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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

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RIAA-ARMADA Try For Disk Unity

Legalities Block Joint Action; NAB, FCC Want Disk Industry Views

By SAM CHASE and PAUL ACKERMAN

facturers and Distributors of Amer- meet with the NAB panel. ica at press time were making At this point Irving Green, atrong efforts to pull together a RIAA president and Mercury Reccommittee to meet with a radio ords chief, with the backing of panel and prepare a set of pro- Capitol Records President Glenn posals for Federal Communications Wallichs (who was the first record Commission Chairman Ford. These exec to contact FCC's Ford relaproposals would be designed to tive to the plight of the disk inameliorate the present crisis con- dustry) quickly sought to crystalcerning the promotion and broad- ize the formation of the record east use of records.

The attempt to form a joint RIAA-ARMADA group, however, legal level, as indicated. was running into strong obstacles. and it appeared doubtful that these could be resolved. Chief difficulty was the fear-in some legal quarters-that there might be antitrust implications arising out of such a move. Nevertheless, as of late Friday (8), the effort to create a representative record committee had not been entirely given up.

Complications The complicated series of maneuverings, which will be spelled out in this story, followed closely upon The Billboard's call for an industry meeting April 14. This meeting is scheduled to be held. It could be postponed only on condition that the RIAA-ARMADA committee is created. Time is of the essence for the NAB is desirous of obtaining initial record industry opinion as early as Friday (15).

Here are the behind-the-scenes events leading to RIAA's attempt to form together a representative committee, involving co-operation

with ARMADA: 1. The Billboard, at the NAB Convention last week, received assurance from FCC Chairman Ford that the FCC is anxious for comment from record interests-as well as radio interests-anent the controversial March 16 directive. This assurance changed the entire scene, for prior to this, RIAA had felt that the FCC's directive was applicable only to radio and that intrusion by record interests was improper.

2. The Billboard also received assurances from Douglas Anello, NAB legal advisor, that a joint radio-record meeting was desirable. Also, NAB's Clair McCullough, early in the talks with The Billboard, put forth a similar point of view.

3. Representatives of RIAA and ARMADA, in consultation with The Billboard, set aside rivalries CHICAGO-Executives of the and agreed to work together so Record Industry of America and that a unified committee representthe Association of Record Manu- ing all of the record industry could

committee.

Difficulties developed at the

Prior to the stymie developing from fear of antitrust implications, the RIAA legal committee scheduled a meeting to be held Monday (11) to consider Section 317 of the Communications Act, the interpretation of which is the crux of the present record-radio crisis. Presumably this meeting will still be held, despite the fact that attempts to form a record committee were not successfully concluded as

Insiders view the situation as one containing more than an ordinary share of irony. Firstly, a crisis exists in that the FCC's directive imposes severe strictures upon the operation of diskeries, many of whom are honest and wish to co-

(Continued on page 2)

VARIETY SPICE IN FREE DISK IDENTIFICATION

NEW YORK - Radio stations which have decided to accept free records and acknowledge their receipt on the air (per the FCC's 317 edict) are utilizing a variety of different copy approaches ranging from dignified simplicity to folksy ad lib styleall of which boil down to "We got it for nothing."

One of the more all-embracing announcements - designed to cover a station on guest interviews, disk giveaways for contests; as well as free disks for the library, runs as follows: "All the records heard or given away during the preceeding hour were supplied to stationwithout charge by the record manufacturers and distributors who serve -Also certain records were played in consideration of cooperation by recording artists, companies and distributors.

The same outlet permits its jockeys to ad lib about outside hops, but requires them to utilize the following sentence somewhere in the chatter: "I will be making a commercial appearance at so-andso place in conjunction with so-and-so artist and such-andsuch label."

Among those outlets who (Continued on page 39)

Showmen Agree in Predicting Lusty '60 Outdoor Season

Base Opinion on High Employment Figures and Good Public Attitude

By HERB DOTTEN

CHICAGO-Query almost any fair manager, amusement park operator, or carnival owner over that is remarkably good; the prospects for the soon-to-open outdoor season and you'll get the same answer.

"Business will be excellent . . better even than last year, one of the best we've ever had."

The unanimity of opinion has a firm foundation.

The skies for outdoor show busi-

point last year.

Unemployment generally thruout the U. S. and Canada is low. There are fewer pockets of high unemployment than last year. And people as a whole seem more disposed to spend for amusements than in '59.

Circuses operating this winter can support the fact that the amusement-going public is more free with its dollars than last year.

Greensboro, N. C. For end-of-thewinter business, particularly in the South, where disposable amusement dollars hit highs in the fall,

Elsewhere, however, circuses also did well during recent months. Polack Bros. Circus topped its '59 business at Fort Wayne, Ind., by 42 per cent-and that jump, incidentally, came on top of a 20 per cent pick-up the Hoosier engagement experienced over the preceding year. At Milwaukee, the ness are unclouded. Moreover, Hamid-Morton Circus hit a new they are brighter than at the same high and then went on to pull still another, a 72,000-person record turnout at Kansas City.

> Other indoor circuses fared equally well. The Orrin Davenport Circus pulled 81,000 persons at St. Paul for a gain of 3,000 over the previous year. And the Harold Bros. Circus, showing Lansing, Mich., had the biggest turnout that date has had in 24 years.

Circuses, amusement parks and The Ringling-Barnum show, play- fairs are designed largely for the ing indoors, pulled 27,000 persons family trade. So, too, are ice shows, in four performances at Montgom- and the icers were given strong ery. Ala., then went on to lure patronage. They had bigger gross-22,000 in six shows at Greensville, es than a year ago at almost every S. C., and in turn piled up a stand. "Ice Capades" No. 1 unit thumping \$110,000 gross with has shown increases at all but one 48,000 pavees in six shows at of its engagements. Its Chicago business was up 55 per cent and Detroit yielded an average attendance per show of close to 10,000, with the show luring 349,000 in 25 performances. Others were up substantially or sensationally.

> "Holiday on Ice" has been registering much the same increases, including an 82,000 attendance for nine showings at Cincinnati. "Ice Follies," the other member of the Big Three in the field, is doing extremely well, returning bigger grosses in every one of its stands.

Significantly, even when both an icer and a circus played the same city, business was good for both. Thus, for instance, "Holiday" and the Hamid Circus both notched records in Milwaukee, as did "Ice Capades" and Polack in Chicago and a Shrine Circus and "Capades" in Detroit.

Amusement ride business-the core of the amusement park, kiddie

(Continued on page 51)

NEWS OF THE WEEK

FCC Members Talk About New Regulations at NAB . . .

The five members of the FCC talked about the new FCC regulations concerning free records at the NAB meet in Chicago last week. They shed some light on the directive but stressed that their opinions were individual

Two Basic Patterns Adopted By Stations on FCC Edict . . .

Pending further action by the FCC on its 317 directive, radio stations across the country were settling down last week and generally following one of two basic patterns - either buying disks on some kind of discount basis or accepting free records and acknowledging the fact on the air. The situation continued to be an upsetting one for record manufacturers, distributors and publishers.

DEPARTMENT AND FEATURES

Music 2 Amosement Park Music Pop Charts-Operation 53 Top LP's 32 Arena, Auditorium Honor Roll of Hits ... Hot 100 Newsletter 98 Andio Products 24 Tomorrow's Tops Hot C. & W. 46 Hot R. & B.48 Carnival Contab 100 Music Record Reviews-Circus Trouping 94 This Week's LP's ... Classified Ads127 Pipes122 Radio 2 Rodgo Dates 68 Fair Dates ---- 60 Fair-Exhibition Roller Rumblings 97 Management 96 Final Curtain Show News Talent on the Road. Letter List129 TV-Music-Radio Merchandise114

Stations Adopt 2 Basic Patterns on FCC Edict

Airers Either Buy Wax at Discount Or Announce Free Disk Sources

By JUNE BUNDY

NEW YORK-Pending further action by the FCC on its by now historic 37 directive, radio stations across the country were settling down last week, and generally following one of two basic patterns — either buying disks on some kind of discount basis or accepting free records and acknowledging the fact on the air.

record manufacturers, distributors and publishers, since the split in attitudes on the part of stations makes it impossible to formulate any over-all promotion plan for Westinghouse station chains are servicing deejays with new releases.

Many broadcasters are accepting records for audition purposes only, and buying those station committees decide to program. On the other hand, some stations which are buying their disks refuse to accept records from distribs or manufacturers even for audition purposes.

Outlets which are returning record packages to manufacturers, marked "refused," include WCRV, Philadelphia; WTIC, Hartford, Conn.; KMPC, Los Angeles; KENS, San Antonio; WLW, Co-

Other outlets which have noti-

BMI to Match **New Air Fees**

week to match a new ASCAP method for computing licensing fees for air play. The BMI consent may save some broadcasters an utors, Inc. estimated \$50,000 to \$100,000 a

rary agreement, station owners now industry with their company. have the choice of computing BMI scale.

similar agreement with SESAC.

fied record manufacturers by let- buying their records - accepting ter that they are no longer accept- disks for audition purposes only. ing record packages include Westinghouse's Cleveland outlet, KFXM, San Bernardino, Calif.; for example, is buying an average KAFY, Bakersfield, Calif.; of 15 singles (three copies of each) WWDC, Washington; WJLD, Birm- weekly and more than 100 LP's ingham, Ala.; WRRF, Washing- (two copies of each) a month from ton, N. C.; WAVE, Louisville, Ky.; distributors. They are getting disks the Crosley Broadcasting System; at a slightly bigger discount than WHIO, Dayton, O.; WBNS, Co- dealers because of quantity purlumbus, O.; KPLC, Lake Charles, chases. Other Westinghouse out-La.; WPRO, Providence, R. I.; lets are following similar patterns. Unfortunately, the situation con- WONE, Dayton, O.; KTRK-TV, Metropolitan's WNEW, New tinues to be an upsetting one for Houston; KTTR, Rolla, Mo; KIRX, York, will audition only disks sub-Kirksville, Mo.; and WWVA (a mitted by local distributors, from Buy For Audition

Storer station, Wheeling, W. Va. whom they also purchase those records they decide to play on the Both the Metropolitan and air. Mark Olds, WNEW's program Continued on page 17)

RIAA-ARMADA Disk Unity Sought

Legalities in Doubt at Weekend; Industry Called On to Meet Crisis

Continued from page 1

lumbus, O.; KSD, St. Louis; ARMADA, for the most part, the week. WCKY, Cincinnati; WCOV, Mont- showed a spirit of co-operation-a gomery, Ala.; WHBL, Sheboygan, desire to thrust aside petty feuds voice continues, with NAB now a Wis., and WDOC, Prestonburg, in order that a united front might factor, inasmuch as NAB realizes be achieved. Yet, and despite these that the problem is one which strong motivations for the forma-

Forum Sues On Name Use

NEW YORK - A suit was filed here in New York Supreme Court last week to prevent Roulette Rec-CHICAGO - BMI agreed this ords from using the name Forum for its new low-priced album line. The suit was brought by Forum Records, Inc., and Forum Distrib-

The plaintiffs (Miklos Gafni, president) claim they started the The disclosure was made at the Forum firms in 1953 and have NAB convention by Robert Mason, since released eight opera packchairman of the All-Industry Radio ages under that label. They charge Music License Committee, and was that the use of the name by Rouconfirmed by Sidney Kaye of BMI. lette (which launched it Forum Kaye said that broadcasters line last year) is a form of decepshould write to BMI for new ac- tion, since they claim the name counting forms. Under the tempo- Forum is associated in the disk

Roulette representatives told the fees on the basis of past practices court that they had inquired of or the recently signed ASCAP the Music Performances Trust Fund, and had not found any pre-Mason said the Music License vious usage of the title Forum. Committee's next move would be The plaintiffs' move for an injuncto "explore" the possibility of a tion was denied, and the case was remitted to plenary action.

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over single copy rates). Foreign rate \$30.

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Occupation____

operate with the FCC. Secondly, tion of a committee, concrete reexecutives of both RIAA and sults were lacking at the end of

> Pressure for a united industry affects both records and radio. NAB's legalist, Douglas Anello, plans to attend The Billboard's April 14 meeting.

Interesting aspects of the behind-the-scenes conversations is the great number of radio execs at the NAB Convention who immediately expressed themselves as anxious to discuss the common problem with record men. FCC Chairman Ford, in fact, indicated his belief that comment by record as well as radio men could, perhaps, be a turning point. If the interpretation of Section 317 is in error, it can be corrected, Ford stated. Deadline for the comment is May 2.

M-G-M CASHES 'HUR' HONORS

NEW YORK - M-G-M Records moved quickly this week to cash in on the publicity values attendant to the naming of the film "Ben Hur," for a flock of Oscar honors. Adding gravy to the pitch was the fact that M-G-M walked off with the lion's share of the honors last year as well with "Gigi."

A special window display promoting both the "Ben Hur" and "Gigi" disk packages was put into the hopper on a rush basis and this week was shipped out along with window streamers to dealers. Distributors have set up co-op ad schedules with dealers in their areas. Another factor of the promotion are special seals which have been rushed to distributors and their salesmen for affixing on both the price "Ben Hur" sets.

88% Airers Disclaim Payola

ings by the Federal Communications Commission, from answers to its December inquiry, were released rather startingly last week -with only 1.5 per cent of the responding broadcasters admitting cash payola received by employee or by the station itself. Close to The Amusement Industry's Leading Newsweekly 60 per cent said "no payola" of any kind, and about 30 per cent Founded 1894 by W. H. Donaldson said they got only free recordsmaking a total of about 88 per cent of all stations on the air disclaiming any payola practices.

In specific numbers, the FCC tallied responses of 4,673 out of a total of 4,842 TV, AM and FM stations on the air: No payola at all, 2,757 stations, or 59 per cent; cash received by station, 18 stations or .4 per cent; cash to employees, 50 stations, or 1.1 per cent. Records were received by station and/or employee in 1,374 stations, or 29.4 per cent. Other types of consideration received by station and/or employee, 477 stations, or 9.5 per cent.

Incomplete responses were (Continued on page 19)

M-G-M and the Lion low-

WASHINGTON — Payola find-

FCC Brass Sheds Free Disk Light

NAB Hears Opinions on Ruling From 5 Commiss'rs; Stress Views Individual

By BERNIE ASBELL

up the cloud hanging over the disk industry as a result of the March of payment approximated the going 16 ruling by the FCC governing the air play of free records. This week, five members of the FCC gave individual opinions to the National Association of Broadcasters convention as to what they think their ruling means. The commissioners did not agree on all points, but it was nevertheless a shedding of light.

The opinions attracting most attention were these:

identifying its sources of free records once an hour during musical programming would be complying with the ruling.

2. If a station decides to pay for

its records and avoid making an-CHICAGO-At last, light busted | nouncements, said Ford, it would have "no problem" if the amount wholesale rate. Payment at retail rate, he said would be "extreme." On the other hand, a token payment of a few cents would be a "sham" and would not be in keeping with the spirit of the ruling.

3. The commissioners appeared to agree that they are only concerned with payment of air acknowledgement of records actually played. This view would leave disk companies unhampered in continu-1. Chairman Frederick W. Ford ing to send new releases to stations said that, in his opinion, a station for approval. One broadcaster asked how he should get rid of the "90 out of 100" records his station does not play without running up large express bills in returning re-

(Continued on page 14) vol. 72

Committee to Resume Payola **Probe April 26**

WASHINGTON — Date for resumption of the Harris payola hearings has definitely been set for April 26. The Legislative Oversight Subcommittee chairman announced last week that Dick Clark would appear as witness in this phase of the hearing, which will explore "in detail" the actual workings of the music and broadcasting industries affected by payola prac-

If the radio and TV stations across the country are being used largely as a "promotion arm of the music recording industry," the means by which this is being achieved should be made public. Congress will have to take an interest in charges that many broadcast licensees are letting their stations be used as little more than "electronic juke boxes," said Harris. who also heads the full House Interstate Commerce Committee, the watchdog of the communications statutes.

In broad terms, aim of the entire payola probe, which may end with Continued on page 17)

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Cap Back in Pre-Recorded Tape Field

HOLLYWOOD - Capitol Records is re-entering the pre-recorded tape field after an absence of a year and a half by jumping aboard the four-track stereo open-reel tape bandwagon. It will make its return to the field with the release of 11 strong selling Capitol packages and one on the Angel label.

Capitol first issued its tape form In July, 1957, and had built up a tape catalog of approximately 90 titles. It bowed from the field in October, 1958, with an Angel release. Its earlier releases were in two-track stereo tape form. It will still remain out of the twotrack field, however, concentrating its future activities on four-track, Johnny Wiggs, did some swinging 7½ i.p.s. reel-to-reel releases.

Until its return, Capitol has remained the sole major out of the tape business. Now, by choosing to throw the weight of its catalog behind the four-track open-reel concept, an interesting situation is taking form. All the major labels

(Continued on page 24)

Capitol Not Overruled in Dealers' Suit

CHICAGO—The Billboard was in error last week in reporting that four Chicago retailers had been overruled. According to an attorstaff had asked 56 questions concerning the relationship of Capitol Records to Capitol Records Dis-

additional financial information Angeles. concerning prices, discounts, re- Label told SEC "It is antici-Victor, as reported.

HALL OF FAME

N'awleans Plans Jazz Museum

NEW ORLEANS — Groundbreaking ceremonies took place in the French Quarter here for the city's first jazz museum. The project, which is the brainchild of the New Orleans Jazz Club, took place on a vacant lot at 1011 Dumaine and was attended by interested onlookers, officials of the Jazz Club and the City of New Orleans.

Expectations are that the building will be completed in six months at an estimated \$60,000 and promises to be an important tourist attraction.

As the N. O. Jazz Club President Phillip L. Giror swung the first shovel-load of dirt, a local Dixieland band under the direction of of their own to the tune of the traditional "Silver Bells."

Cole Set for Europe Tour

HOLLYWOOD - Nat King EP production, pilferage and the sign's Cy Leslie and RCA Victor's Cole starts a month's European need for more promotion climaxed tour Saturday (16) during which the three-day convention here of he will appear in 10 countries. the National Association of Record He will perform in Germany and Merchandisers. Panel, moderated by Italy for the first time in his ca- NARM Vepee Edward Jay, inreer, appearing in Berlin, Ham-cluded rack jobbers Al Driscol, burg. Munich, Frankfurt, Rome Harold Goldman, Ed Snider and and Milan. Tour, his first of Eur- Pete Wambach. On the firing line

(Continued on page 19) representing the manufacturers

Billboard Profiles TV's Disk Dance-Party Shows

Detailed Study Analyzes 74 Top Stanzas; to Be Issued as Book

Tempers Flare Over

Dump, Cut-Out Issue

LAS VEGAS. Nev.—A sprited, were Liberty Records' Prexy Al

no holds barred panel discussion Bennett, Warner Bros.' Sales

airing such industry problems as Veepce Hal Cook. Columbia's

"dump" merchandise, decreased Sales Veepee Bill Gallaher. De-

Sales Chief Irwin Tarr.

Hottest issue of the discussion

and one that took the most time

concerned "dump" or "cut-out"

flared into the open when the

question, "Is cut-out merchandise

harmful?", was tossed into the

to explain his firm's promise "to go

to rack jobbers first with cut-outs before going to the "graveyard"

it has instructed its distributors

ested in pushing regularly-priced

wares. Salvos turned from distribs

Gallagher said tighter reins are

NEW YORK - The TV record | This figure includes the only two of program, list of advertisers, reunderstood, programming concepts "American Bandstand." in television. In an effort to remedy this situation. The Billboard has available by The Billboard in pubmost exhausting study ever made on every aspect of each record and on TV record and dance party dance party show - production shows, covering some 74 programs credits, time period, format back-

NARM PANEL FORUM

and dance party show format is network airers featuring disks-

The study, soon to be made compiled what it believes to be the lished form, provides information in 61 cities representing 32 States. ground data on star and history

gional, local and national, names one of the most discussed, yet least ABC-TV's Dick Clark Show and of agencies handling same, rates, typical ratings, outside activities of star, method of selecting records. types of records used, relationship of show with local distributors and record manufacturers, etc.

Star's Views

Such successful TV record show stars as Dick Clark, Buddy Deane, Bob Clayton, Milt Grant, and Jim Lounsbury, express their views on what it takes to present a successful TV disk show and give detailed reports on production of their own programs.

The oldest TV record and dance party is believed to be "American Bandstand," which was launched by WFIL-TV, Philadelphia (October 13, 1952), with Bob Horn as emsee. Originally Horn utilized Snader film prints. The dancing on camera developed spontaneously when teen-agers in the studio were inspired to dance while the records were played.

Dick Clark took over the emsee spot in June, 1956, and the show went network on ABC-TV, August merchandise. Explosive-laden issue 5, 1957.

Clark Spark

The surprise network rating success of the Clark show sparked a hopper for discussion. Rack jobber flock of similar shows on local sta-Snider asked Columbia's Gallagher tions across the country. Whereas

(Continued on page 22)

a request by Capitol Records to be removed from an antitrust suit of Liberty Seeks Okay

tributing Corporation. Capitol ob- ords, Inc., last week applied to the which will augment its catalog offering cut-outs to rack locations jected to one question as not being Securities and Exchange Commismaterial to the basic question of sion for permission to float a pubvenue—and it was that objection lie stock issue. According to a that was overruled. The basic ques- registration statement filed with two companies." Firms are: Music ber claimed, never offer cut-outs tion of court jurisdiction concern- SEC, Liberty asked the commission Concessions, Inc. of Seattle which ing Capitol Records, Inc., has not to register 150,000 shares of comyet been ruled upon by the judge mon stock for public sale. Par In reporting a victory by the de- value is listed at 50 cents per fendants, the story understated the share. SEC approval is expected terest in Cutie Radio, Inc., (Radio case, according to the attorney, by the end of May, Initial offering Station KQDE, Renton, Wash.); The dealers were not only ordered price will be around \$8 per share Cornerstone Song Publishing Comto furnish income tax records, as level. Sale will be underwritten by reported, but also a great deal of Crowell. Weedon & Company, Los

bates, freebies, etc. The demand pated that approximately \$200,000 for this information was made by of said proceeds" (from the stock it intends to pay Dolton "the net all the defendants, not only RCA sale) "will be used to increase the

HOLLYWOOD - Liberty Rec-| Liberty creates and produces and for future releases. Approximately for as much as jobbers themselves \$70,000 may be used in acquiring are required to pay. Distribs, jobowns Dolton Records (currently distributed by Liberty) and half inpany (BMI), also of Seattle.

Liberty told SEC that if nego-

ney for Capitol, the retailers' legal On Public Stock Issue

tiations for acquiring the above firms are successfully concluded, book value of Dolton's liquid asnumber of master tapes which sets, including the sum of \$40,000 attributable to its investment in Cutie Radio, Inc., plus 50 per cent of the net profits after taxes realized by Dolton for a period of five years." Payment to be as fol-

(Continued on page 22)

'SUMMER PLACE' HITS MIL MARK

NEW YORK - Percy Faith's big hit, "Theme From a Summer Place." hit the 1,000,000 sales mark as of this week. The tune, which has stayed on top of The Billboard's "Hot 100" chart for almost two months, is the biggest Faith waxing since his memorable string of hits a few years ago that included another million-selling movie song, "Theme From Moulin Rouge." Faith, now a resident of California, working out of Columbia's swinging West Coast office, also has another hot seller currently in his instrumental album of the songs from "The Sound of Music."

(Continued on page 19) Elvis Cuts 12 New Sides For Victor

to the "dump" merchants.

NASHVILLE - Elvis Presley turned out 12 sides at a recording session at RCA Victor Studio here Sunday (3) in as many hours. Session, which started early Sunlows: \$40,000 in Liberty's common day evening, wound up about 8:00 a.m. Monday.

The singer boarded a special bus at Victor Studio's front door Wieland to and was whisked to his home in Memphis after his second post-Army session for RCA Victor.

While the session was in progress. Elvis set up a jam session trast with some of the rockers he a major expansion. turned in during the 12-hour date. Wieland, a disk business vet-

in town from New York and he staffer, previously headed the and Nashville's Chet Atkins a.&r.'d Whitehall division of Westminster the Presley session.

songs with the possible exception Fox Records. sessions.

since his coming to RCA Victor. | Came Adam."

dealers. Gallagher confirmed that Joe Carlton to offer cut-out merchandise to the To Issue racks. John Rand (Denver) charged from the floor that the distributors Scott Album were competing with the racks by

NEW YORK - Joe Carlton is releasing a new Jack Scott album on Carlton Records, titled "What Am I Living For," with four of the sides in the album leased from ABC-Paramount Records. It seems that ABC-Paramount had issued four sides by Scott prior to his joining Carlton Records. Carlton sold Scott's contract to Top Rank and agreed not to release any of the Scott material still in the can on single records until May 25.

However, Carlton said that his agreement with Top Rank did not prohibit him from releasing an LP with Scott, Thus he worker out the non-exclusive leasing deal with Sam Clark of ABC-Paramount. ABC can still issue the records as singles or as an EP if they want to. Carlton is paying ABC-Paramount a royalty on all Scott albums sold.

Coed Label

NEW YORK — George Paxton's which lasted about an hour be- Coed Records has appointed tween songs. During one number, Norm Wieland to the post of inall studio lights were turned off ternational director of sales and to set the mood for the song, a merchandising. The step is a reweeper which was in sharp con- flection of the label's move toward

RCA Victor's Steve Sholes was eran and former Billboard ad Records. Prior to that he served Presley reportedly took all the as merchandise manager for 20th

of one or two which may not be | Coed is currently represented on released. It was a good session, the Hot 100 chart by Adam Wade's better than his first one, according "Ruby," (number 66) and "Step to musicians who played both the by Step," by the Crests (number 18). Wieland's initial project will Elvis was backed by the Jor- be the immediate release of Adam danaires who have sung with him Wade's first LP, "And Then

Dealers Set D-Day For Disk Buy Co-Op

been set as the date for the official Florida, for instance. opening of shop of a new dealer buying co-operative here. The information on the co-op, we are co-op, for which warehouse space planning an open meeting on Tueshas already been acquired, grew out of discussions held at meetings of the Association of Record Dealers of New York and New Jersey. One of the leaders of the movement leading to the co-op is retailer Irving Randolf of Bandwagon Record Shop in nearby East Orange.

Randolph told The Billboard this week that in the past 10 days a 50 per cent increase in membership in the co-op has been realized. Membership requirement is simply to acquire a \$1,000 share of stock in the operation. "We can take along with the co-op buying operdealers in from any part of the country," said Randolph, "and that as well. "Our advertising will concould mean as many as 200 deal- sistently feature weekly specials ers. Last week we received appli-

NEWARK, N. J.-May 1 has cations from three dealers in South

"For anyone who wants further day, April 19, at the office of our accountant, Victor Goldblatt, on Clinton Avenue, Newark. We'll present the whole picture at that time. In the meantime, anybody interested can contact our membership committee, Al Meyers of Town & Country Music, Westwood; Mat Carneval of Graymat, Morristown; Jack Seader of Village Music, Ridgewood, or Mickey Gensler of Spinning Disk. Yonkers."

Noting that interest has been shown from numerous sectors of the country. Randolph stated that ation, there'll be a co-op ad plan

(Continued on page 19)

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On Columbia

April Agenda

NEW YORK — Columbia Rec-

ords is releasing 18 new albums in

April, plus five new sets on the

low-price Harmony label. On the

Columbia Masterworks list is a

new stereo version of "Rigoletto,"

with Richard Tucker and Gianna

d'Angelo. The set was recorded

in Italy and comes with an Italian-

English libretto, and special de-

luxe packaging. There is a new

album of the Shostakovitch Con-

certo for Cello and Orchestra, with

the Philadelphia Orchestra and

Russian cellist Mstislav Rostropo-

vich. There is a new LP featuring

Pablo Casals and the Festival Cas-

als Orchestra of Puerto Rico, a

new recording of Beethoven piano-

violin sonatas with Zino Frances-

LP, "What Every Girl Should

man Luboff Choir and Mahalia

Jackson, jazz sets and one "Adven-

Trend to Up-Price Albums Gaining Added Momentum

Dave Miller Latest to Join Move; Somerset Monaurals Now \$2.98

By BOB ROLONTZ

NEW YORK - In a quiet way -up to now that is-record manufacturers have been upping the prices of stereo and even monaural LP's. Recently Argo Records, Roulette, Grand Award, London, and the Soria Series issued by RCA Victor, have upped prices on specific LP's in the line. This week Dave Miller, president of Miller International Records, upped the price of his \$1.98 monaural records on the Somerset label to \$2.98, and not in a very quiet way.

The price increase in the Argo line (the Chess album release label) amounted to a \$1 hike from \$3.98 to \$4.98 on all monaural NEW JOCK PASTURES LP's. Grand Award also hiked its monaural LP's to \$4.98. Roulette's price increase of \$1 applied to jazz LP's in the label's Birdland Series, which now are \$4.98 for monaural and \$5.98 for stereo. London Records upped the price on its classical stereo disks to \$5.98, a \$1 price increase. And Victor upped the price of its Soria Series LP's to \$5.98 for monaural and to \$6.98 for stereo.

line to up its price, and Somerset eral programming upheaval on the last July, via an experimental hour only bumped its monaural price to \$2.98, leaving the price of its stereo label, Stereo-Fidelity, at the same one of the most ring-a-ding "Top \$2.98 price it has always been. 40"-type rock and roll outlets in Miller claims the reason he is rais- the area, is now featuring a folk ing his monaural price \$1 is that music segment "Folk Song 15" in spite of the great increase in LP from 10 to 10:15 p.m., across the

Disk Suit Settled Out Of Court

NEW YORK-A legal melange of suits and countersuits involving the Platters, Mercury and King two hours devoted to albums cut and Federal Records has been set- by tled out of court according to papers filed in N. Y. Federal Court.

to a prior agreement made in 1953 disks. with them. In return the Platters charged Federal with a violation of an expressed agreement when they released the tune in the first place. The case has been discontinued and settled amicably.

AFM Trust **Fund Report**

NEW YORK - The 22d Report of the Recording Industries Music Performance Trust Fund of the American Federation of Musicians, issued this week, shows that some \$5,300,000 dollars were contributed by record producing com- Records of Chicago, and three was elected new prexy of the Na- of the good side of broadcasting. munity service programming valpanies for the fiscal year ending December 31, 1959. The entire amount was contributed by 3,388 the Federal Trade Commission for vention here. Glenn Becker of Los stations, both radio and TV, was nouncements, valued at over \$6,licensed diskeries. That's 365 more than last year, but of this total, deejays for pushing records. Sub- named veepee. Washington's Ed only 460 reported sales of records. Of the 460 active companies, 15

Fund projects and performances west Mercury Record Distributors, out-going prexy Jim Tiedjens (Milamounted to nearly \$5,732,000, Inc., of Chicago. which was spread among 408,600 musicians. In 1958, 375,800 mu- ments deceive the public and con- Newly elected officers will also services, which may have been pressures on the too-friendly Fedsicians received \$5,184,000.

mand. The manufacturers are responsible for the dumping consponsible for the dumping concategory of product."

price increases is that so many

they will be honest, are in a profit firms have upped monaural prices. squeeze position." Miller also said Supposedly monaural records that "this is the only industry in were—due to the introduction of the world with such a phenomenal stereo-to become the least wanted growth and consumer demand that type of record, according to the has suffered by its own lack of thinking many months ago. Inrealism and stupidity." "We don't stead, the demand for monaural give a damn if we don't press a has continued to hold up, and even record for 60 days! We're going now, almost two years after the inback to the laws of natural de- troduction of the stereo disk, monsponsible for the dumping con- cent of all LP sales. Obviously ditions by their unrealistic produc- manufacturers are convinced that tion. They have been striving for even with a higher list price monunit quotas with no relation to the aural records will continue to sell.

There could be other reasons The interesting aspect of the for the price increases as well. (Continued on page 19)

Program Upheaval Spurs Jazz Spins

local station level these days.

Station WINS here, formerly sales "... all manufacturers, if board, with Bruce Morrow as emof old disk favorites and tunes, is also spotlighted on Bruce Morrow's 7-11 p.m. nightly show.

Deejay Paul Drew, WGST, Atlanta, is trying out nine different programming formats on his new "Showcase" program, 11 p.m. to 1 a.m., which starts March 28. For example, the first week will feature the following 120 - minute packages: "Accent on Comedy," Shelley Berman, Mort Sahl, Dave Gardner, etc.; "A Salute to Cole Porter," featuring Porter Broadway and Hollywood musical The original action filed by King items exclusively; "Sinatra and Records, on behalf of its subsidiary Strings," (a long-time feature on Federal, against Mercury and the WNEW, New York) "Broadway's Platters manager Buck Ram, stated Best," current hit original-cast althat the group had recorded "Only bums; "Memory Lane," a weekly You" in 1954 for Mercury contrary Friday roundup of all-time hit

> new Station KVIL, Dallas, which shape my program to fit with the went on the air March 1. The sta- advertising commercial instead of tion features uninterrupted 15 minute musical segs, concentrating on album selections and the prettier pop singles.

Another Texas station — WBAP,

FTC Cites Merc, 3 of Own Distribs

wholly owned subsidiary distribu- tional Association of Record Mertion outlets have been cited by chandisers at the Association's conalleged payola to TV and radio Angeles' Music City Racks was sidiaries are Mercury Record Dis- Snyder was re-elected secretary tributors, Inc., of Ohio, in Cleve- and Minneapolis' Don Belzer was did 98 per cent of the business. land; Mercury Record Sales Cor- returned to the treasurer's post. Money allocated to musicians for poration of New York and Mid-

stitute unfair competition.

NEW YORK — Jazz, folk and | Fort Worth — has had so much other heretofore specialized cate- success with its pretty-music for-Somerset is the first low-price gories are benefiting from the gen- mat "Refined Radio"-introduced show-that today the format is ing the Blue Note. Chicago, and spotlighted 55 hours a week. Selections include show tunes -"heavy on strings, light on brass" -with jazz-traditional and mod-

VICTOR DEBS NEW 18 New Sets BERLITZ SERIES

NEW YORK - RCA Victor is issuing this week the first two albums in its new series of Berlitz Language LP's. They include "Berlitz Simplified French" and "Berlitz Simplified Italian." Each package contains a special "verb wheel," and a coupon for a free "check out" lesson at any Berlitz school in North America. The Berlitz-Victor sets are available in monaural or stereo. List price is \$12.95 for either the Italian or the French in mono or stereo.

Coral Winner

Month, a month-long promotion just concluded by Coral Records, has been the most successful single artist promotion campaign ever undertaken by the label, according to national sales manager, Howard Kaye.

Many of the Fountain sets turned up on music hit charts across the country and were also spotted by stations as picks of the week, said Kaye. Particular attention was focussed on the live, onlocation album, "Pete Fountain Day," and a single, "A Closer Walk," which was taken out of the "New Olreans" album.

Fountain has also picked up a number of club bookings includthe Roundtable, New York, since the campaign kick-off. Special radio and press coverage and deejay (Continued on page 19) here and in the Windy City.

NEW YORK - Pete Fountain

catti and Robert Casadesus. Key pop item is the new Doris Day Know." Other new releases include popular sets with the Nor-

> tures in Sound" LP. On the Harmony label are five classical albums. The four Brahms Symphonies conducted by Felix Weingartner and the London Symphony Orchestra are being released simultaneously on Harmony, and an album of three vocal works by Mozart comprises the fifth LP.

Angel Spotl't parties will herald his openings On Operetta

HOLLYWOOD - Light opera is spotlighted in Angel's eight-album April release. Packages include highlights from "Bitter Sweet," "White Horse Inn," "Merry Widow" and "Lilac Time." Other albums are a new Otto Klemperer stereo recording of Beethoven's Second Symphony, issued in monaural as well. Angel has issued Klemperer readings of all the Beethoven symphonies with the exception of the fourth. It will be issued in the fall to complete the cycle of nine symphonies.

Remainder of Angel's April release consists of stereo versions of earlier mono offerings: Thomas Beecham's reading of Sibelius' Seventh Symphony and recordings of Prokofiev's Fifth Symphony and the Tchaikovsky Second Symphony.

see. "Musical Museum," a roundup of old disk favorites and tunes, is MITCH IN RARE VOCAL FORM AT NAB MEET

CHICAGO — Columbia's Mitch Miller was in his glory as guest speaker at the NAB convention. His topic was "If I Were a Program Director."

As an old-time outspoken opponent of radio catering unduly to teen-agers hungry for rock-androll, Miller found himself in the unfamiliar position of swimming with the stream instead of against it. His audience, smarting from the recent unpleasantness, ate up his words.

"First I want you to know," he declared, "that this beard is real. It is not technically augmented."

Then he said that as a program director "I'm not going to let my records be picked by a caucus of Rock and roll disks are taboo at kids at Joe's Sweet Shop. I would against it.

> He asserted that an adult market buying LPs have come to account for 90 per cent of the industry's dollar volume. Buyers of LPs, he

Goldman Elected **New NARM Prexy**

LAS VEGAS. Nev. - Harold WASHINGTON - Mercury Goldman, St. Louis rack jobber,

waukee), Eddie Jav (Buffalo) and FTC says the concealed pay- George Berry (New Orleans). serve on the board.

Miller said that one benefit that may come from the recent unpopular FCC ruling governing free records may be that it will require programmers to carefully evaluate each decision as to whether or not to buy a new release. This, he said, may aid an upgrading of aired music.

He urged broadcasters not to let the ruling scare them off from receiving disk promotion men. Promo men of what he termed "responsible record companies" are interested in keeping stations honestly informed of new developments in the record market.

