (Continued on page the 114 |
| :--- |

## Take Your Pick

of the world's most complete line of "trouble-free" phonographs to satisfy any location need....



ON THE DIAS AT THE ANNUAL BANQUET of the New York State Operators' Cuiid at the Grossinger Country Club were, seated left to right: Mrs. Gertrude Browne, Mrs. Tom Greco, Mrs. Lou Werner, Jennie Grossinger, Jack Wilson, Mike Mulqueen and Mike Mulqueen Jr.

## $\$ 4$ Million Stand. Fin. Debenture Issue Set

NEW YORK-A public offer- Part of the proceeds from the ing of an issue of $\$ 4,000,000$ sale of the new convertible debenStandard Financial Corporation $51 / 2$ tures will be used to retire the per cent first subordinated convertible debentures, due June 1, 1973, at a price of 100 per cent and accrued interest, was announced pany,
Standard discounts coin machine paper and lends money to coin machine operators.
The debentures are convertible into common stock at $\$ 8$ per share
until June 1, 1963. The stock is until June 1, 1963 . The stock is
currently listed on the American Stock Exchange at $\$ 7.50$ a share


Every element-styling, easy operation,
fast servicing,
roublefefree fast servicing, trouble-free maintenance
-carefuly dosigned to ove oup the finest,
most proftable juke box in the world. MAI - Incorfioraled


GIVE TO DAMON RUNYON CANCER FUND

## 21 DISKS Full Opera Score Reaps Juke Plays

DENVER - When one operator heard his customers "might be interested in opera," he went what to some people might be a little overboard. Instead of just installing a few opera selections, he Boheme, amounting to 21 records. But after the first week's collections, the move proved to be anything but unwise, inasmuch as LaBoheme was played thruch as pletely twice on the first day comaveraged that or better consistently
the next thrse weeks.
I feit silly at the beginning," perator Pat Ryan, owner of Bal Amusement Company said. "But the entire scheme worked out
beautifully, and we now plan to incorporate it in some of our other machines.

## Tries More

## Seeburg Distribs

Attend Sales Meets On New Cig Vender
CHICAGO -- Seeburg distributors are attending regional sales meetings on the firm's new 22 column cigarette vending machine in charge of cigarette machine in charge of cigarette machine
sales, is currently conducting threehour sessions on the unit for dis tributors and their personnel in regional meetings held thruout the country
Production quantities of the cigarette vender have been delivered to all distributors. Samples of the machine had been shipped to them several weeks ago. List price of
the 800 -pack unit is $\$ 369.50$.

## Letter to Editor

## - Continued from page 104

## there is one prosecution for con-

 spiracy to do an unlawful act; against Alex Fudeman there are 10 of attempting to dissuade, hinder or prevent a witness from testify-ing in a pending criminal prosecution, one charge of conspiracy to do an unlawful act. Against Louis Fudeman there are two charges of extortion and one charge of conAgainst John Anthony Wittig there are two charges of extortion and one charge of conspiracy to do an The attome
The attorney general of the Commonwealth of Pennsylvania has superseded the district attor-
ney of Berks County, and not only presented these cases to the grand

Ryan, a 25 -year veteran music
operator, has a number of machines located thruout the local university campus. The La Boheme ex periment took place in a spot where a previous operator had program of top 20 hits, rock, roll, and jazz.
The idea came from the location owner, who suggested, "some of his customers might be interested in some opera." Ryan has sores to his other campus ma chines, with equal success me , ble to shuffle the opera's around from spot to spot too, when their play slows.
"We found there were more long"air students in the university than spots quickly became known for heir opera programs, and attractcame to look, but stayed to listen and play."

Thus far Ryan hasn't tried the opera in his other spots, but admits the experiment is a possibility.
jury but will prosecute the cases If it would not have been for the co-operation which the attorney general received from the Amusement Operators' Association these prosecutions would not have been brought, and the conditions hat prevailed in the city of Read ing and the County of Berks would not have been corrected
(signed)
(Counsel for the Berks
County Amusement Operator

## 200 Attend

 N.Y. Op Group Fun WeekendLIBERTY, N. Y.-More than 200 representatives of the coin ma-
chine industry attended the Sixth chine industry attended the Sixth
Annual Dinner Dance of the New Annual Dinner Dance of the New
York State Operators Guild Saturday (14) at Grossinger's famed Catskill Mountain resort and country club.
Most of the operators and their families made a three-day weekend of the affair, taking advantage of the golf course, athletic fields, outdoor entertainment
At the banquet, Mrs. Tom Greco, wife of the retiring president, was presented a gift on beMulqueen, general chairman of the Mulqueen, general chairman of the affair. Greco was presented with indicating that he can take things a bit easier now.

## Golf Trophy

Mrs. Eleanor Boorstein, wife of the president of Leslie Distributors, received a trophy for carding the best golf sco
at the meeting.
Male golf trophy winners were Nate Sugerman, Runvon Sales; Mike Mulqueen Jr., Walden, N. Y. and Bob Austin, New Y
magazine representative.
Seated on the dis were the newly elected

sel. Mr. and Mrs. Mike Mulqueen, first
vice-president and peneral chairman for the
banquet: Mike Mulqueen banquet: Mike Mulqueen JI.. and Mrs
Gertrude Browne, secretary

Guest List



A NEW LOOK Fleck Paint: Face Liff for Used Machines

NEW ORLEANS - Extensive experimentation with refinishing of elderly phonographs and amusement machines of all types have Albert Huffein, partners in Huey Distributing Company, that "fleck" paint will do the best all-around ob for the investment.
The "fleck" paint, consisting of inely pulverized stone in a paint ase, is available on the market nder several trade names, accord-non-castasi, and blown on with non-clogging spray gum, covers neatly almost any surface. Onco
dry, the extremely hard paint is proof against any kind of cracks. chips, dents, etc., under hard
Huey Distributing Company, which employs two full-time mechanics for amusement machine rebuilding, has experimented with this type of paint in many locations, and finds that machines which ordinarily would begin looking shabby after only a few months of hard usage, show little or no appreciable change when finished with fleck paint.
Standard operating procedure in年位shing in this way includes first sanding the surface of the phonograph, pin game, etc., down to bare wood, using a pore sealer, paint for one or two coats, until the paint job is completely even, and minor imperfections in the finish are filled in. Out on the location, exposed to various types of damage such as scratching matches, spilling drinks, collision in moving around during cleaning operations, proven damage-proof.

## EYE CATCHER

Use Menus To Promote Juke Play

## DENVER--Here's a story of

 co-operation which most operators would appreciate from locations. When Chris Maurer, owner of the distinctive Town House Restaurant here, had a new 200 selection machine installed in his cocktail lounge, he bought a rubber stamp with a special message. The rubber stamp, used on tho menu-where every customer in the cocktail lounge - restaurant was bound to see it-read merely: "Hero tion Phonograph-Next To The Bar."This called attention to the phonograph from hundreds of customers weekly who might not have otherwise paid the slightest attention to the machine and resulted in an all-time record week's collections, according to Maurer

## GO <br> MODERN <br> BUY <br> WURLITZER

## Standard Plan

- Continued from page 104
on a 12 to 24 -month basis, and will be secured by equipment.

Silbert explained that the move was prompted by his experience in the coin machine industry and his belief that coin machine operators are sound business risks.
He pointed out that tho coin machine operators currently get some financing help thru their distributors or manufacturers on new equipment purchases, they often must resort to high-cost financing for route expansion. He added that the new SFC plan is designed to fill this gap.

## Cash Discounts

"A good number of operators," he explained, "would like to become more businesslike in their operations. They may have as much as $\$ 50,000$ to $\$ 100,000$ or more in machines and service equipment, and now would like to expand their liquid working capital so they can buy in quantity and take cash discounts.
"If a medium-sized operator who does a sales volume of $\$ 100,000$ can create a saving on his annual purchases, the dollar amount would be substantial. For the first time in this industry, the operators should be able to finance mon onking capital expanness growth record and outlook at ness growth record
The firm will process applications thru its offices in New York, Chicago, Philadelphia and Pittsburgh (Factors Corporation of America), Dallas (Texas Factors, Inc.), Los Angeles (Standard Factors Corporation), and Elmira, $\mathrm{N} . \mathrm{Y}$.