Celler Cautions Solons On B'dcast Legislation

said, are the same kinds of people it was Rep. Emanuel Celler who and creative energy" in a variety who buy products advertised on the last week warned Congress that of services to the public by the payola and quiz fraud scandals in stations, which compiled dossiers broadcasting must not blind legis- of their programming activities for lators to the many fine contribu- the Congressman. tions of broadcasters. Celler, who has frequently lowered the boom on network practices, and broadcast-music licensing, said any cor- WABC, WRCA and WOR, and rective legislation must be consid- TV outlets WRCA-TV and WORered calmly, with full awareness TV, had donated time for com-

"significant contributions" the ued at \$1,300,000. broadcasters were making to their community, and to international Re-elected to the board were peace efforts; the time given to planned public service programs, taken too much for granted, Cel-

WASHINGTON — Surprisingly ler said. He found "imagination

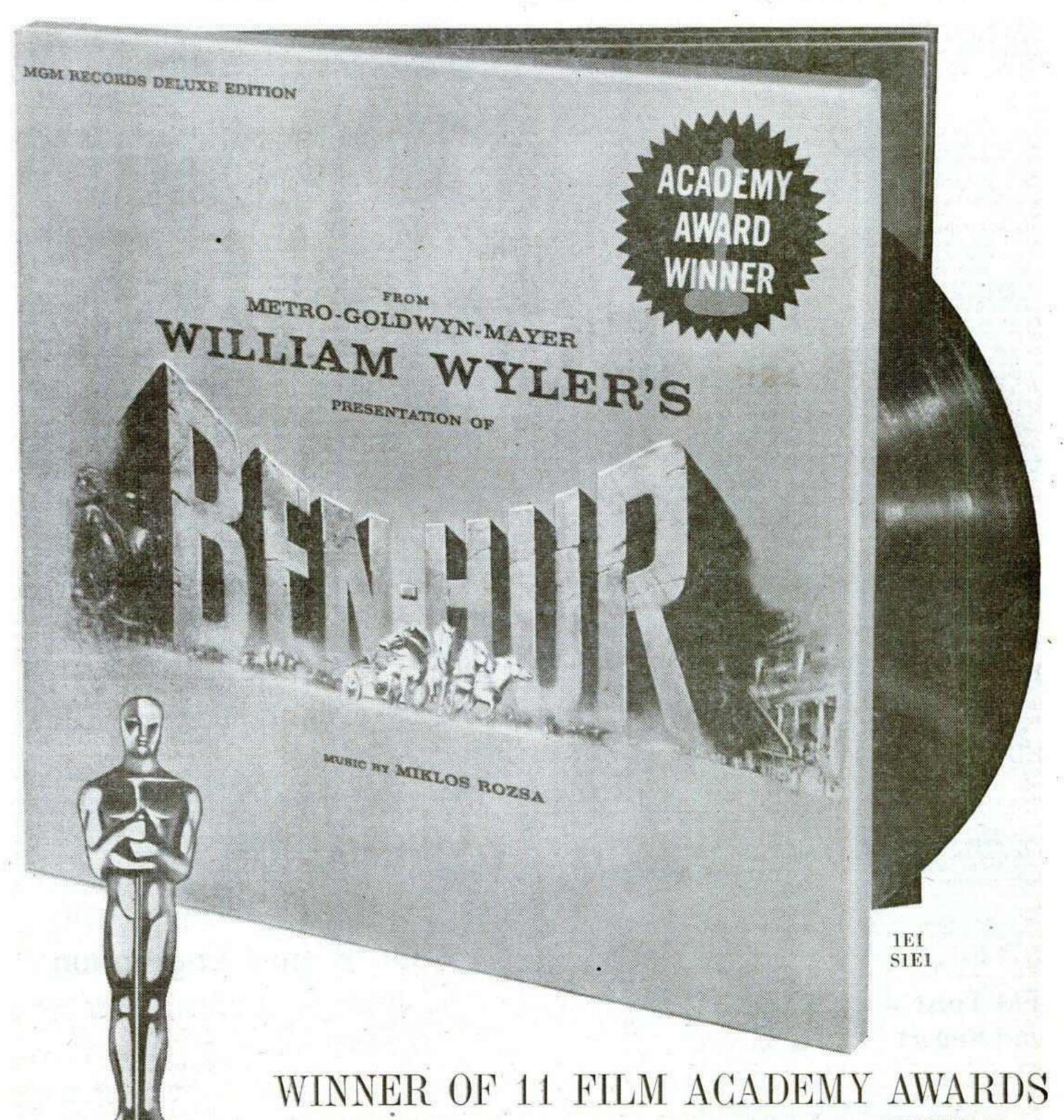
Statistically, Celler learned that in the past year, radio stations WQXR, WMCA, WCBS, WNEW, A study of programming in the ued at over \$10,000,000; free airpublic interest by nine New York time for public service spot anan eye-opener for the Congress- 500,000; and public affairs proman. He was delighted with the grams totaling over 700 hours, val-

Getting back to the disciplinary aspect. Celler pointed out that he still believes laws are needed, to put networks under regulation, to Civil Defense, and the many other end certain of their "restrictive"

(Continued on page 19)

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THE ORIGINAL MUSIC FROM BEN-HUR ONLY ON MGM RECORDS!



M-G-M's BEN-HUR, sweeping all before it in the 32nd Annual Academy Awards, now receives breath-taking confirmation from the entire motion picture industry to the fabulous esteem in which it is held by the public-at-large. Included among its glittering array of "Oscars" are those of both "Best Film of the Year" and "Best Music Score for a Dramatic Film." MGM RECORDS is proud to present the original music from this incomparable motion pic-

ture-truly the listening experience of a lifetime!

The overwhelming success of BEN-HUR this year in garnering the most and the highest honors offered by the world of motion pictures (no film ever received more!) is not unprecedented with M-G-M. It is reminiscent of last year's triumphant multiple Academy Award winner, GIGI. Both were offered to the public—in recorded form—exclusively on MGM RECORDS. Last year GIGI. This year BEN-HUR. Spectacular success is hardly accidental. It is a tradition, proudly shared by MGM RECORDS.

INTERNATIONAL MUSIC

LONDON - Bobby Darin flew home today (11) after a threeweek tour of Britain climaxed by a headlined appearance on ATV's top-rating show "Sunday Night at the London Palladium" last night.

With Duane Eddy, Clyde Mc-Phatter and Bob Miller's Millermen. Darin last week taped another ATV top show, "Saturday Spectacular," for transmission on April 23.

On Darin's arrival in the U. S., he will open Thursday (14) at the Deauville Hotel, Miami Beach, Fla. After a week there, he fits in a three-day engagement in Buffalo before flying to Hollywood, to open at the Cloisters April 28. On June 2 he begins a session at the Copacabana, New York.

During his stay at the Cloisters, Darin films a cameo role in Columbia's "Pepe," singing a number specially written for him by Andre Previn.

Best Selling Pop Records in BELGIUM

Week ending April 2, 1960 (Courtesy Juke Box Magazine)

Last This Week Week

MUSTAPHA - Bob Azzam

(Barclay) EEN HUTJE OP DE HEIDE -Bobbejaan Schoepen

(Decca) PUPPY LOVE - Paul Anka (ABC-Paramount)

OH CAROL - Neil Sedaka (RCA Victor)

IT'S TIME TO CRY - Paul Anka (ABC-Paramount)

MILORD - Edith Piaf (Columbia) 7 LA BELLA-Rocco Grannata

(Tonalty) RED RIVER ROCK-Johnny

and the Hurricanes (London) PUT YOUR HEAD ON MY SHOULDER - Paul Anka

(ABC-Paramount) MARINA - Rocco Grannata

(Delahay/Tonalty) NE JOUE PAS - Colette Dereal (Polydor)

PILOU PILOU HE - Gilbert Becaud (Columbia)

13 SALADE DE FRUITS -

Bourvil (Pathe) MARCHAND DE BONHEUR

-Dario Moreno (Philips) CAFE SANS EXPORT -

Bobbejaan Schoepen (Decca) DIEP IN MIJN HART -

Jo Leemans (Philips)

SUGAR BABY-Peter Kraus (Polydor)

REVEILLE ROCK - Johnny and the Hurricanes (London)

ACH VADERLIEF—Zangeres zonder naam (Philips) UNTER FREMDEN STER-

NEN - Freddy (Polydor)

Rank Debuts Low-Price Album Line

LONDON - Rank Records will enter the British low-price album market on Thursday (14) with the release of 15 LP's selling at 22s (\$3). Called the "Buy" series, all are being released here for the first time, and several involve big names.

They include Jack Scott, currently a hot single artist, with his first Rank album, "I Remember Hank Williams." Others include "Dance Date" (Laurie), "Al Martino" (20th Century-Fox), George Auld's "The Melody Lingers On" (American Rank), Woody Herman (Everest) and the Fleetwoods "Mr. Blue" (Dolton).

The Knightsbridge Strings have three releases - "Great Waltzes," "The Strings Swing" and "The Strings Sway." There are also albums by Ernest Maxin and the Bob Wallis Band, a British traditional jazz group getting a big

Best Selling Pop Records in ITALY

Week ending April 2, 1960 (Courtesy Musica E Dischi of Milan) Last This

Week Week 1 MARINA-Rocco Granata

(Bluebell)

2 DANNY BOY-Conway Twitty (M-G-M)

ROMANTICA-Tony Dallara (Music)

WHY-Frankie Avalon

(Chancellor) IT'S TIME TO CRY-

Paul Anka (Columbia) QUANDO VIEN LA SERA-

Joe Sentieri (Juke Box) 7 ENCHANTED SEA—Islanders

(Top Rank)

8 KRIMINAL TANGO— Piero Trombetta (Columbia)

9 MR. BLUE—Fleetwoods (Top Rank)

10 LIBERO-Domenico Modugno (Fonit) MONA LISA-Conway Twitty

(M-G-M)

PERSONALITA-Caterina Valente (Decca)

E' VERO-Mina (Italdisc)

BELIEVE ME-

Royal Teens (Capitol) OH CAROL—

Neil Sedaka (RCA)

SANDY-Craig Douglas 20 16 (Top Rank)

MORGEN-Eddie Calvert

(Columbia) COCCINELLA-Ghigo

(Primary) BAD BOY-Robin Luke

(London) ERI PICCOLA-18 20

Fred Buscaglione (Cetra)

push from Rank and four classical titles.

Rank is planning a big campaign to break over Easter. In addition to heavy advertising in the trade press, they are taking space in national dailies and magazines. There will be stepped-up promotion in Rank theaters and ballrooms and a specially prepared 20-page booklet is being sent to all dealers.

Best Selling Pop Records in BRITAIN

Week ending April 2, 1960 (Courtesy New Musical Express)

Last This

Week Week 1 MY OLD MAN'S A DUST-MAN - Lonnie Donegan

(Pyc) 2 FALL IN LOVE WITH YOU - Cliff Richard (Columbia)

HANDY MAN-Jimmy Jones (M-G-M)

4 THEME FROM A SUMMER PLACE - Percy Faith (Philips)

FINGS AIN'T WOT THEY USED T'BE-Max Bygraves (Decca)

RUNNING BEAR - Johnny Preston (Mercury)

STUCK ON YOU - Elvis Presley (RCA Victor) DO YOU MIND? - Anthony

Newley (Decca) BEATNIK FLY-Johnny and the Hurricanes (London) YOU GOT WHAT IT TAKES

-Mary Johnson (London) 11 WHAT IN THE WORLD'S OVER YOU? - Jack Scott (Top Rank)

12 CLEMENTINE—Bobby Darin (London) WILD ONE - Bobby Rydell

(Columbia) DELAWARE - Perry Como (RCA Victor)

POOR ME - Adam Faith (Parlophone) HE'LL HAVE TO GO - Jim

Reeves (RCA Victor) COUNTRY BOY-Fats Domi-23

no (London) BE MINE - Lance Fortune

SUMMER SET - Mr. Acker Bilk and Paramount Band (Columbia)

WILLIE AND THE HAND JIVE - Cliff Richard (Columbia)

FOOTSTEPS-Sieve Lawrence (HMV) LOOKING HIGH, HIGH,

HIGH - Bryan Johnson (Decca) ON A SLOW BOAT TO

CHINA-Emile Ford (Pye) WHY? - Anthony Newley (Decca) SWEET NOTHINS - Brenda

Lee (Brunswick) COLETTE-Billy Fury (Decca) HIT AND MISS-John Barry

Seven (Columbia) STAIRWAY TO HEAVEN-Neil Sedaka (RCA Victor)

WHO COULD BE BLUER?-Jerry Lordan (Parlophone) 30 MY HEART - Gene Vincent (Capitol)

Overseas News Front

London Newsnotes

By DON WEDGE

News Editor, New Musical Express

That Elvis Presley would hit the charts with his post-Army release, "Stuck On You," was regarded as certain. Speculation was on whether he would take No. 1 spot the first week as he did two years ago with "Jailhouse Rock." Presley came in at No. 6, with earlier Lonnie Donegan's "Dustman" still No. 1.

The other new top 20 disks this week are both American— Jim Reeves' "He'll Have to Go" and "Country Boy" by Fats Domino, at 16 and 17 respectively.... Decca's push on Brenda Lee's "Sweet Nothin's" will probably put the disk in the top chart next week. Another entrant should be Steve Lawrence with "Footsteps." . . . Biggest jump of the week is Bobby Darin's

"Clementine"-seven places to No. 12.

The Everly Brothers began their British tour in London April 3 with fan scenes reminiscent of Bill Haley's visit in 1957. Extra police had to be called in to control the crowds outside the theater. Decca held a reception for him at the Savoy Hotel. It was also to formally launch the Warner Bros. label, with Bobby Weiss, Warner's international head, in from Paris for the event. First British releases are the Everly's "Cathy's Clown" b-w "Always It's You," and a single of "77 Sunset Strip" themes by Don Ralke and Pete Candoli. Tho no date is set yet, an early album will be "It's Everly Time"—the duo's first Warner LP.

First major British talking comedy LP is Pye's "This Is Hancock"—two complete half-hour-live radio shows produced by the BBC and starring top radio-TV comic Tony Hancock. . . . Edmundo Roos ork flies to Largos September 26 for a fortnight in Nigeria during the independence celebrations. . . . Jacqueline Boyer has cut an English version (new lyrics by Marcell Stellman) of "Tom Pillibi," the winning Eurovision Song Contest number.

British Decca is discontinuing for the time being its Felsted label here, with the termination of its deal with Discques Barclay of Paris. U. S. Felsted disks will be released on London-American, the label used by the group for issuing the product of U. S. indie affiliates. Jimmy Watson, formerly in charge of Felsted-American, now heads exploitation on London-American. . . . Chris Peers, manager of Mercury at EMI, leaves at the end of the month to join Bunny Lewis, London agent and indie record producer. Peers is replaced at Mercury by Roy Squires, current exploitation man on HMV.

Jack Scott, who broke into the British top 10 with his Rank-released "What in the World's Come Over You?", is the latest U. S. recording artist named for a British tour. Talks are going on for a visit at the end of May.... Howard Keel comes in at the end of the month for two ATV shows, including "Sunday Night at the London Palladium April 24. . . . The Deep River Boys open at London's Astor Club May 30 and with Fran Warren, on her first visit, do Granada-TV's "Variety Show" June 23.... The County Basie band plays its first London concerts of the current tour Good Friday at the Palladium - where revues (currently starring Liberace) are not allowed on religious festivals.

During his appearance at Manchester Hippodrome, Gene Vincent came down with pleurisy. . . . In ATV's Palladium show April 10 headlined by Bobby Darin, five artists from the London "Most Happy Fella"—Inia Te Wiata, Helena Scott, Art Lund, Libi Staiger and Jack Delon-were featured.... EMI held a party March 30 to welcome the Beverley Sisters back to the Columbia label in the recording studios where they actually cut their first sides. Their first release since the switch is a cover of the Brothers Four's "Greenfields."

BBC-TV switches transmission of taped "Perry Como Music Hall" to Sundays on May 1. Probable first transmission will be the show Como films in London during Easter week. . . . Winifred Atwell planning a concert tour of her native West Indies. Cliff Richard becomes first teen-age star to get his own BBC radio series this summer.... First annual convention of disk outlets being organized by the Gramophone Record Retailers' Association at the Bonnington Hotel, London, on April 24.

(Continued on page 8) Belgian Newsnotes

By JAN TORFS

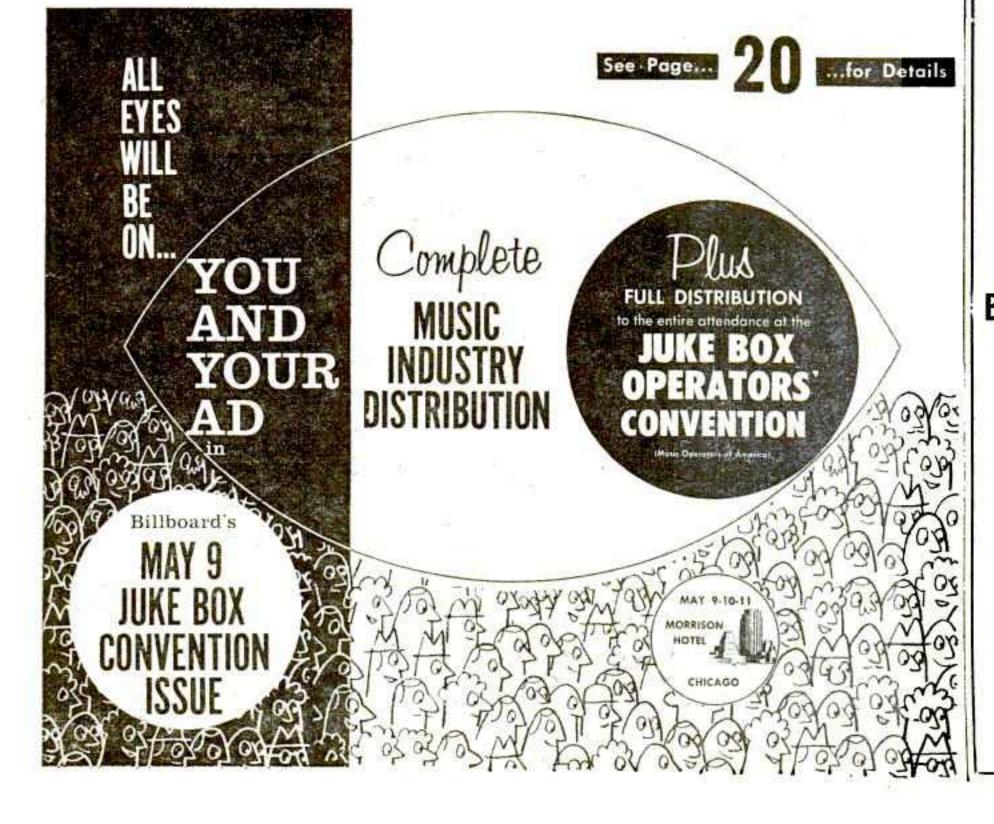
rant, London, specially scored by U. S. songwriter Benny Davis,

Juke Box Magazine, Mechelen, Belgium

"Harlem Heatwave," the floorshow at the Pigalle Restau-

American Dot records (appearing in Belgium on the Versailles label), are being promoted shortly by the Fonior Company, who own a large pressing plant and are also the representatives for several other American and European labels. Publisher Peter Plum, who is handling "Romantica," the winner of the Sam Remo Festival 1960, told us that this song will be recorded in Flemish by Ray Frany on Decca Records. Plum, who is also an a.&r. man for Barclay, Belgium, is planning to give the Flemish version of the winning song of the Eurovision contest, "Tom Pillibi," to Terry VanGinderen, the TV announcer.

Nat King Cole, who was here in 1950, is coming back for the Easter weekend 1960. He will sing at the Kursaal in Ostend and at the Casino in Knokke, on April 16 and 17. Entrance prices are considered very high for Belgium, from \$3 to \$6. . . . Everybody is still talking about the phenomenal sales of "Mustapha," an unknown tune performed by the orchestra of Egyptian-born Bob Azzam, on Barclay records. This record with its catchy Oriental flavor, has been on top for several weeks here now.... The American song "Two Faced Moon" is Bobbejaan Schoepen's new effort on Decca.





Ricky NELSON

"YOUNG EMOTIONS" "RIGHT BY MY SIDE" #5663



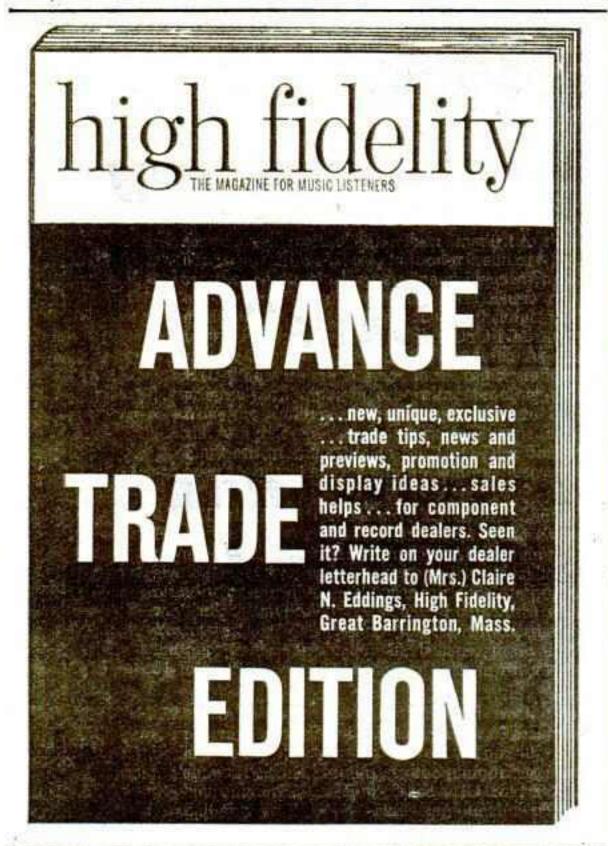
6425 Hollywood Blvd., Hollywood, Calif. In Canada . LONDON Records, Ltd.



Col. to Cut TV 'Mikado'

NEW YORK — Columbia Records will record the new TV Helen Traubel, Stanley Holloway, adaptation of Gilbert and Sullivan's "The Mikado" starring Groucho Marx. The new "Mikado" will be presented on TV on the prexy, will supervise the waxing.

Bell Telephone Hour on Friday,] April 29. It has been adapted for January Disk TV by Martyn Green, the vet Savoyard, and he will stage and Sales Boom direct the entire production. In addition to Marx, the stars will be In Britain Luboff Choir will back the singers. Goddard Lieberson, Columbia



Dennis King, Robert Rourseville LONDON—Record manufactur-and Barbara Meister. The Norman ers produced 52 per cent more 45 LONDON-Record manufacturr.p.m. disks (singles and EP's in January, than in the same month last year. Figures issued by the Board of Trade, a government department, gives this year's production at 5,586,000 against 3,683,000 in January, 1959.

> Trade circles indicate that this great upsurge in activity has been maintained thru the first quarter of the year.

In the LP field, 12 per cent more were sold than in the same period a year before-1,507,000 compared to 1,346,000. There is a big drop, however, of 78's-1,757,-000 were produced in January last year, and only 324,000 were pressed a year later. Only the biggest hits, and certain specialized market releases, are pressed in 78

Sales were valued at £1,327,-000-9 per cent higher than 12 months ago-but export sales were 16 per cent less.

Preston Brit. Tour Readied

LONDON — Mercury's Johnny Preston arrived here on Friday (8) for a 10-week tour, which will include a one-nighter in Dublin age headed by an American has dates. visited' Eire.

25, he moves for the first time to dle of Love" April 14.

Overseas News Front

Continued from page 6

London Newsnotes

who also produced, has been taped by AR-TV for transmission as a one-hour spectacular. Tentative viewing date for the show is Thursday, May 19. In addition, EMI is to issue an LP of the show on their HMV label-probably the first time a British cabaret production has been issued in album form. U. S. singer Maurie Leighton, the show's star, has also been signed by HMV, with the Davis-written "Time to Love Is Now" as her first release.

After being seen here in a guest shot in a taped Perry Como show, EMI will launch Frank D'rone (Mercury) as a disk name in Britain with "The House and the Old Wistaria Tree." The only other Mercury release this week is June Valli's "Apple Green." On M-G-M, EMI released Conway Twitty's "What Am I Living For?" and Tommy Edwards' "Don't Fence Me In." Capitol introduced Joanie, Johnny and Hal with "When You Lose the One You Love" and also scheduled Janis Harper's "Forever, Forever." HMV released a Shelley Berman single from his "On the Phone" album and yet another "April in Paris" by the Count Basie band, which is now touring Britain. . . . Top Rank has issued Toni Fisher's "How Deep Is the Ocean" and Georgie Auld's "Hawaiian War Chant." . . . Decca group released Della Reese's "Someday" on RCA and Earl Grant's "House of Bamboo" on Brunswick. . . . London-American releases include Ruth Brown's "Don't Deceive Me," Billy Bland's "Let the Little Girl Dance," Teddy Vann's "Cindy" and "You Don't Know Me" by Lenny Welch.

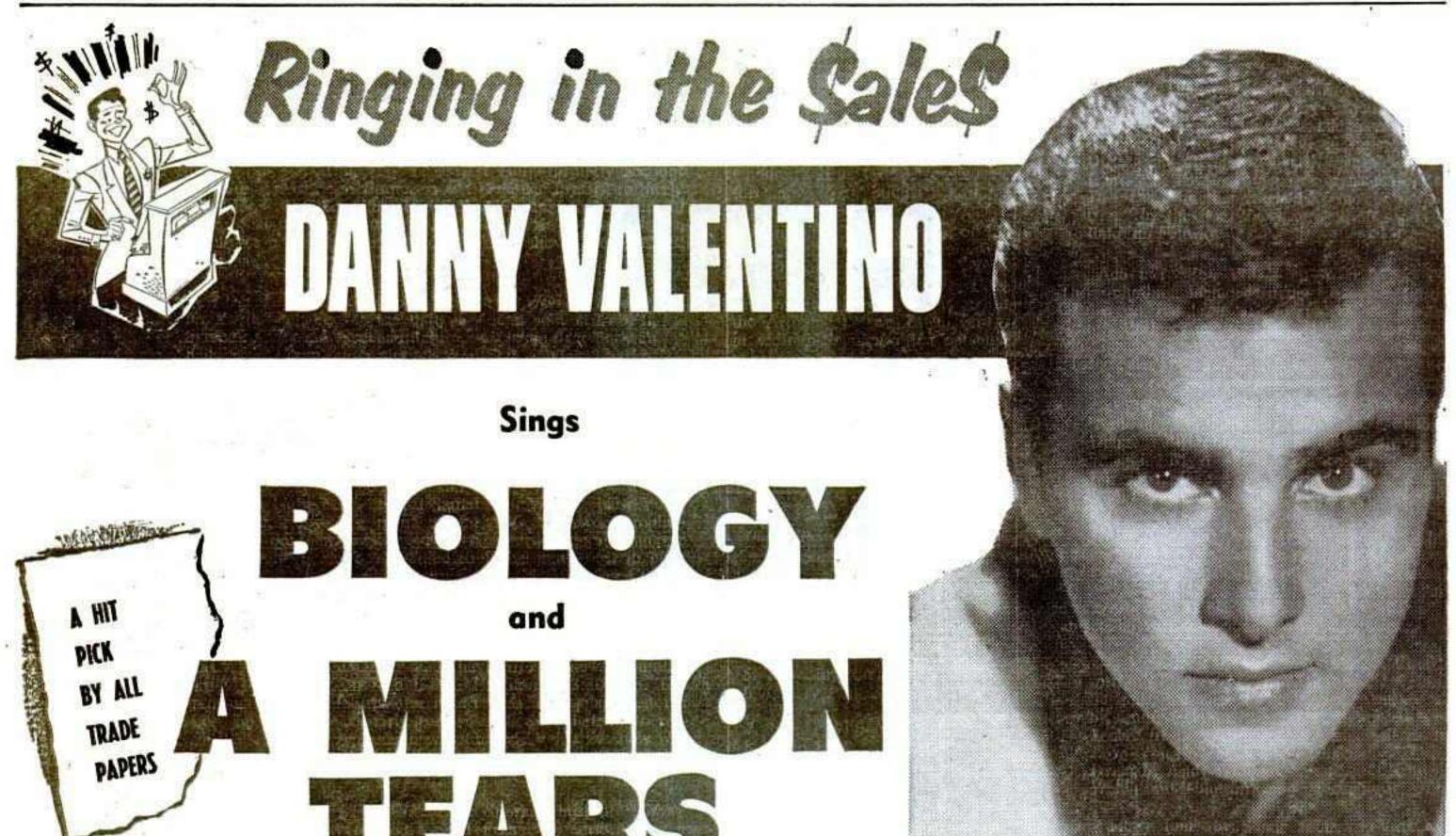
London, where he will play another week at Finsbury Park Empire.

Freddy Cannon and Conway Twitty, who arrive in Britain early in May, join Preston for a twoweek tour-which includes the Dublin visit-after they have ful-May 30-the first time a rock pack- filled some separate one-nighter Chapter. Voyle Gilmore was

EMI was planning to borrow a Preston was due to open at bear from a London zoo to give Southend Odeon on Sunday, and added interest to the party they begins a week in variety at Liver- scheduled for Saturday in Preston's pool Empire today (11). On April honor. Firm will release his "Cra-

L. A. NARAS **Elects Officers**

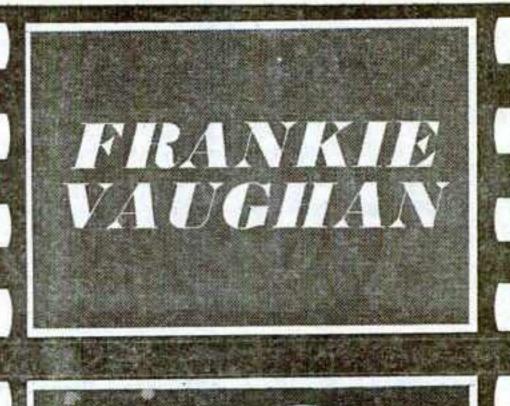
HOLLYWOOD - National Academy of Recording Arts and Sciences last week elected Sonny Burke as prexy of the Los Angeles chosen first veepee, Luis (Val) Valentine is second veepee. Van Alexander was named secretary and Walt Heebner will serve as treasurer. George Shearing was made a lifetime member of the Academy.



K 12881

















England's
No. I entertainer
sings Hey You With The
CRAZY EYES? 4.41638
(From his forthcoming
20th Century Fox film.

20th Century-Fox film **Let's Malse Love's Co-starring Marilyn Monroe and Yves Montand) and **CTHE KEY** 4-41638

Hear Frankie Vauglaan's
exciting new

CAt The Palladium

CL 1405 CS 8201 (stereo)

Watch for the "Let's Malse Love" original soundtrack recording on COLUMBIA

#I In Consumer Sales



PRICE INCREASE TO \$2.98 SUGGESTED RETAIL EFFECTIVE APRIL 25, 1960

Stereo-Fidelity will remain at \$2.98 retail.

Both Somerset Monaural and Stereo will now be priced at \$2.98 retail. Standard trade discounts will prevail.

Order now at old price and make real money on the fastest-selling long-play labels in the industry.

We are rushing to your distributors new price stickers to insert in poly bags for the records in your present inventory.

REASONS FOR THE SOMERSET SUGGESTED RETAIL PRICE INCREASE

In the past few months we at Somerset have price-prostituted the world's finest line of moderate priced records. In all honesty it is not a condition of excess Somerset inventories in nine out of ten of the markets. We made the mistake of competing for unit volume with labels of inferior consumer appeal that were forced to resort to price suicide.

Our labels average 15 out of 20 top-sellers both mono and stereo in The Billboard and Cash Box Best-Selling Charts. We consistently sell 60% of the total dollar volume sold by all labels in our price category. The surveyists and publications did not buy these records. The public did!

The public buys our label because it is unique entertainment at a sensible price. The public has a confidence in our product. For the past three years the public was more than content to pay full list price and still got a bargain. Recently we enabled the trade to prostitute our product through ridiculous discounts. We supported this unprofitable situation by competing with labels that have in reality the majority of their field and factory inventories as distress merchandise.

The public is exposed to our consistent national advertising in Life, Look, Esquire, Playboy, High Fidelity, Music Review, Schwann, and innumerable local publications. In short, we have the goods and have backed it with advertising. We enjoy the world's highest volume sale of any instrumental attraction on records today. "101" Strings outsells any artist on records in the world. We are open to challenge by any label that will contest this statement.

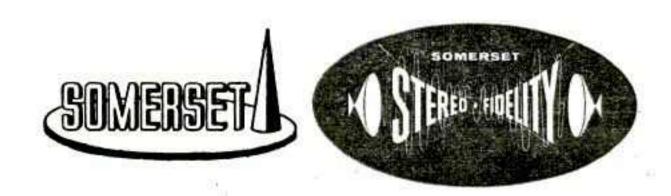
After building this wonderful consumer acceptance we are no longer going to subsidize a few opportunities that can destroy us by ridiculous pricing. We cannot price-fix by law. We can only sell at higher prices and thereby take the profit out of the poison.

We shall continue to release the finest recorded programs available at any price. We shall continue to advertise for the dealer, and not for a club.

Today is an era of too much bad product being indiscreetly pushed out. The warehouse game is over.

Pay Day is coming. We have too much respect for our catalogue and must raise the retail price of monaural to keep our label from becoming categorized with the "garbage parade."

Perhaps we will do less unit volume. But when the smoke clears, Somerset will have the respect it deserves.



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Miller International Company, Swarthmore Industrial Center, Swarthmore, Pennsylvania

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Copyrighted materia



RECORDS proudly presents



with another great single

#16071 "CITY LIGHTS"

"JUST FOR A TOUCH
OF YOUR LOVE"



"THE NATION'S BEST SELLING RECORDS"

NASSAU TAKE-OFF

Florida Promoter Finds Bahamians Dig That R.&B.

suburb of 'Miami, known for its Ruth Brown, Sam Cooke and Jackie many motels and Gulfstream Race Wilson into his string of clubs and Course, has become better known hopes to continue booking similar in local music circles as the jump- talent for the Nassau scene. ing off point for Bahama-bound rhythm and blues artists. This is getting more important down here principally due to the promotional all the time," Busker noted, "and efforts of Ernie Busker, local night they're getting a bigger slice of club impresario.

known as the Palms, which has continuously featured a strictly r.&b. policy. He operates similar clubs in both Jacksonville and Bradenton. The policy has been to book artists for the circuit of three clubs.

Last year, however, Busker became a promoter for the Club Zansibar, in Nassau, BWI, an airline distance of about 185 miles from here. Busker has found that the result of recent trend toward tap- stars on U. S. TV shows, and he native Bahamian islanders dig the ing American video shows abroad. expects to continue this exposure r.&b. sound the most.

In recent weeks, Busker has spotted such acts as LaVern Baker, ing here last week, and spotlighted Sullivan is credited by many tradethe Drifters and Larry Darnell into such well-known British vocalists sters as playing a major role in the Nassau spot with rewarding as Dickie Valentine, Yana, Dickie sparking sales on foreign recording results. "The money comes in front Henderson, Johnson and Carr, plus artists. of the appearance there," Busker international - favorite Julie Ansaid, "and everybody seems to be drews. very happy with the acts. Roy Hamikon and Al Hibbler were also there recently and both did well. They charge an admission of 10 shillings (\$1.40) for the shows and tape five shows from the Italian they seem to pack them in."

One of the secrets of the r.&b. success in the islands is the fact that Miami radio stations are heard loud and clear across the stretch of salt water leading to the Bahamas. "The stations come in very well out there and we build up a Liberty Asks coming artist appearance by enon some of our local stations which Additional feature r.&b. records." Busker noted.

"We used to work very closely with WMBM on Miami Beach," he continued. "They used to be a ords, of Los Angeles, last week great help but now that they get sought registration of 150,000 all their programming from the shares of common stock for public Rounseville people up in Atlanta, sale, to increase working capital. they don't have any say on records. Liberty hopes to use \$200,000 of King Coleman, who used to be a the increase to add to the number fine jockey there is now up in New of master tapes it produces, and WFAB, opening up in Miami sions, Inc., and Cornerstone Song r.&b. policy."

Busker has recently booked such acts as James Brown and the

McManus Named NCC Drumbeater

WASHINGTON — William J. McManus has been named public stereo and monaural albums, exrelations chairman of the National tended play albums and single rec-Capital Committee of the National ords. In addition to some indebt-Cultural Center.

McManus is a director of the Washington Board of Trade, and a member of the U.S. Chamber of Commerce.

The cultural center, authorized by Congress, will be a showcase for the performing arts in the Nation's Capitol.

Harris Heads Col. Disk Club Promo

NEW YORK - Paul Harris has been named to the post of director of sales promotion for the Columbia Records Club by Al Simonson, the assistant general manager of advertising and sales. Harris will handle the Columbia Club magazines and other services materials. Simonson also has appointed Leslee Klemes to the post of director of advertising at the Club. Klemes will handle advertising for record club memberships and "off-cycle" Club sales.

HALLANDALE, Fla. - This | Flames, B. B. (Blues Boy) King,

"The r.&b. styled stations are the pop-minded teen market as Busker operates a club here well." A fact which is roundly seconded by local distributors.

34 RACKERS SELL \$40 MIL

LAS VEGAS. Nev. - How important is the rack jobber facet of the record business? NARM's legal counsel Earl Foreman told those assembled at the Association's banquet concluding its convention here that the Association's members sold approximately \$40,000,-000 worth of disks. Figures were compiled from sales reports furnished NARM's Washington headquarters. NARM numbers only 34 rack jobber members.

U. S. TV BREAKS FOR **FOREIGN DISK ARTISTS**

artists are getting plenty of expo- Ed Sullivan, of course, pioneered sure on U. S. TV these days as a the programming of foreign singing

show in England last month for air- talent here—for his CBS-TV airer.

Itlaian disk talent will be featured on Dave Garroway's "Today" EMI imports) has turned out to be show, NBC-TV, this month. Gar- one of the company's steadiest roway is in Rome this week to sources of LP revenue.

Stock Issue

WASHINGTON - Liberty Rec-York. Now we work closely with may use \$70,000 to acquire two WFEC and there's a new station, Seattle companies, Music Conceswhich we expect will have an Publishing Company, it has told the Securities and Exchange Com-

> Offering price of the stock has not yet been determined. The firm of Crowell, Weedon & Company, which bought and recapitalized some of Liberty's outstand-

Liberty records and distributes edness, the company has 454,500 shares of Class B common outstanding. Officers and directors own an aggregate 360,563 shares of the Class B common, or 79 per | ber of other teen-age dances as cent, of which Simon Waronker, performed by Dickey Doo, includpresident, owns 214,600, SEC ing treatments of The Slop, The reports.

NEW YORK - Foreign disk countries for his NBC-TV show. Jack Paar taped his NBC-TV -either via tape or bringing the

> In line with this, it's interesting to note that Capitol Records "Capitol of the World" series (featuring

Irish warbler Brenden O'Dowda arrived in this country last week Also set for a trip abroad to to plug his latest Capitol LP, via tape forthcoming TV programs is TV appearances and deejay visits; Perry Como, who will utilize mu- and one of Capitol's strongest new sical acts from several European albums is "Brass and Bamboo" by Japan's Tak Shindo, whom the label hopes will also be making the rounds of TV and jockey shows here shortly.