## Why Most Ops Look Alike to Owners

- Continued from page 104
ploit them to better advantage than they have?
The first question is deceptive. An answer-either negative or affirma-view- depending on your point of it is appears simple, obvious. But to which no one simple answer wil to $w$
do.
$\mathrm{O}_{\text {n }}$

On the one hand, the answer On the one hand, the answer seems plain: there are no fundamental differences. Any operator can offer the same equipment and can provide the same service that any other operator can. And with record buying aids available today, with expert help available at re liable one-stops, and with a little digging on his own, any operator should be able to program properly.
Theoretically, then, there are no fundamental differences between what one operator can provide and any other.
But in practice, there certainly seems to be marked differences-if not fundamental ones. Service may be on a once a week or every other week basis with any operator for a given location, but the quality of the service can differ greatly One operator will furnish better equipment than another. An oper ator who operates his route on strict business-like basis will be able to furnish more for the same commission than another. One commission than another. One
operator has a top mechanic; operator has a top

Yet the truth of the matter is that these differences, important as they are, usually don't result in one operator getting a location instead of another operator. Who gets the location depends on which opera tor offers the most, not in equipment, service and know-how, but in cas
both.

In short, the differences in what
operators offer-important as they $/$ ment, distributors suffer, and manmay be or could be-are not the ufacturers, as well This situation things which determine who wins a ocation or who keeps one. Wheth er they could be is not known for sure for the simple reason that few operators have ever tried to pin their location relations on pi rather than on cash or commis sions.
In any case, one fact remains: To any location owner who is not sold on one operator, all operators look the same. By default, operaors lose the edge of advantage with location owners by forcing hem to make an arbitrary choice between one operator and another. Therefore, the choice hinges on which operator offers the most in dollars and eents.
Now, what's wrong with that? Isn't that the basis of any sound business proposition? It certainly is from the location owner's point of view. Because if the location owner sees no difference in what one operator offers and any other, he will naturally pick the one that comes up with the best cash commission deal.
The thing that's wrong with it of course, is that it eventually reduces all operators to the same level. If there are initially differences between what one operator offers and another, there won't be ong if the operator who has the best to offer must meet-or beatthe commission deal offered by an operator with much less to offer in operator with much less to offer in
the way of service and equipment.
Unchecked, this action results in operators having poorer equipment on location, and still not getting enough to buy much newer equipment. Why? Because more money than should be is collected by the
Operators therefore suffer. And
ment, distribuitors suffer, and manintroduces ancther industry prob-lem-the distributor as an operator. In bringing up this problem, we don't leave the crucial one of differences between operators. Rather we introduce another aspect of it: Differences in prices paid for equipment, differences in capital reserves. These are differences between operators on the trade side of the coin, as opposed to the public-or location owner.
We have already suggested that altho there do not seem to be fundamental differences between what services one operator could offer and another, there are at least marked differences between them in services offered. But we also suggested that these differences had not been exploited by operators, either because they cannot or will not.
But the differences which separate operators on the basis of size or special price advantage is another story, also important in untangling the complex web which makes up the whole competitive world of operating. We shall deal with that aspect in discussing the role of distributor as operator in the next article in this series.
The second question we posed above (if there are differences why can't-or don't-operators exploit them to better advantage?) cannot easily be answered in terms other than what operators have found by experience.
One is that the "better mousetrap" concept cannot easily be sold to most location owners. It is hard to make an owner realize that the service and equipment and know how of operator $\hat{A}$ is a superior one deserving of more money for him
if it is superior, who knows whethif it is superior, who knows wheth-
er it will produce more money and er it will produce. more money and
therefore provide the owner with more? An owner obviously will not realize more money if the operator providing the superior service realizes a greater share of gross alizes a greater share of gross
collections-unless of course the collvice produces much more revenue.
Of course, the owner could enjoy better business by having a superior juke box service. But he doesn't realize this, because the operator setting the equipment doesn't either. An operator cannot expect an owner to be more confident and aware of the benefits of a juke box than he himself is. And if an operator doesn't think a juke box will help business or produce more revenue for the location, he obviously has nothing to sell the owner but the fattest commission or bonus deal.
Therefore, it seems that the best answer to the question is that operators don't exploit differences that may exist either because they don't believe they exist or because they do not in fact exist.

Either way, the operator is left to get or keep loeations the only way that is left open to him: By opping any other financial offers made by any other operatorwhether that operator as a business man is good, poor or indifferent.

The next article in this series will take up the problem of the distributor in the lem of the distributor in the role of operator. Subsequent
articles will explore ways of articles will explore ways of
solving the competitive probsolving the competitive probin.

## Hartford Firm Moves

HARTFORD, Conn. - Business Music, Inc., has notified the Secretary of State's office at State Capiol here of office location change from Hartford to 99 Colnony St., Meriden, Conn., effective immediMeride
ately.


# AMUSEMENT MACHINES 

# Nothing Really New On Game Horizon 

Mfrs. May Hold Introduction of Novelty Machines Until Vacation Periods End

CHICAGO - Game manufac- $/$ models of standard lines during turers appear to be leaning back this period. These might include and resting a bit following a brisk standard type pinballs, bowling six-month run that saw about 45 games and Arcade units with some new models introduced to the trade.
Major manufacturers contacted last week gave no indications that any really new type of game would be introduced in the near future. Most plan July vacations ranging from one to three weeks, and ex pect to stick with products currently in production thru this period. Most of the vacation in July.

Manufacturers admit that plans for new types of games are being worked on, but none could say when such games might be put this point would be mid-July o later
Manufacturers are, however, ex pected to introduce several new

## United Ships

 Playtime, New
## Bowling Alley

CHICAGO-Playtime, a new ball bowling game with bonus scoring and strike adjustment was
shipped to distributors last week shipped to distributors last week pany

Like its predecessor, Bonus Bowling Alley, Playtime has the fifth frame bonus feature which awards players extra points for strikes and spares in this frame. But new on Playtime, and used
for the first time on a ball bowler, is the strike adjustment feature This enables players to adjust the strike setting of the game to provide either "easy" or "normal" skill
play. The "easy" setting makes strikes easier to get, and thus boosts overall scores. Players make eithe
(Continued on page 111)
new play features. But any really
new ideas are most likely to be new ideas are most likely
sidelined for the time being.
Manufacturers are currently offering a wide variety of amusement machines which, in turn, are finding a wide variety of
markets. Most manufacturers are markets. Most manufacturers are
in fairly steady production, not on any one type of game, but rather, on one type or another.
the case because no one
Continued on page 110)

TOP AWARD TO SILBERT'S DOG at MASS. SHOW NEW YORK--During the working week, Arthur F. Silbert is a vice-president of the Standard Financial Corporation, a firm which specializes in discounting coin machine paper and lending money to coin machine operators.
On weekends, tho, Silbert spends a good deal of time training and showing his Doberman Pinscher, Brandy Last week Brandy walked off with a fistful of ribbons at the show of the Middlesex Kennel Club at Concord, Mass., including the coveted "Best of Breed" award.
Brandy has been making the rounds of dog shows this five ribbons in April and May.

# Chattanooga to Ban Only Pin Machines 

Ops Wage Successful Battle to Scuttle Ordinance Aimed at All Types of Games

CHATTANOOGA - The City
(The Billboard, June 16.) Commission passed the first read-
ing Tuesday
$(17)$ of an by Frank $N$. Steil, manager

## 5 N. Y. Game Ops Form New Assn.; Sign With Local 1690

AAMONY Elects Officers, Board;<br>Warner, Lowy, Semel Are Named

NEW YORK - The coin ma- Green, Irv Holzman, Eugene Jachine political situation here, relatively quiet for the past month suddenly erupted this week with the announcement of a new coin machine association and the longdelayed election of officers in the existing one - the Associated Amusement
Founders of the new group-the Game Operators of New York, Inc. -are Ray Knoss, Al Ferber, Jack Gavarin, Les Boyd and Irv Feni-
chel, former AAMONY members who along with eight other oper ors recently quit AAMONY.
Running without opposition Sandy Warner was re-electe AAMONY president. Other offi cers elected were Dave Lowy, yice
president; Jack Semel, treasurer president; Jack Semel, treasurer
Harry Schildcrout, financial secre tarry; Schildcrout, financial sece retary, and Al Koondel, sergeant at arms.