Dinah Shore has accorded considerable TV exposure to foreign recording stars this season on her NBC-TV show, via series of programs spotlighting different countries. Her most recent effort was set in Mexico and featured a flock of Mexican musical acts - Lucha Moreno, Cuco Sanchez, Lilia (Tito Guizar's daughter), Los Costenos and Los Hermanos Zavala.

Even India got in the act last week, when Arthur Godfrey, in a series of tape recordings describing his travel in Bombay, played the tune of the Indian jungle cock ("sings to a definite blues beat") on his ukulele; while Dick Hyman and his ork - here in the CBS studio - provided a jazz-flavored background.

UA Cuts New ing shares this year, will under- 'Madison' LP

NEW YORK-A new waxing of "The Madison" is coming out on United Artists Records. The tune will be in a new LP called "Madison" on the UA label, as performed by Dickey Doo and the Dont's. In the LP will be versions of a num-Stroll and The Bop.

HOT 100 ADDS NINE

NEW YORK-Nine sides appear for the first time on this week's Hot 100 chart. These are: 71. Fame and Fortune (Gladys, ASCAP)-Elvis Presley,

RCA Victor. 74. Earth Angel (Dooms, BMI)-Johnny Tillotson,

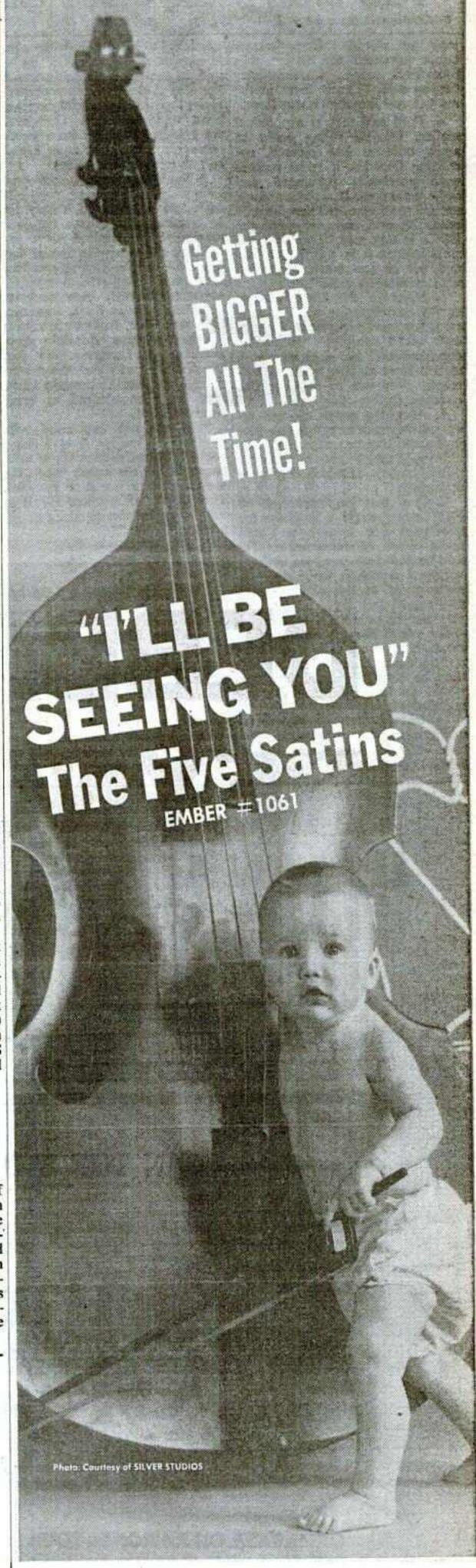
Cadence. 86. Pledging My Love (Wemar-Lion, BMI)-Johnny

Tillotson, Cadence. 88. Ties That Bind (Play, BMI)—Brook Benton, Mercury.

91. Jenny Lou (Mappa, ASCAP)—Sonny James, NRC. 94. Paper Roses (Pambill, ASCAP)—Anita Bryant, Carlton. 95. How Deep Is the Ocean (Berlin, ASCAP) - Toni

Fisher, Signet. 98. Just a Closer Walk With Thee (Hill & Range, BMI)-Jimmie Rodgers, Roulette.

99. Madison Time (Cromwell, ASCAP) - Ray Bryant, Columbia.



Herald-Ember Records

1,50 W. 55th St., N. Y. C. 19

MUSIC NEWS

Continued from page 2

jects to distribs. Commissioner opinions "to indicate how the com-Cross suggested the station ship missioners are thinking." They rethem back collect. Commissioner Craven said, "Throw them in the ash can and forget all about them."

4. Ford said that as a practical matter, the new ruling ought to apply only to new records, not existing libraries, if some records were previously purchased and some were free. If a station could not tell the free ones from the paid ones, he said, neither could the we'd look at it in a practical way and not be too much concerned with existing libraries."

5. None of the commissioners would comment on whether subscription service payment for records would constitute "reasonable consideration" and thus exempt a station from making an announcement. They will be studying this question further, they said.

6. Also, the commissioners reserved judgment as to whether deejays could plug record hops on the air even if they did not share in the profits of hops at which they were appearing.

7. One question answered by Ford may provide a loophole for continued free records and still a bill of goods." avoid most announcements. He said he could off-hand see nothing wrong if a station made one announcement of the playing of a free record and wrote up that announcement as a paid commercial of sales of Pickwick Sales Corpora--for which the record was pay- tion, which produces Design Inment. If it were thus formalized as stant, Cricket and Learning Reca "tradeout," the record would ords. Lutz will be in charge of was heard by Conkling, national then be considered paid for, and the firm's record distribution divi- sales veepee Hal Cook and Eastern would no longer have to be ac- sion. Ralph Berson, who formerly artist-repertoire chief George Avakknowledged.

In making these statements sized that they were individual director for the firm.

minded the broadcasters that after the May 2 deadline for comments about their ruling, official clarifications would be issued. Comments are expected to come from record companies as well as from broadcasters (see separate story).

A significant sidelight of the session, which may surprise many disk tradesters who have felt they are being persecuted, is that the com-FCC. In that case, "I would guess missioners emphasized they are tightening their application of Section 317 of the Communications Act against many others—even the government itself. Any program material, such as films, transcriptions or scripts, from such sources as the Veterans Administration, members of Congress, the Red Cross, the Heart Fund, the Advertising Council or Community Chest must be acknowledged as being label received orders amounting to furnished free.

"We are not concerned with

Lutz to Direct

NEW YORK-Abbot Lutz has been named to the post of director deal with Pickwick customers ex- present. Avakian recorded Newwhich were all in answer to ques- cept the record distributors. Lutz hart's album live during the com-

With Newhart Comedy Album

HOLLYWOOD — Warner Bros. Records added fire-power to the already hot sales trend established by off-beat comics with the release of its album, "The Button-Down Mind of Bob Newhart." According to label prexy Jim Conkling, the Newhart LP is emerging as the fastest selling LP he has experienced to date, including his years as a Capitol veepee and as prexy of Columbia Records. He claims the album is enjoying a faster turnover than singles in a number of markets.

According to Conkling, seven days after the album's release, the label has received orders totaling 13,500 in Minneapolis. After its initial exposure in Chicago, the 6,500 and 7,500 in Chicago.

He further claims his firm has whether the motive is to make a issued instructions to distribs to profit," Commissioner Hyde said, hold back temporarily on pushing but whether the public knows the for air exposure until the label can source of the program material. catch up with its orders (some The purpose of Section 317 is to markets, he said, are placing ortell the public who is trying to sell ders as high as 5,000 copies per day).

> Conkling said he intends to have back-order situation cleared by Friday (8).

Newhart was brought to WB's Sorkin (Station WCFL). Newhart Col. Re-Signs attention by Chicago deejay Dan brought an audition tape to WB's Chicago warehouse where it handled all sales, will continue to ian. It won instant approval of all

TV REVIEW

Hope Pillar of Oscar Awards Show

France walked off with top honors on NBC-TV's Academy Awards show last Monday (4). French actress Simone Signoret was acclaimed "best actress" and her husband, Yves Montand, provided the musical highspot of the 110-minute telecast with the most ingratiating brand of Gallic showmanship since Maurice

Runner-up musical honors went to Ella Fitzgerald's tasteful Gershwin medley, introed by emsee Bob Hope as "a medley of songs that have never been performed by a chipmunk."

Hope, his usual show-wise self, made several topical gags of interest to the music business. After a reference to Hollywood's actors' strike he asked: "Was this the kind of world you wanted Elvis to come home to?" Before the five nominated songs were introduced, the comedian noted: "We wish to announce we paid for all the sheet music; buy all our own records and none of the young ladies have been technically augmented."

The five tune nominees were accorded relatively simple presentations this year, as compared to some of the elaborate productions of past years. Most successful offering was Sammy Davis Jr.'s sock rendition of "High Hopes" (penned by Sammy Cahn and James Van Heusen), which won the oscar.

Frankie Laine turned in a smoothly professional job on "The Hanging Tree," dedicated by Hope to "all the losers." The lip-sync was bad on Joni James' coy treatment of "Five Pennies," and Frankie Vaughn's toothy chanting of "The Best of Everything." Gogi Grant registered well vocally on "Strange Are the Ways of Love," but the camera was unkind to her.

Andre Previn won the Oscar for best scoring of a musical picture, "Porgy and Bess." Miklos Rozsa took top honors for best non-musical score with "Ben-Hur" (winner of 11 Oscars over all). Previn also served as music director for the show, opening with a lushly orchestrated medley of Harold Arlen songs.

The entire program was over-long as usual, but consistently fascinating to film fans with its beautiful women, lavish gowns, and wonderfully humorous air of self-conscious glamour.

June Bundy.

Copyrighted material

Carl Smith

NEW YORK-Carl Smith has Law, Columbia's Nashville waxing 10 years.

chief, has had dozens of hit singles since he first signed with Columbia 10 years ago. These include "Let Old Mother Nature Have Her Way," "If Teardrops Were Pennies," "Mr. Moon," as well as a signed a new long-term contract number of best selling albums. with Columbia Records. Smith, Smith has been a regular on the tions—the commissioners empha- will also continue to act as product ic's recent nightclub appearance who makes his records with Don 'Grand Ole Opry' show for the past

by Camarata

in Houston.

- LOST IN THE FOG b/w TOOT SWEET (IT'S REALLY LOVE)—
 the beautiful Jimmy McHugh-Dorothy Fields standard richly interpreted by the Camarata Strings, backed with a solid Paul Anka tune. (F-356)
- SIDE I IN THE STILL OF THE NIGHT STELLA BY STARLIGHT SLEEPY LAGOON

SILHOUETTES

SIDE II THE NIGHT IS YOUNG AND YOU'RE SO BEAUTIFUL STARS FELL ON ALABAMA JUNE IN JANUARY SOFTLY, AS IN A MORNING SUNRISE

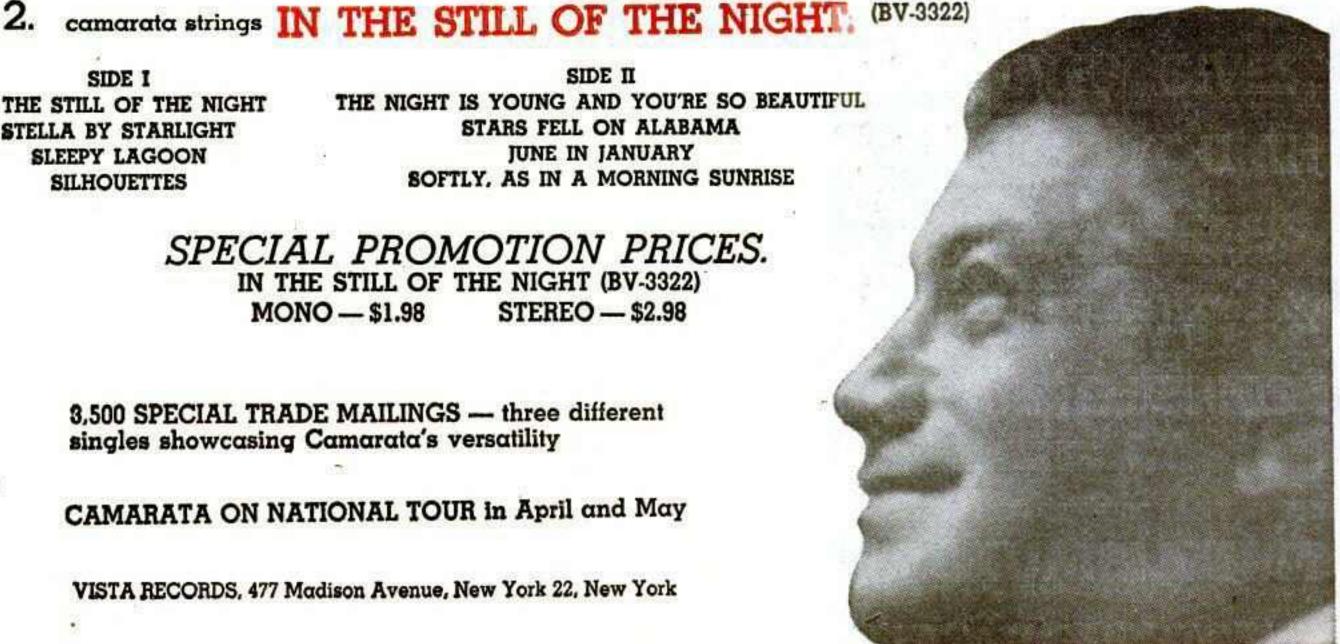
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SPECIAL PROMOTION PRICES. IN THE STILL OF THE NIGHT (BV-3322) MONO — \$1.98 STEREO - \$2.98

3,500 SPECIAL TRADE MAILINGS — three different singles showcasing Camarata's versatility

CAMARATA ON NATIONAL TOUR in April and May

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.... neither the confusion regarding payola, FCC, FTC, soft sales, transhipping, bad weather, Lent nor Top 40 can hold back a great record.

BIDES, SES

Bruita Bruita CARLTON 528



Tremendous reaction
to Anita's "Paper Roses" on
the Dick Clark (Sat. 9th) Show—
with George Gobel
Sunday rendition
April 24.

CAPITOL'S ANSWER TOTHE CHARTSIN



The Sensational New Single Breaking Big in

CINCINNATI · ATLANTA ·

MEMPHIS · LOUISVILLE

SEATTLE . NEW ORLEANS

BOSTON

MIAMI

with the exciting newcomer

JEANNE BLACK

c/w UNDER YOUR SPELL AGAIN

by JEANNE & JANIE BLACK



Record/No. 4368

Stations Adopt Basic Patterns

Continued from page 2

Superior, Deal, Mayfair and Yan- theirs. kee. Meanwhile, Metropolitan's Philadelphia station, WIP, is buy-disks if distributors enclose ing all of its disks from a local stamped return envelopes. Otherone-stop.

broadcasters could very well develop into a lucrative new market time, they will have to destroy for manufacturers and distributors. For example, Olds estimates that to find some way to obtain dis-WNEW is currently buying from 50 to 60 new singles and about disks away to some worthy cause. 30 LP's each week at prices ranging from 40 to 60 cents for singles LP, the station is a fairly important customer.

The FCC, of course, may still take the position that any disk purchased at discounts belong in the "nominal price" category and still insist that stations make acknowledgements on the air. However, a question-and-answer session held by broadcasters and key FCC commissioners in Chicago during the NAB convention last week indicated that this isn't too likely. (See separate story in this issue.)

One of the problems still perplexing broadcasters is what to do

Payola Probe

Continued from page 2

(1) Whether unfair business practo go out and purchase what in been cut for Colpix Records by tices are being used to exploit some cases would amount to entire songwriter and entertainer talent, (2) whether broadcasters have allowed their stations to become tools in the merchandising of musical products, and if so, if this function of broadcasters is in keeping with the public interest requirements of the Communications Act.

Finally, the Committee wants to find out if the payola practices in believes.

director, said they can get "every with audition disks. The obvious record ever made" from 15 local solution is to donate them to charidistributors — Bruno-New York ties and hospital, but some lawyers (RCA Victor), Columbia, Capitol, have advised stations that they Decca, Coral, Mercury, Alpha, can't do this, since they can't give B. Williams, WNEW, here will Malverne, Cosnat, Portem, Action, away something that really isn't host a primarily jazz show at the

Olds said WNEW will return wise they will keep them for a If stations continue to buy disks, period of about 30 days, and if the records aren't picked up by that them. However, Olds said he hopes tributors' permission to give the

Promoters are still welcome at WNEW and Olds estimates about and \$1.75 to \$2.50 on LP's. Since 80 a week drop by to discuss their WNEW also buys an average of latest plug disks, but they can't six copies of each of the singles leave any disks. "The element of and two or three copies of each personal relationship is just as important now as before," in Olds' opinion.

> Stations in New York which are still accepting free records and making announcements on the air include WMGM, WINS, and WADO. Reportedly the McLen- Israeli Ballad don chain (KTSA, San Antonio; KLIF, Dallas; KEEL, Shreveport, Rights to Fox La.; WAKY, Louisville, KABL, San Francisco and WYSL, Buffalo) is also accepting free disks and acknowledging them on the

The McLendon chain recently adopted a "good music" policy for all its stations, as the result of the success of the format on KABL. The new format calls for an extensive line-up of classical and semiclassical albums, which would present a tremendous budget probthis set of hearings, is to find out: lem if the McLendon outlets had banned its performance. Song has libraries.

> Also accepting free records and making announcements every half the following Minneapolis stations butors -KSTP, and WCCO. Minneapolis WMIN.

show—"The recorded music is pro- new disks used on the air.

Williams to **Host Easter** Jazz Show

NEW YORK - Deejay William Brooklyn Paramount Theater, Easter Week, starting April 15. Heretofore the Brooklyn Paramount has concentrated on rock and roll stage bills during the Easter season.

This year, tho, in keeping with recent trend developments in the record business, the bill, tagged 'William B. Williams' Holiday Show," will feature Dinah Washington, Brook Benton, the Lambert-Hendricks-Ross Trio, Maynard Ferguson's ork, the Jazztet and Dion and the Belmonts.

Only Dion can be strictly classified as a rock and roll act, altho Miss Washington and Benton, of course, have dual appeal. Also on the bill will be comic Leon DeLyon and the Cha Cha Taps. The show marks Williams' entry into the stageshow field.

NEW YORK-Sam Fox Music has acquired the rights, in association with the Krader Music Company, to the Israeli song "The Ballad of Red Rock." The song, was written by two Israeli songwriters about a huge red rock formation in Jordan. It was introduced in Israel by pop singer Aric Lavie, and many Israeli youth sneaked into Jordan to look at the rocks.

When a few of the youths failed Aric Lavie with an English lyric by Doe Darion.

hour is WOAI, San Antonio, and vided by Northwest record distri-

It's difficult to determine which stations buying disks include disks in the library were bought WLOD, KDWB. WPBC and and which were received free, according to WCCO's publicity di-Station KSTP makes the an- rector Gordon Mikkelson, "so we the pop music and broadcasting nouncement as each free record is just lump them all together and industries result in the "suppres-sion of genuine talent and in foist-quietly," said manager Stanley paid for some." Station WLOL ing on the public remunerative but Hubbard Jr. "We say 'here's a nice makes hourly announcements to mediocre music." This aspect has free one from so-and-so." On the effect that "records are suplarge implications for America's WCCO, the following announce- plied thru the courtesy of manucultural future, the chairman ment is made during each deejay facturers," but outlet is buying all

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2 _ B _ _

EXPORT SALES MANAGER

WANTED BY PHONOGRAPH RECORD COMPANY

Aggressive, intelligent man with thorough knowledge of the phonograph record business and foreign sales of phonograph records. Thorough knowledge of foreign record accounts and contacts abroad essential. Bookkeeping, accounting, selling, languages and purchasing experience required. Send detailed resume, stating complete experience and qualifications. Please include small photograph.

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"THE BUNNY'S **EASTER** SONG" by

the cwary wabbits

BIG EASTER HIT

in eye-tractive 4-colorful sleeve

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"ALL I COULD DO WAS CRY"

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A NEW CHART-TOPPER FROM

C/W I BELONG TO YOUR HEART

www.americanradiohistory.com

Another hit of the Golden '60's on





Jock Pastures

Continued from page 4

ern-featured on Monday and Friday nights. Music is played in 10minute uninterrupted segments.

Pop deejays Bill Randle, WERE, Cleveland: Bill Williams and Pete Myers, WNEW, New York, and others across the country are integrating more and more "soft sound" jazz platters (by Shearing, Garner, Oscar Peterson, etc.) into their spinning formats. Also incorporating jazz, plus opera and symphony disks in its new "easy listening" LP's only format is former "Top 40" outlet KABL, San Francisco.

jazz-conscious these days. Jazz Wambach drew laughs when he jock Symphony Sid recently took asked: "Do Manufacturers keep over the all - night show on pressing up additional copies of WADO; while fellow jazz spinner cut-out merchandise when the Mort Fega has taken over Sid's old dump dealers want more? The cuttime period on WEVD from 11:30 outs just keep on going. It can't p.m. to 3:30 a.m.

currently carries 35 hours per week copies of some albums. The only of jazz programming Monday thru answer is that when a dump-Sunday 10 p.m. to 3 a.m. Jazz merchant wants another \$50,000 jockey Gene Feehan has returned worth of a certain album, the manto WFUV-FM, New York with a ufacturer gets his pressings workdaily jazz show.

dience loyalty to the "Good Mu- the fray from the floor, pointing sic" format - or anyway a striking out that when a "dump" dealer demonstration of promotional buys out a label's cut-outs, he know-how-was made by WMAK, takes the company's complete Nashville, last week. The story block of obsolete product regardwas that when new ownership less of what it contains. If labels interests took over the outlet, they are to give the rack jobbers the decided to drop the "Good Music" first crack at this product, they policy, and substitute a rock and would "skim the cream" off a comroll format to build ratings.

ming was launched (March 18) eliminating the company's chances the switchboard was jammed with of ridding itself of the old product. protests from listeners. Two longtime WMAK jocks, Charlie Ed- lumbia doesn't own its own tradewards and Bob Whitson com- mark in Europe. We can't depend plained about the new format on on the market abroad to absorb the air, and officially resigned also on the air. Upshot was that on this product in this country. the new owners reinstated the old Why not cross-merchandise, using "Good Music" format and re-hired cut-outs with current LP's and the angry spinners.

Album Prices

Continued from page 4

That there is substantial price cutting on all records, from the \$1.98 platters to the \$6.98 platters, is prices." evident in almost all large city record shops. The average \$3.98 record sells for about \$2.77 in many discount houses and the average \$4.98 record sells for about \$3.77. There are some tradesters who are convinced that a higher list price might discourage the deep price slashing and the use of records as lures to get people into department store - type discount houses. A \$4.98 list record that sells for \$3.77 at discount, according to this thinking, puts the actual sale price back where it belongs.

The fact that the public is less Interested in price than in artist or type of material is evident from the sales of two stereo records on the Command label, the company under the a.&r. control of Enoch Light. These two Command sets, "Persuasive Percussion" and "Provocative Percussion" list at \$5.98 for stereo, and they have been selling mighty strongly at this price, even tho they are pop disks.

Celler Cautions

Continued from page 4

eral Communications Commission; and possibly legislation to guarantee certain amounts of time given to public service programming. These would be in addition to antipayola and fraud bills, already introduced. Celler reminded fellow-Congressmen that many of the abuses existent in broadcasting were brought to light during hearlngs by his Antitrust Subcommittee, several years back.

However, the 1960 Celler bat-

Continued from page 3

to funnel the merchandise to the tually hurt the rack jobbing busi-racks. WB's Cook said "the cut-out ness." RCA Victor's Tarr added: problem is rapidly disappearing by labels." He pointed out that heavy themselves. The real business for cut-outs were created by all labels you is in selling strong hits." over producing. "Now that the manufacturers are reducing their number of releases, this problem won't be with us much longer."

Liberty's Bennett said: "Deleted and obsolete merchandise has been around for a long time. All of us New York City is particularly have learned to cope with it. Pete be possible that manufacturers Station WNCN-FM, New York, have over-produced so many ing again on that album."

A striking demonstration of au- Roulette's Joe Kolsky entered pany's cut-out stock, leaving "only Shortly after the r.&r. program- the water" and thereby almost

> Gallagher pointed out that "Coour cut-outs. We can cash in only thereby help solve the discount problem?"

> Snider retorted: "We can't come in with cut-outs to sell at \$1.98 when a sales force of dump merchants are offering the same product at \$1.50, competing with us because he bought it at bottom

> Wambach said: "The rack jobber's business is a hit business and

Dealers' Day

Continued from page 3

and the ads will list the names of the series of confabs. the co-operating stores in the area. Of course, we won't list a Miami ences with EMI execs at the firm's dealer's name if he is in on the Hayes, Middlesex, headquarters, co-op, but he and any others in Porges and Fraser have schedhis area will be able to command a portion of the funds earmarked erre, Gramophone Company, Brusfor ads for use in their own local sels; A. J. Poole, S. G. A., Copenpapers."

Randolph further stressed the non-profit nature of the co-op. "It's completely non-profit with no salaries for officers. The only paid people will be our warehouse attendants. All other monies will be put toward acquiring merchandise for the co-op."

Some knowledgeable tradesters are known to be viewing the co-op with interest in view of its obvious similarity to an indie distributorship. It is known that some distributors have already offered attractive deals to the co-op, but stations not responding include there is speculation that the oper- non - commercial educational staation may eventually go direct to tions, and licensees who failed to manufacturers in order to get the most favorable buying arrange- AM, FM and TV license, the FCC

of broadcaster services, and in his address to the NAB last warns fellow-Congressmen bent on week, when he said the agency's reform legislation that the "peoples March 16 free record identificaand policies" responsible for the tion order was necessary to let important role of broadcasting in broadcasters know just where they American welfare are entitled to stood, pending final outcome of recognition and encouragement. payola action by the agency.

being placed on cut-out merchan- not a dump-outlet. Let's not have dise with it being offered to dis- the racks down-graded with cuttribs first who are strongly urged outs and garbage. This will even-"Your locations don't need you to the cut-backs in releases by all conduct funerals. They can do that

Hero's Ovation

The question was raised from the floor: "What does Capitol do with its obsolete merchandise? The dump merchants never get it." Capitol Records Distributing Corporation Prexy Mike Maitland lost no time in explaining: "We scrap our cut-outs. We don't sell them to anybody." A hero's owation greeted this remark.

-Gallagher, obviously irked, retorted: "You people just said you wanted cut-outs for promotions. Now that Mike said Capitol scraps its merchandise instead of giving it to you for your promotions, he was applauded. What goes on?"

A jobber sprang to his feet heatedly replying: "We've been forced into handling cut-outs by the graveyard merchants. If the record companies didn't sell to them, we wouldn't have to be in that business. We would rather not be in that business, but we've been forced to use it ourselves to fight the dumpers."

Cook cooled the flaring tempers stating: "Let's be positive. According to the Life study (The Billboard, April 4), a vast number of your customers don't even know supermarkets handle records." He then called for a committee to be formed to study various forms of promotion to inform buyers of disk availability in the food marts.

Cole for Europe

· Continued from page 3:

ope in almost six years, also will take him to Ostend (Belgium), Paris, Vienna, Stockholm, Copenhagen, Oslo, Zurich and London. The Quincy Jones Ork will accompany Cole.

Capitol International Department Director Bud Fraser will accompany Cole during the month's tour and will remain in Europe for an additional month to confer with EMI execs and Capitol's European manufacturing affiliates and upon conclusion of Cole's tour Capitol International Department Administrator Sandor Porges will join Fraser to accompany him on

In addition to a week's conferuled meetings with Jacque Bevihagen; G. E. Cross and Louis Mialy, Pathe-Marconi, Paris; G. M. Oord, Vovema, Heemstede, Holland; Roger Degoy, La Voce del Padrone, Milan; L. Gutierrez, Od-eon, Madrid; M. K. Hamilton and A. Holmstedt. Odeon, Stockholm, and Maurice Rosengarten, Musik-Vertrieb, Zurich.

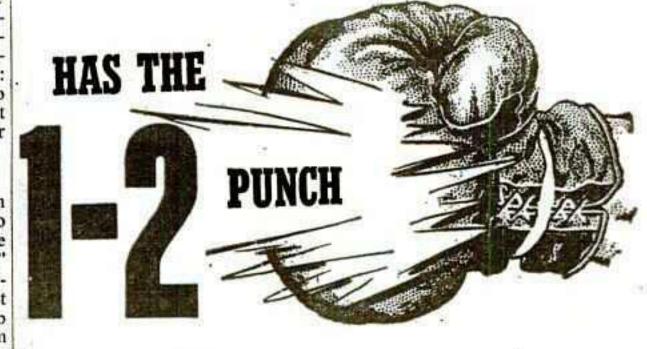
88% Disclaim

• Continued from page 2

made by 27 stations, or .6 per cent of those answering. The 169 submit separate responses for each

The findings were referred to ances discipline with appreciation by FCC Chairman Frederick Ford

Tempers Flare at NARM Forum ROULETTE.



Exciting New Folk Trio's First Smash

"COME ALONG

CUMBERLAND THREE

Big Band Version of the New Dance Craze!

DISON

MAYNARD FERGUSON HIS ORCHESTRA

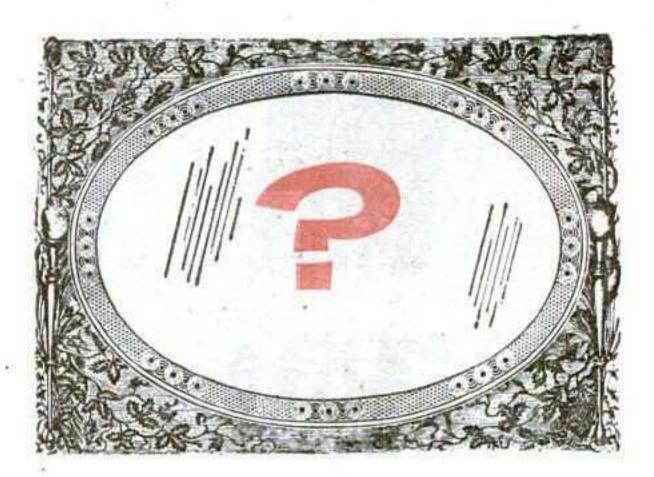
Order From Your Roulette Distributor Today!



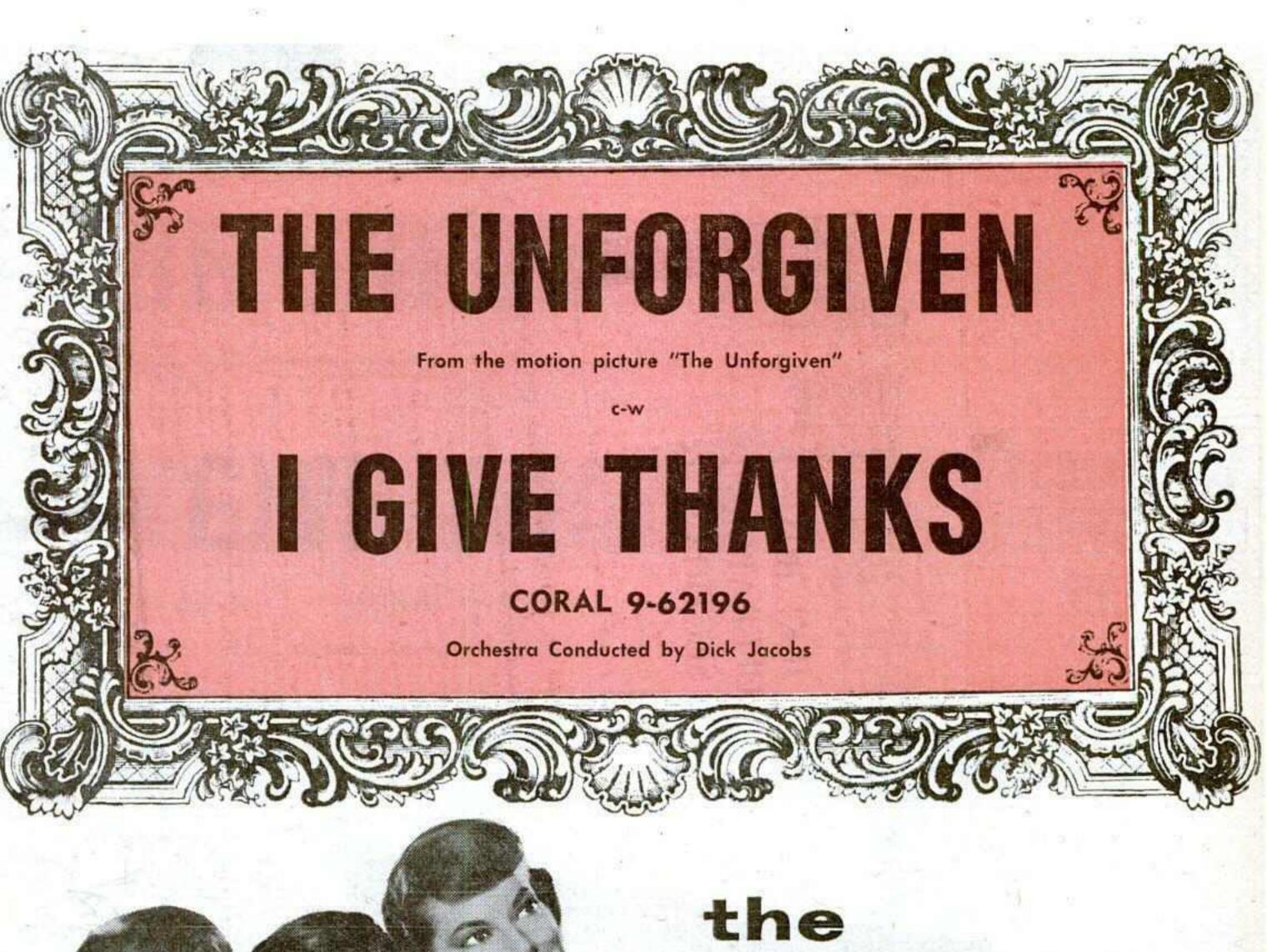
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Mirror, Mirror, on the Wall Which Side Will be The Greatest of All-



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the McGuire Sisters



FABULOUS! WHEN YOU WISH UPON A STAR

MUSIC NEWS

sung by Dion & The Belmonts On Laurie Records

& the all-time great standard for spring programming

WHEN THE RED, RED ROBIN COMES BOB, BOB, BOBBIN' ALONG BOURNE, INC.

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





Disk Dance-Party Profiles

Continued from page 3

only one of the shows listed in the air Monday thru Friday, 3:30-4:30 Town," WJHL, Johnson City, the program must be lengthy. Tenn.—was active in 1953, and only three (including Jim Lounsbury), in 1954, 11 of the listed the more successful TV jockeys apdance parties went on the air in 1957, and 24 in 1958, the year Clark started his half hour Saturday night ABC-TV program.

It's interesting to note that many of the local programs are scheduled immediately before, after, or during "American Bandstand" (4-5:30 p.m.).

All of the Monday thru Friday shows are slotted somewhere between 3 and 6 p.m., mainly in the 4-6 p.m. period, when the kids are

out of school. Only syndicated TV record show series is "Top 10 Dance Party," packaged by Victor & Richards. Inc., New York, produced and written by Alan Sands. Local emsees are used on the shows, with Victor and Richards providing programming ideas, prizes for contests, etc. Stations and local emsees using the series include Wm. Carroll Ward, WJBF-TV, Augusta, Ga.; Ty Boyd and Tonya Gamble, WTVD-TV, Durham; Lee Woodward, KOTV-TV, Tulsa, Okla.; and Bob Fenderson, WSLS-TV, Roanoke, Va.

Time-wise, the study reveals that the most popular format is the weekly hour-long Saturday afternoon show, with 48 of the listed dance parties in this category; while the majority of the listed daily programs are half-hour airers. Only one jockey - Milt Grant, WTTG-TV, Washington, is on the air seven days a week-Monday thru Friday 5-6 p.m., Saturday 6-7:30 p.m. and Sunday, 6:30-7:30

In line with this, Buddy Deane, WJZ-TV. Baltimore, who is on the

study — Eddie McKinney's "Teen and 2-4:30 on Saturday, opines "Thirty-minute, once a week formats, just do not work." Most of parently second this opinion. Clayton, WHDH-TV, Boston, is on an hour and a half; Jim Lounsbury, a half; Grady and Hurst, WRCV-TV, Philadelphia, two hours; Larry Kane, WTRK-TV, Houston, two hours. Clark's daily program also runs two hours-the first 30 minutes aired localy only over WFIL-TV, Philadelphia.

The vast majority of record and dance party shows feature formats patterned after "American Bandstand" - teen-agers dance to records, recording artists make guest appearances and the bulk of disks used on the programs are from the most popular current singles.

Exceptions to this pattern among the 75 listed shows are Ted Steele, WNTA-TV, Newark, N. J., Richard Hayes' "Big Beat," WNEW, New York, and Jack Hilton's "Spin Time," WGN-TV, Chicago.

Steele's "Dance Party" (11 p.m.midnight) is aimed at an adult audience and features fox trots, Latin American, etc. Hayes, who took the show over from Alan Freed in December, '59, recently banned strident rock and roll disks and now spotlights ballads, jazz, pop big band, and show wax. Hilton plays to the college crowd, with college students present as dancers, and from 10 to 12 LP selections played on each show.

Recent events in the record and radio industries-particularly the FCC directive on free recordsmay affect record selection and distributor relationships. However, at the time the study was made, disk selections on TV record and dance shows was mainly in the hands of the program's deejay-stars and/or producers.

In most of the bigger cities, according to the study, local distribu-tors are the shows' main source of records. However, in smaller areas, many jocks depend upon trade deals with local record deal-

For example, on Dave Hart's 'Dance Party," WLBZ-TV, Bangor, Me., all records used on the program are furnished by Viner's Music, who not only lend singles to play, but also provide an album each week, in return for plugs. In Columbus, S. C., all records used on Bob MacInnes' "Big Ten Record Hop," WIS-TV, Columbia, S. C., are obtained from the Bradford Record Shop in exchange for plugs on the program.

Deejay Turnover

The turnover in TV deejay emsees has stepped up in recent months, with some long-time video jocks going off the air. Alan Freed left WNEW-TV, New York. Hy Lit's show went off WCAU-TV. Philadelphia. Wink Martindale exited KHJ-TV, Hollywood. Bill Muncey replaced Ray Briem on "Seattle Bandstand," KING - TV, Los Angeles.

shows which have left the air in- at his best; to have good direction clude Bill Cardille's "6 o'Clock and production; to offer interesting Hop" and "Club 11 Teen Party," an varied scenic backgrounds; to WIIC-TV, Pittsburgh; Johnny An- keep the show simple and natural thony and Connie Kaye's "Dance and a constant argument for to-Party," WITI-TV, Milwaukee; T. day's teen-ager." Tommy Reynolds' "Chattanooga Buddy Deane comments, "A suc-Bandstand," WTVC-TV, Chatta- cessful dance type show depends nooga, Tenn.; "Teen Tune Time," on many vague, nebulous things. KLDR-TV, Provo, Utah; Jess Cain Often attempts at producing them show on WNDU-TV, South Bend, fail because the would-be pro-Ind.; a dance party on WHYN- ducers don't see the forest for the TV, Springfield, Mass. and "De- trees. Simplicity is the secret troit Bandstand," WJBK, Detroit.

claim they have an adult as well second most important consideraas teen-age following, and provide tion. I feel a man trained in radio, audience breakdown figures and/ with its heavy dependence on popor sponsor case histories to support ular music, is a much better can-

The Nielsen National and ARB a TV personality."

Liberty Seeks Okay on Stock

Continued from page 3

stock (based on the stock's initial outstanding of which 360.563 are public offering price) with the bal- held by the corporation's officers ance in cash. Liberty will pay cash and directors. Si Waronker, listed for the Cornerstone Music firm, as senior executive officer and Purchase price will be net book chairman of the board of directors, value of the publishing company's holds 214,600. Al Bennet, prexy assets plus 50 per cent of the net and director, 94,700 shares of the profits (after taxes) during a five Class B common stock. In addition, year period. Liberty estimates cash 40,400 shares are held in trust for WBKB-TV, Chicago, an hour and outlay for Dolton and Cornerstone Waronker's family and 30,300 are will be approximately \$70,000. If similarly held for Bennett's childeal is made for Dolton and Cor- dren. Raymond Sandler, assistant nerstone, it would be subject to secretary and Liberty director and approval by FCC, since Dolton partner in the law firm of Sandler would be transferring its half in- & Rosen, label's general counsel, terest in station KQDE, and Cali- owns 16,263 shares. Nelson Rosen. fornia's corporation commissioner. other partner in the law firm, owns

Liberty currently has 454,500 8,737 shares. shares of Class B common stock

National studies for October, 1959. indicated that Dick Clark's ABC-TV Saturday night show reaches 18,669,000 viewers, 10,455,000 of whom are adults. According to a six-month Nielsen average (June 58-January '59) Dick Stewart's "KPIX Dance Party," KPIX, San Francisco, had an audience which was 67 per cent adult — 52 per cent of that group women.

Some of the shows make a direct pitch for adults. For instance, Bill Sanders, WRGP-TV, Chatanooga, Tenn., showcases a "Gold fiscal year's net earning which is Records" (an old hit disk which reported at \$228,775.34. Net insold 1,000,000 or more) on each come during the latter year, howshow. Sanders, who thinks the gimmick helps to attract more adult viewers, also notes, "We are learn- 1958's fiscal year which gave ing that single records seem to Liberty a net of \$58,455.88. be the forte of much younger people—1-13 years old—than five years ago."

A few jocks invite adults to visit the studio and watch the kids dance. Marty Roberts, WTVP-TV, Decatur, Ill., actually has parents and elderly guests dance on camera in competition with the teens.

Soft drinks, picnic type food stuffs, chewing gum, cosmetics, and clothing aimed at a young market dominate the sponsorship field on record and dance shows. In many cases the soft drink manufacturers - Pepsi-Cola, Coca-Cola, Dr. Pepper, Royal Crown Cola, etc .- sponsor off-the-air hops and provide free refreshments for local teeners.

Opinion is fairly evenly divided on the use of TV film clips featuring artists' lip-syncing to their latest disks. Jim Lounsbury, a jock who favors them, comments: "This will be the big thing of the future for record company promotions." However, he stresses they must be properly produced with correct lighting and "plenty of closeup on the one the kids want to seethe artist."

Bob Clayton, who believes in working as closely as possible with local school and church groups, features a different high school or adult-led teen-age group on each show. He also features an appearance on each show by a high school or parochial school principal, or a priest, rabbi or minister of the church group.

The Boston jockey sums up his Seattle. Latter moved to KLAC, thoughts on TV deejay shows as follows: "The most important Other record and dance party thing is to present the teen-ager

Music, mass appeal music unpre-Practically all of the shows judiced by personal taste, is the didate for this kind of show than

Liberty told SEC that its sales during the fiscal year ending January 31 of this year were divided in percentage of sales as follows: 17 per cent stereo LP's, 41 per cent monaural LP's, 41 per cent singles and 1 per cent EP's. Its sales during this period, according to its statement, amounted to \$5,-740,848.10. It listed production cost at \$3,393;217. Sales and administrative costs are reported at \$1,-531.578.

Net income (after taxes and operating costs) is given as \$477,-055.77. Earning per share \$1.05. This more than doubles the 1959 ever, showed an increase of approximately four times that of

> Smash Hit! "SINK THE **BISMARCK''**

JOHNNY HORTON Columbia 4-1568 CAJUN PUBLISHING CO. Shreveport, La.

COME ON HOME

Sonny Til-Jubilee

SWAMP LEGEND Four Coachmen Bernardine Read Adonis Epic

THE GIRLS ARE AT IT AGAIN

Kareen Di Blanda-Roulette

B. F. WOOD MUSIC CO., INC. 250 W. 49th St., N.Y.C.

The Original Song From the Movie!

Theme From "OUR MAN IN HAVANA"

(Domitila) Dot No. 16069

Published by HALL OF FAME MUSIC CO.

> JINGLE LYRICIST WANTED

MUST READ MUSIC

CALL THE JINGLE MILL, INC. 143 West 51st St., N. Y. C. PLaza 7-9367

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BUSINESS GREAT!

AT OLD TOWN

"LET THE LITTLE **GIRL** DANCE"

Billy Bland

OT #1076

"THE VERY THOUGHT OF YOU"

Arthur Prysock

OT #1079

ON GLOVER

"GET UP **BETTY** JEAN"

Titus Turner

GL #206

Watch for Our New ARTHUR PRYSOCK LP



"I WORRY ABOUT YOU" LP #102

Any radio stations desiring to purchase these records, send money. If you want complimentary copies, write.

Dept. B. Old Town Glover Records

1697 Broadway, New York, N. Y.

their claims.

94 thantic Welcomes

with the worlds fastest-breaking

record!



My Old Man's a Dustman

(Ballad of a Refuse Disposal Officer)

Atlantic 2058

MARCH 28, 1960 THE BILLBOARD

Pye's Lonnie Donegan made chart history this week as first British artist to top list in first week. He shares the spot with Johnny Preston (Mercury) slicing "Running Bear." Only previous occasion was Elvis Presley ("Jailhouse Rock") in 1958. Donegan, who is just back from two weeks' recording with his U. S. label, Atlantic, made it with "My Old Man's a Dustman," a cleaned-up version of a bar-room ditty, recorded on a one-nighter last month. Reputedly Pye had 120,000 advance orders for its March 16 release.

"ENGLISH-AMERICAN" GLOSSARY OF TERMS:

Flippin' Skint Gorblimey Trousers Council Flat

Daisy Roots

- "local government apartment" - "cockney rhyming slang for boots"

- "mighty broke" - "workman's trousers" RECORD AND SHOW MIRROR. Week-ending March 26, 1960.



WEEK ENDING MARCH 19, 1960

1 MY OLD MAN'S A DUSTMAN Lounie Donegun (Pyc)

2 POOR ME Adam Faith (Pa 3 WHY? Anthony Newle WILLIE AND THE HAND IN

CHE Richard (Colum

Out I week in England and already #1 on the English Charts. 300,000 sold in 1st week!

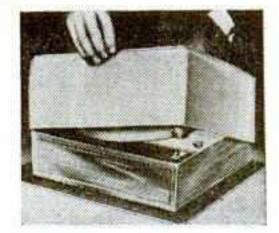
Personal Management MANNY GREENFIELD

NTIC RECORDS

NEW AUDIO PRODUCTS

Device Protects Phono

A new accessory product meant to protect record players from dirt and damage when not in use, has been devised and marketed by Audiotex Manufacturing of Rockford, Ill. The Phono Guard, as the new piece of equipment has been named, is 151/2 inches by 12 inches by five inches when open and is made of plastic material. It has a collapsible metal frame which may be



folded flat for storage. List price is \$6.95.

Low-Price Hi-Fi Console

A low-priced high fidelity console has been debuted by the Curtis Mathes Manufacturing Company of Dallas. four matched speakers, AM-FM broadcasting receivers and four-speed Colaro record changer playing either monaural or stereo disks, retails for \$199.95. The unit



measures 30 inches by 48 inches by 15 inches.

Needle-and-Cartridge Combo

The Jensen Company of Forest Park, Ill., has announced the inclusion of a new group of Dyna-Point needle - and - cartridge combinations to its line of hi-fi products. The company claims 20 per cent greater output with the new product and asks special attention for its protective features. Special bumpers have been placed on the new piece of equipment which has plastic fingers that enclose the ceramic generating unit. This prevents damage if and when the tone arm is dropped on the record. The new



Jensen Dyna-Points are readily applicable to all other adaptors and two types are available. First is a one mil sapphire and a three mil sapphire, the first for LP, second for 78 r.p.m., which is \$3.95; second is a diamond and sapphire combination which retails at \$10.95.

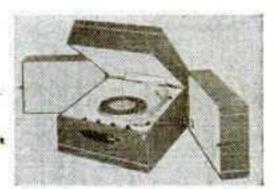
AM-FM Portable Debuts

Latest in the line of portable radios to be produced by the Zenith Corporation is the Trans-Symphony, the first FM-AM all-transistor set to be made in the U.S. The new unit has three antennae—one for AM and an insect-like two for FM.

The Trans-Symphony is powered by eight standard flashlight batteries which should be good for 300 hours of normal use before replacement. A jack is attached to the back of the set for either phono or attachment to inclusion in a hi-fi rig as FM-AM tuner. The unit weighs 11% pounds complete with batteries and the suggested retail price is \$189.95, except in Texas.

Stereo Portable Unit

The Webcor Studio (Model EP-1172) has made its appearance as the latest entry in the Chicago company's portable stereo hi-fi series. It is capable of playing either stereo or monaural records, . on a four-speed changer capable of playing intermixed disks, and has front-mounted controls and four speakers. The two wing speakers may be locked to the main playing unit when not in opera-



tion for ease of handling. closed into one case, weighs 32 pounds. Suggested list price is \$129.95.

Tape With Foot Pedal

A sound-on-sound four-track tape recorder has been introduced to the trade by the Tandberg Company, Pelham, N. Y. The Model 4SS Sound-on-Sound contains all the customary features and comes complete at \$395.50, or with foot pedal control which increases the price to \$409.50. The company says that the unit is especially suited to language studies and plans an advertising campaign on that basis.

Low-Priced Transistor Set

Sonora Electronics of the Trav-ler Tradio Corporation, is marketing a new low-price transistor-type American-made radio. The new six transistor set will sell for \$19.95.

(Continued on page 26)

Cap Climbs On 4-Track Bandwagon

Continued from page 3

with the exception of Columbia and approximately 15 of the strong independents are lined up on the four-track open-reel side. RCA Victor recently announced it will issue its product in four-track open-reel form. Prior to that Decca signed with United Stereo Tapes, the Ampex Audio subsidiary and initial champion of four-track, to have UST produce and distribute its catalog in four channel version. London, Mercury and M-G-M have been in the four-track camp for some time.

Columbia, who still makes some of its releases available in twotrack tape, remains the lone hold- Corporation has declared its reg- ration, Chicago. . . . New general out on four-track. Time will tell whether Columbia will restrict its tape wares to the 3M cartridge form or will elect to add fourtrack to its tape future.

Capitol's initial 11 include the original movie soundtracks of 'King and I" and "Carousel"; original Broadway casts of "Music Man" and "Fiorello"; Kingston Trio's "Here We Go Again," Nat King Cole's "Love Is the Thing," Frank Sinatra's "Only the Lonely," "Berlin by Lombardo," "Waring in Hi-Fi," the Leonard Pennario-Carmen Dragon-Hollywood Bowl Symphony "Concerto Under the Stars" Army Chorus and Band."

IHFM Names N. Y. Show Committee

NEW YORK - A committee composed of three manufacturers, four dealers and three representatives has been selected to organize and direct the forthcoming Institute of High Fidelity Manufacturers' 1960 New York High Fidelity Music Show, to be held at the Trade Show Building here September 6-11.

Heading up the committee is Chairman Milton Thalberg, of Audiograph, and other members are Herb Horowitz, Audio Empire; Paul Sampson, Harvey Radio; Sol Audio Exchange; Jack Brottain, Be-Esco Sales; Jack Simon, Fields and Simon, and Paul Nicols, of Land-C-Air.

In the works now is a follow-up plan which would take the form of an extensive educational campaign stimulated by the 1960 show.

Dealers Tour **Herold Plant**

MOUNT VERNON, N. Y. - A delegation of 22 foreign radio, Radio and Electronics Corporamally addressed by Roland J. Kalb who explained the company's techin the manufacture of Herold- with any in the field. Steelman Transitape record playland, West Germany and Surinam. Astatic's sales department.

www.americanradiohistory.com

AUDIO NEWS BRIEFS

employee and public relations, ident of industrial relations. . . . A Charles Meyers, has been elected new large sales and distribution to the firm's board of directors to headquarters has been opened for fill the empty seat left by the death the Uher Tape recording, whose of Yandell C. Cline last summer. sole U. S. representatives are War-. . . RCA Victor sales representa- ren Weiss Associates in New York tives in the Arkansas area, the City. Frank Lyon Company, have named Gene Wallace as their new assist- of Sylvania, Inc., will hold its naant sales manager. . . . The April tional distributor meeting June 5-7 carries a story about the highest Electronic Supply Corporation is The custom made unit cost an for Allied Radio. The company ear-splitting \$5,556.49, plus install- will cover the Pasadena and Long ation charges. . . . Ed Doelin, who Beach areas. . . . Herold Radio's held the position of vice-president William H. Fowler has resigned of special marketing studies, and from that Mount Vernon, N. Y., who has been with RCA Victor company and has been installed for 26 years, was named to new as controller and vice-president of duties in the electronic data pro- finance, of Wallich's Music City in successor has not yet been named formerly associated with Zenith Raular quarterly dividend of 121/2

sentatives Association presented executive with RCA, Columbia and Norman Marshank of Marshank DuMont. . . . Irving Rossman, Sales, Los Angeles, with their "Outstanding Personal Service Award to the Audio Industry for 1959-

cents on common stock.

Marshank headed the committee of ACRA that was responsible for the group's "Stereo at the Bowl" display. This, among other festivities, were instrumental in promoting the audio components industry... Hoffman Electronics, delighted and on the Angel label, "Soviet over the success of their first-quarover the success of their first-quarter "Gold Tag Value Days" promotion, has decided to increase the number of special campaigns for 1960. The special promotions, which are added to the normal advertising in magazines and newspapers, will boost the company's consumer's products division budget well over the one million dollar mark. The company has also

Pentron Sets Stock Issue

CHICAGO - Petition to the Security Exchange Commission, from Pentron Electronics Corporation, maker of tape recorders and accessories, for first public stock issue was okayed this week, with 250,000 shares being publicly listed Julian Glaser, of Glaser-Steers; at \$3 per. Deal was handled by Stanley Heller of New York for the local firm. Proceeds, according to Bart, Hudson Radio; Bill Kolbert, Irving Rossman, Pentron prexy, will be used for plant renovation and new equipment and additional working capital.

> Financial report for the sixmonth period ending December 31. 1959, showed Pentron racking up \$1,690,161 in gross sales with a net profit of \$103,638.38.

Astatic Ups **Needle Line**

CONNEAUT, O. - Astatic Corporation, long-time manufacturer television and appliance dealers of cartridges and cartridge - type tour of the new \$2,000,000 Herold line of replacement needles for Inc., stated this week that the 178

ers, hi-fi, stereo equipment and needle-component industry, having of the new system's most ardent Roland radios. The delegates tour- been with Webcor and Jensen nee- supporters, said: "A reat deal ing manufacturing and retailing dles before going into his most more work needs to facilities on the East Coast, came recent activity, his own firm sell- fore slow-speed tapes are ready for from England, Belgium, Switzer- ing speaker enclosures, is now with the low-price market. Less expen-

Arvin Radio veepee in charge of named Ted S. Hoffman vice-pres-

The Home Electronics Division issue of Gentlemen's Quarterly, at Mackinac Island, Mich. . . . The priced hi-fi rig on known record, the new Southern California outlet cessing division in Chicago. His Los Angeles. . . . John F. Meegan, by RCA distributing in Chicago. dio has been named advertising . . . The Packard Bell Electronics | manager of Admiral Sales Corposales manager for Sony Corporation of America is Anthony Dillon The Audio Components Repre- who formerly was a national sales prexy of Pentron's sales wing, was elected president of the Association of Electrical Parts and Equipment Manufacturers, succeeding Robert E. Svoboda of General Amphenol distributing division.

CHICAGO - The Magnetic Recording Industry Association has called for caution and objectivity in evaluation and adoption of any new techniques for the reproduction of music on tape. Amplifying its position urging against the speaking of "laboratory accomplishments before they are fully evaluated," the Association thru its prexy, Herbert L. Brown, called for a pledge on the part of MRIA members "to protect the booming music on tape market against obsolescence."

The stand came in the wake of presentations last week of the socalled 3M (Minnesota Mining and Manufacturing) tape cartridge, a similar "compatible" cartridge development by Armour Research Institute, and a slow (17/8 ips) speed recording technique developed by Ampex.

Regarding the pledge, Brown said: "The growing confidence of the dealer and the public in the integrity of this industry should

(Continued on page 26)

Audio Exec Cautions on 17/8 Cartridge

NEW YORK — C. J. LeBel, were taken on a personally guided needles, will project a complete vice-president of Audio Devices, dealers within the next eight weeks, inches per second tape cartridge tion plant here. They were infor- it was learned by The Billboard. demonstrated at the New York In-Exact details were not available, stitute of Recording Engineers conbut it is known that expanse of vention might be instrumental in niques and production procedures the line will make it competitive widening the low-price recording market. In a cautious statement, Earl Olson, veteran in the phono- LeBel, who had not been one of (Continued on page 26)

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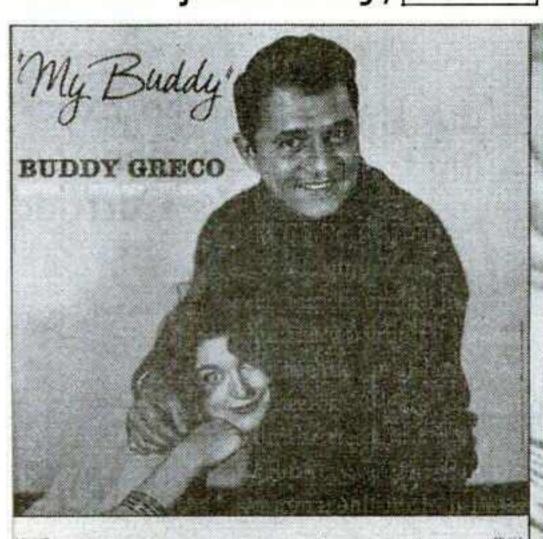
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"THE LADY IS A TRAMP"

c/w "LIKE YOUNG" 5-9387

Orchestra conducted by
Chuck Sagle. *Both sides
featured in Buddy's
smash album, "My Buddy,"
Recorded live at Chicago's
famous jazz nitery, Le Bistro









AUDIO NEWS

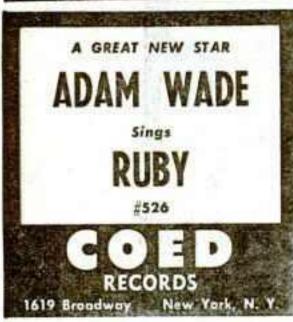
LAFF OF THE PARTY 214 219 • 220 • 227 • 236 • 265 BEST OF FOXX 234 • **BURLESQUE HUMOR 249** • BEST PARTY FUN 274 • RACY TALES 275 CALL YOUR DISTRIBUTOR FOR MULTIPLE PROFITS!



9512 SO. CENTRAL

LOS ANGELES 2, CALIF.





on 20 FOX

ALL YOU HEAR IS

NEW AUDIO PRODUCTS

Continued from page 24

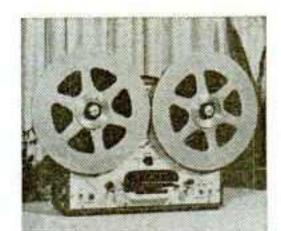
Stereo Cartridge for Autos?

An interesting new product has been developed by the Victor of Japan Company, Ltd. Firm's new LP cartridge, the Perfect, is claimed to have a special feature which guarantees the equalization of pressure on both edges of the disk grooves, making for a more balanced record contact. This in turn makes stereo LP reproduction feasible in moving autos.

Husky Tape Player

Crown International, a division of the International Radio and Electronics Corporation, is currently showing its latest monaural tape player, the Crown-O-Matic, model A-51. The Elkhart, Ind., company says that the new machine is specifically slated for heavy-duty work at continuous operation. The new unit plays up to 16 hours without repetition at 334 inches per second, and eight hours at 71/2 inches per second. A 17/8 inches per second unit, the new cartridge speed, can be added thru special order.

Besides the standard features available on most Crown tape products, the



new player has an automatic self - reversing system, and safety devices that protect the tape under all conditions. The Crown-O-Matic will accommodate any reel up to 14 inches. It is built for standard rack mounting, weighs 42 pounds and sells for

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Recording Tape Shown

Newest company to come out with a new magnetic recording tape is the Triton Company of Woodside, Mo. The new product was introduced by the company at the 36th annual national convention and photographic trade show of the Master Photo Dealers and Finishers Association held in St. Louis.

The new tape, which is made of acetate and comes in a 1,200 foot roll, was produced to retail at \$3.75 and will be sold in hi-fi and camera stores and some department stores.

Home Tape Line Debuts

RCA Victor is about to market a new line of tape for home sound recording. The Vibrant, as the series has been tagged, will be made available in both the five-inch and seven-inch reel sizes. The new line comes in 600, 900, 1,200 and 1,800 feet lengths and is being produced by the RCA Electron Tube Division.

German Transistor Portable

Representing the Akkord Radio Company of Herxheim, West Germany, the Electronics Division of the Sampson Company is introducing a new all-transistor VHF four-band portable radio to be listed at \$129.95.

The new unit, which plays AM, FM short wave and marine, is called the Akkord Pinguin 60, and measures 123/8 inches by 81/2 inches by 43/4 inches and weighs six pounds six

Audio Exec

· Continued from page 24

sive equipment to handle these tapes must be available, and the signal-to-noise ratio on all current Stromberg slow speed developments must be improved to more closely approach and better the performance of disks. When this is successful it will mean sales."

In an evaluation of the current reel-to-reel tape picture LeBel put emphasis on the fact that fourtrack pre-recorded tape turning at the standard 71/2 inches per second speed would be of even more importance to the hi-fi enthusiast looking for near perfect tape sound. "The market for high fidelity 71/2 ips four-track pre-recorded tapes for the quality segment of the home market has regained its former vigor after temporary setback caused by the prematurely announced 3.1/4 ips (inches per second) cartridge. Quality is being constantly improved thru research and better manufacturing facilities."

long-wearing qualities, both seg- expand accordingly."

D'Arcy Firm Ad Rep for

ROCHESTER — The Commercial Products Division of Stromberg - Carlson has named the a valuable addition to our tape D'Arcy Advertising Company as its agency effective June 1. D'Arcy will handle all advertising for the stereophonic phonos, radio phonos and matched components, auto radios and intercom systems. In addition the ad company will also take care of the advertising needs of Electronics Division of S-C.

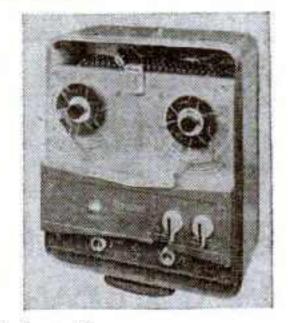
> D'Arcy replaces the Rumrill Company of Rochester which had handled both divisions. The move was made to more closely tie these Stronberg-Carlson subsidiaries with the advertising of the parent company, General Dynamics Corporation. D'Arcy V.-P. Earl Morgan will be account supervisor. William Rech is the account exec.

In summation LeBel believes ments of the home market - by that "the increasing acceptance of the high fidelity enthusiast and tape because of its long life and the everyday listener - should

ounces. It is powered by four standard flashlight batteries which activate its eight transistors. The Pinguin 60 has push-button tuning and has provisions for tape recorder and record-playing

Low-Priced Tape Recorder

Besides its stereo unit, the Webcor company is also introducing a new low-priced hi-fi tape recorder-the Viscount (Model EP-2103). This unit features two-track recording at any of the current three speeds 178, 334, and 71/2 inches per second. The unit measures 1434 inches by 91/4 inches by 161/2 inches and sells at a suggested list price of \$139.95.



Copyrighted material

Stereo-TV Console Line Bows

A line of four new Emerson Stereo-TV consoles made its appearance on the market this week. Each unit features 23-inch TV combined with automatic four-speed record changer, dual channel amplification, and a matched four-speaker stereo sound system. Two of the new units have AM-FM radio, while the others have straight AM. Each is housed in a lo-boy cabinet and comes in a choice of limed oak, mahogany or walnut. Prices range from \$328 to \$488 with UHF-VHF at additional cost.

MRIA Warns

Continued from page 24

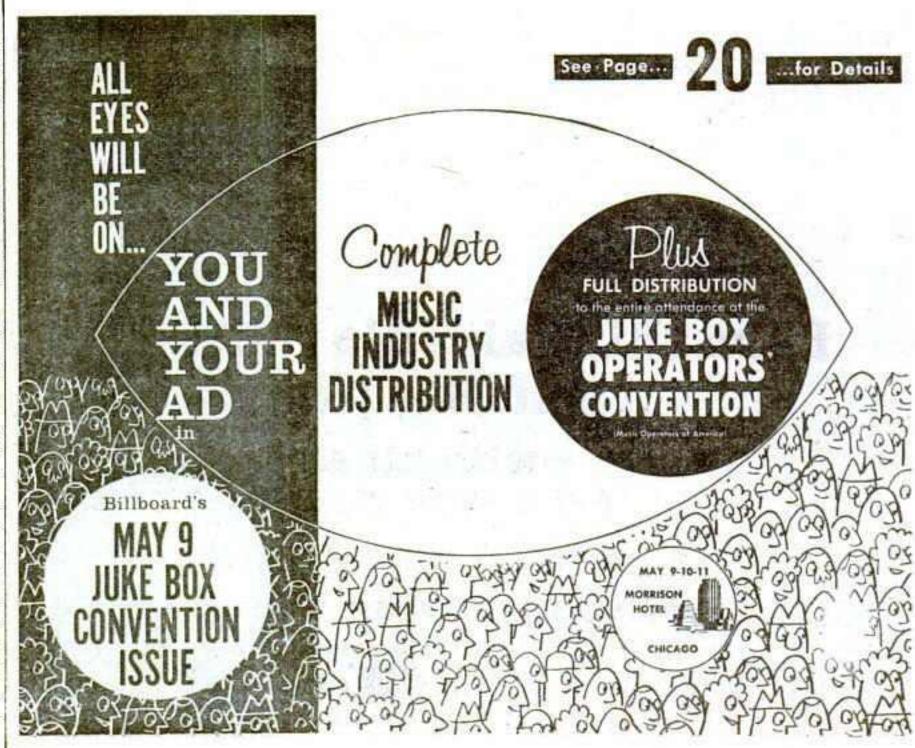
not be undermined by implications that other products and other standards are about to supplant today's high standards and today's

fine products.

"The MRIA suggests its members pledge protection against unwarranted obsolescence while major strides in the laboratory are being made. This can be done by pledging that today's dominant tape-reel-to-reel, 71/2 ips-will be honored for as long as a market exists."

Brown said that he personally felt that short wave length tapes are two or three years away in terms of being competitive with disks in price and performance. Brown, however, envisioned eventual harmonious co-existence of the two forms of tape, serving different segments of the ever-growing mar-

In another development, to combat confusion now existing regarding claims by certain manufacturers of the so-called "three channel" stereo, MRIA's standard committee in co-operation with the National Better Business Bureau, came up with proposed standards regarding such stereo terms as "chan-nel," and "track." These recommendations will be voted on at the MRIA annual meeting in Chicago on May 18.



MUSIC

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...and big profits
-with hit albums

from RCA Camden! \$1.98 each regular L. P. \$2.98 for Living Stereo



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Dealers! This handsome new album rack is the perfect way to sell America's #1 economy line. Call your distributor now for information on how to earn the rack, and while you're at it...

ORDER THESE NEW HITS ON RCA CAMDEN:
HE'S MY GUY. The Guy Lombardo orchestra, America's all-time favorite
dance band, plays some of its vintage hits for dancers. CAL-578.

TOUJOURS MAURICE. A treasury of Chevalier's best performances — in English and French — at a low, low RCA Camden price! CAL-579.

CLASSICAL MUSIC FOR POP MUSIC FANS. Domenico Savino's orchestra plays favorite melodies in "pop" settings. CAS/CAL-556*.

TONIGHT. Tony Martin adds his special touch to such popular standards as Music, Maestro, Please and Comme Ci, Comme Ca. CAL-576.

HITS OF THE GREAT GIRL GROUPS. The Laurie Sisters revive thrilling musical moments of the Andrews, King, and McGuire Sisters, and others. CAS/CAL-545*.

THE SINGING RANGER. Hank Snow, with his Rainbow Ranch Boys, presents his first RCA Camden L.P. The C & W buy of the month! CAL-514.

Available in Living Stereo and regular L.P. Manufacturer's nationally advertised prices-optional

VOX JOX

By JUNE BUNDY

EDWARDS RETURNS: Tom Edwards, who left WERE, Cleveland, last year, is returning to radio with a new country and western disk show over WADC, Akron, O. He will continue to emsee his weekly live c.&w. show "The Landmark Jubilee," on a five station Ohio network, originating over WEWS-TV, Cleveland. The new radio program, which will be heard over much of Northern Ohio, will be "the only c.&w. show on the air in the area," according to Edwards. The jock adds: "Now I need help. Being away from the c.&w. record field for the past two years, I naturally need current c.&w. releases and also some of the past record hits. I also want short 30-second taped greetings and congratulatory messages from c.&w. record artists."

USO-SOS: The USO is inviting radio stations and radio personalities to join the USO-Disk Jockey Network, a voluntary organization "designed to bring the nation's overseas defense front a little closer in spirit to the home front." Member stations agree to honor requests from American servicemen and women stationed overseas to dedicate tunes on the air for their families here. These requests will be made in writing at USO clubs thruout the world then forwarded to members of the USO-Network in the cities specified by GI's making the requests. At the same time, USO hopes to encourage local radio stations to produce programs on tape, incorporating requests and dedications from the families of service personnel to be re-broadcast, via American Forces Network in Europe, Alaska, and the Far East. Membership in the USO-Disk Jockey Network is open to any American radio station licensed by the FCC.

FOOL GIMMIX: Deejays across the country celebrated April Fool's Day in various ways last week. Gene Kaye, WAEB, Allentown, Pa. pulled a twist on an old April 1 gimmick by offering to give \$1 away to the first five people who called. He repeated the offer twice during the show, each time stating he would explain way later. "Finally," writes Kaye, "I came thru with an explanation. Yes it was all an April Fool joke, but those that were fooled were the ones that hadn't called in, because those that did call did get \$1 in cash. It was an April Fool joke in reverse."

Also on a "foolish" kick last week was Jim Brand, program director of KDOK, Tyler, Tex., who substituted last year's hits for the current "Top 40" on all April 1 shows. Listener response to the gimmick, reports Brand, was "outstanding!" . . . Bob Tracey, KDKA, Pittsburgh, had a ball on April Fool's Day-announcing a dozen different selections, but each time playing "Star Dust"; and introducing himself by his real name Bob Michel. When confused listeners called the station to report the mix-up, the operator answered "Happy April Fool's Day," which may or may not have won friends for the outlet. Another KDKA jock, Clark Race, added to the day's confusion by announcing the titles of his records backwards.

CHANGE OF THEME: Paul Williams has been named manager of KDOK, Tyler, Tex.... New general manager of WYSL, (formerly WINE) Buffalo, N. Y., is Art Holt, formerly account executive for KABL, San Francisco.... Dale McCoy Jr., formerly with KFBI, Wichita, Kan., has joined KAKE, same city, as general manager.... New spinner at WEEP, Pittsburgh, is Bob Drews, who will also continue to emsee his weekend shows over WCAE, Philadelphia.

Dave Barker, ex-program director of WOKO, Albany, N. Y., has taken over the daily 5-9 a.m. spot at WBFL, Syracuse, N. Y.... Bruce Hutchison has taken over Barker's daily 3-6:30 p.m. time slot at WOKO.... Nick Charles, formerly chief announcer at WGBB, Freeport, N. Y., has been upped to program director status at that outlet. He will continue his daily 6-10 a.m. decjay show, "Almanac."

New country and western spinner at KFOX, Long Beach, is Hugh Cherry, long-time performer on NBC-TV's "Midwest Hayride."... Ben Hoberman, general manager of WABC, New York, has been appointed general manager of KABC, Hollywood, replacing John H. Pace; while Harold L. Neal Jr., general manager of WXYZ, Detroit, has been named to Hoberman's post in New York. Both appointments are effective April 25. . . . Ken Collins, KXYZ, Houston, is emseeing a teen-age style show each Saturday at Battelstein's River Oaks store.... Ben Laurie has re-joined the deejay staff at KONO, San Antonio.

NEW TV JOCKS: Ginny Pace has started a new 90-minute "Saturday Hop" show on KHOU-TV, Houston at 3:30 p.m. The program, which also features Jim Everhart as a "regular" features teen-aged talent, audience participation stunts, and dancing to records in the studio. . . . Another new Saturday TV jockey show was started recently by Fred Mitchell from 1 to 2 p.m. on WSPD-TV, Toledo.

STEWART'S BENEFIT: Dick Stewart, host of "TV Dance Party" show on KPIX, San Francisco, emseed the "Easter Seal Cavalcade of Stars" benefit program for the San Francisco Society for Crippled Children and Adults, Inc., Saturday (9) night at the Nourse Auditorium. The show marked the debut of Stewart's new 15-piece orchestra.

CAN-CAN: Bob Saltzer, KAYO, Seattle, recently held a contest to find the "most unusual cans." Listeners were asked to bring in unusual containers to their local record dealers. The most unusual cans received prizes, including, of course, copies of Capitol's sound track album "Can-Can."

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



'He'll Have to Go' Hot Disk for Reeves

Jim Reeves was born August 20, 1924, in Panola County, Texas. He attended the University of Texas, where his talents on the guitar helped him to earn his tuition.

Reeves' big ambition was to be a major league baseball player. He did play for the St. Louis Cardinals, but an injured leg ended his baseball career. Reeves then made his guitar a means of support.

At first he was a deejay, until he recorded "Mexican Joe," which was a big hit. At the same time, he joined the "Louisiana Hayride" in Shreveport. "Bimbo" followed soon after, and Jim Reeves was on the way up. After joining "Grand Ole Opry" in 1955, he had many hits such as "Yonder Comes a Sucker," "My Lips Are Scaled," "According to My Heart" "Four Walls" and "Am I Losing You." He's currently riding high with "He'll Have to Go."



'Suddenly' Is Big Send-Off for DeMatteo

Eighteen-year-old Nicky DcMatteo was born in Philadelphia. His singing career started at the early age of six on the Horn & Hardart Children's Hour. He performed on this show every Sunday, until he was 13 years old.

In the interim, at the age of 11, he won the Paul Whiteman TV contest, sang on many radio programs, and performed at USO shows. He appeared and won on the Arthur Godfrey Talent Show, in addition to many other personal appearances.

In addition to his singing talents, DeMatteo plays the piano and the trumpet. He has also studied tap and ballet. "Suddenly," his debut on the Guyden label, could be the start of a successful disk career.

YESTERYEAR'S TOPS-

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

APRIL 16, 1955

- 1. Ballad of Davy Crockett
- 2. Melody of Love
- 3. Sincerely 4. Tweedle Dee
- 5. How Important Can It Be
- 6. Cherry Pink & Apple Blossom White
- 7. Dance With Me. Henry
- 8. Open Up Your Heart 9. Unchained Melody
- Ko Ko Mo

APRIL 15, 1950

- 1. Music, Music, Music 2. If I Knew You Were Coming, I'd've Baked a Cake
- 3. Dearie
- 4. It Isn't Fair
- 5. Third Man Theme
- 6. There's No Tomorrow 7. Chattanooga Shoe Shine Boy

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- 8. Daddy's Little Girl
- 9. Peter Totton Tail
- 10. I Said My Pajamas

DISTRIBUTOR NEWS

By HOWARD COOK -

LOS ANGELES: Irwin Zucker, independent promotion man, sends word that Challenge Records is cooking with "You're Singing Our Love Song to Somebody Else" by Jerry Wallace. "Wrong Company" by Wynn Stewart and Jan Howard on Challenge is a big c.&w. seller. He also mentions "Barbara" by the Temptations on Goldisc, "Got a Date With an Angel" by Kitty Kallen on Columbia, "Waitin' for the Stars to Shine" by the Silver Sisters on Shell and "Professor, Professor" by Dean Martin on Capitol.

SAN FRANCISCO: Mallory Smith of Field Music Company, Inc., writes that the firm's strongest items are "Paper Roses" by Anita Bryant on Carlton, "Lonely Soldier" by Jerry Butler on Abner, "Lead Me On" by Bobby Bland on Duke, "Summer Set" by Monte Kelly on Carlton and "Let the Little Girl Dance" by Billy Bland on Old Town. Newer sides getting action are "If Ever I Should Fall in Love" by Arthur Prysock on Old Town, "P. S. I Love You" by Jimmy Darren on Colpix and "Fine and Mellow" by Nina Simone on Colpix.