Board Members
Board members elected were Rubin Antonoff, Ted Faith, Milton

Green, Irv Holzman, Eugene Ja-
cob, Morris Wurtzel, Phil Sharf Harold Prager, Irving Levenar and Harry Berger.
The only officer running unopWarner, Lou Rosenberg and Jack Gavarin had been named by the nominating committee for the post.
However Rosenberg declined the However Rosenberg decined the from the association to become
charter member of the Game Opcharter member of
erators of New York.

## N. Y. State Assn. To Encourage Local Groups

NEW YORK-The New York State Coin Machine Association

## SOCIAL CLIMB

## Arcade With Class Tops Peep-Shows

By CAMERON DeWAR SPRINGFIELD, Mass. "Games of Skill Outdraw Penny Arcade Peep Show." This was the the Springfield Daily News recently. The story went on to pay tribute to the modern Arcade and
its role in the scientific training of the city's children.
The story was surprising since only a little more than a year ago, Arcade to a position of social ac ceptance was being hounded and investigated and was receiving Most of the trouble lay in the fact that the Arcade operated by Pete Slepchuk, veteran game and music operator, was located in a section of town where the better ee'd bring his business into the good section and took over a large

## empty store on the main street of

 the shopping district.He managed to get a permit rom the mayor and opened a new, modern Arcade with a wide front and a collection of new machines taken to put in only the constructive type of machine such as steam shovels, bulldozers, the auto For good measure he put in several ig-game guns which gave the kids a big kick when the animals roared.
Slepchuk wanted a good, clean operation, so he kept away from the peep-show type of attraction which is featured in a couple of this, city officials and the public hoared louder than the public and the paper was soon animals and the paper was soon hot on his
(Continued on page 110)
this week begins a drive to organize
local operator associations in areas of the Empire State where they do not exist.
Tom Greco, NYSOG president, said that he and Stretch Hanofee, the organization's public relations director, will help local operators -rganize groups, assist them in rawing up a constitution and bylaws, and give the
other aid is necessary.
Greco said the suc
Greco said the success of the large measure on the strength of arge measure on the strength of
ocal groups. Operators interested in forming local associations are
advised to write to Tom Greco at Clasco, N. Y.

## Everyone knows that

## JULY 4

country's history. great wot in our But did you know that atarting with JULY 7
The Billboard's classified section will more important, will bo onlarged by many additional now headings?
Sees the Clastifiod Ordor Form in thin lisue for completo list, Including the
now heodingt
ing Tuesday (17) of an ordinance banning all pinball machines in the city. But, had it not been for the efforts of local operators and their counsel in pointing out the inequities of the code originally drawn, all types of games might have fallen by the wayside.
An ordinance was passed at first reading the previous week which would have banned not only pins but all types of coin-operated games including shuffles, guns, bowlers and bumper pool units.

Dave Lowy was nominated from the floor to defeat the nominating - for the vice-presidency Jacob was elected to the board.
Jack Semel defeated
Wurtzel for treasurer, while Marris Schildcrout won over Wilbur Aar onson. Sandy Moore was nominated from the floor and wa elected recording secretary
Henry Hudson Hotel came it the wake of a court order upsetting prewake of a court order upsetting pre-
vious nominations on the grounds vious nominations on the grour al-
that the nominating committee that the nominating committee al-
lowed no nominations from the lowed no nominations from the
floor when it prepared its recommended slate.
Subsequent nominations were
(Continued on page 110)
Delay Trial
Of Ross-Rini
Fourth Time
CHICACO - Trial date for the James Rini, ex-convicts charged with hi-jacking and damaging coin ourth time.
Trial is now set for June 27. 5 but was continued to May 19 then to June 16. Ross and Rini were first seized
the Dixie Amusement Company here, a large group of operators and merchants protested the original ordinance as unjust.
Operators pointed out to the commission that not all coin games were used for gaming, and the commission subsequently agreed. Still, all pinballs were to be banned, including the non-payout variety. There had been operator hopes that pins not equipped to record odds and free games, would the allowed. But operators, under the revised ordinance, would be
permitted to own, store and repair permitted

Some Pools Banned
Still banned under the revised ordinance were certain type pool games. The larger six - pocket games are banned under the code
except when located in poolrooms: except when located in poolrooms;
the smaller bumper-types permitexcep
the
ted.

The dire threat to the Chattanooga game trade began when
(Continued on page 112)

## Britain Sees

Big Future

## For Games

LONDON - A prosperous uture for the game trade has been shaped here as new American fiveball pin games, just recently introduced in large numbers to Britain, re now being joined by new American ball bowling games.

Where these new American bowlers are coming from is still U. S. But a firm in Leeds. England U. S. But a firm in Leeds, England, is advertising them weekly in The Worlds Fair, British trade paper. According to World's Fair, the new bowlers are currently going into Arcades and fair grounds in the big entertainment centers. But he trade here expects them to blossom out into nearly all types of locations before long. Tourna| (Continued on page 112) |
| :--- |

on game hi-jacking charges on April 27, 1957, and named in Cook County grand jury true bills. Never brought to trial, the two were caught up to their old tricks

## NCMDA Head Advises:

## Eye Diversification

## CHICAGO--Bob Slifer, exec- <br> another. You have also been sell-

 utive director of the National Coin in the recent issue of Distrib's Digest, NCMDA publication, advises look at diversification as a possible means to more profitable route operations and higher salesSaid Slifer, "All of us in the coin machine field have been specialists for years. We have been selling diversified equipments we should give serion pernaps, we should give serious "Many of you have diversified route operations, in one form or
ing various types of coin machines. Yu have rubbed shoulders with operators and talked over their probems with them. You have undoubtedly guided and directed nany to success. Operating probams, in a large sense, are kianding The very field in which you are
Slifer offered the following reaons for greater operator interest in diversified routes:
" He is buying and trading varied

## 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.
(For 10 -week period ending with issue of June 16, 1958)

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" on "distressed" equipment.


|  | Hight | Low | $\begin{gathered} \text { Mean } \\ \text { Ayz. } \end{gathered}$ |
| :---: | :---: | :---: | :---: |
| Holiday Match Bowler (CC) (9/53) |  | \$175.00 | \$175.00 |
| Hollywood (CC) $15 / 55$ ) | 230.00 | 225.00 | 225.00 |
| Imperial (U) (9/53) | 85.00 | 60.00 | 60.00 |
| let Bowler (B) $18 / 54$ ) | 75.00 | 75.00 | 75.00 |
| Leader Shuffle Alley (U) $(11 / 53)$ | 195.00 | 125.00 | 165.00 |
| League Bowler (U) (1/54) | 250.00 | 95.00 | 165.00 |
| League Bowler Deluxe <br> (U) $14 / 54)$ | 195.00 | 100.00 | 145.00 |
| Lightning (U) (2/55) | 145.00 | 145.00 | 145.00 |
| $\underset{(2 / 55)}{\text { Lightning }}$ Deluxe (U) | 295.00 | 275.00 | . 00 |
| Magic (B) (12/54) | 145.00 | 145.00 | 145.00 |
| Manhattan (United) 10 Frame |  | 85.00 |  |
| Mars (U) (1/55) | 190.00 | 190.00 | 190.00 |
| Mars Deluxe (U) | 395.00 | 185.00 | 245.00 |
| Match Bowl-A-Ball | 70.00 | 45.00 | 45.00 |
| Match Pool (Ge) $12 / 54$ | 60.00 | 60.00 | 60.00 |
| Mercury (U) (12/54) | 125.00 | 125.00 | 125.00 |
| Mystic Bowler (B) (12/54) | 355.00 | 325.00 | 355.00 |
| $\begin{aligned} & \text { Mercury Deluxe } 11 \text { th } \\ & \text { Frame (U) } \ldots \ldots \end{aligned}$ | 295.00 | 235.00 | 245.00 |
| Name Bowler (CC) (1/54) | 50.00 | 50.00 | 5000 |
| Official (U) (5/52) | 85.00 | 60.00 | 75.00 |
| Olympic (U) (8/54) .... | 75.00 | 75.00 | 75.00 |
| Original | 95.00 | 50.00 | 70.00 |
| Pacemaker (K) 19/53) | 85.00 | 149.50 | 50.00 |
| Palisade (K) | 55.00 | 55.00 | 55.00 |
| Playtime Bawler (CC) (10/54) | 290.00 | 175.00 | 175.00 |
| Rainbow Shuffle Alley (U) | 125.00 | 125.00 | 125.00 |
| Rocket (B) $(8 / 54)$ | 95.00 | 95.00 | 95.00 |
| Royal (U) $(8 / 54)$ | $190.00^{\circ}$ | 75.00 | 110.00 |
| $\begin{aligned} & \text { Score-A-Line (CC) } \\ & 19 / 55 \text { ) } \end{aligned}$ | $245.00$ | 245.00 | 245.00 |
| Shuffle Alley Deluxe 1511 |  |  |  |
| 6 Player (U) $110 / 51$ ).. Shuffle Alley 6 Plaver (K) | 85.00 | 30.00 | 60.00 |
| Shuffle Alley 6 Player (K) | 85.00 | 45.00 | 55.00 |
| Shuffle Alley 10 Player (K) | 95.00 | 50.00 | 60.00 |
| Shuffle Alley 11th Frame.. | 335.00 | 150.00 | 195.00 |
| Shuffle Alley Deluxe |  |  |  |
| 11 th Frame (U) | 325.00 | 175.00 | 255.00 |
| Shuffle Pool (Ge) (1.1/53) | 75.00 | 50.00 | 50.00 |
| Six Player (CC) | 50.00 | 45.00 | 45.00 |
| Six Player Deluxe (K) | 65.00 | 40.00 | 45.00 |
| Six Player Deluxe (U) | 65.00 | 40.00 | 45.00 |
| Six Player 10th Frame (U) | 75.00 | 55.00 | 70.00 |
| Speedlane Bowler (K) | 185.00 | 185.00 | 185.00 |
| Speedy (U) (8/54) | 135.00 | 135.00 | 135.00 |
| Star, 5 Player (U) (7/52) | 0 | 34.50 | 45.00 |
| Star. 10th Frame (U) $(9 / 52)$ | 75.00 | 75.00 | 75.00 |
| Starlite (CC) (5/54) | 150.00 | 150.00 | 150.00 |
| Super Bonus Deluxe (U) | 225.00 | 225.00 | 225.00 |
| Super Frame ICC) (5/54) | 125.00 | 125.00 | 125.00 |
| Super Match Bowler (CC) (10/52) | 75.00 | 50.00 | 55.00 |
| Super Six (U) (3/52) | 100.00 | 29.50 | 75.00 |
| Targette (U) | 125.00 | 95.00 | 95.00 |
| Targette Deluxe (U) $18 / 54$ ) | 320.00 | 95.00 | 195.00 |
| Team Bowler (U). (1/54) | 95.00 | 95.00 | 95.00 |
| Team Bowler (K) ( $10 / 52$ ) | 75.00 | 49.50 | 50.00 |
| Tenth Frame (K) | 75.00 | 35.00 | 6000 |
| Tenth Frame Bowler (CC) | 95.00 | 40.00 | 60.00 |
| Thunderbolt (CC) | 210.00 | 185.00 | 185.00 |
| Triple Score Bowler (CC (6/53) |  | 65.00 |  |
| Triple Strike Bowler (CC) | 210.00 | 150.00 | 150.00 |
| Venus Deluxe (U) (3/55) | 350.00 | 225.00 | 275.00 |
| Victory Bowler (B) (5/54) | 295.00 | 145.00 | 195.00 |
| Venus Bowler | 145.00 | 145.00 | 145.00 |
| Yankees (U) | 145.00 | 145.00 | 145.00 |


| ARCADE EQUIPMENT |  |  |  |
| :---: | :---: | :---: | :---: |
| Code: AP-Auto Photos B-Bally: CC-Chicago Colas: Er-Evans: |  |  |  |
|  |  |  | Mean |
|  |  |  |  |
| ABT Challenger ( $5 / 46$. $\$$ | \$ 30.00 | \$ 25.00 | \$ 25.00 |
| AA Gun (K) ('48) | 99.50 | 99.50 | 99.50 |
| All Star Baseball (W) | 100.00 | 100.00 | 100.00 |
| Atomic Bombers (M) | 125.00 | 75.00 | 125.00 |
| Auto Photo (AP) | 1595.00 | -1595.00 | 1595.00 |
| Anti Aircraft | 99.50 | 99.50 | 99.50 |
| Air Raider (K) ('48 | 125.00 | 125.00 | 125.00 |
| Air Hockey | 175:00 | 95.00 | 175.00 |
| Air Football | 245.00 | 245.00 | 245.00 |
| Balloonamat Capitol P |  |  |  |
|  |  |  |  |
| Baseball ( 5 c ) | 95.00 | 95.00 | 95.00 |
| Baseball, 2 Player | 175.00 | 175.00 | 17500 |
| Baskerball (G) | 225.00 | 175.00 | 185.00 |
| Basketball 'CC) | 175.00 | 95.00 | 175.00 |
| Basketball Champ ICC | 125.00 | 125.00 | 125.00 |
| Bat-A-Soore (Ev) $18 / 48$ ) | 100.00 | 90.00 | 95.00 |
| Bat-A-Score, Sr, (Ev) |  |  |  |
|  | 95.00 | 95.00 | 95.00 |
|  | 275.00 | 275.00 | 275.00 |
| Big Broncho (1/51) | 325.00 | 325.00 | 325.00 |
| Big Inning (B) (47) | 125.00 | 125.00 | 125.00 |
| Big League Baseball |  |  |  |
| 13/51) (W) | 130.00 | 130.00 | 130.00 |
| Big League Baseb |  |  |  |
|  |  | 145.00 |  |
| Big Top Bingo Roll Bonus Delu | 250.00 | 175.00 | 225.00 |
|  | 95.00 | 35.00 | 95.00 |
|  | 350.00 | 300.00 | 325.00 |
|  | 215.00 | 165.00 | 195.00 |
|  |  |  |  |
| Broncho Horse (Ex) | 375.00 | 375.00 | 375.00 |
| Card Vendor (Ex) | 50.00 | 45.00 | 50.00 |
| Carnival Gun (U) |  |  |  |
|  |  |  |  |
| (10/541 | 165.00 | 65.00 | 150.00 |
| Carousel (Se) (11/54 | 325.00 | 325.00 | 325.00 |
| Champion Baseball (G) .. | 175.00 | 150.00 | 175.00 |
| Champion Hockey ('46) | 100:00 | 100.00 | 100.00 |
| Coon Cun (5) | 135.00 | 135.00 | 135.00 |
| Coon Hunt (S) (2/54) | 145.00 | 75.00 | 145.00 |
| Dale Gun (Ex) | 95.00 | 25.00 | 80.00 |
| Defender (B) ('40) | 150.00 | 125.00 | 125.00 |
| Derby ( $E x$ ) $\ldots . .$.Derby, 4 Player (CC) |  |  |  |
|  |  |  |  |
| 13/521 <br> Drivemobile M |  |  |  |
|  | 150:00 | 125.00 | 150.00 |
| Drivemobile 'iMilungle Cun ( $~$Kicker | 135.00 | 135.00 |  |
|  | 52.50 | 52.50 | 52.50 |
|  | 150,00 | 150.00 | 15000 |
|  |  |  |  |
| 13/55) | 110.00 | 100.00 | 100.00 |
| Flash Hockey (Coinex) 09.50 |  |  |  |
|  |  |  |  |
|  | 95.00 | 95.00 | 95.00 |
|  | 175.00 | 175.00 | 175.00 |
| Football (M) (CC) 11.4 .4 | 110.00 | 110.00 | 110.00 |
|  | 95.00 | 65.00 | 95.00 |
| Cun Patrol (Ex) | 10.00 | 10.00 | 10.00 |
| Harvard MetalHeavy Hitter 1 B | 195.00 | 195.00 | 195.00 |
|  | 6500 | 50.00 | 65.00 |
| Hi-Ball (Ex) 12 |  | 65.00 | 65.00 |
| Hockey (CC) |  | 75.00 | 75.00 |
| Home Run. 6 Player (CC (3.54) |  |  |  |
|  | 95.00 | 95.00 | 95.00 |
| Jack Rababit \|Amusematic! ('461 |  |  |  |
|  |  |  |  |
| let ( B ) , | 110.00 | 110.00 | 110.00 |
|  | 85.00 | 35.00 | 75.00 |
|  | 110.00 | 75.00 | 110.00 |
| let Fighter ( W) |  | 125.00 | 195.00 |