Stan Cumberpatch of New Sound called to report action on "Love You So" by Ron Holden on Donna, "Caravan" by Santo & Johnny on Canadian-American, "Cindy" by Teddy Vann on Triple-X, "How Deep Is the Ocean" by Toni Fisher on Signet, "Chattanooga Choo Choo" by Ernie Fields on Rendezvous and "Honey Love" by Norvel Felts on Pink. Comers include "Say You" by Art & Dotty Todd on Dart, "Gee Baby" by Jimmy Clanton on Ace, "Roll Call Company 'J' " by the Balladeers on Del-Fi and "Little by Little" by Junior Wells on Profile.

Don Graham of C & C Distributing Company sends the following run down of Warner Bros. products. The label's new LP's, "Bill Haley and His Comets," "The Button Down Mind of Bob Newhart," "The Best Dance Band in the Land" by Ira Ironstrings and "Music of Desire" by Warren Barker are all getting good initial reaction. Top-selling albums are "The Beautiful Themes of Hawaii" by George Greeley, "The Sound of Music" by the Trapp Family, "Behind Brigitte Bardot" and "Swing Fever" by Buddy Cole. Hottest singles are "Sixteen Reasons" by Connie Stevens, "Beautiful Obsession" by Sir Chauncey and "Maid in France" by Gerard Calvi.

PHILADELPHIA: Buzz Curtis of Mainline phoned to report heavy sales for "Madison" by Al Brown's Tunetoppers on Amy, "Lonely Soldier" by Jerry Butler on Abner, "Swamp Legend" by the Four Coachmen on Adonis, "The Dance Is Over" by the Shirells on Sceptor, "Poor Boy Needs a Preacher" by the Untouchables on Madison and "Lead Me On" by Bobby Bland on Duke.

Bob Heller of Chips writes that the firm is getting big sales on "O Dio Mio" by Annette on Vista, "Caravan" by Santo & Johnny on Canadian-American and "These Things I Offer You" by the Playmates on Roulette. Others that are showing well include "Doing the Madison, (Parts I & II)" by Maynard Ferguson on Roulette, "Biddle Dee Dee" by the Mitchell Boys Chorus on Vista, "Like Man" by the Four Jacks on Pel and "Bila" by the Versatones on Fenway.

Ace has "You Will Find Your Way" by John Fairchild. Those climbing include "In the Chapel in the Moonlight" by the Glenns on Rendezvous, "Joshua Fit the Battle o' Jericho" by Jimmie Rodgers on Roulette and "Kon-Tiki" by the Islanders on Mayflower. Strongest LP's are "Annette Sings Anka" on Vista, "Toby Tyler" on Disneyland and "Can-Can" on Stereo Fidelity.

NEW YORK: Mike Kelly of Mayfair Distributors lists "Suddenly" by Nicky DeMatteo on Guyden, "Shazam" by Duane Eddy and "Little Serenade" by Pierre Cavelli and "Pledging My Love" by Sanford Clark on Jamie, "Nobody Loves Me Like You" by the Flamingos and "My Empty Room" by Little Anthony & the Imperials on End.

Mike Shepherd, Ardco (Allied Record Distributing Company), just returned from a Midwest and East Coast tour. His hottest sides are "How Deep Is the Ocean" by Toni Fisher on Signet and "Say You" by Art & Dotty Todd on Dart. There is also a promising reaction to "The Tender Years" b-w "Friendship" by Donny Farmer and "The Waiting Game" by Tony Martinez.

DALLAS: Al Klein of Al Klein Enterprises has been working in New Orleans, Houston and Dallas areas where he finds that sales are strong on "Another Sleepless Night" by Jimmy Clanton, "Beatnik Blues" by Huey Smith and "The Loser" by the ViCounts on Ace. Cadence has "Why Do I Love You So" by Johnny Tillotson, "Wake Me When It's Over" by Andy Williams, "You Don't Know Me" by Lennie Welch and Tillotson's new "Pledging My Love."

"Jenny Lou" by Sonny James on NRC is selling strongly. Ditto "Mountain of Love" by Harold Dorman on Rita. NRC also has a strong contender with "Put Your Arms Around Me, Honey" by Ray Smith. Warwick has "Cool Time in the Old Town Tonight" by Bob Crewe, "Peg o' My Heart" by Buddy Brennan and "What Do You Want to Make Those Eyes at Me For" by Sunny Gale. "Glo" and "Two o'Clock" are also perking.

BALTIMORE: Lester Distributors is now handling Gillete Records, which currently has "Sweet Sixteen" b-w "Painted on the Fences" by Don Heller.

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JOHNNY CASH EXPOSES "SMILING BILL McCALL" VIA COLUMBIA DISK

Everybody's favorite show, "The Smiling Bill McCall" airer, skids via Cash smash

Johnny Cash **Ignites Confuse Fuse Under** Smiling McCall

McCall Fall Gives Johnny Cash Brisk Disk

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THE MILE SIZER WHE OR BILKE HANGES ELWINKIG-IN-THE-OVE-SARD DI-TOMOTATI LEE DOLLEGHESSE OUR THE BEST HEADERLE TOUR end-obtione-holdenhab e la deblacere atternstering to 181198 11186 CHARLETTE TELESSE YOU'S UNDERSTAND



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BULLETIN: SMILING BILL WALKS OFF SHOW IN HUFF AFTER JOHNNY CASH HIT HITS.

WHAT IS SMILING BILL McCALL REALLY LIKE?

MISS T. A. "HE'S MY DREAMBOAT"

MRS. R. V. "AH'VE NEVER SEEN HIM BUT AH JUST KNOW HE'S THE HANDSOMEST MAN IN NASHVILLE.WHAT A VOICE!"

MR. N.G. "FOOEY! I'VE SEEN HIM AN" JOHNNY CASH IS RIGHT! LISTEN TO THAT COLUMBIA RECORD (4-41618) AN' SEE!"

BEHELEARD LEEUS ALTER THE FAMILIES lover to Latitorina charbineo won a d HE WEST L'HAST TOHOW A MINIORE STIZER fareat before an assemblace of lotter members abe made her brotossinhat KOPIT TO THE BAT VERY METERIALITY A STUTERING AT WORKERS AND SPRINGER THE THE OF THE PERCENCE THE THE THEFT THE OF entires as the and the per anne over a

Who'll Play Smiling Bill Role in Flicks?

Many stars apply but studios hint at a nationwide talent hunt



A weekly column of lively chatter material on the

hottest and most popular recording

Billboard's review

staff, as well as

those featured by

the record

companies in

their major

Billboard ad premotions.

artists—those "Spotlighted" by

MUSIC FEATURES

HAHIIIN S

FROM THE BILLBOARD SALES DEPARTMENT

HARRY BELAFONTE realized a musical ambition-to record his own collection of rare, authentic chain gang songs-with the release of his new RCA Victor album, Swing Dat Hammer. Belafonte performs these rhythmic work songs and bunkhouse blues with deep feeling. The Belafonte Folk Singers also lend their voices to the album. A top box-office draw, he closed a highly successful engagement at the El San Juan Hotel, Puerto Rico, last Saturday. Future plans include several benefits and a well-earned rest before a tour of the Far East this summer.

CARMEN CAVALLARO: Decca Records has designated the month of April as Carmen Cavallaro Month, in honor of the pianist's 20th year with the label, and in honor of his new album, The Franz Liszt Story. New York-born, the "Poet of the Piano" displays his highly sensitive piano style on the noted composer's works, such as Hungarian Rhapsody No. 2, La Campanella and Les Preludes. Cavallaro month will showcase all 17 of his albums, including such outstanding sellers as Eddy Duchin Story, Cocktails With Cavallaro and The King And I.

PON COSTA, United Artists Records' recently appointed a.&r. chief, and his orchestra and chorus present a winning recording of Theme From The Unforgiven, the main theme from the motion picture The Unforgiven which opened in N. Y. last week and stars Burt Lancaster and Audrey Hepburn. The movie, incidentally, is based on the best-selling novel and was filmed entirely in Durango, Mexico. United Artists has an album of original music from the sound track composed by Dimitri Tiomkin.

DION & THE BELMONTS: Dion, Fred Milano and Carlo Mastrangelo comprise this group of swingin' singers who recently won the Photoplay Magazine Most Popular New Vocal Group of 1959 Award. The boys will include their current single, When You Wish Upon A Star b-w Wonderful Girl, and their current hit, Where Or When, during their 10-day run at the Brooklyn Paramount Theater starting April 15. They will take time out to make two additional guest shots: April 15 when they've been invited to make their debut at the Steel Pier, Atlantic City, and April 23 they'll be appearing at the Armory, Newark, N. J.

BIRTHDAYS OF THE WEEK: April 12, Lily Pons, Lionel Hampton. April 13, Howard Keel. April 14, Buddy Knox. April 15, Marty Wilde, Henry Mancini. April 17, Chris Barber, Tony Bellus.

EVERLY BROTHERS, Don and Phil, are in The Billboard Spotlight with their first wax on their new label (Warner Bros.): Cathy's Clown, an attractive, teen-slanted item, b-w Always It's You, a countryish ballad. The international favorites are currently delighting audiences in the British Isles where they are touring till April 26. They are planning a one-week tour of Australia beginning May

JOHNNY FERGUSON is the 23-yearold singer from Nashville scoring with his first record release, Angela Jones, a fast-climbing Star Performer on the Hot 100 this week. The MGM recording artist worked as an announcer in Swainsboro, Ga., and also writes songs. His ambition is to have a million record seller — Angela Jones is a good start.

The FIREBALLS, George Tomsco, lead guitar; Chuck Tharp, vocalist; Stan Lark, bass; Eric Budd, drums; Dan Trammell, rhythm guitar; are on the scene with their first album for Top Rank titled The Fireballs. Previous releases by the group were Torquay, Bulldog and Nearly Sunrise. Their current single is Kissin' b-w Foot Patter.

VAUGHN MONROE revives his million-seller, Ballerina, for a listenable first release on his new label, United Artists. It's an up-dated bright version with chorus backing and orchestra backing by Don Costa—rates a Billboard Pick. Flip is Love Me Forever. You may recall Vaughn's other million-sellers: Racing With The Moon, Riders In The Sky and There I've Said It Again,

SANDY NELSON, 19-year-old from California, is on the scene with his Imperial release, Party Time b-w The Wiggle.

PATTI PAGE has put down on paper her personal and singing experiences in a book titled Once Upon A Dream. Presently she is touring the Midwest and East promoting the venture. Many of her past disk successes are included in her Mercury album Golden Hits. Her fans, and there are many, will find the album highly attractive, included are Tennessee Waltz, Detour and Old Cape Cod. Patti will appear on the Bob Hope TV show April 20. She's signed to open at the Desert Inn, Las Vegas, May 17 for four weeks.

RAY SMITH, Judd recording artist, has a strong follow up to his Rockin' Little Angel in his newest, Put Your Arms Around Me, Honey b-w Maria Elena—a two-sided Billboard Spotlight Winner. Ray hails from Paducah, Ky.

south Pacific: In an open letter in last week's Billboard addressed to Rodgers and Hammerstein, George Marek, VP and General Manager of RCA Victor, announced the fact that the original movie sound track album of South Pacific passed the million-sales mark, counting U. S. sales only. A tribute to the talents of two gentlemen who can be considered Mr. Music and Mr. Words. On the foreign scene, there is practically no country in the world (with the exception of Russia and China) where South Pacific albums have not been released.

MERRILL STATON is the director of one of the most popular choral groups, The Merrill Staton Choir. Himself a singer, Iowa-born Mr. Staton has prepared many vocal groups for TV and radio and conducted his own choral group on CBS radio. More recently, he has conducted choruses on the leading television shows. Since their recording debut four years ago on Epic Records, the choir has recorded eight albums for the label which range from Broadway show tunes, religious songs, westerns to complete minstrel shows. Their latest is an album titled Remember When, a collection of turn-of-the-century

To help you spot the ones you need, when you need them, all

artists items are carried in strict alphabetical sequence.

MARC TANNO is a new name on the sequence with a Billboard Talent Sp.

MARC TANNO is a new name on the scene with a Billboard Talent Spotlight: First Love b-w One Moon, One Sigh, One Kiss. Twenty-two-year-old, Philadelphia-born Marc records on 20th Fox.

JERRY WALLACE, who scored with Primrose Lane and Little Coco Palms, is in The Billboard Spotlight with his newest, You're Singing Our Love Song To Somebody Else, a snappy ditty with bright brass and banjo backing. Flip is King Of The Mountains, and the label is Challenge.

BIGGEST SHOW OF STARS FOR '60 -SPRING EDITION: GAC's package includes your favorites in the recording field. Here's a line-up of artists in the package and the play dates: Lloyd Price & His Orchestra, The Coasters, Little Anthony & The Imperials, Joe Turner, Jimmy Jones, Clyde McPhatter, Bo Diddley, LaVern Baker, Sammy Turner, Jimmy Reed and MC, Harold Cromer, April 16, Municipal Aud., Norfolk, Va. April 17, Mosque, Richmond, Va. April 18, Coliseum, Charlotte. April 19, Municipal Aud., Greenville, S. C. April 20, Coliseum, Greensboro, N. C. April 21, Memorial Aud., Raleigh, N. C.

PROMOTION DAYS AND WEEKS: April 11 is Coffee Day—to dramatize the cardinal role of coffee, April 11 begins National Sunday School Week. April 12 is the First Day of Passover. April 13, we celebrate Thomas Jefferson's Birthday. April 14 is Pan American Day. April 15 is Good Friday and the start of National Do-It-Yourself Week. April 17 is Easter Sunday, the start of Honey For Breakfast Week, Pan American Week and National Garden week.

Till next Monday. TOM ROLLO.

Money Records

backing with special feature freatment in big-space Billboard ads.

SINGLES

ANOTHER SLEEPLESS NIGHT-Jimmy Clanton
BEFORE 1 GROW TOO OLD-Fats DominoImperial
CITY LIGHTS-Debbie Reynolds
CRAZY EYES-Frankie VaughanColumbia
HE'LL HAVE TO STAY-Jeanne Black
1 GIVE THANKS-McGuire Sisters
LIKE YOUNG-Buddy GrecoEpic
MADISON TIME—Ray BryantColumbia
MAMA, DON'T CRY AT MY WEDDING-Anita Carter Jamie
MY OLD MAN'S A DUSTMAN-Lonnie DoneganAtlantic
PAPER ROSES—Anita Bryant
RIGHT BY MY SIDE—Rickey Nelson
TELL ME THAT YOU LOVE ME-Fats Domino Imperial
THE LADY IS A TRAMP-Buddy GrecoEpic
THE KEY-Frankie VaughanColumbia
THE UNFORGIVEN-McGuire Sisters
YOUNG EMOTION-Rickey NelsonImperial
YOU UNDERSTAND ME-Sam CookeRCA Victor

www.americanradiohistory.com

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

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

MUSIC AS WRITTEN

New York

Dick Linke, manager of Andy Griffith, Tommy Leonetti, Gloria Lambert, Micki Marlo, Georgie Kaye, Margaret Ann and The Jadas, Terri Stevens and Alan Chase, leaves for the Coast in mid-June to supervise the filming of the new Andy Griffith TV seg. The new Griffith show, which will be sponsored by General Foods, will be seen on CBS in the fall... Basin Street East, Ralph Watkins' swinging jazz club in New York, has set the Benny Goodman Ork for a return visit shortly, and has dates lined up for Johnnie Ray, and Sarah Vaughan... Myron Mahler, one of the country's top writers of jingles, passed away last week at the age of 46. Among his jingles are "National Shoes Ring the Bell," "Calling All Men to Barney's," "Man Oh Manischewitz, What a Wine," and "Ride With Pride With Rayco."

George Beverly Shea and Tedd Smith are now in the midst of a concert tour that is proving mighty successful. The 20-city tour started in Charlotte, N. C. in mid-March, and the sacred singer and his pianist accompanist were in New York last month (26). . . . The Orchestra Association of the Philadelphia Orchestra has established an annual commission of \$5,000 for a work of major symphonic proportions. First composer to receive the award was Walter Piston, who was selected by maestro Eugene Ormandy.... Liberace is now at the London Palladium on the first leg of an eight-week stand.... Ornette Coleman returned to the Five Spot Cafe in New York last week (5).... The entire Sammy Kaye office moves to the Brill Building on Broadway in New York in May. Professional manager Frank Abramson spearheaded the move when he and the Kaye music firms, Republic and World, moved to the Brill Building last month.... Eva Nelson, Berlin-born thrush, is plugging her Panorama album, "Cabaret" with jocks in New York. . . . Jerry Vale opens at the Chanticleer in Baltimore on April 18... B. B. King will be at the Apollo in New York starting April 15 for one week.... Buster Brown will play the Royal Theater in Baltimore beginning April 15.... Roger Williams will make his Town Hall, New York concert debut on May 14.... Adonis Records has signed singers Dane Roberts and Johnny Barness, and has taken over national distribution of the Tony Bari album "Mood Italio-Americano." . . . Accordionist Charlie Camilleri has been signed by M-G-M Records.

Horace Silver and his combo and the new vocal group, The Limelighters, opened at the Village Vanguard in New York April 5.... Jackie Wilson opens at the Fontainebleau Hotel in Miami for a week starting April 12.... Page Morton opened at the Golden Thread Cafe of the New Yorker Hotel in Gotham April 4. Thrush is currently considering an album waxing deal.... Ken Greengrass has signed The Blazers to a personal management contract. They have been signed by United Artists.... Mitch Miller conducted a gigantic "Sing Along" on the Canadian Broadcasting Company's Easter Seal TV Show in Canada April 10.... Laurie Records has signed jazz singer Lodi Carr, also known as Ladybird.

Two works of art commissioned by Columbia Records are being exhibited at the "Business Buys American Art" show at the Whitney Museum in New York. A watercolor by Bob Parker is of Mahalia Jackson, and a welded steel sculpture by Ezio Martinelli shows Leonard Bernstein conducting the New York Philharmonic. . . . The original recording of "Holy One" is on the Imperial label, and features chanter Freddle Fender. Imperial appears to have gotten the disk off to a flying start. . . . Carlton Records is releasing LP's with Gary Stites and thrush Marie Knight in April.... United Artists Records is throwing a big push behind the Don Costa waxing of "Theme From the Unforgiven," from the flick of the same name. Single is being timed to coincide with the national release of the flick during Easter week. Bob Rolontz

Nashville

Elvis Presley was at the RCA Victor Studio here Sunday night (3) for an album session. He cut 12 sides in a session which ran about 12 hours—until around 8 a.m. Monday, when he boarded a special bus for his home in Memphis. . . . Jovial Joe Allison left town Wednesday (6) after several days here. Joe was one of Nashville's most popular deejays until he moved to the West Coast some time back. He and wife, Audrey, wrote Jim Reeves' big hit, "He'll Have to Go." While in Nashville, Allison recorded Shirley Caudell (Mrs. Biff Collie) for the Liberty label. He also set up a session by Bob Wills and Tommy Duncan, first for these two together in 15 years. Besides representing Liberty, Allison's visit here included publishing business on behalf of Central Songs.

Jim Ed, Maxine and Bonnie Brown visited the RCA Victor Studio here last week to cut an album, with Chet Atkins directing. The Browns' new RCA Victor album, "Town and Country," has recently been released.... Brock Spear did a.&r. duties for Skylite Records on an Oak Ridge Quartet session at the RCA Victor Studio last week.... Kathy Shucher, wife of the Browns' manager, Herb Shucher, lost her father Wednesday (6). He was Hubert Castleberry, of Nashville, who was killed instantly in an auto accident near here.... Ralph Raper and Richard Morris were in town last week from Demorest, Ga. They represent Country Jubilee Records.

Bradley Studio's Sid O'Berry received top awards last week from Middle Tennessee News Photographers' Association. He took first prize for best spot-news story and best feature-news story in annual film showings by the association. . . . Lewis Pruitt cut a Decca session at the Bradley Studio Friday (8), with Owen Bradley directing. . . . A Connie Frances session for M-G-M, which was booked for the Bradley Studio for Saturday (9), was called off until a later date. . . . Mercury Records is booked in at Bradley



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New York, N. Y.







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and/or soloists FOR AUDITIONS CALL

THE JINGLE MILL, INC. 143 West 51st St., N. Y. C. PLaza 7-9367

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Studio for sessions on four days of this week. . . . Noel Ball and Bill Conner skedded for a session at the Bradley Studio Monday (11) for Scarlet Records. . . . Republic Records' Billy Brown cut a session at the Bradley Studio Saturday (9).

Wesley Rose infos from London that the Everly Brothers are getting a tremendous reception over there. . . . New addition to local RCA Victor Customs Department is Ina Lee Harris. . . . Jim Reeves left town Friday (8) for dates in Iowa and Illinois. . . . Don Pierce's new Starday Sound Studio is big enough for 16 strings, with elbow room to spare. Studio has been testing out equipment and cutting demonstration tapes, but is now ready for full swing of action in masters. It is the town's newest and largest studio.

Pee Wee King cut a session recently at the Bradley Studio for Film Records Friday night (1). . . . Jim Denny's long-time secretary, Mary Clare Rhodes, has turned pro with her poetry, having had two songs cut in as many weeks. They were co-authored with Cedarwood Publishing Company's Marijohn Wilkin. . . . Release by new Columbia artist, Ted Harris, is out. Sides are "One and One Only" and "The Little Drive In." . . . University Records owner, Harold Sadler, was in town last week for sessions with the Little Dippers and a new University artist, Freddie Carpenter. . . . Eddy Arnold returned here last week after spending some time with the Nashville Vols baseball team at their spring training camp in Tampa. Eddy is a Vol executive vice-president.

Pat Twitty

Cincinnati

Arthur Miller, local manager of Columbia Records, and his wife, Columbia recording artist Jerri Adams, are celebrating the arrival of their first child, a daughter, Tracy, born April Fool's Day. . . . Alan Kallman, Triple-X Records chief, spent the fore part of last week in the Charlotte, N. C., sector, plugging the merits of **Teddy Vann's** recording of "Cindy." He left there Wednesday (6) for Miami to canvass the local deejays, record librarians and music trade and to sop up a bit of sunshine before returning to his New York headquarters early this week. . . . Tom Molloy, until recently at WKLO, Akron, has joined the news staff of WSAI here as mobile news reporter. . . . Pat Carson, formerly associated in a secretarial capacity with the GAC office, the Frank Sennes Agency and WLW Promotions, Inc., here, is now on the staff of Sande & Greene, Hollywood consultants for radio, TV and film.

Ruth Lyons, star of the "50-50 Club," simulcast Monday thru Friday, 12 noon to 1:30 p.m. over Crosley Broadcasting's four-city hook-up (Cincinnati, Dayton and Columbus, O., and Indianapolis), departed Friday (8) for a six-week vacation tour of Europe. She was accompanied by her husband, Herman Newman, professor of English at the University of Cincinnati, and daughter, Candy. . . . The Stan Matlocks (he's the WKRC air personality) leave here April 27 for a European jaunt. . . . Ted Feigin, promotion manager of Madison Records, was in town last week to put the hustle on his firm's two new releases, "Someone Loves You, Joe," by the Singing Belles, and "Poor Boy Needs a Preacher." by the Untouchables. It's the first release on any label for both groups. From Cincy, Feigin hopped to Louisville, Nashville and Memphis before returning to New York.

Hollywood

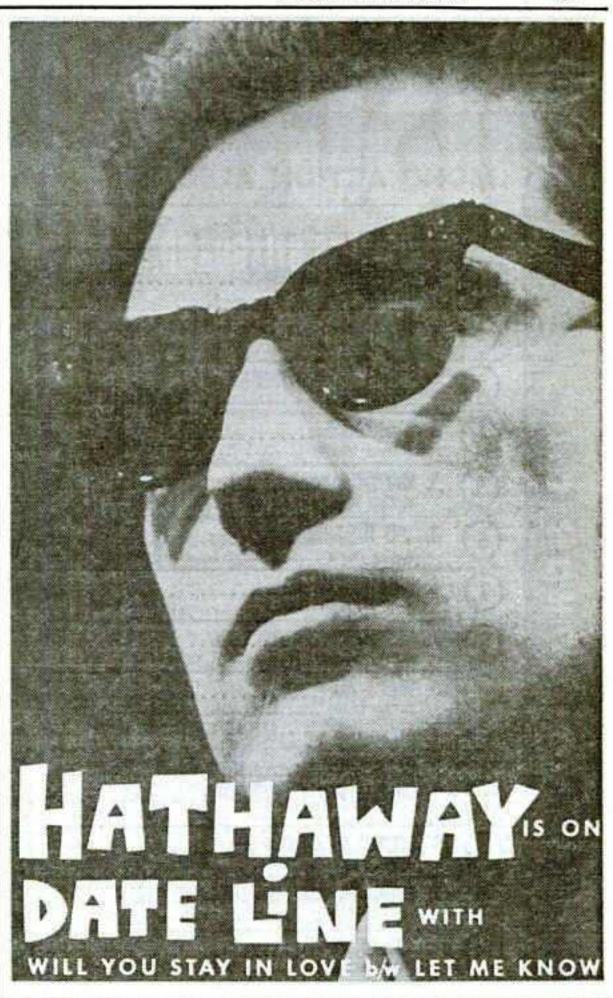
Liberty Records promotion director Don Blocker takes to the road covering 18 markets coast to coast to plug the label's seven-album April release. He will contact distribs, dealers and promotion reps in San Francisco, Seattle, Denver, Omaha, Cleveland, New York, Boston, Hartford, Miami, New Orleans, St. Louis and Oklahoma City.

Ed Uecke was named director of Capitol's newly formed Development Engineering Department. He was director of its Electronics Engineering Department, a post which will be taken over by John Davis. George Jones, label's administrator of recording operations, will absorb non - developmental engineering responsibilities formerly shouldered by Uecke. New organizational structure is as follows: Uecke continues to report to Jim Bayless, label's manufacturing and engineering veepee; newly appointed John Davis reports to George Jones, who in turn reports to Bayless.

The Surfers, who record for the Hi Fi label, concluded a contract to appear at Honolulu's Oriental Village thru 1965. Deal calls for the group to play a 90-day engagement each year for the next five years. Pact comes on the heels of another fiveyear deal with Lake Tahoe's Wagon Wheel where group is to appear annually for a three-week stand.... Gisele MacKenzie signed to star in summer stock engagements of "The King and I." playing Seattle and Kansas City during July and August.... Dot's Johnny Maddox starts a five-month run at Minneapolis' Charlie's Cafe Exceptional. Label has 15 albums in its catalog featuring the rag-time keyboarder.

Full Duke Ellington band will record the pilot reel for MGM's new TV series, "Asphalt Jungle." . . . Vet guitarist Perry Botkin claims he has ideal solution for the current radio hassle created by the FCC's March 16 directive: "Why not return to live music?"

United Stereo Tapes last week named William Hall, formerly with Warner Bros. and Capitol Records, as its national distributor sales manager. New post was created in line with UST's new sales policy of selling quarter-track open reel stereo tapes to the various disk distributors (The Billboard, March 28). . . . Pete Fountain is due here for a 10-day recording session at Coral during which he will cut two LP's: one a duet with Tiny Little, the other featuring Fountain with a big band backdrop.... RCA Victor is releasing Darryl Stevens' first single, "Now I Know." Label's new vocalist is backed by Dennis Farnon's ork. Lee Zhito.



ATTENTION, DEALERS!

BOB HELLER, GENERAL MANAGER, CHIPS DISTRIBUTING, PHILA., REPORTS:

. . . Great reaction to Flame's new release

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JERRY BUTLER

abner 1035





FOR THE WEEK ENDING APRIL 15, 1960

Billboard TOP LP'S

MONO ACTION ALBUMS --- on Lest Week Title, Artist, Label and Number on Cha 1. THE SOUND OF MUSIC Original CastColumbia KOL 5450 2. SIXTY YEARS OF MUSIC AMERICA LOVES BEST . 2 Assorted ArtistsRCA Victor LM 6074 4. THEME FROM A SUMMER PLACE 3. FAITHFULLY Johnny MathisColumbia CL 1422 5. ITALIAN FAVORITIES MONGONOR 8. THIS IS DARIN HERE WE GO AGAIN THAT'S ALL Bobby DarinAtco LP 33-104 BELAFONTE AT CARNEGIE HALL Harry BelafonteRCA Victor LOC 6006 9. OUTSIDE SHELLEY BERMANVerve MGV 15007 SELLING 13. ENCORES OF GOLDEN HITS . Platters Mercury MG 20472 12. GUNFIGHTER BALLADS AND TRAIL SONGS..... Marty RobbinsColumbia CL 1349 21. MR. LUCKY Henry ManciniRCA Victor LPM 2198 EST CONCERT IN RHYTHM, VOL. II Ray ConniffColumbia CL 1415 20 15. OLDIES BUT GOODIES Assorted ArtistsOriginal Sound 5-001 18. FOR THE FIRST TIME Mario LanzaRCA Victor LM 2338 22. STUDENT PRINCE Mario LanzaRCA Victor LM 2339 20. PARTY SING ALONG WITH MITCH Mitch MillerColumbia CL 1331 26. WOODY WOODBURY LOOKS AT LOVE AND LIFE.

This Week	Last Week Title, Artist, Label and Number on Chi	7.
21)	14. MORE JOHNNY'S GREATEST HITS	38
22	27. FIRESIDE SING ALONG WITH MITCH	16
23)	29. FABULOUS FABIAN	16
24)	30. ANNETTE SINGS ANKAVista BV 3302	4
25)	31. ALWAYS	2
26	34. CONNIFF MEETS BUTTERFIELD	14
(I)	17. GENIUS OF RAY CHARLES	8
28	23. LET'S ALL SING WITH THE CHIPMUNKS	20
29	24. TEENSVILLE Chet AtkinsRCA Victor LPM 2161	8
30	28. SANTO AND JOHNNY	13
31)	19. PORGY AND BESS	39
32)	25. BLUE HAWAII	39
33	39. SATURDAY NIGHT SING ALONG WITH MITCH Mitch Miller	2
34)	37. ELVIS' GOLDEN RECORDS, VOL. II	2
35)	36. WHAT A DIFF'RENCE A DAY MAKES	4
36)	— FIORELLO!	13
37)	38. NEARER THE CROSS	9
38	Perry Lee	1
39	33. NO ONE CARES	34
40	35. GYPSY	39

ESSENTIAL INVENTORY

on the charts 40 weeks or more

This Last Week Week Title, Artist, Label and Number	Weeks on Chart
1. INSIDE SHELLEY BERMAN, Verve MGV 15003	51
2. FROM THE HUNGRY I, Kingston Trio, Capitol T 1	107 61
3 9. KINSTON TRIO AT LARGE, Capitol T 1199	43
3. MY FAIR LADY, Original Cast, Columbia OL 5090)210
5 11. KINGSTON TRIO, Capitol T 996	43
6 6. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia	CL 1133.102
7 4. 6161, Sound Track, M-G-M E 3641 ST	93
3 7. SOUTH PACIFIC, Sound Track, RCA Victor LOC 10	32107
9 5. THE MUSIC MAN, Original Cast, Capitol WAO 99	0111
10 10. SING ALONG WITH MITCH, Mitch Miller, Columbia	CL 1160 92
8. SOUTH PACIFIC, Original Cast, Columbia OL 4180	306
14. ROGERS: VICTORY AT SEA, VOL. II, RCA Symphon Orch. (Bennett), RCA Victor LM 2226	y 48
13 13. PETER GUNN, Henry Mancini, RCA Victor LPM 19	NP 3
14 15. HYMNS, Tennessee Ernle Ford, Capitol T 756	144
15) 18. FLOWER DRUM SONG, Original Cast, Columbia OL	5350 55
16 12. COME DANCE WITH ME, Frank Sinatra, Capitol W	1069 58
17 16. ONLY THE LONELY, Frank Sinatra, Capitol W 105	3 65
18 21. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	65
19 17. GEMS FOREVER, Mantovani, London LL 3032	60
20 19. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	57
21 24. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	72
20. OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	60
23 25. WARM, Johnny Mathis, Columbia CL 1078	64
24 22. HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000	58
(25) 23. THE KING AND I, Sound Track, Capitol W 740	181

STEREO ACTION ALBUMS --- on the charts 19 weeks or less

STE	REO ACTION ALBUMS or
This Week	Last Veck Title, Artist, Label and Number on Chart
1	1. THE SOUND OF MUSIC
2	2. PERSUASIVE PERCUSSION
3	3. PROVOCATIVE PERCUSSION
(4. FAITHFULLY
5	6. SAIL ALONG SILVERY MOON
<u>6</u>	7. MR. LUCKY
1	5. THEME FROM A SUMMER PLACE
8	9. LET'S DANCE AGAIN
9	3. OPEN FIRE, TWO GUITARS
10	2. CONNIFF MEETS BUTTERFIELD
1	8. NEW ORLEANS
12	8. STILL MORE SING ALONG WITH MITCH
13	O. NEARER THE CROSS
(14)	1. GUNFIGHTER BALLADS AND TRAIL SONGS 9

14. FIORELLO!

BEST SELLING STEREOPHONIC LP'S

This Week	Last Week Title, Artist, Label and Number	Weeks on Chart
16)	20. MUSIC FOR READING	4
17)	22. RACHMANINOFF: PIANO CONCERTO NO. 3 Van Cliburn	
(18)	23. FLOWER DRUM SONG	14
(19)	27. BOUQUET	5
20	16. 'S AWFUL NICE	8001
21)	19. FIRESIDE SING ALONG WITH MITCH Columbia CS	
22	- THIS IS DARIN	1
23)	15. AMERICAN SCENE	3
24)	17. IT'S THE TALK OF THE TOWN	9 8143
25)	21. AMERICAN SHOWCASELondon PSA	10
26	24. MUSIC FOR BANG, BAA-ROOM AND HARP Dick SchoryRCA Victor LSP	
27)	25. KINGSTON TRIO	8
28	28. LET'S ALL SING WITH THE CHIPMUNKS Liberty LST	13
29	29. MUSIC FOR DINING George Melachrino Strings .RCA Victor LSP	7
30	- BILLY VAUGHN PLAYS THE MILLION SELLE	

ESSENTIAL INVENTORY

on the charts 20 weeks or more

This Week	Week Title, Artist, Label and Number	Weeks on Chart
0	3. BELAFONTE AT CARNEGIE HALL Harry Belafonte, RCA Victor LSO 6006	21
2	2. HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	23
3	1. SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	47
①	6. GIGI, Sound Track, M-G-M SE 3461 ST	47
<u>(5)</u>	5. HEAVENLY, Johnny Mathis, Columbia CS 8152	29
6	4. MY FAIR LADY, Original Cast, Columbia OS 2015	47
0	7. PETER GUNN THEME, Henry Mancini, RCA Victor LSP	195645
8	 RODGERS: VICTORY AT SEA VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226 	45
9	11. THE KING AND I, Sound Track, Capitol SW 740	3!
10	10. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	47
1	13. FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2	33824
12	12. COME DANCE WITH ME, Frank Sinatra, Capitol SW 10	6947
(13)	- BLUE HAWAII, Billy Vaughn, Dot DLP 25165	3
14	17. THE LORD'S PRAYER, The Mormon Tabernacle Choir, Columbia MS 6068	2
15	- SING ALONG WITH MITCH, Mitch Miller, Columbia CS	
(16)	8. STRAUSS WALTZES, Mantovani, London PS 118	3
1	- KINGSTON TRIO AT LARGE, Capitol ST 1199	3
18	— QUIET VILLAGE, Martin Denny, Liberty LST 7122	2
19	19. OKLAHOMA! Sound Track, Capitol SWAO 595	4
@	- PORGY AND BESS, Sound Track, Columbia OS 2016	2

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BASED ON SALES

IN STORES & RACKS

MONOPHONIC CLASSICAL ALBUMS

- 1. SIXTY YEARS OF MUSIC AMERICA LOVES BEST... Assorted Artists, RCA Victor LM 6074
- 2. TCHAIKOYSKY: PIANO CONCERTO NO. 1

Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252

- 3. THE LORD'S PRAYER The Mormon Tabernacle Choir (Condie), Columbia ML 5386
- 4. RACHMANINOFF: PIANO CONCERTO NO. 3

Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355

5. RODGERS: VICTORY AT SEA, VOL. 2

RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226

6. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN

Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054

7. OFFENBACH: GAITE PARISIENNE; KHACHATURIAN: GAYNE BALLET SUITE

Boston Pops (Fiedler), RCA Victor LM 2267

- 8. RAVEL: BOLERO Boston Symphony Orchestra (Munch), RCA Victor LM 1984
- 9. GROFE: GRAND CANYON SUITE. . The Philadelphia Orchestra (Ormandy), Columbia ML 5286
- 10. RODGERS: VICTORY AT SEA, VOL. 1

RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779

STEREOPHONIC CLASSICAL ALBUMS

1. RODGERS: VICTORY AT SEA, VOL. 2

RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226

2. TCHAIKOVSKY: PIANO CONCERTO NO. 1

Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252

- 3. THE LORD'S PRAYER.... The Mormon Tabernacle Choir (Condie), Columbia MS 6868
- 4. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO

Morton Gould Orchestra RCA Victor LSC 2345

5. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN

Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054

6. OFFENBACH: GAITE PARISIENNE; KHATCHATURIAN: GAYNE BALLET SUITE

Boston Pops (Fiedler), RCA Victor LSC 2267

7. RACHMANINOFF: PIANO CONCERTO NO. 3

Van Cliburn Symphony of the Air (Kondrashin), RCA Victor LSC 2355

8. GROFE: GRAND CANYON SUITE

The Philadelphia Orchestra (Ormandy), Columbia MS 6003

9. GERSHWIN: RHAPSODY IN BLUE

Leonard Penarrio, Hollywood Bowl Symphony Orchestra (Slatkin), Capitol SP 8343

10. BEETHOVEN: SYMPHONIES NOS. 4 & 5

The Columbia Symphony Orchestra (Walter), Columbia MS 6055

BEST SELLING LOW PRICE LP'S

(List price \$2.98 or less)

MONOPHONIC

- 1. Soul of Spain, Vol. 1 101 StringsSomerset P 6600 2. Soul of Spain, Vol. 2
- 101 StringsSomerset P 9900 3. Perry ComeCamden CAL 511
- 4. Good Housekeeping Reducing Off the
- 5. 101 Strings Play the BluesSomerset P 5800
- 6. Huckleberry Hound
- Daws Butler and Don Messick
- 7. South Pacific Al Goodman Ork
-RCA Camden CAL 421 8. You Do Something to Me
- Mario Lanza Camden CAL-450 9. Backbest Symphony
- 101 Strings Somerset P 11500
- 10. Silver Screen 101 StringsSomerset P 7000

STEREOPHONIC

- 1. Soul of Spain, Vol. 1 101 Strings Stereo Fidelity SF 6600
- 1. Soul of Spain, Vol. 1 101 Strings Stereo Fidelity SF 9900
- 3. The Music Man Various ArtistsLion SL 70091
- 4. 101 Strings Play the Blues Stereo Fidelity SF 5800 5. Concerto Under the Stars
- 101 Strings Stereo Fidelity SF 6700
- 6. Silver Screen 10% Strings Stereo Fidelity SF 7000 7. East of Sucz
- 101 Strings Stereo Fidelity SF 11200
- 8. Quiet Hours 101 Strings Stereo Fidelity ST 10200
- 9. Backbeat Symphony
- 101 Strings Stereo Fidelity SF 11500
- 10. Symphony for Tommy Hamburg Philharmonia Ork

1. Heavenly

..... Storeo Fidelity SF 5700

BEST SELLING POP EP'S

- Johnny Mathis ... Columbia EPB 13511 2. Gunfighter Ballads and Trail Songs Marty Robbins ... Columbia, EPB 13491 3. This Is Darin 4. Faithfully Johnny Mathis Columbia EPB 14221
- 5. Hymns

Tennessee Ernie Ford

- Capitol EAP 1-756 6. Here We Go Again
- Kingston Trio Capitol EAP 1-1258
- Tennessee Ernie Ford
- 8. Open Fire, Two Guitars
- Johnny Mathis Columbia H 12701
- 9. 'S Wonderful Ray Conniff Columbia EP 9251
- 10. Nearer the Crass
- Tennessee Ernie Ford Capitol BAP 1005

Reviews of THIS WEEK'S LP'S

The pick of the new releases: OF THE WEEK

Strongest sales potential of all albums reviewed this week.