|  | \$175h. | ${ }^{\text {Lom }}$ |  |
| :---: | :---: | :---: | :---: |
| Lita Leazue (W) (2/54) | \$125.00 | \$125.00 | \$125.00 |
| Lord's Prayer (M) (6/56) | $195: 00$ | 195.00 |  |
| Lovemeter (Ex) | 25.00 | 25.00 | 25.00 |
| Mauser Pistol (Ex) | 89.50 | 89.50 | 89.50 |
| Mercury Counter Cripp | 25.00 | 25.00 | 25.00 |
| Midget Movies (CC) | 145:00 | 125.00 | 125.00 |
| Midget Racer (B) $111 / 56$ ) | 250.00 | 75.00 | 75.09 |
| Midget Skeeball (CC) | 125.00 | 125.00 | 125.00 |
| Mill Scales | 65.00 | 35.00 | 50.00 |
| Panoram (Mills) | 395.00 | 325.00 | 325.00 |
| Pennant Baseball (W | 115.00 | 100.00 | 115.00 |
| Periscope (CC | 95:00 | 95.00 | 95.00 |
| Photomatic (M) ${ }^{\text {(1) }} 1 / 50$ | 350.00 | 250.00 | 350.00 |
| Photomatic Deluxe (M) | 245.00 | 245.00 | 245.00 |
| Pistol (CC) (1/49 | 75.00 | 65.00 | 75.00 |
| Pistol Pete (CC) | 99.50 | 45.00 | 75.00 |
| Pistol Target Skill | 15.00 | 15.00 | 15.00 |
| Pitch'm \& Bat'm ( 5 | 195.00 | 125.00 | 195.00 |
| Polar Hunt (W) | 295.00 | 210.00 | 210.09 |
| Pop Up | 20.00 | 20.00 | 20.00 |
| Quarterbacks (G) 19/55 | 175.00 | 85.00 | 125.09 |
| Ranger ( K ) | 295,00 | 250.00 | 295.00 |
| Rapid Fire (B) | 125.00 | 110.00 | 110,09 |
| Rifle Callery (C) $16 / 541$ | 195.00 | 95.00 | 150.09 |
| Round the World Trainer (CC) (10/53) |  | 345.00 |  |
| Royal Mustang Hor | 275 | 275.00 | 275.00 |
| Satari (W) (2/54) | 225,00 | 175.00 | 175.00 |
| Set Shot Basketball | 25000 |  |  |
|  | 250.00 | 250.00 | 250.00 |
| oe Brush Up |  |  |  |
| Shoot the Bear (S | 125.00 | 125.00 | 125.00 |
|  | 225.00 | 95.00 | 150.00 |
| Sidewalk Engineer ( |  |  |  |
| 15/55) | 180.00 | 75.00 | 100.00 |
| SK Crip Vue | 30.00 | 20.00 | 20.00 |
| Silver Bullets (Ex) (11/49) | 95.00 | 95.00 | 95.09 |
| Silver Cloves (M) | 175.00 | 145.00 | 145.00 |
| Six Shooter (Ex) | 95.00 | 75.00 | 95.09 |
| Skee Ball (W) (8)36) | 245.00 | 245.00 | 245.00 |
| Sky Fighter (M) (9/53) | 125.00 | 125.00 | 125.09 |
| Sky Cunner (G) (9/53) .. | 125.00 | 125.00 | 125.09 |
| Sky Gunner (CC) | 125:00 | 125.00 | 125.00 |
| Sky Rocket (G) 15/55).. | 210.00 | 195.00 | 210.00 |
| Smiley (Pioneer) (8/46).. | 525.00 | 495.00 | 49509 |
| Space Gun (Ex) | 95:00 | 95.00 | 95.09 |
| Space Ranger (Deco) | $275: 00$ | 275.00 | 275.00 |
| Space Ship | 20000 | 125.00 | 125.00 |
| Speed Boat (B) (7/53) | 325:00 | 275.00 | 325.00 |
| Sportland (Ex) (11/51) | 150.00 | 145.00 | 150.00 |
| Sportsman (K) (11/54) | 195.00 | 150.00 | 195.00 |
| Standard Metal Typer, F | 275.00 | 275.00 | 275.00 |
| Star Series (W) (4/49 | 85.00 | 85.00 | 85.00 |
| Star Shooting Gallery (Ex) |  |  |  |
| (9/54) .. | 120.00 | 120.00 | 120.00 |
| Steeple Chase | 395.00 | 395.00 | 395.00 |
| Strike-A-Lite (ABT) | 195.00 | 195.00 | 195.00 |
| Submarine (K) (1/42) | 125.00 | 125.00 | 125.00 |
| Super Home Run (CC) |  |  |  |
| (3/54) | 125.00 | 125.00 | 125.00 |
| Super let (CC) ( $4 / 53$ ) | 175.00 | 175.00 | 175.00 |
| Super let (CC) (8/53) | 295,00 | 295.00 | 295.00 |
| Super Pennant (W) | 100.00 | 75.00 | 100.00 |
| Super Slugger (U) (7/55) | 275.00 | 195.00 | 275.00 |
| Telequiz (1/49) (T) | 100.00 | 75.00 | 95.09 |
| Ten Strike (E) (46) | 85.00 | 75.00 | 85.09 |
| 3-D Theater (M) (12/53) | 150.00 | 150.00 | 150.00 |
| Three-of-a-Kind | 20.00 | 18.00 | 18.00 |
| Three Way Gripper (Gb) | 25.00 | 25.00 | 25.00 |
| Treasure Cove (Ex) $16 / 55$ ) | 325.00 | 195.00 | 225.00 |
| Trigger Horse (E) (7/53) | 395.00 | 395.00 | 395.00 |
| Undersea Raider ( $2 / 46$ ) | 125.00 | 125.00 | 125.00 |
| Voice-O-Graph (M) (4/46) | 325.00 | 245.00 | 250.00 |
| Wild West (G) (2/55) | 250.00 | 245.00 | 245.00 |
| Wizzard Whiz | 25.00 | 18.00 | 20.00 |
| World Series (W) (4/51) | 50.00 | 50.00 | 50.00 |
| Zingo (1/51) (U) | 65.00 | 65.00 | 65.00 |

## 5 N. Y. Ops Form New Assn.

- Continued from page 108
held, in accordance with the court local also has a collective bargain held, in accordance with the court local also has a collective bargain-slate-with contests for most posts erators of New York
was presented. Additional nominations were made from the floor at the election.


## Charter Member

Plaintiffs in the action upsetting the original recommended slate were Gour operators, three of whom were Gavarin, Femichel and knoss. charter inembers of the Game Opp erators of New York.
The five charter members of the Game Operators of New York are The United Coin Machine Operaalso board members. No officers tors of New york was formed last that been elected, but knoss said at a future date.
In the meanwhile, GONY has set up temporary headquarters has his Arrow Music offices. On July 1 the organization moves to permanent headquarters at 1721 Broadway, knoss said that mem-
bership applications are being accepted.

Union Pact
Knoss also announced that the new association has signed a col- tional Association, AFL-CIO. This $\begin{aligned} & \text { Tween the two groups, with rep- }\end{aligned}$

## Social Climb <br> $\qquad$

 rail with mifavorable editorials. seople femanded that inated and lake back the license. But the operator remained calm and insted officials to take a look atthe spot. He ven rat adts in the ——
resentatives of each group being lected to AAMONY posis. The becommpne oned slate was to have gromps happy.
While solse of the UCMONY droup were elected to the top posts, ewer were named than had been anticipated loy the UCMONY lead-


Howerer an AMONY spokes.
man said that the membersinip is now united behind its officers and pected.

## Group United

AMONY members, the only way for GONY to expand is to wean operators away from the rival Also, Local 1690 and Local 266 emerge as the two dominant unions, with the former having a con-
tract with MONX and CONY and tion in this area also seem inevitable.
paper insiting the public to come and see if if
Plenty of spit and polish went into the maintaining of the Arcade Loitering by youth groups wa discouraged and after a whil edge that the Playland Areade wi a spot where a good time could be had as long as they minded their This
This new approach to running an Arcade began to make an impression. Parents would drop in
with the kids and father and son contests became the order of the day on Sidewan Engimeers and other games of skill. Biggest satisfaction for Slepehuk was when the other operators began to see that a good operation could mean bet The crowning achievement came when shortly ago the license came up for renewal. So successful had
been the job of counteracting the poor publicity, together with the impression the Arcade had made on the public that a new mayor bling.
But one of the happiest moments in Slepchuck's life was when the Daily News article, extolling the light of scientific training, was published. It was a satisfaction and a vindication. And it also proved his point-that an Arcade can be run as a high class business.

[^4]


Exclusive Dist. for Bally in E. Pa. and Rock-0ia in E. Pa., So. Jorsey and Doi.

## IT'S CIRCUS TIME!



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## Sam Geilan Dies; Operated Union

NEW YORK--Funeral services for Sam Getlan, former game operator and union organizer in the coin machine field, were held here Sunday (15). He died the previous day following a long illness.
A controversial figure in the industry, Getlan had testified betor the Senate committee investigating
union racketeering union racketeering about a year
ago. He had been linked with a paper local whose charter was con trolled by Johnny Dio, hoodlum and convicted felon.
Getlan had operated in New York City, but during the last six years had controlled various coin machine unions in Westchester Rockland, Orange, Sullivan and Putnam Counties. For the last year his power in the area ceased to exist.
He leaves a widow and two sons.
San Antonio Hits Pins in Storage
SAN ANTONIO - City vice squad officers recently seized 29 pinballs valued at $\$ 17,000$ which were stored in a local warehouse.
Capt. Robert B. Allen, vice squad chief, said the tables were owned and had been stored there by Jimmy Smith. Allen said the tables had been in storage since illegal.
The vice squad chief reported plans call for the tables to be placed in police storage pending placed in por
court order.

Allen said this is the first such raid in which this number of tables has been seized in the past several months.
He stated that he has information that there are other machines stored in small numbers in various warehouses in the city and that they will also be siezed as soon as the police can get to them.
There are no pinballs being operated anywhere in the city Owners of places where the ma chines were operating are aware
they can be prosecuted if they they can be prosecuted if they
have the pins on their premises.

## Britain Sees

- Continued from page 108

England on other types of gamesare expected to flourish on the new bowlers.
The British trade paper noted that the new pins and bowlers, rather than competing with juke boxes on locations, actually complement them. It cautioned operators and distributors to keep bowlers and pins "within the industry" rather than selling them dustry rather than selling them
to locations. It encouraged operators to handle both jukes and ators to
games.
Said World's Fair: "These new American bowling alleys are really something. Coin - operated, but
battleship - built, they combine battleship - built, they combine the energetic thrills and skills of a full-scale, full-blooded game, with the electronic scoring of the flipper pin-table."

## Ops Lose Route - Continued from page 101

ciation speech, Irving Axelrod warned operators that operators must be willing to make an exception for supermarkets in normal servicing routine. The supers will not tolerate machines that stand half empty for periods of time. The operator muxst also be willing to service machines on Fridays and Saturdays, when the supers have the greatest traffic, said Axelrod.

## Chat'nooga Bans

- Continued from page 108


## Saving Time

- Contintued from page 101

Mayor P. R. Olgiati recommended toward convincing a manager that an anti-gambling ordinance direct- a particular venture is worthwhile ed at coin machines. But the Nevertheless, any operator ats Mayor admitted that the ordinance tempting to work out an arrange drawn by City Atty. Joe Anderson ment with such a chain would have which drew operator protests, was to do considerable foot-work and overly strong. He said that while contact many people in order to he was in favor of eliminating the make a satisfactory arrangement gaming devices in town, he was Buck mentioned Sears, Roebuck not for eliminating the "novelty" and J. C. Penny as two other chain

opes that amusement-only pinballs will eventually also regain approval in Chattanooga, as a recently passed State law specifically mentioned such pins as not being included in its definition of gambling machines.

## SPECIALS

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| Dude Ranct | 40. | <br> ARCADE <br> elequiz <br> \$ 65.00 Bally of United 14' Bowiens 395.00 $\begin{array}{ll}8 \text { Balty Rocket Bowler ....... } & 95.00 \\ 10 \text { Col. Rowe Cligarette Mach. } & 35.00\end{array}$ <br> CWConesonnminco Exclusive Wuritzer Distributo 1301. North Capitol Avent Phone: Milrose 5.1593 <br> SAY YOU SAW IT IN THE BILLBOARD!}

## Ops Adjust to Hit Life Span

## - Continued from page 104

music boxes-and two weeks later|forces the operator to put on his the same singer came out with a records faster than he intends new one. . He gave one of his good lo- Another significant factor in the welve new numbers, virtually all rapid, is that about 60 per cent hits with a couple of hillbilly are on the "off" or small labels, numbers of the type popular there. rather, than on the big name Before the day was over, he had labels.
a call to come back and take them Operators are buying about 15 all out and put in some older ones. per cent more records than He sorted out some numbers about formerly as a result of the hit two years old for replacement. Ruggirello has not actually in creased his amount of record buyinges changed per juke box was reached some time ago, but popureachad some time ago, but popu-
lar taste creates some real problems ar taste creates some re
in selecting numbers.
in selecting numbers. Ruggirello is that "Distributors Ruggirello is that "Distributors
don't want to sell you," declining don't want to sell you," declining
to sell except to stores. On octo sell except to stores. On oc-
casion, he says, when his one-stop casion, he says, when his one-stop
doesn't have something that his ocations locations are asking for, he goes
to special guide service issued in
secord distributor-to get to the record distributor-to get
it on back-order if necessary-and York, and charts supplied by
the one-stops. it on back-order if necessary-and
they simply refuse to sell to him.
"I think the they simply refuse to sell to him.
Numbers today will not stay on "Numbers today will not stay on one-stops. in buying," Fabiano as they did. In four or five weeks, said, primarily because of the we have to replace," is the sum- saving in time, and for other mary by Frank R. Fabiano of reasons. In Detroit, his firm relies Fabiano Distributing Company, entirely upon one-stop service,
who has a good general view of
while at the main office who has a good general view of

the busile at the main office at | the business from his own large | $\begin{array}{l}\text { Buchanan, they buy directly from } \\ \text { operation as well as his contacts } \\ \text { distributors. This direct purchase }\end{array}$ |
| :--- | :--- | operation as well as his contacts

with many individual operators as $\begin{aligned} & \text { distributors. This direct purchase } \\ & \text { is governed by the large size of hi }\end{aligned}$ a distributor. He continues: Western Michigan operation, mak "Selection is harder today. For ing direct purchase desirable instance, kids will turn on their since the route could of course be televisions or radios and have any serviced by one-stops in Detroit number of stations playing these or Chicago othervise.
brand new records-a fact which

| 5 BALLS <br> willisms cue bell willimm struge bugie williams hot diggity, Willems matfu hoed williams perky sottlieb world ehamp sothieb suto race Hosstip ${ }^{2}$ pratever <br>  wweet add a bine tair tasy 2 player | BOWLERS <br> united imperial <br> united de luxe super slugser <br> sence hi fly <br> bally skill rolls <br> united banner <br> coin coin starilie bowler <br> united mercury <br> united team <br> chi coin crown <br> united super bonus <br> 10 keeney 9 col. electric cig. mach....... $\$ 45.00$ es. <br> and, of course, "the fi write or call for prices | NEW GAMES <br> in crates <br> sotllieb picnice 2 player <br> sottlieb rocket ahtp <br> williame satellite <br> williams ten strikes 6 pl. <br> williams ton strikes 2 pl <br> balty blg inning <br> batly skill roll <br> bally sypress sardens <br> ost in mustic," rock- |
| :---: | :---: | :---: |
|  |  | co. |