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

- Pop -

AMERICAN SCENE



Mantovani. London LL 3136 (Stereo & Monaural)-One side of the set is devoted to the music of Stephen Collins Foster. The other side has a collection of folk material, including "Yellow Rose of Texas," "Goodnight Irene" and "Grandfather's Clock." It's an interesting idea for the British maestro, and the results are highly effective. It should be another strong seller for Mantovani.

THE BUDDY HOLLY STORY VOL. II



Coral CRL 57326—This second volume of tunes made famous by Buddy Holly is as potent at Volume 1. It features the late singer on "Peggy Sue Got Married," "Well, All Right," "What to Do" and "Now We're One," all of which sound as fresh as tho they were just recorded. Strong wax for the many, many Buddy Holly Fans.

REFLECTIONS



The Platters. Mercury SR 60160—Each member of the group is a featured soloist in this set. Tony Williams, Zola Taylor, Herbie Reed, Dave Lynch and Paul Robi turn in effective vocal treatments on a flock of oldies that includes "Harbor Lights." "Red Sails in the Sunset" and "Reflections in the Water." Tempos and types are nicely varied. Sound and cover are plus features.

WOODY WOODBURY'S LAUGHING ROOM



Stereoddities MW 2 — As was his previous hit LP, "Woody Woodbury Looks at Love and Life," this album was also recorded during a performance at a night club in Florida. Woodbury's humor is a bit racy at times, but he's glib and quick, and the audience (judging from the chuckles) thoroly approves. It should be a successful follow-up.



Harry Belafonte. RCA Victor LSP 2194 (Stereo & Monaural)—Belafonte with standout backing from the Belafonte Folk Singers scores effectively on a brace of folk, blues and work songs. His renditions are meaningful and expressive. Stereo sound is good. Fine cover photo of the artist. Set should be a strong seller.

TUO GLOS



The Kingston Trio. Capitol ST 1352 (Stereo & Mon-aural)—The Kingston trio offers a program of varied folk fare that adds up to a thoroly entertaining LP. Included is material previously released as singles, but most of the selections are new for them-"With You My Johnny," "The Mountains O'Mourne," "El Matador," etc. Sound and cover are good.

DINAH SINGS SOME BLUES WITH RED



Dinah Shore-Red Norvo. Capitol ST 1354. (Stereo & Monaural)-Dinah Shore shines in another fine set. She delivers blues (both sweet and low), standards and oldies in fine fashion. Backed by a swingin' group, headed by vibist Red Norvo, she excells on such fare as "Who," "Ain't Got Nothin' But the Blues" and "It's All Right With Me." Sound is good, and attractive cover shot of the lark will lure.

Pop Low Price

TOUJOURS MAURICE



Maurice Chevalier. Camden CAL 579-The ingratiating veteran showman warbles some of his lesser known tunes, which Camden has collected to form a historical record of some highspots of his career. They range from "Mon Ideal," recorded in 1930, and "Oh! That Mitzi," sliced in 1932 to three sides cut in 1947. A sock collector's item with appeal, of course, to Chevalier's current fans.

Jazz

BEAN BAGS



Milt Jackson & Coleman Hawkins. Atlantic 1316 -Milt (Bags) Jackson and Coleman (Bean) Hawkins team forces for a cookin' set. Jackson is, as usual, fleet and inventive, and Hawkins still has that great, great tone. Backing the duo are T. Flannagan, drums; K. Burrell, guitar; E. Jones, bass and C. Kay on drums, Swingers and up-items in the six-frack set are highly acceptable. Tunes include "Don't Take Your Love From Me" and "Ciet Happy" and "Indian Blues." Displayable cover.

ALBUM COVERS OF THE WEEK

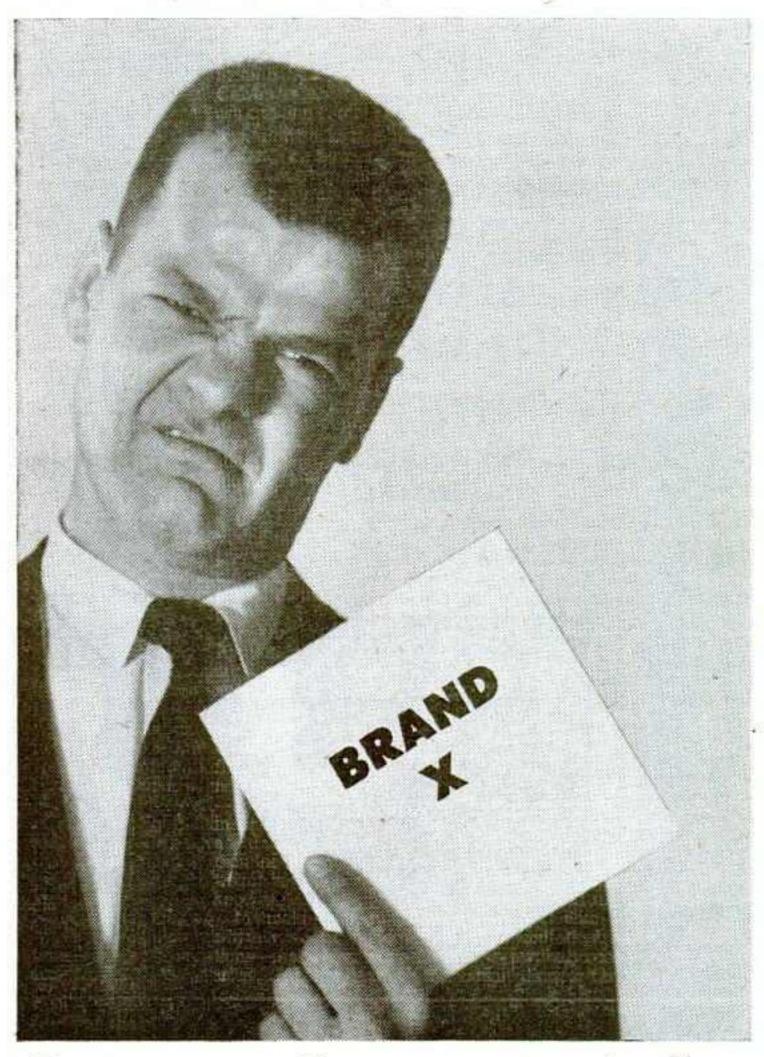


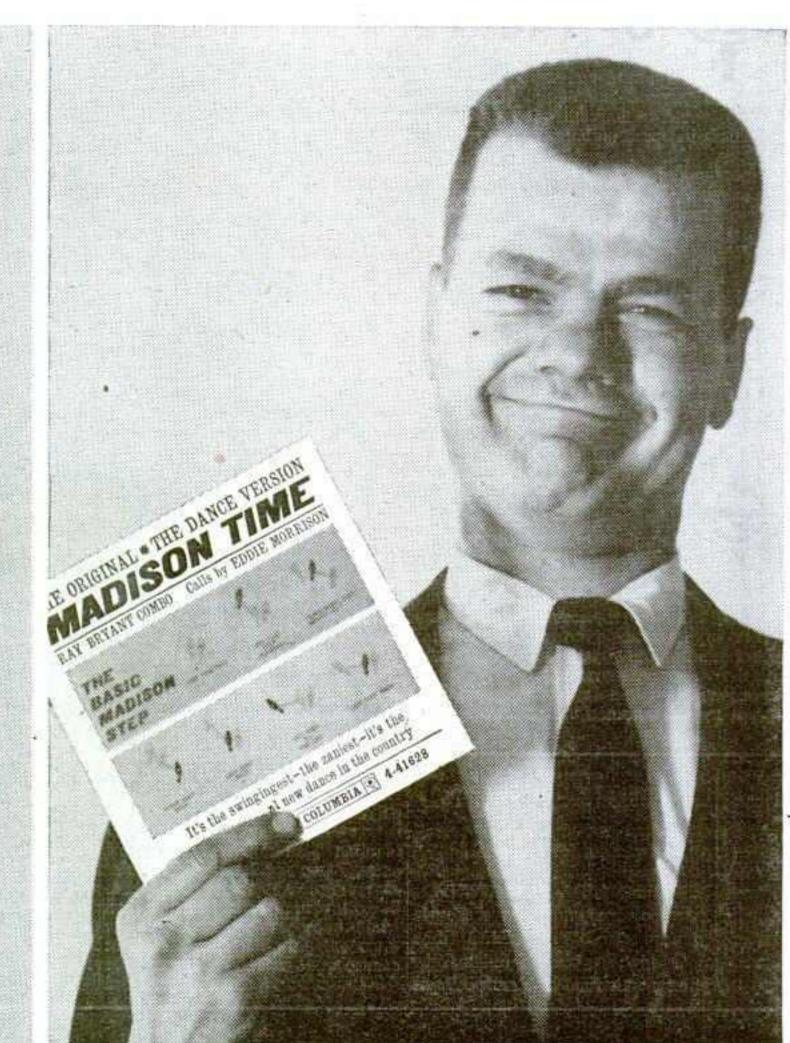
THE ORIGINAL CHICO HAMILTON QUINTET, World Pacific WP 1287



(Continued on page 35)

STRAUSS: DON JUAN; DEATH AND TRANSFIGURATION-Minneapolis Symphony Orchestra (Dorati), Mercury SR 90202





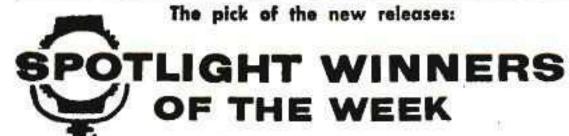
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Strongest sales potential of all albums reviewed this week.

Continued from page 33

- Classical

BEETHOVEN: SONATA NO. 9 (Kreutzer), SONATA NO. 1



Zino Francescatti, Violin; Robert Casadesus, Piano. Columbia MS 6125 (Stereo & Monaural)—The Beethoven piano and violin sonatas are read with the artist's usual excellence. They establish an effective rapport. The set has been well-recorded. Fine cover sketch rock contains a group of originals, mostly provides a good display piece. Set will sell, despite penned by Stites. Backed by the Monty competition.

POULENC: LA VOIC HUMANE



Duval, Soprano; Theatre National de l' Opera-Comique Orchestre (Prete). RCA Victor LS 2385-The theme of *** THE FLYING FINGERS OF this modern opera with a libretto by Jean Cocteau FLIP TOP FINNEGAN deals with a telephone conversation by a young woman known jazz musician hiding under a trying to sustain her relationship with her lover. Some pseudonym, but no matter what the name, of the extended passages (they are not arias in the he comes thru with some bright, sparkling usual sense) are hauntingly lovely. There are also many piano work here that's a cross between exciting and breathless passages. Set comes with a booklet, giving an excellent translation, background on the Keys," "I'm Just Wild About notes about the opera and pictures from the premiere Harry," "If I Had My Way," "Somebody performance of the opera in Paris. Denise Duval is excellent. Quality dealers should stock this fine album. It's from the label's Soria series.

STRAUSS: DON QUIXOTE



Janigro, Violincello; Chicago Symphony (Teiner) RCA Victor LS 2384 — Strauss' vividly programmatic tone poem is given a colorful reading by Reiner. This interpretation will certainly present a formidable challenge trot, or ballad tempos. Excellent jockey to existing versions. Solo passages by cellist Antonio programming set, and it should move Janigro and violist Milton Preves are played with excellence. Packaging includes a booklet with informative notes about the work and a series of paintings and sketches of Don Quixote and Sancho Panza by several well-known artists. Sound and packaging are excellent.

BERLIOZ: REQUIEM (2-12")



Boston Symphony (Munch). RCA Victor LD 6077-This is the latest release in the label's Soria series. and Only Once," "Tenderly," "Four Winds Munch paces the Boston Symphony thru moving read- and the Seven Seas," etc. Strong rack item. ing of the work, getting a fine performance from the New England Conservatory Chorus and tenor soloist Leopold Simoneau. Packaging includes the text in Latin and English and reproductions of early masterpieces of 14th and 15th century masters. Tho it should prove a standard best seller, it will also be a strong seasonal ards and oldies. Selections include "My item with the coming holidays.

Folk .

MARIAS & MIRANDA GO NATIVE



Kapp KS 3180 (Stereo & Monaural) - Maris and Miranda re-create the original music of the African people, adapting melodies and rhythm they have *** ROAMIN' WITH RICHARDSON heard in the South African Veld. Utilizing unusual instrumental and vocal effects, they reproduce the sounds of primitive African instruments. A colorful, exciting collection with strong sales potential for the shows off his fine technique on such tunes market.

SUBWAYS OF BOSTON



The Coachmen. Hifirecord R 420—This album is as attractive as the trio's first release, "Here Come the Coachmen." They include a variety of tempos and types in their repertoire, and they show engaging versatility and charm. Listenable selections include "Delia," "I Will Never Marry" and the album title tune. Good cover shot of the group.

- Country & Western -

KITTY'S CHOICE



Kitty Wells. Decca DL 8979-The material in this set is a bit of a change of pace for the great country thrush. The songs are past pop clicks, and she reads them all six quartets dedicated to Count Apponyi. with strong appeal. Most of the songs do have a They are handled in excellent fashion, and the stereo recording is first sets. country flavor. The set could win many pop sales, too, if exposed. Tunes include "Your Cheatin' Heart," "My Happiness" and "Seven Lonely Days."

MOST OF ALL



Hank Thompson & the Brazos Valley Boys. Capitol T 1360 — Hank Thompson delivers a brace of his semble of Silesia (Haydyna). Bruno BR past big country hits. At the hands of the master, 50127 - This is the third volume of Polish they sound as fine as ever. Selections include "Squaws National Song and Dance Ensemble of Silesia, under Stanislaw Havena. And it is bum title tune. Backings are good. Set should also a lovely set, with fine performances of folk collect pop coin.

Sound

THE VOICES OF THE 20TH CENTURY



Henry Fonda, Narrator, Coral CRL 57308-Here's a fascinating collector's item, featuring voices culled from *** UNCLE STEVE'S DANCE AL the distant past, via recordings. Henry Fond's thought- BUM ful narration does an admirable job of pointing out the historical import of a wealth of priceless wax, His Hungry Six, ever popular polka artists, ranging from the sound of a Light Brigade bugler in have another cheerfully - styled set of 1853 and Florence Nightingale to Hitler, Helen Keller, polkas, waltzes and oberek that should Churchill and Eisenhower. Excellent production and find favor from polka fans. The set is script by Bud Greenspan.

VERY STRONG SALES POTENTIAL

POPULAR ***

*** BILL HALEY & COMETS Warner Bros. WS 1378 (Stereo & Monnural)-Haley and His Comets have a debut album on this label that can attract both teen and adult coin. They offer rocker, rockeraballad and rockabilly fare in their popular style. Tunes include "I Almost Lost My Mind," "Shake, Rattle and Roll" and "Blueberry Hill."

*** LONELY FOR YOU

Gary Stites. Cariton LP 120-Young Gary Stites made a splash with a couple of big singles last year, including this LP's title number and "Lawdy Miss Clawdy." Along with them, the collection of rock and near-Kelly ork and chorus, the lad works well on "Chicken Shack," "Floria Lee" and "Hey Hey." His teen following are best prospects for this collection.

Atco 33-116-Fliptop Finnegan is a wellragtime and Dixieland. He handles a group of favorites in happy style, including "Kitten Stole My Gal." A bright new album that has a chance for sales.

*** RIOT IN RHYTHM

Henri Rene, RCA Victor LSP 2002 (Stereo & Monaural)-The Rene crew goes thru a flock of tempos in presenting these oldies, most of which are standards. One track, "Blah, Blah, Blah," has a vocal, The others are instrumentals in Latin, foxstrongly sales-wise.

LOW-PRICED POPULAR ***

*** TENDERLY

Vic Damone, Mercury MGW 12157-Set is a re-issue of sides cut by the singer when he was on this label some years ago. His fans will remember such fare as "Once

*** HARMONICA HITS Jerry Murad's Harmonicats. Mercury MGW 12208-Murad and his Harmonicats provide melodic, infectious harmonica blendwork on a group of nostalgic stand-Happiness," "Night Train," "You Tell Me Your Dream," "Who's Sorry Now," etc. A solid commercial item for the low-priced

JAZZ ****

market.

Jerome Richardson. New Jazz 8226 -This is one of the best albums that Jerry Richardson has waxed to date. He is featured on flute, tenor and baritone, and he as Duke Ellington's "Warm Valley," the familiar "Poinciana," and new items such as "Friar Tuck," and "Up at Teddy's Hill." Richardson is backed by Richard Wyands on piano, George Tucker on bass and Charlie Persip on drums. An exceptional jazz set featuring solid, hard driving

CLASSICAL ***

*** HAYDN: STRING QUARTETS IN C MAJOR & C MINOR

Amadeus Quartet. Deutsche Grammophon Gesellschaft 138 072 SLPM (Stereo & Monaural)-The Amadeus Quartet performs two of Haydn's well-known string quartets with finesse and polish. The two quartets, in C and G minor, are part of the group of the stereo recording is first-rate. Fine wax for the serious collector

INTERNATIONAL ***

*** SLASK, Volume 3

Polish National Song and Dance Enefforts by the large and finely trained choral group. The recording is excellent, and folk fans should be interested.

POLKA ***

Steve Adamczyk and His Hungry Six. (Continued on page 37) lively and danceable. The tunes include "Lover's Moon Polka," "With Pop" (oberek) and "Top Toe Waltz."

*** POLSKA WIES

Frank Wojnarowski & His Ork. Dana DL 1275 - A fine polka set with top ** LOVE EYES flight interpretations of a group of polkas, waltzes, obereks, by the lively Frank Wofirst rate set for polka fans,

RELIGIOUS ***

*** MAJESTIC THEMES

Claude Rhea. Word WST-8029-LP -The tenor gives out with rich-voiced read- and two men, one of whom plays bass ings of an attractive variety of religious fiddle and the other maracas. They are best themes. He is lushly and warmly supported by the Concert Orchestra of London, which is conducted by Paul Mickelson. Selections include "Beside Still Waters," "I Wonder as I Wander" and "Bless This House." Set can score heavily in this mar-

GOOD SALES POTENTIAL

POPULAR ***

*** RUSS COLUMBO STORY Paul Bruno. Coral CRL 57327-Here's a

nostalgic salute to the late Russ Columbo, who died at the height of his popularity in 1934. Bruno warbles tunes associated with Columbo in a similar romantic, feelingful style. Selections include "You're My Everything," "Temptation," "Prisoner of Love," etc. Good chatter angles for jocks.

Dominic Frontiere, Columbia CL 1427-Frontiere offers tasteful instrumental treatjnarowski crew. The tunes include "Little ments, ranging from exciting jazz-flavored Village," "In the Midfield," "Empty arrangements to lushly romantic interpreta-Pocket" and "Roses For My Miss." A tions of original themes. Selections include 'Jealous," "Innocent," "Sensuous," "Wistful," etc. Spinnable mood wax. Effective

*** THE ELOISE TRIO

Decca DL 8983-Billed as a top trio from Jamaica, this vocal group consists of a woman, Eloise, who also is the guitarist, (Continued on page 37)

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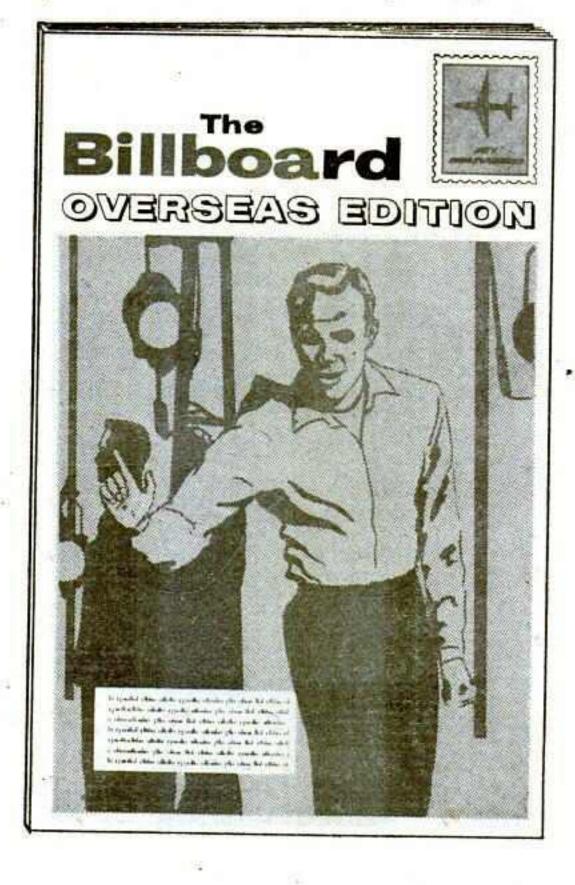
MANAGERS

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The pick of the new releases:



Strongest sales potential of all albums reviewed this week.

Continued from page 35

THE GREAT GAVIOLI



Capitol T 10231 — The magnificent barrel organ has a superb tone. It boasts a flock of stops that allow many colorful effects. The program in this set includes a sprightly group of tunes of European origin. Sound is excellent, and the range of sound is effectively pre-sented in stereo. Bugs will flip over this.

Specialty -

SONGS MY FATHER TAUGHT ME



Joel Grey, Capitol SW 1373. (Stereo & Monaural)-Joel Grey turns in a superb performance of Jewish folk songs that should bring a glow to many, both young and old, who remember the delightful melodies. Grey sounds better than he ever has on wax, and he manages to capture the gayety and the spirit of his material with ease. The tunes include "Roumania, Roumania," "The Lonely Birch Tree," "Schluf, Yingele, Schluf," and other folk items. The backing by the Nat Farber Ork is excellent.



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

POP .

SKY HIGH

Evelyn Freeman & Exciting Voices. Imperial LP 9101-With exposure, this might be a sleeper. Evelyn Freeman's choir blends with a rocking ork background and sock organ solo work to produce an exciting blend of swing, rock and roll and spiritual flavors. Standout side is "He's Got the Whole World in His Hand." Prime jockey wax with dual market appeal.

POP DISK JOCKEY PROGRAMMING

DREAM CONCERTO

Ferrante & Teicher With Their Orchestra & Chorus. UAS 6087-The piano duo, ably backed by a wordless chorus, serves up a batch of richly romantic instrumental treatments of dreamy popular classical themes. Selections-all fine mood wax-include adaptations of Tchaikovsky's "Piano Concerto," Chopin's "Fantaisie Impromtu,"

JAZZ

HELEN HUMES

Contemporary M 3571—This is a wonderful new album by Helen Humes. It shows off the thrush's fine style on ballads and rhythm tunes, including such favorites as "Among My Souvenirs," "Trouble the Bobby Short style will go for this.

in Mind," "When I Grow Too Old to Dream" and "You Can Depend On Me." Back of the thrush-are such fine musicians as Benny Carter, ** PEE WEE HUNT'S DANCE Teddy Edwards, Andre Previn, Shelly Manne and Leroy Vinnegar. PARTY The thrush sells the ballads with warmth and feeling, and the album could be a big one.

POP TALENT

BILL HENDERSON SINGS

Vee Jay LP 1015-A singer with the ability to get inside the feeling of a tune, not merely sing the words, Bill Henderson is truly musical. He does an especially meaningful job on deeply emotional ballads such as "Joey," "Moanin'" and "My Funny Valentine," as well as on up-beat numbers like "The Song Is You" and "This Little Girl of Mine." These and others make excellent jockey material.

STRINGSVILLE

Harry Lookofsky. Atlantic 1319—It has been a long time since the violin meant much in jazz, and certainly the violin to date had had no impact on the modern jazz scene. All this may be changed due to this album and the exceptional work of Harry Lookofsky, a former classical violinist. He plays modern jazz on the violin and viola, and via multiple tracks forms an entire string section. The tunes are jazz classics, including "Round Midnight," "I Let a Song Go Out of My Heart" and two new Bob Brookmeyer originals.

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SCHUBERT: DIE SCHONE MULLERIN (1-14) (15-20)

Ernst Haefliger, Tenor; Jacqueline Bonneau, Piano. Deutsche Grammophon Gesellschaft 136 039 SPEM; 136 040 SLPEM (Stereo & Monaural)—Ernst Haefliger is the Swiss operatic tenor who made a friumphal U. S. debut this season. His is a voice made to order for this great Schubert song cycle of unfulfilled love, conveying the shifting moods most expressively. Mlle. Bonneau's accompaniment is satisfactory. The fourth side on the two disks, which are sold separately, contains 10 Schumann lieder. The quality of the set should enable it to outpace most if not all the competition on these works, despite lack of any liner notes about the work or artists and no English translation of the lyrics.

SCHUMANN: PIANO CONCERTO IN A MINOR: INTRODUC-TION AND ALLEGRO APPASIONATO; OVELETTE; TOCCATO

Svjatoslav Richter, Piano Sinfonie-Orchester der Nationalen Philharmonie Warschau (Rowicki). Deutsche Gammophon Gesellschaft 138 077 SLPM (Stereo & Monaural)-Svjatoslav Richter, one of the best of the Russian pianist, turns in a lovely reading of Schumann's "Piano Concerto in A Minor" and a number of other Schumann compositions. His piano work is excellent on the concerto, as is the accompaniment by the Symphony Orchestra of the Warsaw National Philharmonic under Stanislaw Wislocki.

MILHAUD: THE FOUR SEASONS

Ensemble De Solistes Des Concerts Lamoureux (Milhaud). Epic BC 1069 (Stereo & Monaural)-Milhaud's four concertino's, one for each of the seasons, were written over almost a 20-year period. They show to an extent some of the composer's growth and development. The works are inventive and colorfully orchestrated. Students of modern musical literature will find this a worthy item. Each of the selections features programmatic solo instruments in keeping with the mood of the particular season. Quality dealers will stock and plug the set.

RIGOLETTE (2-12")

Soloists, Teatro di San Carlo di Napoli Orchestra & Chorus (Molinari-Pradelli). Columbia MS (2) 901 (Stereo & Monaural)-Recorded at the Teatro di San Carlo di Napoli, this package has name power in the Met's popular Richard Tucker and strong performances by his supporting singers, baritone Renato Capecchi and soprano. Gianna D'Angelo. The album is handsomely packaged with unusually informative 50-page booklet containing an English translation of libretto and attractive photos and stories about cast and opera. Fine sound.

GOOD SALES POTENTIAL

Continued from page 35

on calypso-type novelties, such as "Island | dent in the pop market with her recording Woman," "Zombie Jamboree" (better of "Pepito" a few months ago. Here is the known as "Back to Back and Belly to Latin-American lass singing her first pop Belly"), and "Banana." These probably single plus "El Timbre." "Pepite Fleur" could never pass as air fare, but they can liven up any party.

*** BOBBY SHORT ON THE EAST

Atlantic 1321 - Set was recorded during live performances. The distinctive Short sound is used to advantage (taking interesting liberties with tempos) on "I Left My Hat in Haiti," "It Never Entered My Mind," "I'm Gonna Sit Right Down and Write Myself a Letter," etc. Those who dig

Capitol ST 1362. (Stereo & Monaural)-Hunt and crew present a group of oldies in their familiar, infectious Dixie style, Tunes include "Way Down Yonder in New Orleans," "Alexander's Ragtime Band" and a new version of "Oh!" It's a good terp or listening set that should move well.

*** THE LONELY HEART Michael Collins Strings. Capitol ST 10236. (Stereo & Monaural) - The Michael Collins Strings play themes adapted from Tchaikovsky melodies with warmth and tenderness on this new album. Tchaikovsky's melodies are mighty familiar and the ork handles them well and properly. The selections include "None But the Lonely Heart," "Andante Cantabile," "Swan Lake Theme" and "Chanson Triste,"

*** HIS AND HERS Paul Smith & Annette Warren. Capitol ST 1356. (Stereo & Monaural) - Paul Smith and Annette Warren turn in some mighty litenable duo piano versions of a familiar group of standards here. The interest is in the arrangements, which are bright, and light and cheery. Smith and his ex-singer wife and fellow-pianist handle their chores with ease. Tunes range from "Pick Yourself Up," and "Wait Till You See Her," to "My Funny Valentine" and "All the Things You Are."

*** MY FAIR LADY Mister Mystery. Palette SPZ 37002 Mister Mystery has a style that shows classical training. He applies some exciting tempo variations to the well-known melodies from the famed "My Fair Lady" score. He's backed by a precise and complementary rhythm section. Set makes for a good jockey programming item. With the show as popular as ever, this can still get coin.

*** ELENA MADERA Decca DL 8976-Elena Madera made

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ing. A bright new set featuring a bright

Rob Roy and His Orchestra, Hanover

HM 8013-The Rob Roy ork presents a

pleasant and listenable set of tunes. All of

the selections were written by Bob Sharples,

who has managed to synthesize the current

popular music of several countries. The set

adds up to a most agreeable item that can

be sold with plugs. Material includes "Rue de la Paix," "Trinidaddy," "Majorca Moonlight," etc. Tempos and types are nicely varied.

*** BEST DAMN DANCE BAND

Iru Ironstrings, Warner Bros WS 1380

Stereo & Monaural)-Ironstrings and ork

(Continued on page 49)

IN THE EAND

*** IT'S A SMALL WORLD

Atlantic's Ten Year Survey of the Teen Hits



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MUSIC



MAMA, DON'T CRY
AT MY WEDDING



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CONGRESS GETS FREE DISK PLUG

WASHINGTON - Deejays may not be allowed to push disks on the air nowadays, but Congressman Victor L. Anfuso of New York inserted an extensive plug for a platter in the Congressional Record (March 17) this month.

What's more he mentioned the label (Genie), the artist (Jeannie Thomas), and the writers (Ethel Phillips, Kenneth Roberts and Anne Lavere) of the tune ("Believing") by name; and recited the entire lyric, which carries an inspirational message. Press agent Sid Ascher, Miss Thomas' personal manager. believes this is the first time a record has been mentioned on the floor of the House of Representatives since "God Bless America."

Senate Passes Keogh Bill

WASHINGTON - The Keogh anyone trying it. bill to exempt music publishing passed the Senate, and now repaigned for, over a period of years, by Rep. Eugene Keogh.

from royalties, provided legitimate charged that 53 per cent of Top 50 per cent of the gross, and own- Billboard, March 21, 1960.) ers do not have more than 10 per cent holding company income.

52 per cent, was designed to close a financial interest in the tunes. a tax loophole by formation of "in- The one offering the bribe would explained that legitimate music would apply to station personnel music publisher earnings in royal- in the music to be pushed. ties, with former income-earning sales of sheet music dwindling to a to enact the ASCAP proposal to negligible factor.

music publishers would have fallen into the personal holding category when royalties reached 80 per cent of the gross.

. Col. Pact for Andre Previn

NEW YORK — Columbia Records has signed Andre Previn to an exclusive, long term contract. The signing of Previn could be considered a plum for the diskery as Previn has become very hot recently as the result of his hit singles and albums. He comes to Columbia as a quadruple threat man; as an arranger, composer, conductor and pianist. Prior to his Columbia pact, Previn had been doing free-lance recording for Contemporary and M-G-M Records. Previn was signed by Columbia's ple announcements such as: "The West Coast exec producer, Irv records played in this segment were Townsend.

On the M-G-M label Previn. with David Rose and his ork, came up with the hit single, "Like Young." His album of "My Fair of the flick "Gigi" in 1959, and he is buying all its disks. One day has done a lot of conducting and last week, the boys confessed: "The composing for M-G-M pictures. He following record was stolen from conducted the score for the movie the rack of your local Grand-Union version of "Porgy and Bess."

Celler Bill to Make Payola 2-Way Crime

WASHINGTON - Rep. Eman uel Celler has introduced an antipayola bill invoking criminal penalties for givers and takers of the bribery, to insure "no relapse into the old ways, once attention is focused elsewhere."

Celler blamed payola for the "cacophonous music called rock 'n' roll," and said it is his belief that the rock would never have achieved acclaim, "especially among teen-agers," were it not for the payola push. He said payola in the selection of musical works and records for broadcast is a "kind of corruption that should have been dealt with years ago by the Federal Communications Commission."

Celler, who is chairman of both the House Judiciary and its Antitrust Subcommittee, said his bill is modeled after one recommended by the American Society of Composers, Authors and Publishers, and will discourage payola by imposing criminal sanctions against

However, one striking difference companies from high personal is that the Celler bill expressly holding company taxation has continues the present right of those with financial interests in music to quires only presidential signature buy time from a station for bona to become law. The bill has been fide sponsorship and programming repeatedly introduced and cam- of their tunes. The ASCAP legislative proposals were outlined in a recent statement to the Federal The law will safeguard firms Communications Commission from with over 50 per cent gross income its President, Stanley Adams, who business deductions tally at least 40 tunes were payola-pushed. (The

Both the Celler bill and the ASCAP recommendations, would At passage of the bill, it was invoke criminal penalties, under pointed out that the personal hold- the Communications Act, to punish ing tax, which can hit rates of 85 station owners who accept push to 93 per cent, as against corporate money for music from anyone with corporated pocketbooks." It was be equally liable. Similar penalties publishing firms do not belong in who accept payola, and the one that category. Changing develop- offering it, whether or not the ments in music use have put most briber had any financial interest

Celler did not introduce any bill eliminate Broadcast Music, Inc., by Without the Keogh exemption, prohibiting any two or more broadcasters from combing to form a music licensing organization.

Dignified or Folksy, Pitch Says for Free

• Continued from page 1

mention the labels by name, acknowledgement copy includes the following: "Music for the next half hour has been provided for your listening pleasure by the following record companies"; "Here's a nice one from so-and-so label or distributors:" "This record was loaned by the Record Hunter," etc.

Many stations perfer short simfurnished free of charge by manufacturers and distributors"; or "The recorded music is provided by Northwest record distributors."

Most original acknowledgement Lady" on Contemporary has sold to date, was made by Gene Klavin over 500,000 copies. Previn won and Dee Finch, early morning deean Academy Award for his scoring jay team on WNEW here, which supermarket."

THE NATION'S TOP TUNES HONOR ROLL OF HITS

FOR SURVEY WEEK ENDING APRIL 2

tunes according determined by

This Week	Last	Week On Composer-Publisher Char
1	1	THEME FROM A SUMMER PLACE By Steiner-Max Discant—Published by Witmark (ASCAP)
2	2	HE'LL HAVE TO GO
3	3	WILD ONE By Lowe-Mann & Appel—Published by Lowe (ASCAP)
①	4	PUPPY LOVE By Paul Anka—Published by Spanka (BMI)
5	5	SWEET NOTHIN'S
6	7	SINK THE BISMARCK By J. Horton & T. Franks—Published by Cajun (BMI)
1	9	MAMA By Bixio, Cherubini, Barlow-Brito—Published by Southern (ASCAP)
8	15	GREENFIELDS 4 By Terry Gilkyson-R, Dehr-F. Miller—Published by Montclare (BMI)
9	17	I LOVE THE WAY YOU LOVE
10	6	HANDY MAN
11	11	By B. Mann-H. Hunter—Published by Aldon (BMI)
12)	8 By	HARBOR LIGHTS
13)	21	SIXTEEN REASONS
14)	14	BEATNIK FLY
15)	10	BABY
16	20	WHITE SILVER SANDS
17)	13	0, DIO MIO
18)		THE OLD LAMPLIGHTER
19	12	BEYOND THE SEA
20	_	MONEY By J. Bradford Gordy Jr.—Published by Jobette (BMI)
21)	16	TEDDY
22		STEP BY STEP
23	215.0000	LET THE LITTLE GIRL DANCE
24)	19	TEEN ANGEL
<u></u>	26	(WELCOME) NEW LOVERS
<u> </u>		CRADLE OF LOVE
<u>)</u> 21)	30	DON'T THROW AWAY ALL THOSE TEARDROPS
28)		STUCK ON YOU
$\frac{\sim}{\sim}$		STARBRIGHT

RECORDINGS AVAILABLE

(Best Selling Record Listed Bold Face)

- I. THEME FROM A SUMMER PLACE-Percy Faith, Col 41499; Fontane Sisters, Dot 16059; Leroy Holmes, M-G-M 12833; Don Ralke, Warner Bros. 5108; Jackie Rac, Epic 9366; Hugo Winterhalter, Vic 7599.
- 2. HE'LL HAVE TO GO Billy Brown, Col 41380; Jim Lowe, Dot 16046; Jim Reeves, Vic 7643.
- 3. WILD ONE-Bobby Rydell, Cameo
- 4. PUPPY LOVE-Paul Anka, A&C-Paramount 10082; Jess Duboy, Coionial 7002; King Bees, Flip 323; Terry Noland, Brunswick 55054.
- 5. SWEET NOTHIN'S Brenda Lee, Dec 30967.
- 6. SINK THE BISMARCK Johnny Horton, Col 41568.
- 7. MAMA Counie Francis, M-G-M 12878; Phil Brito, M-G-M 10591; John Fufano, Darlan 501.
- 8. GREENFIELDS Brothers Four, Col 41571; Julius La Rosa, Kapp.
- 9. I LOVE THE WAY YOU LOVE-Mary Johnson, United Artists 208.
- 10. HANDY MAN-Jimmy Jones, Cub
- 11. FOOTSTEPS Steve Lawrence, ABC-Paramount 10085.
- 12. HARBOR LIGHTS-LaVern Baker, Atlantic 1189; Jerry Byrd, Mer 30043; Bing Crosby, Dec 27219; Guy Lombardo, Dec 27208; Platters, Mer 71563; Lu Ann Simms, Jubilee 5335; Dinah Washington, Mer 30022,
- 13. SIXTEEN REASONS—Connie Stevens, Warner Bros. 5137.
- 14. BEATNIK FLY Johnny and the Hurricanes, Warwick 520.
- 15. BABY-Dinah Washington & Brook Benton, Mer 71565.
- 16. WHITE SILVER SANDS BIH Black's Combo, HI 2021; Owen Bradley Quartet, Dec 30363; Lennon Sisters, Brunswick 55013; Don Rondo, Jubilee 5288.
- 17. O, DIO MIO-Annette, Vista 354.
- 18. THE OLD LAMPLIGHTER Browns, Vic 7700.
- 19. BEYOND THE SEA-Bobby Darie, Ateo 6158; Trade Martin, Ges 1053; Cyril Stapleton, London 1864; Roger Williams/G. Osser Ork, Kapp 138; Victor Young Ork, Dec 27027.
- 20. MONEY Barrett Strong, Anna
- 21. TEDDY-Connie Francis, M-G-M
- 22. STEP BY STEP-Crests, Coed 525.
- 23. LET THE LITTLE GIRL DANCE -Billy Bland, Old Town 1076.
- 24. TEEN ANGEL Mark Dinning. M-G-M 12845.
- 25. (WELCOME) NEW LOVERS -Pat Boone, Dot 16048.
- 26. CRADLE OF LOVE-Johnny Preston, Mer 71598.
- 27. DON'T THROW AWAY ALL THOSE TEARDROPS - Frankie Avalon, Chancellor 1048.
- 28. STUCK ON YOU-Elvis Presley, Vic 7740.
- 29. STARBRIGHT-Johnny Mathis, Col
- 30. THIS MAGIC MOMENT-Drifters,

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By Pomus-Shuman-Published by Rumbalero-Tiger-Tredlew (BMI)

23 THIS MAGIC MOMENT

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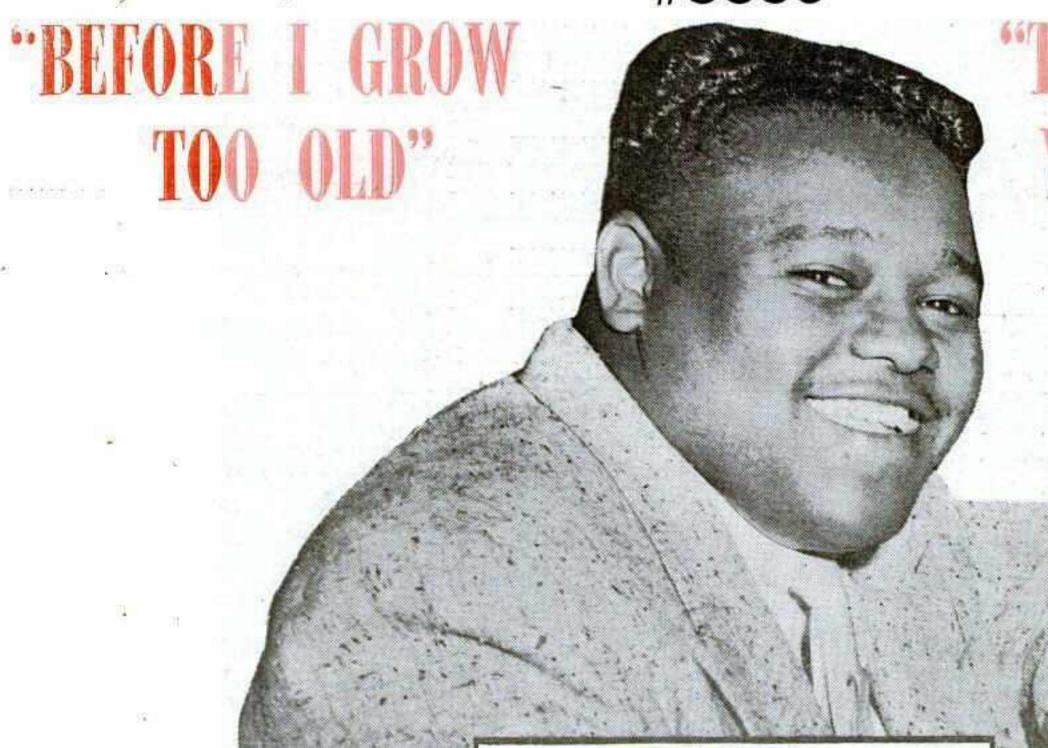
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SPOTLIGHT
WINNER

#5660



"TELL ME THAT YOU LOVE ME"

IMPERIAL RECORDS
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IN CANADA . LONDON RECORDS, Ltd.

FOR WEEK ENDING APRIL 17

Billboard Hott 100

	VALUE OF STREET	
STAR PERFORMERS showed the greatest upward progress on Hot 100 this week. SIndicates that 45 r.p.m. stereo single version is available. Indicates that 33½ r.p.m. stereo single version is available. TITLE Artist, Company Record No.	STAR PERFORMERS showed the greatest upward progress on Hot 100 this week. SIndicates that 45 r.p.m. stereo single version is available. Indicates that 331/2 r.p.m. stereo single version is available. TITLE Artist, Company Record No.	STAR PERFORMERS showed the greatest upward progress on Hot 100 this week. Solution is available. Solution is available. Solution is available. Solution is available. Title Artist, Company Record No.
1 1 1 THEME FROM A SUMMER PLACE & 14	34 22 12 6 WHAT IN THE WORLD'S COME OVER YOU S 14	68 47 30 24 DELAWARE
2 4 7 PUPPY LOVE S 8	35 36 37 46 JUST ONE TIME	69 35 24 9 TEEN ANGEL
3 4 3 2 HE'LL HAVE TO GO	36 23 9 12 FOREVER	70 57 45 49 DON'T FENCE ME IN
3 2 3 WILD ONE	37 37 40 40 TALL OAK TREE	FAME AND FORTUNE S 1
12 21 22 GREENFIELDS	38 39 36 32 EL MATADOR	72 74 81 — 00H POO PAH DOO (Part 2) 3
6 5 5 8 SWEET NOTHIN'S	39 42 59 67 BIG IRON	73) 64 84 — TEEN EX
6 14 28 SINK THE BISMARCK	40 32 33 25 AM I THAT EASY TO FORGET 13	Browns, RCA Victor 7700 EARTH ANGEL
8 9 11 21 MAMA	Bobby Darin, Atco 6158	75) 60 64 77 DOWN BY THE RIVERSIDE 6
14 15 38 I LOVE THE WAY YOU LOVE 6	75 99 — STAIRWAY TO HEAVEN S 3 Neil Sedaka, RCA Victor 7709	76 50 55 79 TEENAGE SONATA
7 25 43 FOOTSTEPS	43 48 39 54 FANNIE MAE	77) 54 63 66 CHATTANOOGA CHOO CHOO 7
16 23 29 SIXTEEN REASONS		78) 78 83 — IT COULD HAPPEN TO YOU § 3
15 20 30 WHITE SILVER SANDS	June Valli, Mercury 71588	95 — MR, LUCKY
13 10 6 5 BABY	Johnny Ferguson, M-G-M 12855	80 83 — ROCKIN' RED WING 2
14 11 10 17 0, DIO MIO 8	Sammy Turner, Big Top 3032	81) 67 53 23 RUNNING BEAR
15 8 8 10 HARBOR LIGHTS	The Everly Brothers, Cadence 1376	Sohnny Preston, Mercury 71474 82) 52 48 33 ROCKIN' LITTLE ANGEL
The Browns, RCA Victor 7700	Jackie Wilson, Brunswick 55166	Ray Smith, Judd 1016 (83) 87 96 — "WHY I'M WALKIN"
** 84 — STUCK ON YOU S 2 Elvis Presley, RCA Victor 7746	50 51 69 /6 CARAVAN	Stonewall Jackson, Columbia 41591 84) 90 — THINK ME A KISS
33 43 71 STEP BY STEP 7	Paul Evans, Guaranteed 205 85 — LOVE YOU SO	Clyde McPhatter, M-G-M 12877 (85) 89 — MADISON
38 76 — CRADLE OF LOVE	Rod Holden, Donna 1315 82 95 78 LONELY WEEKENDS	Al Brown's Tunetoppers, Amy 804
20 13 7 4 HANDY MAN	Charlie Rich Philips International 3552	Johnny Tillotson, Cadence 1377 87) 80 82 51 BABY, WHAT DO YOU WANT ME TO DO 9
21 19 17 15 BEATNIK FLY	Duane Eddy, Jamle 1151	Jimmy Reed, Vee Jay 333
(22) 18 22 18 (WELCOME) NEW LOVERS § 7	92 — CHERRY PIE	Brook Benton, Mercury 71566
23) 27 38 53 DON'T THROW AWAY ALL THOSE	(56) 59 62 63 CHINA DOLL	(89) 45 47 41 OUTSIDE MY WINDOW
TEARDROPS	57) 62 70 92 WAKE ME WHEN IT'S OVER 4 Andy Williams, Cadence 1378 79 85 100 SOMEDAY	90 94 — ADAM AND EVE
24) 31 26 27 MONEY	Della Reese, RCA Victor 7706	(91) JENNY LOU
25 28 44 STARBRIGHT & 7	(59) 56 61 69 AT MY FRONT DOOR	92 76 54 31 WHERE OR WHEN
26 28 34 62 LET THE LITTLE GIRL DANCE 9	71 79 88 YOU DON'T KNOW ME	93 96 WHAT DO YOU WANT 2
27 17 29 47 TEDDY	(61) 44 31 34 ABOUT THIS THING CALLED LOVE S 7 Fabian, Chancellor 1047	94 PAPER ROSES
53 60 90 NIGHT 4 Jackie Wilson, Brunswick 55166	62) 65 87 89 DON'T DECEIVE ME	95 HOW DEEP IS THE OCEAN 1
29 21 16 19 THIS MAGIC MOMENT 8	86 93 — WHAT AM I LIVING FOR 3	96 93 — NEVER LET ME 60 3
30 34 44 86 CLEMENTINE 4	64 68 65 61 WHY DO I LOVE YOU SO 13 Johnny Tillotson, Cadence 1372	97 88 88 — HOUSE OF BAMBOO
31) 30 42 58 SUMMER SET	65 43 41 39 STRING ALONG	98 JUST A CLOSER WALK WITH THEE 1
32 20 18 14 LADY LUCK	66 66 77 83 RUBY 5	99 MADISON TIME
20 10 20 1000		100 69 71 56 HARLEM NOCTURNE 16
	Garry Stites, Cariton 525	viscounts, stadison 123

STOMORROW'S TOPS

BEST BUYS

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

POP

LOVE YOU SO .	
	(Maravilla, BMI) Donna 1315
*CHERRY PIE .	Skip & Flip
	(Modern, BMI) Brent 124
*MR. LUCKY	
(S	outhdale, ASCAP) RCA Victor 7705
*WHAT AM I LI	VING FOR Conway Twitty

(Rush-Progressive, BMI) M-G-M 12886

"EARTH ANGELJohnny Tillotson
PLEDGING MY LOVE
(Dooms, BMI) (Wemar-Lion, BMI) Cadence 1377
LONELY WEEKENDS Charlie Rich
(Knox, BMI) Phillips International 3552
C&W
*YOUR OLD USED TO BEFaron Young

R&B-No selections this week

(Lancaster, BMI) Capitol 4351

BUBBLING UNDER THE HOT 100

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

1. YOU BELONG TO MEJoni James, M-G-M
The manufacture of the first state of the same of the state of the sta
2. WAY OF A CLOWN Teddy Randazzo, ABC-Paramount
3. COME DANCE WITH ME Eddie Quinteros, Brent
4. CINDY Teddy Vann, Triple-X
5. A SIX-PACK TO GO Hank Thompson, Capitol
6. ROCKIN' RED WING Ernie Freeman, Imperial
7. BESAME MUCHO The Coasters, Atco
8. TELL ME THAT YOU LOVE ME Fats Domino, Imperial
9. CATHY'S CLOWN The Everly Brothers, Warner Bros.
10. FOR LOVELloyd Price, ABC-Paramount
11. NO IF'S-NO AND'S Lloyd Price, ABC-Paramount
12. SOMEONE LOVES YOU, JOE The Singing Belles, Madison
13. NOBODY LOVES ME LIKE YOU The Flamingos, End
14. MY EMPTY ROOM Little Anthony & the Imperials, End
15. BURNING BRIDGESJack Scott, Top Rank

About				Ca	Hed	Lo	ve .
Adam Am 1	That	E		to	For	get	11
Apple			Œ.			***	i di
AT MY			Do	or			
Bahy							

Baby, What Do You Want Me

Chattanroga Chco Choo

| Delaware | 68 | 68 | Dogg n' Around | 49 | 62 | 70 | Don't Fance Ma In Don't Throw Away All Those Teardrops

Down by the Riverside 75

Fame and Fortune 71 Fannie Mae 43
Footsteps 10
Forever 36 Greenfields 5 Handy Man 20 Harbor Lights 15

Harbor Lights 15 Harlem Nocturne 100 He'll Have to Go 3 House of Bamboo 97 How Deep is the Ocean 95 Love the Way You Love It Could Happen to You 78

Jenny Lou 91 Just a Closer Walk With Thee 98 Just One Time 35 Lady Luck 32 Lawdy Miss Clawdy 67 Let It Be Me Let It Be Me Let the Little Girl Dance Little Bitty Girl Lonely Weekends

Madison Time Midnight Special Mr. Lucky Money 24
Mountain of Love 44
Never Let Me Go 96 Never Let Me Go

O, Dip Mio
Old Lamplighter, The
Osh Poo Pah Doc (Part 2)
Outside My Window Paper Roses 94

Paradire 47
Pledging My Love 86
Puppy Love 2

Shazam 54 Sink the Bismarck 7 Sixteen Persons Sixteen Reasons Someday Stairway to Heaven Stairway to Heaven
Starbright 2
Step by Step 3
String Along 6
Stuck on You 1
Summer Set 3
Sweet Nothin's

Tall Oak Tree 37 Teen Ex 73
Theme From a Summer Place 1
Think Me a Kiss 84
This Magic Moment 29
Ties That Bind 88

Wake Me When It's Over ... 57
(Welcome) New Lovers ... 22
What Am I Living For ... 63
What Do You Want ... 93
What in the World's Come
Over You ... 34
Where or When ... 92
White Silver Sands ... 12
Why Do I Love You So ... 64
Why I'm Walkin' ... 83
Wild One ... 4 Wild One You Don't Know Me 60

REVIEWS OF

THIS WEEK'S SINGLES



Strongest sales potential of all records reviewed this week.

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

— Рор —



JUMP OVER (Conley, ASCAP)—THE URGE (Conley, ASCAP)-Freddy Cannon has two hot bids to keep his hit string alive. "Jump Over" is a rousing rocker that is handled with zest. "The Urge" is a pounding blues. Swan 4053



YOUNG EMOTIONS (Nelson, ASCAP)—RIGHT BY MY SIDE (Hilliard, BMI)-"Young Emotions," a pretty ballad, shows a change of pace for the singer. It's done over a listenable, string-filled arrangement "Right By My Side" is a driving rocker that also has the sound.

Imperial 5663

PAUL EVANS



HAPPY-GO-LUCKY ME (Pambill-Lyle, ASCAP)—FISH IN THE OCEAN (Pambill-Lyle, ASCAP)-Evans turns in two fine chanting stints. "Happy-Go-Lucky Me" is a cheerful swinger on which he gets strong banjo and rhythm backing. "Fish in the Ocean" is a novelty effort that is also Guaranteed 208 well-delivered.

DION & THE BELMONTS



WHEN YOU WISH UPON A STAR (Bourne, ASCAP)-WONDERFUL GIRL (Angel, BMI)—The group strongly presents "When You Wish Upon a Star," the pretty oldie. It's given a light rock arrangement that should catch on. "Wonderful Girl" is a rockaballad, and this, too, comes in for a salable chant.

HAL WATERS



THE SKYLINERS



TLL BE SEEING YOU (Williamson, ASCAP)—PENNIES FROM HEAVEN (Joy, ASCAP)—The crew could score again with either of their potent outings on the two evergreens. "I'll Be Seeing You" gets a warm vocal by the lead with excellent group backing. "Pennies" is smartly and effectively sung.

NAT KING COLE



THAT'S YOU (Bregman, Vocco & Conn. ASCAP)—IS IT BETTER TO HAVE LOVED AND LOST (Comet, ASCAP)—Cole registers strongly on "That's You." a lovely new ballad, with fine ork assistance from Nelson Riddle, "Is It Better" is a modified rockaballad, and Cole sings it Capitol 4369

SARAH VAUGHAN



SOME OTHER SPRING (Brenda, BMI)—OUR WALTZ (Bregman, Vocco & Conn, ASCAP)—The thrush handles two pretty tunes in her usual appealing style. "Some Other Spring" is a lovely new ballad that is given a quality sing. "Our Waltz," the evergreen, is also revived with a classy Mercury 71610

SAM COOKE



YOU UNDERSTAND ME (Planetary, ASCAP)—Cooke offers a smart ballad tune with a persuasive, fingersnappin' rhythm. Ork and chorus work is most helpful. The chanter could have a winner with this. Flip is "I Belong to Your Heart," (Sigman, ASCAP).

RCA Victor 7730

PATTI PAGE



JUST A CLOSER WALK WITH THEE (Egap, BMI)— ME, OH! LORD (Egap, BMI)-Patti Page presents lovely readings of the well-loved hymns. Chorus work on both is outstanding. They're done a cappella, They're a switch for her, and they should come in for heavy spins,

Mercury 47

ELLA FITZGERALD



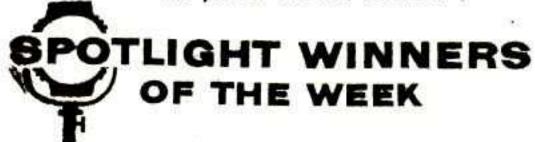
MACK THE KNIFE (Harms, ASCAP)—The side is from an album, recorded by the lark during a concert in Berlin. She brings new feeling to the recently revived hit via her usual fine singing and clever improvising on a reprise, when she temporarily forgets the lyric. Great side that can be a big one. Flip is "Too Darn Hot." (Harms, ASCAP). Verve 10209

(Continued on page 44)

The correct publisher for "Roll Call Company J," by the Balladeers on Donna, a Spotlight in the April 4 issue of The Billboard, is Music World-Maravilla, BMI. Laine-Simms, BMI, is the correct publisher for "What Good Does It Do Me," by Raymond LeFevre on Mercury, also a Spotlight in the April 4 issue,

Reviews of THIS WEEK'S SINGLES

The pick of the new releases:



Strongest sales potential of all records reviewed this week.

Continued from page 43

DEBBIE REYNOLDS



CITY LIGHTS (TNT, BMI)—JUST FOR A TOUCH OF YOUR LOVE (Marks, BMI)—The thrush is still clicking with "Am I That Easy to Forget," and her version of "City Lights," a former country hit, is also a likely winner for her. "Just for a Touch of Your Love" is a wistful rockaballad, and this is also rendered strongly.

EDDY ARNOLD



LITTLE SPARROW (Tree, BMI)-MY ARMS ARE A HOUSE (Shapiro-Bernstein, ASCAP)—Arnold gives "Little Sparrow," a happy novelty effort, a bright belt over complementary support. "My Arms Are a House" is a tender BILL HALEY & COMETS ballad, and the singer delivers it warmly.

RCA Victor 7727

THE McGUIRE SISTERS



THE UNFORGIVEN (THE NEED FOR LOVE) (Hecht & Buzzell, ASCAP)-1 GIVE THANKS (Rosemond, ASCAP)—Top side is the main theme from the Burt Lancaster-Audrey Hepburn starrer. "The Unforgiven." The gals sing the pretty theme sweetly over a lovely ork setting. Flip, "I Give Thanks," is an inspirational song that is brightly warbled. Coral 62196

Pop Novelty -

RONNIE TYLER



MAD MAGGIE (Jameco, BMI) — MONTEZUMA (Jameco, BMI)-"Mad Maggie" is a colorful and unusual treatment of "When You and I Were Young Maggie."
"Montezuma" is a catchy rhythm ditty that is also accorded an interesting and off-beat instrumental go. Both Avant Garde 61001 can take off

- Country & Western

CARL SMITH



WHY DID YOU COME MY WAY (Cedarwood, BMI)-CUT ACROSS SHORTY (Cedarwood, BMI)-Smith sells "Why Did You Come My Way," a weeper, with his usual warmth. "Cut Across Shorty" is a countryish novelty that is handled with spirit. Sides should lure pop and Columbia 41642 c.&w. loot.

SPECIAL MERIT SPOTLIGHTS

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

POP DISK JOCKEY PROGRAMMING -

VIC DAMONE

CHRISTINE (Harms, ASCAP)-NEVER WILL I MARRY (Frank, ASCAP)—"Christine" is the title tune from the coming Maureen O'Hara Broadway show. Damone reads the pretty song with considerable charm over fine backing, "Never Will I Marry" is from "Greenwillow," and again the singer offers a fine reading. Spins should please. Columbia 41649

DIGNO GARCIA

RONDE DE ENSUENO (Zodiac, BMI)—Side is a haunting, instrumental setting for the "Anniversary Waltz" with a feelingful vocal in Spanish. It's a spinnable side that should go well with audiences. Flip is "Fl Adios." (Zodiac, BMI). Pallette 5046

- POP TALENT -

JOEY WARD

JUDY JUMP UP (Morris, ASCAP) — IT'S A MIGHTY FINE WORLD (Gower, ASCAP)—The talented youngster has two fine sides to mark his disk debut. "Judy Jump Up" is a cute novelty effort. "It's a Mighty Fine World" has gospelish overtones, and the rhythm tune also gets an impressive go. Colpix 147

PAUL BRUNO

NO MORE RIVERS TO CROSS (XYZ, ASCAP)—IF I COULD BE WITH YOU (Remick, ASCAP)—Bruno delivers two fine outings on attractive sides. "No More Rivers" is an inspirational-type tune. "If I Could Be With You" is the oldie presented sweetly with intermittent, wild support from the ork. Coral 62195

THE BLACK SISTERS

HE'LL HAVE TO STAY (Central Songs, BMI)-UNDER YOUR SPELL AGAIN (Central Songs, BMI)-"He'll Have to Stay" is an answer song to Jim Reeves' big "He I! Have to Go." It's a well-done side that features Jeannie Black. Flip. "Under Your Spell Again," features both Jeannie and Janie on a listenable version of the recent c.dow. click. Capitol 4368

* * * * VERY STRONG SALES POTENTIAL

JOHNNY LOVE

*** WHILE OUR HEARTS ARE YOUNG — MERCURY 71575-Rockaballad comes in for a smooth and velvety reading ** Who Do You Love the Most from the singer. Backing is helpful. Good talent. (Maggie, BMI) DECCA 31078 - Rockabillie type is given

*** BECAUSE YOU LOVE ME-Pretty ballad also gets a highly listenable outing from the artist. Lush chorus and ork support him. (Eden, BMI)

JOE VALINO

★★★★ GARDEN OF EDEN — RCA VICTOR 7723 — This is a reissue of the Joe Valino hit of about four years ago. It's still a JOE SAWYER TRIO strong record and it has a chance to rack up loot all over again. *** Such a Night - DO-RE-MI 716 -(Republic, BMI)

★★★ CARAVAN—The great Duke Ellington tune is sung with a lot of emotion by Joe Valino, on this side, which is also a reissue. ** You Never Cared for Me - Pound-Both sides have a chance, (American Academy of Music, ASCAP)

*** (PUT ANOTHER NICKEL IN) MUSIC! MUSIC! MU-SIC!-DECCA 31080-A bright, snappy reading of the familiar TIONAL 1004 - Side starts slowly and novelty that could earn a lot of juke box coins. Smart wax. (Crom- gradually increases in speed. Humer tells well, ASCAP)

** Strictly Instrumental — The oldie from the swing era is performed with spirit by the Haley combo on this bright instrumental ** Prisoner's Epitaph - Tune tells of a side. Two good items for boxes. (Cherio, BMI)

SPENCER ROSS

*** THEME OF A LONELY EVENING—BIG TOP 3035— Lovely instrumental effort is played stylishly by the Spencer Ross-Bob Mersey crew. It has much of the feel of "Tracy's Theme" and from Simmons over a good chorus and ork could happen. (Ross Jungnickel, BM1)

** Bobby's Blues — Listenable blues is handed a warm reading by the band with strings and smart rhythm section backing. (Ross Jungnickel, ASCAP)

KATHY LINDEN

★★★ ALLENTOWN JAIL—MONUMENT 420—The familiar folk tune receives a warm reading from the thrush over good sup- over rhythm support. (Kip. BMI) port by the ork and chorus. A strong contender. (Bourne, ASCAP)

** That's What Love Is - Kathy Linden sells this attractive ballad sweetly in her own breathless style. The backing is strong drums pacing the side. (Kip. BMI) and the disk has a chance. (Combine, BMI)

THE NOTEABLES

*** TONTO — RIBBON 6908 — Rocking adaptation of the popular theme from the "William Tell Overture" makes for a strong side. The Noteables give it a driving, instrumental treatment. (Vital-Dara, BMI)

** Honeystrollin' - Contagious stroll rhythm marks this dance- theme with a Latin tempo gets a colorful able item. Theme is carried by honking tenor and twangy guitars. (Herkage-Bryden, BMI)

BARBARA McNAIR

★★★★ YOU DONE ME WRONG — SIGNATURE 12033 -Haunting theme with mildly r.&r. tempo is handed strong vocal by thrush. Merits exposure. (Almino, BMI)

** All About Love — Smart oldie is wrapped up in a tasteful vocal by gal. Nice jockey side. (Maxana, ASCAP)

EVERET TRIPLETS

★★★★ I NEED YOU MORE — LEADER 802 — Inspirationaltype theme is handed an expressive reading by the trio with a solid stint by lead singer over an attractive backing. Good jockey & Conn. ASCAP) wax. (Sheldon, BMI)

** Maybe This Year — Appealing rendition by the lead warbler and group on a pleasant rockaballad. (Fox, ASCAP)

THE GAYS

*** I'VE GOT YOU ON MY MIND AGAIN—DECCA 31074 -The Gays come thru with a peppy reading of a country-ish ditty reading of the tune. Good wax here. that is cute and has a beat. Watch this one. (Champion, BMI)

** I Wonder (Just When That Will Be) - Listenable ballad On this side the group sells a rockaballad with a weeper lyric is sung with the proper feeling by the male lead here. Flip is stronger. (Cajun, BMI)

THE NICARDI BROS.

*** THAT PRETTY GIRL — ABC-PARAMOUNT 10086 — Catchy ditty is sung pleasantly by the duo with fem chorus and interesting drum work on backing. (Budd, ASCAP)

** Lonely - Attractive warbling sting by the boys on a plain- Williams on this weeper. (Hillary, BMI) tive theme, (Budd, ASCAP)

GOOD SALES POTENTIAL

BETTY LOGAN

a bright, multi-track warble by the thrush. Talented chick could have something here. (Champion, BMI)

** Lost Without You - Ballad with beat is nicely warbled by the lark. This, too, is an impressive side worthy of spins. (Champion, BMI)

The oldie is revived with a rhythmic reading over fast shuffle-rhythm support. With exposure, side might step out. (Raleigh, BMI)

ing rockaballad gets a fair belt from the singer. It should draw some spins, (Colonial, BMI)

SKIP HAMER

** Long Black Train - PROMOthe folkish tale of a gent who is returning home-never again to roam. Possible pop and c.&w. coin. (Combo. BMI)

prisoner who is reflecting on past events. It's a sad tale. Hamer gives it a good reading. (Combo, BMI)

JIMMY SIMMONS

*** Unchained Melody - EVEREST 19349 - The standard gets a good reading assist. It can sell. (Frank, ASCAP)

** Be a Good Loser - Country ish waltz is lightly read by Simmons over a pretty arrangement. It should sell as well as the flip. (Alamo, ASCAP)

COZY COLE

*** Drum Fever - KING 5337 -Danceable rocker can score with teens. Infectious rhythm side spotlights tenor sax

*** Bag of Tricks - Cole and crew give the rocker a rhythmic reading. Saxes, guitars and vibes are featured with Cole's

GEORGE HERNANDEZ

*** Theme From "Our Man in Havana" -DOT 16069-Theme from the current Alec Gainess starrer is done in a spicy Latin vein. Good jockey programming side, Vocal is by a male chorus, Lyrics are in Spanish, (Hall of Fame, BMI)

** La Belle Cubana - This is also a theme from "Our Man in Havana," Pretty treatment. For jocks. (Vin-Sun, ASCAP)

TOM BROWN

*** Tomahawk - JARO 77023 - Driving rocker gets a rhythmic instrumental outing from Tom Brown and the Tom Toms. Danceable side has a chance. (Peer Int'l. BM1)

*** Kentucky Waltz - Original waltz is done as a rocker in four-four tempo. There is a vocal by Brown. This, too, has a chance. (Peer Int'l, BMI)

NORMAN MAPP *** Fools Rush In - JARO 70271 -

Evergreen gets a meaningful chant from Mapp over pretty ork and chorus accompaniment. Worth watching. It's done as a rockaballad with triplets, (Bregman, Vocco

*** Whistling at the Moon - Nice reading of a beguine. Flip, however, appears the money side. (Shapiro-Bernstein, ASCAP)

HARBOR LITES

*** Is That Too Much to Ask - JARO 77020 - The Harbor Lites sell this rocker in interesting style. They all have high voices and they turn in a most attractive (Walnut, BMI)

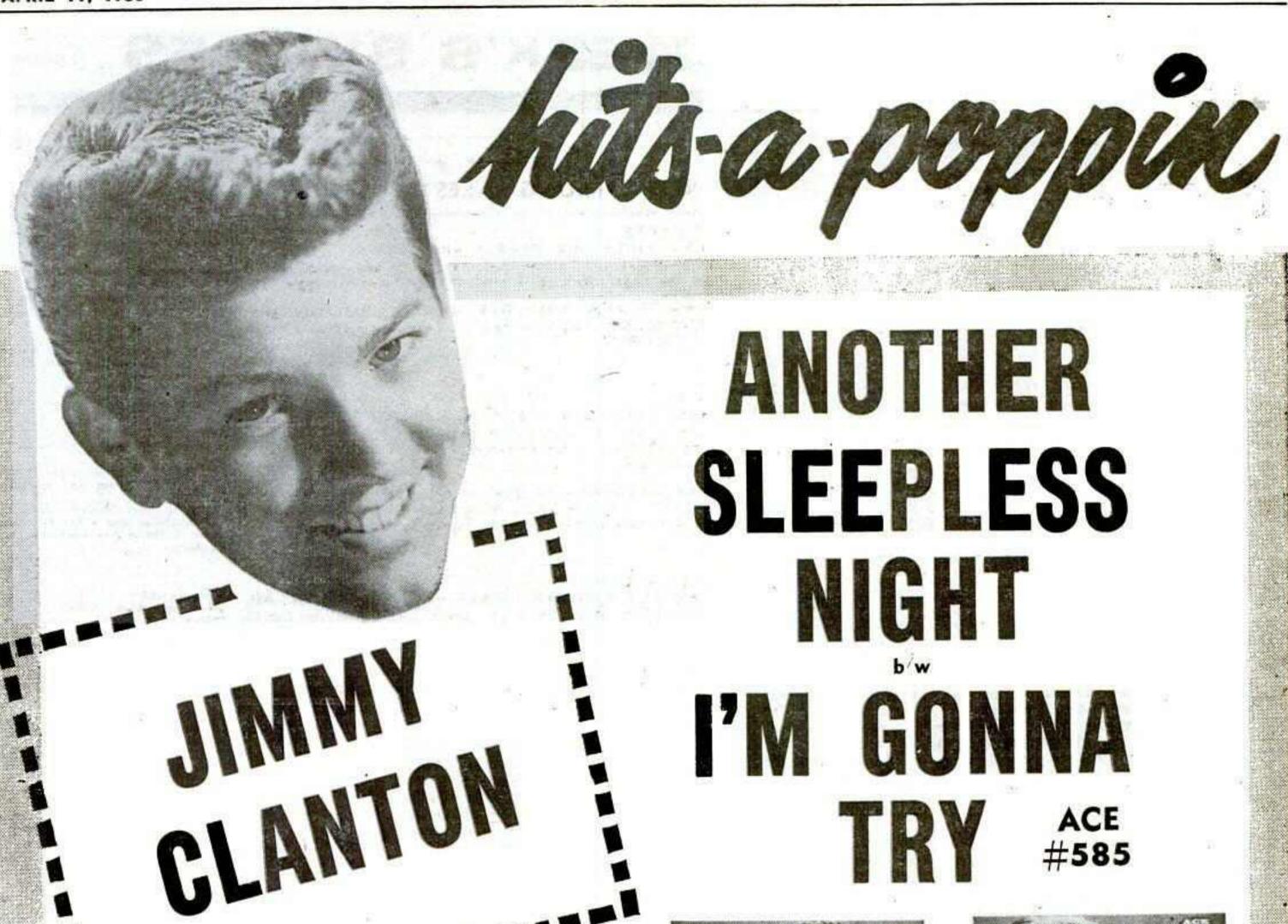
*** What Would I Do Without You sweetly, with a good lead coming thru strongly. Flip is fresher. (Walnut, BMI)

CHARLIE WILLIAMS

*** For You - DORE 549 - Charlie Williams turns in a very strong performance of the oldie, backed well by the ork here, (Witmark, ASCAP)

*** An Organ, a Candle & a Bible -She's getting married to someone else sings

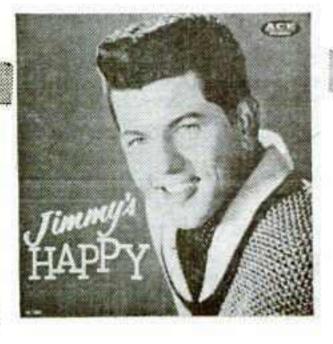
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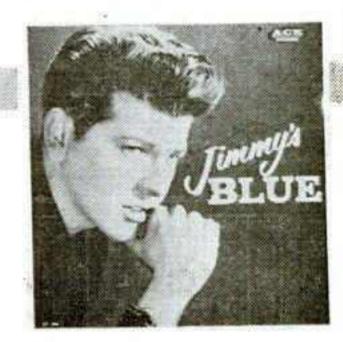


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IKE CLANTON

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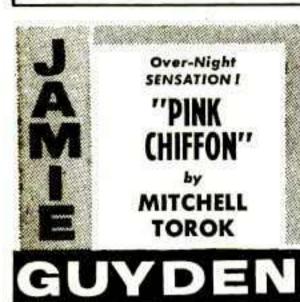


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"STOCKADE ROCK" by ANDY DOLL

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FOLK TALENT & TUNES

Around the Horn

The executive committee of the Country Music Association has made arrangements for a CMAsponsored show to be held in Fort talent has already been lined up. CMA membership is growing in leaps and bounds. In March alone, 25 new members were signed, 38 members renewed their memberfrom three organizational members, promotional piece to all composer members and to many who are not members. Capitol Records' Ken Nelson and Joe Allison, recently named to organize, head up and build the new c.&w. department at Liberty Records, plan to hold a meeting soon on the West Coast to stir up enthusiasm and interest in the CMA.

Tex Ritter launches a 20day marathon of personal appearances after his April 23 guesting on "Jubilee U.S.A.," set by Jim McConnell, of Top Talent, Inc., for promoters Smokey Smith in Des Moines; Bob Schmidt, Independence, la., and Don Wachal, Davenport, la. Tex then jumps to the East for Gene Johnson in Sandy Lake, Pa., and other Keystone State cities, following up with Madison, Wis., and a tour for promoter Hap Peebles, playing Wichita, Kan.; Omaha, and Kansas City, Kan. On May 17 Tex returns for another engagement at the Showboat, Las Vegas. Comedy sidekick Hank Morton will be along all the

"Jubilee U.S.A.'s" Leroy Van Dyke sells his entertainment wares April 15 at Riverside Park, Phoenix, Ariz., and April 16 on "Town Hall Party," Los Angeles. . . Columbia songstress Norma Jean, "Jubilee U.S.A." regular, holds forth on an April 11-May 9 series of club dates in Pennsylvania, New York and New Jersey, set by Charlie Rich, of the Norm Kingsley office. . . . "Jubilee U.S.A.'s" comedy crew, Uncle Cyp and Aunt Sap Brasfield and Shug Fisher, have taken recent backhome holidays. The Brasfields visited their former homestead in Texas' Rio Grande Valley, and Shug earlier made a trek to Hollywood, where he resided for years as a member of the Sons of the Pioneers.

Elmer Whittaker, of RFD 1, Taunton, Mass., has teamed with a partner to present twohour concerts of recorded c.&w. tunes in halls in the New England sector. Whittaker recently purchased 300 old country music records from a collector. He says, however, that New Englanders seem to favor the blue-grass style of country music. Whittaker asks that artists and diskeries put him on the list for any records they want plugged. . . . Danny Harrison has signed the Laurel Mountain Boys, a blue-grass group of McKeesport, Pa., to a Cool Records pact, with the lads cutting their first session for the label March 26. Their first effort for Cool couples "Black Mountain Blues" with "I'm Too Sad Now," and deejay samples are available by writing to Jean Harrison at Box 27, Man, W. Va. Comprising the Laurel Mountain Boys are Eddy Shaffer, guitar; Mike Carson, fiddle; Bob Smith, banjo; Chuck Huskins, mandolin, and Carley Rawlins, bass.