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| United Star 10th Frame. 65.00 |  | Gottliob Jockey ciub ... 110.00 | Cottlieb Register: ...... 305.00 |
|  | wifliems cirand | Cottlieb Daisy Mos ..... ${ }^{110.00}$ Gottlieb Mystic Morvel.. 120.00 | Wilisioms Rece the Clock, 125 |
| oi.........: 198.00 | hempion .......... 80.00 | Gottlieb Dismond Lil... 120.00 | House, ... 195.00 |
| (ein crias ..: 80.00 |  | Gottlieb Lady Luck ... ${ }^{120.00}$ | CHILDREN'S RIDEs |
|  | Williams Cue Tee | Gottlieb Slugging Champ 125.00 | Capitol Midget Racer....5125.00 |
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| coin Thiüder ${ }^{2}$ | Williams Big Ben ....... 100.00 | PINGAMES-2 a | Drum Rocket ship...... 225.00 |
| oin | Williams Thunderbird .. ${ }^{\text {a }}$ 10.00 |  | circus....... 250.00 |
| Chicaso Coin Hoillwwood 215.5000 |  |  | Exhibit Big Bronco..... 315.00 |
|  |  |  |  |
| ${ }_{78.00}^{78.00}$ |  |  |  |

picture, and the short life of hits
actually offers an opportunity to the operator to make money, ac-
cording to Benjamin Paull of Paull's Music. He explains:
In a lot of cases, it's to our lood. A lot of youngsters can't afwith the new records-so the only way they can hear them is through he disk jockeys or the juke boxes So we catch a few more of their ckles and dimes."
The cost of records has gone up or the operator as a result of this condition-about 10 to 15 per cen nore than in the recent past, Paul says. "But in the long run I think This is a practical application of the old principle of supplying what the public wants and relying upon volume to make up for neces sary operating cosis, which he says one thing, "the places that ar doing any business seem to be doing fairly good-the youngsters hang around and want to hear the latest numbers, and so they play he juke box:
Programming of new hits under these conditions must be selective and well-planned and organized. stops, for to 20 per cent of very, good ones for pop numbers. I change a lot of records"-about 10 to 12 every week. The dozen or so disks taken off and still good ive numbers can be moved to ary locations, too, can be given dozen new ones per week-service hat would not otherwise be economically justified. "The stuff coming off are still late records,
so there is no actual loss," Paull so there ides.

## CMMA Divisions

 - Continued from page 104the Music Operators of America, the meeting agendas are headined with reports of the MOA copyright legislation now pending in the Senate (see separate story for up-o-date report)
The State-wide meeting and banquet of CMMA will be held in October.
Miller told The Billboard last veek that he felt the CMMA tie with Peter Potter's Juke Box Jury
TV show would produce top-notch TV show would produce top-notch public relations for operators. He
said a committee of five operators said a committee of tive operators
chairmanned by Ben Chemers, chairmanned by Ben Chemers, Angeles division, were working with Potter on show and promotion details. On the committee are: Sam Ricklin, Lee Walker, Walter Hample and Sam Brown, in addition to Chemers. Miller said decals and special title strips for the "Hits of the Week" are now being printed (see separate story). He
estimated that about 10,000 juke estimated that about 10,000 juke
boxes in California would sport boxes in California would sport
decals and weekly hits touted by he show.
Miller will be on vacation July 3 for two weeks and is scheduled to make a trip to Chicago early in August for meetings with juke box manufacturers.

## Senator Okays

## - Continued from page 104

their income and expenses. The sec retary of labor, however, may exempt locals with fewer than year. It also makes it necessary for union officials to publicly report their holdings in or deal with employers their union represents or does business with.
Measure provides jail sentences and fines for false reporting, and subpoena powers for the labor secretary to check the accuracy of reports. Bill also bars from union office for five years any official violating the reporting provisions. Indications are that the legislaHonse. House.

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all equipment thoroughty reconditioned


GIVE TO DAMON RUNYON CANCER FUND

## O'Mahoney Report

- Continued from page 104 copyright office. The copyright office has been conducting a threayear study of copyright problems, exclusive of the fuke exemption issue. In the latter case, the question would again come around to O'Mahoney's subcommittee, which will also have to pass on any legislation to revise the U. S. copyright statutes.

The juke box operators' plea for increasing the statutory mechanical royalty on records, possibly from 2 cents to 3 cents a side, in lieu of performance royalty and dealings with music licensers, is likely to go unheeded. Proponents of the O'Mahoney bill, and the chairman himself appeared very cool to the idea during the hearings.
After issuance of the report by the subeorpmittee, it would normally require an okay by the full committee, before it could
reach the floor of the Senate for reach the floor of the Senate for
action. Time is very much against action. Time is very much against
regular passage of the bill by Senate and House in the few remainate and House in the few remain-
ing weeks of the session. The bill was heavily criticized on legal and technical grounds during the hearings, but Senator OMahoney affa-
 bly sungested that opponents write
up their own version of proper up their own version of proper
legislation for consideration by the legissation for
subcommittee.
Sen. Everet Dirksen (R., Ill.),
member of the full judiciary commember of the full judiciary com-
mittee, but not a member of the mittee, but not a member of the
subcommittee on patents, trademarks and copyright, was sympathetic to the juke box operator problems, and attended all three days of hearings. The two regular members of the subcommittee, Olin D. Johnston (D., N. C.) and Alexander Wiley ( R . Wis.), ranking committee, were umable to attend in person, but sent staff representatives to the hearings.

## Hilger Trial Set

 - Continued from page $10 t$the same time as Hilger, and charged with the possession of the allegedly counterfeit disks.
Extensive queries by The Billboard thruout the State's Attorney's office could produce no information as to the status of the case against English.
English's firm also figured prominently in investigations of alleged pressure tactics used on juke box
operators, in which they were operators, in which they were
asked" to buy records from asked to buy records from Chicago's much-investigated-andtried Joseph (Joey) Climeo and Tried Joseph Box Smitty) Smith
Tom (Juke Box
The Billoard February March 3, March 10, and following).

|  | Batter Tone at Less Cont! <br> NEW CoMco HI.FI SPEAKERS <br> The Only True Law-Priced Migh Fidelity Speakeri HI FI Wall Model $\mathbf{\$ 1 9 . 9 5}$ \| HI FI Cornar Madal \$23.9s <br> CoMco Extonded Range SPEAKERS Wall. . $\$ 11.93$ - Comer. $\$ 15.95$ - Calling. $\$ 11.37$ |  |
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Equipm't Rentals

- Continued from page 104

Rental rates for music equip. ment here range from $\$ 7$ to $\$ 15$ per week on new machines. Most deals call for immediate. payment of two weeks rent in advance. No Operators agree to pay the rental fee for a minimum of one yearat the end of that year most amount paid in as rent toward purchase of the unitr If the ppurchase ontinues the rental play Operator continues the rental play
for two years, distributors' will apply 80 per cent of that sum paid in toward the purchase price.


NATTINNAT
COIN MACHINE EXCHAMGE 1411-13 Diversey. Chicaso 14 . II.
BUckingham
and BUekingham 1-8211
two years led to the initiation of the lend-lease system here, according to distributors. A number of operators claim that it has bee
their salvation, since the high of equipment, coupled with cash box dips has made it difficult for them to remain in business. Several sizable routes in this town are sizable routes in this town are
said to consist almost entirely of rented equipment.
Machine renters are also furnished with insurance at no ad ditional charge, by some distributors. This protects the equipment while on location from ago any source, except floods.
According to one veteran distributor here: "The only operators this rental system nowadays are the ones who are well fixed, out the cash and demand more favorable deals, as a rule. For the fellow, however, who is pinched answer."

## JUNE SPECIALS DON'T MISS THIS SALE

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ERAMA sMARE SAIESGO. SIS-A Fourth Ave., 5 Nashville 10, Tenn

Chemers L. A. Mgr . of CMMA
LOS ANGELES--Ben Chemers has again been named business manager of the Los Angeles division of the California Music Merchants Association
Chemers, whe was the first business manager of the local division vhen it was organized several ears ago, succeeds Earl Elliott, who

CMIMA will move its headquarers to a new location on West Pico Bonlevard, just west of Harvard Boulevard, on Auusgt 1.

## Juke Box Pool

$\bullet$
ket for juke boxes. Specifically, the pool would promote the establishment of facilities for trade among members and foster pool exports
vith non-member countries, fight with non-member countries, fight
discriminatory taxation within pool countries, and negotiate copyright fees between pool comntries and outside countries, and negotiate outsyright fees between pool countries and outside countries, mainly the U. S.
Main issue now concerns the Main issue now concerns the
scope of the proposed pool; scope of the proposed pool;
whether it should be limited to whether it should be limited to
the six common market countries the six common market countries
or include all European countries. It was forecast at the "aris meeting that the eventual consolidation streamlining segments of the European juke box industry would improve the pool's competitive positon against the U.S.
Strangely, Cerman representatives were minvited to the Paris meeting, which was attended by representatives of Italy, Benelux countries, Great Britain and Denmark. The officially stated reason for the absence of German tradesters was that it was due to an oversight in dispatching invitations. Marchant promised they would include Germans in future work done by the pool organizing committee under his chairmanship.

## WANTED <br> MUSIC ROUTE MANAGER

Must be experienced in large operation of music and full details in first letter. Write to

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The Billboard Publishing Co.
188 W. Randolph, Chicago 1, Illinois


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CHICAGO 32, ILLINOIS


Name 2 N. Y. Firms - Continued from page 101
ment to selected persons, as implied, and it is not necessary for a purchaser to have a car or references, but merely the purchase price.
In addition to prohibiting these misrepresentations in the future,
the order forbids the respondents the order forbids the respondents to claim: 1. That the required investment is for working capital to buy an inventory of merchan-
dise to be dispensed in the machine. 2. That the investment is secured by inventory worth the amount invested or there is no risk of losing it. 3. That purchasers need not sell and solicit. 4. That profitable or satissactory locations will be secured and the machines installed in them. or that purchasers rontes
vised to assure their profitable or satisfactory operation.
Companies also must not claim that the business is permanent or depression-proof, or that they are

## Police Laud

## - Continued from page 101

Lewis SaPlata knows us to be short of manpower and has even paid men to try to locate these illegal devices. We wish to acknowledge our pleasure and admiration at being so fortunate to have such an operator in our city. If all the operators in this country showed this interest. I am sure the enforcement agencies would not have the great problem that now confronts us.
I am pleased to take this opportumity to advise you that one of
vour members has co-operated so whole-heartedly with his local police department.
W. T. McCracken, Lt. Detective Division

Company, Inc., New York City, or anyone else unless this is true. Agreement, according to FTC, i "for settlement purposes only and does not. constitute an admission by the respondents that they have violated the law.


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## D. Gottlieterc:

1140-50 North Kostner Avenue . Chicago 51, ili.


> Cigarette vender Eddie Milne reports that competition for locations is keener now than it has ever been since he entered the indus. try. . . . Richard Jacobs, son of $\begin{aligned} & \text { Harry Jacobs Sr., is visiting the } \\ & \text { family, He is an instructor at the }\end{aligned}$ $\begin{aligned} & \text { family. He is an instructor at the } \\ & \text { University of Florida, Tallahassee, }\end{aligned}$ Fla., and a highly rated musician $\begin{aligned} & \text { According to Woody Johnson, } \\ & \text { United, Inc., parts volume is }\end{aligned}$ $\begin{aligned} & \text { United, Inc., parts volume is at a } \\ & \text { new peak. }{ }^{\text {An indication opera- }}\end{aligned}$ tors are using more used equip ment nowadays," he claims.
> IMAGINE!
> A MONKEY SEALED IN A SPUTNIK AND ORBITED AROUND THE WORLD

## Williams

## MANUFACTURING CO.

 4242 FILLMORE ST.Chicago 24, ill.

## Bulk Banter

- Continued from page 101
often try to use these coins in the
machines. Sometimes it works, but all too often the machines jam. Says Wilson, "I'd like to see if something cannot be done to stop the manufacture and sale of play money."
The ancient riddle got a new wrinkle in Chicago last week. What weighs a thousand pounds, is yellow, and flies around all day. Answer: Two 500 -pound canaries, of course.


## Cig Machines

- Continued from page 101
ob that approximated the original baked-on factory finish the closest. Any shop also had to not only remove all rust, acid stains and old paint, but specify the type of rust proofing undercoat and the minimum number of top coats that would be used for lacquer and enamel finishes.
The Cohen brothers report that their refinishing policy helps gain additional locations. Satisfied owners often recommend them to other stores.


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[^0]:    Toni Carroll, now at the Old New Orleans restaurant in Washington, will open at the Colony Club in London on August the DeJohn Sisters to a term pact and will record them immediately

    George L. Mansour has been appointed veepee of the RCA Victor Company Ltd., of Canada. He is in charge of the recor division there... Jack Mills returns to the States in July after a
    business-pleasure tour of England, Spain, France, Belgium, Ger-business-pleasure tour of England, Spain, France, belgium, Ge
    many and Italy... Richard Hayman will be guest conductor of the Boston "Pops" Orchestra on Wednesday, June 25. Hayman will ... Darrell Glenn, now recording for NRCO Records, is making

    Darrell Glenn, now recording for NRCO Records, is making a deejay trip thru the East and Midwest to pusc his new disking,
    "Make Me Smile Again." .. Vie Damone's reception in England was so great, says his manager, Milt Ebbins, that he is returning
    on July 15 to play four theaters, in Glasgow, Birmingham, Manon July 15 to play four theaters, in Glasgow, Birmingham, Manonester and Liverpool, plus a TV show and two weeks of concerts "On the Street Where You Live" is one of the top disks in England

[^1]:    warning-The title "HONOR ROLL OF BITS" is a registered trade-mark and the listings of the bits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for auch consent should be submitted in writing to the publishers of The Billboard at Ihe Billboard, 1564 Broadway, New York 36, N. Y.

[^2]:    guestar on KCUL's Cowtown 5, according to Horace Logan,

[^3]:    TWO delicious ice-cold carbonated drinks at their best COKE or PEPSI from one faucet, plus plain sparkling soda

    ## ROOT BEER

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    ical refrigeration coil. 5 .
    

    WRITE FOR FOLDER
    MULTIPLEX FAUCET CO
    

[^4]:    Nothing New
    Continued from page 108
    ype of new game has managed to dominate sales over the past six months; demands for any one type of game are relatively spotty, even within particular areas of the country. Thus manufacturers are providing a steady flow of a variety of products-to feed the demand for variety from the market.
    The situation is actually an unusual one in the game field. Past periods have generally found one virtually tying up production lines. This occurred with the introduction of the pool game, the ball bowling game, and for a long fime, the shuffle bowler.
    Currently the one type of game ball pin production is the fiveball pin. And this game has en-
    ioyed steady business for many years without a break. But fiveballs do not answer the demand for an all-around game to be used in all types of locations. The
    five-ball market is wide and wellestablished, but in this sense, limited.
    One manufacturer put the situintroduction depends on engineering and market demands.