Rudy Thacker, heard on the Blue Hen label, launched a new jamboree-type Saturday night show at the Dennison Theater, West 25th at Dennison, Cleveland, recently. Cowboy Howard Vokes emseed the opening session. . . . Nat Nigberg, Wayne, Ind., May 5. Most of the currently negotiating for the sale of television rights to his "Country America" radio series, is preparing a new musical TV show under his Surrey Productions banner. Mildred Walsh and Chet Collins, Nigberg writers, are putting the finishships, and 1960 dues were received ing touches on the projected series. . . . Deejay samples on Eddie bringing the total income for the Noack's new release on the "D" month to \$1,480. Texas' Cindy label, "Shake Hands With the Walker has sent out a membership Blues" b/ w "Sunflower Song," may be obtained by writing to him at 3016 Classen, Oklahoma City.

> Jim and Jesse, the Virginia Boys; of Valdosta, Ga., recently made a week's swing thru Florida, Georgia and Alabama, with Wilma Lee and Stoney Cooper and Their Clinch Mountain Clan as special guests. . . . Ardis Wells, wno appears nightly with her combo at the Fiame Room, Minneapolis, has just signed a recording pact with Azalea Records, Datlas. Her initial release for the label is "I'm Only Human." . . . Lawton Williams, a writer of "Fraulein" and "Geisha Girls," among others, has a new release out on Pappy Daily's "D" label called "I Don't Care Who Knows." . . . The Five Sable Sisters, teen-age group from Ohio, have been inked by the Cooke & Rose office to headline a show at the high school auditorium in Souderton, Pa., April 22. Their personal manager, Bob Fenster, New York, is arranging a number of other dates for them thru Cooke &

A Jim Denny Artist Bureau package highlighting Webb Pierce, Kitty Wells, Johnny and Jack, Marvin Rainwater, Bobby Helms, Bill Phillips and the Tennessee Mountain Boys pulled 9,022 paid. with an estimated 1,000 turned away, on a one-day stand at the Auditorium, Albuquerque, N. M., March 22. Date was promoted by Betty Wiegund, of the Star Agency. Albuquerque, who has another Denny-booked unit coming in there April 30. . . . Weldon and Wanda Rogers have a new show which is being aired at noon daily over KHEM, Big Springs, Tex. Their latest record releases couples "Back Door of Heaven" and "Cimarron." Dee-jays may obtain a copy by dropping them a card in care of the above station.

The gospel-singing Blackwood Brothers Quartet is routed for the remainder of April as follows: Jackson, Miss., April 12; South Fulton, Tenn., 13; St. Louis, 14; Centralia, Ill., 15; Birmingham, Ala., 16; Tupelo, Miss., 20; Gadsden, Ala., 21; Johnson City, Tenn., 22; Charlotte, N. C., 23; Columbus, Miss., 26; West Monroe, La., 28; Houston, 29, and Fort Worth, 30. . . . Cecil Surratt and Smitty Smith, regulars on WHIS radio and TV, Bluefield, W. Va., have a pair of new releases on the King label, "Poor Ellen Smith" b.w "Cripple Creek" and "Worried Man" b.w. "Mighty Mississippi." In addition to their regular radio and TV stints, the lads present an hour-long country jamboree Saturdays, 6:30-7:30 p.m. . . . Coy Baker, owner of Idol Records, new label with headquarters at 1726 East Main Street, Stockton, Calif., plans to issue his first release this week. Baker also heads up the new publishing firm, Inland Port Publications (BMI), at the same location.

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Billboard

TWO WEEKS AGO THREE WEEKS AGO *

FOR WEEK ENDING APRIL 10

TITLE, Artist, Company, Record No.

4 7 11 PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692...... 6 5 4 4 YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523.....14 12 16 29 BIG IRON, Marty Robbins, Columbia 41589...... 4 11 13 13 AM I THAT EASY TO FORGET, Skeeter Davis, RCA Victor 7671...... 6 27 26 22 UNTIL TODAY, Elmer Snodgrass & the Musical Pioneers, Decca 31048... 9 - - YOUR OLD USED TO BE, Faron Young, Capitol 4351..... - - THE OLD LAMPLIGHTER, Browns, RCA Victor 7700..... (25)

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Best Selling Sheet Music in U. S.

This Week	Tunes are ranked in order of their current national selling importance at the sheet music lobber level.	Last Week	Weeks on Chart
1.	THEME FROM A SUMMER PLACE (Witmark)	1	9
2.	THE SOUND OF MUSIC (Williamson)	2	10
3.	BEYOND THE SEA (Harms)	3	7
4.	HE'LL HAVE TO GO (Central Songs)	7	7
5.	CLIMB EV'RY MOUNTAIN (Williamson)	6	14
6.	DO-RE-MI (Williamson)	4	16
7.	TEEN ANGEL (Acuff-Rose)	5	11
8.	AMONG MY SOUVENIRS (De Sylva, Brown & Henderson	. 11	14
9.	DELAWARE (Gunston)	. 13	7
10.	WILD ONE (Lowe)	_	1
11.	HARBOR LIGHTS (Chappell)	10	5
12.	GREENFIELDS (Montclare)	. 15	3
13.	MY FAVORITE THINGS (Williamson)	. 12	5
14.	MAMA (Southern)	-	1
15.	O, DIO MIO (Topper)	_	1

Best Selling Sheet Music in Britain

(for week ending April 2)

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

Delaware-Leeds (Gunston) Looking High, High, High-Robbins (Robbins

Why-Debmar (Debmar) Running Bear-Southern (Glad-Big Bopper) Fings Ain't Wot They Used T'be-World

Wide (-) Royal Event-Noel Gay (-) My Old Man's a Dustman-Cromwell (-) Slow Boat to China-Moris (Frank) Summer Place-Blossom (Witmark) Beyond the Sea-Chappell (Harms)

Poor Me-Mills (Mills) Harbour Lights-Peter Maurice (Chappell) Summer Set-Cromwell (Hollis) Pretty Blue Eyes-Maxana (Almino) Voice in the Wilderness-Chappell (Chap-

Starry Eyed-Lawrence Wright (Manson) Way Down Yonder in New Orleans -Lawrence Wright (Shapiro-Bernstein) Oh So Wunderbar-Kassner (--) You Got What It Takes-Leeds (Jobete)

Heartaches By the Number-Joy (Pamper)

PLEASE NOTE

The Best Selling Pop Records in Britain chart, which has run in this space in the past, now may be found in the Music News department on the International Music page.

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Reviews of New Pop Records

Continued from page 44

GOOD SALES POTENTIAL

SARAH NORTHCUTT *** Don't Quit - RKO MASTER 1840 -The thrush turns in a listenable reading -SUE 726-Johnny Darrow sells this inter- rockaballad gets a soft croon from the (Cloverdale, BMI)

*** Leav'n Woman - Sarah Northcutt sells a blues-jazz effort with some feeling ** Hand in Hand - First rate reading

JOHNNY DARROW

as she describes her life and work as a of an ear-catching ditty which the singer "Leav'n Woman." Interesting material handles with a lot of style. (Lloyd-Logan, DON HELLER BMI)

LINDA LEIGH 546 - The lass performs this tale of a Side can sell. (Alpand, BMI) man who is due to be executed for killing

Good wax here. (Dijon, BMI) ** Foolish Dreams - Linda Leigh tune well. Again, a male group assists. sings this pretty ballad nicely, over simple (Alpand, BMI)

backing by the ork. (Harlene, ASCAP)

his sweetheart with appropriate feeling.

CAROL HUGHES

*** Creation - RCA VICTOR 7726 -This has some of the old-time gospel flavor. and the lass performs it well. Could get by the ork. (Spanka, BMI) spins, due to thrush's vocal. (Korwin, ASCAP)

*** Love, Kisses and Heartaches - The thrush sells this tale of heartache and woe pleasantly over good backing by the Marty Gold Ork. (Roncom, ASCAP)

BOBBY GENO

** Little Rock Getaway - DORSET 5003 - The oldie gets a bright instrumental outing with guitar and wordless male chorus featured. Spinnable side for iocks. (Feist, ASCAP)

*** Nothing (Part I) - Fairly driving rocker is handled by honking tenor sax, pumping piano and twangy guitars. Listenable and danceable. (Dimas-Lowell, BMI)

LAWRENCE WELK

*** Just Because - DOT 16065 - The orkster sells the oldie in bright, happy polka style and it has a lot of spirit. Will please Welk's many fans. (Leeds, ASCAP)

** Tic-Tock Polka - Another happy polka effort is handled in peppy style by the Welk crew. Good programming material here. (Marks, BMI)

BOBBY BECK

*** Swinging on a Chandeller - ABC-PARAMOUNT 10099 - Beck wails effectively on bluesy item with dramatic impact. (Pamco, BMI)

★★★ Isie of Capri — Pretty oldie is wrapped up in pleasant warbling treatment. (E. B. Harms, ASCAP)

JUPITER SERENADERS

*** Cold, Cold Heart - HICKORY 1119 -Pleasant, mildly r.&r.-styled instrumental treatment of the old Hank Williams hit. Could pull spins in pop and c.&w. markets. (Acuff-Rose, BMI)

*** Orange Merengue - Dramatic Latin theme is wrapped up in tasteful instrumental treatment. Spinnable. (Acuff-Rose, BMI)

JOHN FRED

*** You Know You Made Me Cry -MONTEL 1007 - Fred wails effectively on blues-flavored rhythm item with solid backing, (Ace, BMI)

*** Good Lovin'-Lively rhythm-rocker club. Good wax. (Hollis, BMI) is warbled with verve and solid beat by Fred. (Cal. BMI)

TUTTI CAMARATA

*** Tool Sweet (It's Really Love) -VISTA 356 - Attractive rhythm ditty, penned by Paul Anka, is accorded swinging instrumental treatment. Interesting jockey wax. (Spanka, BMI)

*** Lost in a Fog - Lushly orchestrated instrumental treatment of the lovely ballad. Another spinnable side. (Robbins, ASCAP)

SONNY BURKE ORK

*** Hennesey - DECCA 31069 - This is the theme from the popular TV show "Hennessey," and it's handed a strong instrumental reading by the Sonny Burke Ork. Could get lots of spins. (Crystal,

** Martha - This is also from the TV show "Hennessey," and it's a warm, pretty tune played sweetly by the band. (Crystal, ASCAP)

THE FOUR ACES

***. Poor Butterfly - DECCA 31081 -A bright, cheery arrangement of the oldie with up-to-date lyrics and a strong swingstyled backing making this a potent item for the boys. Good wax here. (Harms, ASCAP)

*** You Are Music - The Four Aces handle the pretty tune with warmth over a lush orchestral arrangement. Side could get JOHNNY FORTUNE spins and some loot. (Wizell & Day, ASCAP)

STEVE WRIGHT

*** Far and Distant Lands - LIN 5025 -Calypsoish song is given a pleasant reading by Wright. Some coin possible. (Leonard, BMI)

of a John Loudermilk tune, one that has a esting rockaballad with feeling over a pleas- singer. Male group helps nicely. Potential gospel flavor. Lass is worth some attention. ant backing. Could get spins. (Wills, BMI) appears similar to that of the flip. (Leonard, BMI)

** Painted on the Fences - Pretty ballad with beat comes in for a smooth outing from the singer. He handles the

JILL COREY

*** Lonely Life - COLUMBIA 41641 pleasant fashion here, over strong backing ballad. (Ron, BMI)

*** ONE BOY-Tune from the Broadway musical "Bye Bye Birdie" is sung nicely by the lass over simple support. (Morris, *** Late Last Night - TODD 1043 -ASCAP)

JULIE STEVENS

*** Don't Worry About Me - SURE 104 - Expressive chirping on a tasteful arrangement of oldie. Smart jockey programming. (Mills, ASCAP)

*** Please Forgive, Please Forget -Pretty multi-track thrushing stint on a wistful ballad with gentle pacing. Merits exposure. (Candasa, ASCAP)

FOUR VOICES

*** Good Good Thing - COLUMBIA verve by the boys over combo support. more, ASCAP) (Sounds, ASCAP)

** Stay With Me - Tinkly little melody is sung nicely by the boys over music JULIAN box backing. (Lion, ASCAP)

DON LANIER

** Need Your Loving - GEE 1060 Lanier offers meaningful reading on plaintive blues-flavored chant. It's in the "Fever" style. (Patricia, BMI)

** Sweetness - Familiar-sounding folkish ditty is chanted with showmanship by Lanier and chorus. (Patricia, BMI)

CHUBBY CHECKER

*** Dancing Dinosaur - PARKWAY 810 - Chubby Checker tells about a dancing dinosaur on this novelty item. (Kalmann-Lowe, ASCAP)

** Those Private Eyes (Are Watching bows on the label with a pleasant reading Me) - The chanter sings this rocker with of the oldie, which is from his album, "The some verve over routine backing. (Lowe- Minstrel Man." (Feist, ASCAP) Kalmann, BMI)

LONNIE DONEGAN

** Golden Vanity - ATLANTIC 2058 -A country-ish tune receives a strong performance from the English singer, over rockaballad. The backing adds a lot to the snappy backing Could grab spins and disk. (Tannan, BMI) some coin. (Ludlow, BMI)

bright cheery song from the English Music chanter. (Amber, ASCAP) Hall scene is handed a smart go by the chanter. Disk was cut live at a night

THE CARMELETTES

** Something Tells Me I'm in Love -ALPINE 61 - The gals apply a cheerful over clever, catchy backing. (Tryton, BMI)

** Aching for You - Fem group gives the ballad with beat a bright reading over pounding ork support. It can move. (Saratoga, BMI)

THE CARMACKS

*** I've Got to Know - AUTOGRAPH 205 - The Carmacks ask the age-old question about love. The singers are countrybased and the backing is in the strict rocker style. (Cherie, BMI)

** With All My Heart - The duo sells this ballad pleasantly over routine support. (Cherie, BMI)

TIMMIE RODGERS

*** First Proposal - SIGNATURE 12037 - Attractive tune penned by Bob Hilliard and Milton DeLugg is sung neatly by Rodgers over good and catchy backing. Strong wax. (Shapiro-Bernstein, ASCAP)

** Underwater Cha Cha - Comic Rodgers sells this crazy item with verve over cute backing. Could get spins. (Shapiro-Bernstein, ASCAP)

*** If You Love Me - EMMY 1001 -Fortune has a far away, echoey sound on this rockaballad, which is given considerable heart by the chanter. Simple backing consists of guitar and percussion only. (Cloverdale, BMI)

** Alone and Cryin' - The rockabilly offers an effort in the frantic, breathless style. Comes out with fair results, again with the simple, guitar-based accompani-*** Why Do You Treat Me This Way? ** Love, Devotion and Loyalty - Okay ment. This has a strong country flavor.

FIVE EMBERS

*** I'm Free - ROYCE 6 - The Five Embers handle this catchy effort neatly over snappy backing by the group and ** Sweet Sixteen - GILLETTE 6001 combo. Could get spins. (Bo-An, BMI)

-The oldie is done in rockabaliad fashion ** My Fragile Heart - A rockaballad ** The Scent - AMERICAN INTL. by Heller. He's backed by a male group. is sung in fair style here by the boys, sparked by a good lead. (Bo-An, BMI)

TOMMY RIDGELEY

** Let's Try and Talk It Over - RIC 968 - Tommy Ridgeley comes thru with a good reading of a bluesy effort, backed with a down home touch by the New Orleans band. (Ron, BMI)

** Is It True - The singer shows off -Jill Corey handles the Paul Anka tune in his strong set of pipes neatly on this okay

THE DING DONGS

The Ding Dongs handle this wild instrumental rocker with a lot of verve chanting over the music now and then. Could pull some coins on the boxes. (Rhyme & Rhythm. ASCAP)

** Lassie Come Home - Standard blues receives a forthright instrumental performance by the Ding Dongs. Two good instrumental sides. (Cornell, ASCAP)

THE AMBERS

**★ All of My Darling - TODD 1042 -The Ambers come thru with an old-fashioned reading of an old-fashioned rockaballad. (Shapiro-Bernstein, ASCAP)

41643 - Interesting novelty is sold with * So Glad - Same comment. (Skid-

*** Sue Saturday - AVANT GARDE 61002 - This is a completely mixed-up record. It features Julian singing a blues well, in a Chuck Berry manner, over rocker backing, except for a hip flute soloist. Boy is worth watching. (Kalith, BMI)

** Can't Wait - The lad does the best he can with a fair ditty. He can handle a tune. (Southern, ASCAP)

KEEFE BRASSELLE

*** I'm a Minstrel Man - CORAL 62194 - Brasselle comes thru with a spirited, driving reading of an old-fashioned minstrel song. The ork plays it solidly and it would make for a good programming disk. (Vicar, ASCAP)

** I'm Nobody's Baby - Keefe Brasselle

MONTY BANO

** This Could Be the Day - TODD 1045 - Monty Bano bows on the label with a listenable reading of an attractive

** Homer Went Home - Pleasant nov-** My Old Man's a Dust Man - A elty is handed a good reading by the

TALISMEN

*** Jailbreak - DOT 16068 - Folkish tune is attractively sung by the group. Tune tells of a jailbreak. It's nicely paced. (Merry Bell, BMI)

reading to this peppy rocker sort. It's done ** Sufrin' Man - Rapid folkish sort also gets an expressive vocal from the group. Flip appears the stronger side, however. (Merry Bell, BMI)

PAULO ALENCAR

*** Come Back My Love (Ninguem na Run) - ALPINE 60 - Haunting whistling stint on lushly arranged instrumental with exotic flavor. Romantic jockey wax. (Rio,

(Continued on page 48)

A Two-Sided Smash! Bobby Rydell WILD ONE LITTLE BITTY GIRL 1405 Locust St., Philadelphia, Pa.



Gopyrighted material

Reviews of New Pop Records

Continued from page 47

GOOD SALES POTENTIAL

At Brazilian Choo Choo - Bright Latin | FRAN LORI rhythm-novelty is sung with verve by ** Will I Always Be Your Sweetheart Alencar in Spanish. (Rio, BMI)

** The Girl of My Best Friend -EPIC 9382 - The new chanter sings happily of being in love with his pal's best gal. It's a medium rhythm tune with the accent on the beat. Vine has an okay sound which can appeal to teens. (St.

** Cheryl - A rockaballad with moderate appeal. It's sung in fair fashion by the artist. (Vinmar, BMI)

THE MELLODIANS

Louis, BMI)

*** Creaky Door - EPIC 9371 - Interesting theme gets a mild rock treatment. Infectious side has a sound that could eatch on with exposure. (Grand, ASCAP)

* The Milky Way - Bright sound by the group on a fly tune that has jazz overtones. Flip, however, appears the stronger bid. (Wemar, BMI)

BYLO TURNER

** I'll Keep Thinking of You - SAR 102 - Expressive vocalizing by Turner on an attractive theme with catchy backing. Spinnable. Both sides were written and cut by Sam Cooke and J. Alexander, (Kags,

** Wildest Girl in Town - Bouncy r.&r. flavored ditty is chanted personably by Turner with catchy tempo. (Kags, BMI)

THE BLUE ANGELS

BULLY MASSEY

dio, BMI)

JERRY SHIPMAN

** In the Sun - PALETTE 5038 -This has a western based clip-clop styled zhythm with twin clarinets taking the lead ** We'll Never Hear the End of It on the pretty melody. Nice, easy-going instrumental wax. (Zodiac, BMI)

** Sobbin' - This pretty theme features combo support. (Alphon, ASCAP) a clarinet and then trumpets in the lead phrases. Spinnable. (Zodiac, BMI)

sound of flying bullets. It then moves into

a guitar treatment of a westernish sort of

** Shining Idol - Massey is assisted by

a fem group in his reading of this coun-

tryish ballad. Fair chances. (Ralph's Ra-

** Rocket - RIDGECREST 1206

** Rock and Roll Queen - Rocker is performed with zest by Shipman over

plucked string support. (Bonnie Dee, BMI)

** Death Coach - TERRY 103 -

LARGE PRODUCTION FACILITIES.-

INJECTION AND COMPRESSION

MOLDING---FOR PREMIUM,

PROMOTIONAL AND HIT RECORDS

ON 45's AND LP

DISKMAKERS,

1626 Federal Street

Philadelphia 46, Pennsylvania

LATEST RELEASE

HE'LL HAVE

TO STAY

CORINA MINETTE

#10097

Dewey 6-5151

folkish quality. (Bonnie Dee, BMI)

BOBBY MAY & AZTECS

medium-beater. (Ralph's Radio, BMI)

-CHANCELLOR 1050-Fran Lori, who has a touch of Joni James in her voice, sings this ballad with care over soft backing. (Meadowbrook, ASCAP)

** If You Only Knew - Same comment. (Debmar, ASCAP)

JANET & JAY

** Have Some Popcorn - HANOVER this cute side, which also features a support. (Mel-Mat, BMI) whistling accompaniment. It's cute enough to happen if exposed. (Reis, BMI) JAY LEONARD

** I Was Wrong - Jay Leonard, a country-based chanter, sells this rockaballad in fair fashion. (Elbury, BMI)

*** Walkin' (For Miles) - SHAR-DEE 705 - Mournful theme is sung with feeling by Rawls. Lush backing. Merits spins. (Ultra-Brunswick, BMI)

** Kiddio - Peronable reading on bouncy rhythm-rocker. (Eden, BMI)

EDDIE WILLIAMS

** Sad and Lonely - ROULETTE 4237 - Poignant country-flavored theme is warbled appealingly by Williams, Interesting backing. (Roncom, ASCAP)

** Nicest Thing - Old-fashioned-flavored KAREN DI BLANDA theme is sung with tenderness by Williams | * Give Me Your Shoulder to Cry On and fem chorus. Nice jockey side. (Plan- ROULETTE 4235 - The thrush bows on etary, ASCAP)

DICK DALE

MODERATE SALES POTENTIAL

begins with walling fem chorus and the overtones. (Dvorak, BMI)

CUPID 107 - Slowish rockaballad with a slight country flavor gets a feelingful chant from the artist over attractive chorus and

with fem voices answering the instrumental * Fairest of Them All - Okay rocker gets a fair reading. -(Alphon, ASCAP)

Twangy guitar in featured in this instru-

** Does It Really Mean That Much -

Fair chances. (Dvorak, BMI)

Teen-slanted rockaballad gets a fair outing.

101 - Cora Stewart bows on the Baton Rouge label with a fair reading of a so-so hunk of material. (Bia-Mar. BMl)

** Ten Commandments - Same comment. (Bla-Mar, BMI)

LEE DOWELL

** Any Man Can Be King - EPIC 9365 - Dowell sells this inspiration-type tune with a lot of spirit over interesting backing by Chuck Sagle. (Corda, ASCAP)

** I Apologize - Lee Dowell handles the oldie in good fashion over big backing by the orchestra. Listenable side. (DeSylva, Brown & Henderson, ASCAP)

DICKIE "BIRD" NEWLAND

** All My Love - FAME 508 - Newland has a soft, warm sound and he shows it off tenderly on this pleasant rockaballad. (Mel-Mat, BMI)

** Pearly Mae - Driving rocker is sung 4549 - Janet and Jay talk a bit cozy on with some spirit by the lad over routine

RONNIE TYLER

** Mad Maggie - AVANT GARDE 61001 - Unusual instrumental treatment of "When You And I Were Young, Maggie." Interesting jockey side, (Jameco,

** Montezuma - Another off-beat instrumental treatment of a catchy rhythm ditty. (Jameco, BMI)

ALEKO KORALLIS

** Lovely One - CAVALIER 884 -Routine rocker is sung with spirit by the chanter. He is helped by a chorus and combo. (Dexter, ASCAP)

** Relax, Relax - Same comment. (Dexter, ASCAP)

the label with an okay reading of a country styled ditty. (Reis, BMI)

** Girls Are at It Again - This is the story of girl gossips who are trying to break up her romance, Fair side. (Wood, ASCAP)

THE SOUNDS

** Life - SARG 172 - Heartfelt solo work by lead singer on moving rockaballad. Both sides are dual market items. (Fitch,

** Charile Chan - Amusing noveltyrocker is chanted in okay fashion by lead singer and group. (Fitch, BMI)

DUKE STEVENS

TY HUNTER

ARROWS

** Yeah Yeah (You Were Ever So Right) * Ghost Town - LANIER 2 - Side mental reading of a rocker with folkish -OKEH 7132-Swingy rhythm item is accorded showmanly reading by Stevens and group. (TuneHouse, ASCAP)

> ** Won't You Say Yes - Emotionpacked vocal by Stevens on okay rockaballad. (TuneHouse, ASCAP)

strumental version. (Downey, BMI)

dled in okay style. (Ro-Gor, BMI)

EVERETT MILLS ** Bongo - PROTONE 114 - Mills THE ARK ANGELS

chants this rhythmic ditty over colorful percussive effects. (Protone, ASCAP)

If his girl was a star, and he was a rocket, * My Vision - Eastern-type tune is sings the artist, he'd blast off. It has a given an okay reading. (Protone, ASCAP)

EURA BAILEY

** You Are All I Desire - WHITE ROCK 360 - The thrush handles this new ballad with feeling, but the backing doesn't help too much. (Spanka, BMI)

** What Will I Tell My Heart - Eura Bailey bows on the new label with a fair reading of the oldie over so-so backing. (DeSylva, Brown & Henderson, ASCAP)

CLASSMATES

** High School - MARQUEE 101 -Teen-slanted rocker is pleasantly handled by the lead with good support from the group. (Seneca, ASCAP)

** Don't Make Me Cry - Soft reading of a pretty rockaballad, (Seneca, ASCAP)

BIRD ROLLINS

** Betty Lou - HARVARD 810 - Bird Rollins comes thru with a shoutin' reading of a wild rocker over good backing by a fem group. Could get spins. (Harco, ADAM FAITH

** As Pure as Gold — Bird Rollins bows on the new label with a so-so rendition of a fair rockaballad. Backing is good. (Harco, BM1)

GADABOUTS

** Deep Are the Roots of a Happy Home -JARO 77022-The Gadabouts sell this pretentious ballad in fair style. Melody is familiar, (Peer Int'l, BMI)

** Caress Me - The boys hundle this pretty song with feeling over good support. (Fox, ASCAP)

CORA STEWART ** Heartaches and Tears - PEEP HOTE

in dramatic style, not unlike that of Sam Cooke. Fair chances. (Ro-Gor, BMI)

> ** Run Like the Wind - CUPID 105 -Romantic instrumental treatment of an exotic theme with strong guitar solo work. (Hit-Alphan, ASCAP)

aballad effort with Hunter essaying his role

** When You Were Sweet Sixteen Standout guitar solo work on catchy r.&r. instrumental treatment of the oldie. Offbeat deejay side. (Alphan, ASCAP)

** The Reason - CUB 9068 - Inter-

eting ballad is handled neatly by the English chanter over quiet support. (Mulberry)

** Poor Me - Faith sings about all of the trouble his girl is causing him on this bright weeper. Listenable wax. (Mills, ASCAP)

ROSEMARY & DAVE KENNEDY GROUP

** Accidentally - CUCA 1004 - Rosemarie turns in a medium paced ballad effort. Song has a dated sound, the the gal turns in a fair job. (Kirchstein, BMI)

** Joanie - A male group offers the unisen vecal on this girl's name ballad, (Continued on page 49)



TWO

FOR WEEK ENDING APRIL 10

TITLE, Artist, Company, Record No.

1 1 BABY, Brook Benton & Dinah Washington, Mercury 71565 3 4 5 I LOVE THE WAY YOU LOVE, Mary Johnson, United Artists 208...... 6 2 3 2 MONEY, Barrett Strong, Anna 1111......12 9 — — DOGGIN' AROUND, Jackie Wilson, Brunswick 55166..... 2

6 2 8 THEME FROM A SUMMER PLACE, Percy Faith, Columbia 41490...... 9

25 22 12 (DO THE) MASHED POTATOES, Nat Kendrick, Dade 1804............ 9

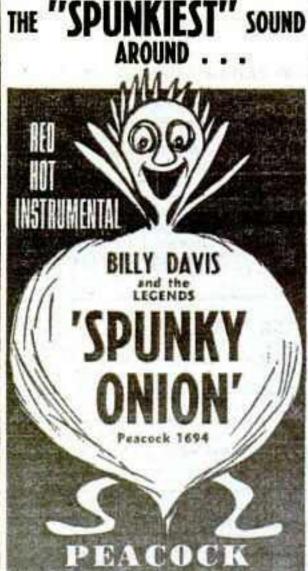
7 7 3 LADY LUCK, Lloyd Price, ABC-Paramount 10075...... 9

10 18 14 BABY, WHAT DO YOU WANT ME TO DO, Jimmy Reed, Vee Jay 333..... 6

** The Ghost of Mary Meade (Parts I & II) - JACK BEE 1008 - Folkish ballad (26) is nicely handled by the lead singer. Backing includes lush strings. It can move for pop and c.&w. coin. Side two is an in-- - - MADISON TIME, Ray Bryant, Columbia 41628...... 1

- - YOU DON'T KNOW ME, Lennie Welch, Cadence 1373...... 1 ** Orphan - ANNA 1114 - Hunter sings a blues based effort. It's a sad tale

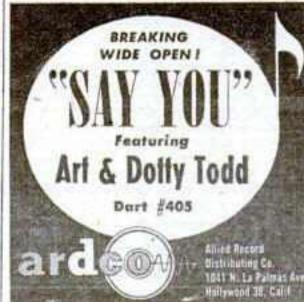
about his being an orphan lad, and it's han-** Everything About You - A slow rock-



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GOING STRONG! **GOOGIE RENE'S** from ROMESVILLE" Album #262 and "EZ-ZEE" #264



THE COLOR FIDELTIN

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Reviews and Ratings of New Albums

Continued from page 37

GOOD SALES POTENTIAL

set. Interesting cover is an eye-catcher.

*** RAIN

Various Artists, 20th Fox 3028-All of the songs in this set have rain or suggest rain in their titles. Smooth vocals are by the Dew Drops, Stuart Foster and Fifi ** OPERA RECITAL Barton, Nicely varied arrangements back the singers. Tunes include "April Showers," "Singing in the Rain" and "Let a Smile Be Your Umbrella." Good jockey programming set.

LUM-DOICED DODULAR ***

*** GYPSY SONGS AND MUSIC

Sandler. His Violin and His Orchestra. Wing MGW 12181-This can prove a popular rack item. The set contains a flock of monio Segreto," "La Boheme," "Faust" pleasant blues warmly and jazz boxes will gypsy-type melodies all styled attractively by the violinist and his ork. Selections include "Red Roses," Brahms' "Hungarian Dance No. 4" and "I Dream of You." Packaging and sound are good.

*** MR. SONG MAN

Tony Martin. Mercury Wing MGW 12203 -Here are some of the hit sides made by Tony Martin a few years back, including newest wife and her fearful discoveries ★★★ Swance — HI-FI 589 — Lively Jazz such items as "Sonata," "Without You," "Rumors Are Flying" and "To Each His Own." Martin sings them in his early, sweet style, and many of his old fans will be interested in this low-price disk.

*** HONKY TONKY PIANO

Pete Handy, Wing MGW 12201-Assisted by novelty percussion. Pete Handy grabs a ccuple of handsful of keys and really goes to town. He plays a brand of honky tonk piano with plenty of gusto, and makes the most of a brace of fine old tunes including "Stumbling," "Dardanella," "Red Wing," "Oh By Jingo" and "Charley My Boy." Should get some action on the racks,

*** FIREHOUSE FIVE PLUS TWO CRASHES A PARTY

Good Time Jazz M 12038 - The Firehouse Five Plus Two are back again, playing in their usual exhuberant Dixieland ** POLKA ROCK style. The tunes include "At the Fireman's Ball," "You Are My Sunshine," "Bill Bailey" and "At the Jazz Band Ball." The playing is unrestrained and the recording is fine, too. Good wax for Dixie fans.

*** MIGHTY HIGH

Milt Buckner. Argo LP 660 - Lionel Hampton's ex-planist provides tasteful. swinging organ solo treatments of some oldies and originals with effective backing and occasional solo stints by alto sax, guitar, bass, and drums. Jazz-flavored wax for jocks and organ fans with hip tastes. Selections include "Syncopated Clock," "After Hours," "Organ Grinder's Swing," etc.

LOW-PRICED JAZZ ★★★

*** MY KIND OF JAZZ

Tony Scott. Perfect PS 14010 (Stereo & Monaural)-Tony Scott's standout clarinet work is spotlighted on four tasteful originals-"Zonk." "Villa Jazz," "Third Moon" and "For Pete's Sake"-plus a fresh, inventive treatment of Cole Porter's great standard, "Just One of Those Things." A bargain for jazz fans.

CLASSICAL ***

*** DANCES BY BRAHMS AND DVORAK

Berlin Philharmonic Orch. (von Karajan). Deutsche Grammophon Gesselschaft 138 080 SLPM (Stereo & Monaural)-The Berlin Philharmonic interprets the colorful and romantic dances with vigor and color. Von Karajan, as usual, keeps the ensemble clean and even. The works are most suitable to a stereo recording. Competition is heavy, but the conductor's reputation should lend a sales plus.

*** CHOPIN: PIANO CONCERT NO. 1 IN E MINOR: KRAKOWIAK

Stefan Askenase, Piano, Residentie Orkest Den Hang (van Otterloo). Dentsche Grammophon Gesellschaft 130 085 SLPM (Stereo & Monaural)-Askenase is famed thruout Europe as a Chopin specialist, and this disk shows why. His is a beautifully lyrical and poetic rendering of this well worn work, one which breathes new life into it, particularly in the haunting slow movement. Chopin's infrequently recorded "Krakowiak." in concerto style, makes a brilliant filler on a completely satisfying disk.

*** MOZART: PIANO CONCERT IN E FLAT MAJOR, K.482; HAYDN: PIANO POETRY CONCERTO IN D MAJOR

apply a variety of tempos and styles to a | Jorg Demus, Piano. Radio-Symphoniegroup of evergreens. Some are done in Orchester Berlin (Decker). Deutsche, Gram-Latin tempos; others get rock treatments mophon Gesellschaft 138 049 SLPM (Stereo and some are colorfully orchestrated. The & Monaural)-Two well-known piano conset makes for a fine listening item or terp certos are capably presented by Jorg Demus, who displays technique and sureness of style. Support from the orchestra is kept on a complementary level by Decker. Competition is not especially great, but it can JACK SURRELL AND THE CONTOURS be a factor.

Pierrette Alarie, Soprano; Leopold Simoneau, Tenor, Radio-Symphonie-Orch, Berlin (Schaenen). Deutsche Grammophon Gesellschaft 138 056 SLPM (Stereo & Monaural)-No stranger to U. S. operatic disk buyers, this Canadian husband-wife team has appeared together in opera and recital for over a decade, winning considerable acclaim. Their voices complement each other perfectly, both emphasizing the lyric elements in admirable, artistic performances. This release consists of two well-sung solos ** Tracy's Theme - BLUE NOTE for each artist plus duets from "Il Matri- 1756 - The Three Sounds handle this and "Manon."

Orch. Berlin (Fricsay). Deutsche Grammo- ano. (Robbins, ASCAP) phon Gesellschaft 138 030 SLPM (Stereo & Monaural)-One of Bartok's loveliest, tho not necessarily most popular works, this two-character opera tells of Bluebeard's CAPPY LEWIS is sung with great feeling by Fischer- Jocks. (Famous, ASCAP) Dieskau and Miss Topper. Stereo emphasized one singer thru each speaker. Liner notes unfortunately give German text only with no English translation or hint of the story line for the unknowing.

INTERNATIONAL ***

*** RUSSIAN BALALAIKAS

The Kazbek Orchestra. Capitol T 10234 JEAN SHEPARD This is an enjoyable album for interna- *** How Do I Tell It to a Child tional fans. It features the Kazbek Or- CAPITOL 4365 - Chick is separated from chestra, conducted by Efgeni Trawin, playing popular Russian songs. The songs are know where daddy is. Strong performance LARRY BUTLER to Cry - ALL- vigorous reading with peppy ork a support. (Stebro Pub. Co., BMI) emotional, but melodic and lyrical, and of a good country tune. (Tree, BMI) the entire set is a lovely listening experience.

Frank Wojnarowski & His Ork. Dana DL 1279 - American polkas, for the most part arranged to appeal to the younger set. The title selection combines polka with a rock and roll feeling. Some of the other tunes also feature arrangements strongly on the pop side, altho the collection does have some old fashioned polkas, too. The unusual approach may garner sales.

MODERATE SALES POTENTIAL

POPULAR **

** MUSIC FROM PRETTY BOY FLOYD

-Sound track from the coming film has a variety of themes, ranging from lush moody motifs to exciting strains. It's a programmable item that will appeal to the avid day-Glad, BMI) movie fan. It has been well recorded.

LOW-PRICED POPULAR **

** ON THE SHORES OF WAIKIKI

Jerry Byrd. Wing MGW 12183 - Jerry Byrd, the country music specialist, turns to Rose, BMI) playing steel guitar Hawalian style. He is supported by the Islanders, an authentic instrumental and vocal group fronted by Danny Kuaana. They work well together on a group of traditional Hawaiian songs plus a few original pop songs in the island style. Worthy efforts include "Paradise Isle," "My Isle of Golden Dreams" and "Pagan Love Song."

POLKA **

** POLKA SESSION WITH RAY

Dana DL 1278 - This is a collection of originals with not a really traditional number among them. They move along in the proper templ, including seven polkas, four obereks and one waltz. Well played if without any real distinction.

SPOKEN WORD **

** EZRA POUND READING HIS

Caedmon TC 1121 - The worthy Caed-lespecially well.

Reviews of New Pop Records

Continued from page 48

Side would have but a limited chance of GRANDPA JONES exposure. (Kirchstein, BMI)

JOHNNY FORTUNE

** Gee. But I Miss You - EMMY 1002 -A ballad with a Latin rhythm flavor. The side has a minor sound with Fortune doing a pasable job in the pleader message. (Cloverdale, BMI)

** I'm in Heaven - A rocker side with Fortune giving it a fair go. The lad could stand better material. (Cloverdale, BMI)

** I'm So Glad - HOB 116 - Chorus and piano are featured in a slow reading of the theme. Fair chances. (B&B, BMI)

* Yours Is My Heart Alone - Poor sound mars quality of this lush chorus treatment of the oldie. (Shubert, ASCAP)

THE THREE SOUNDS find it good programming wax. (Groove, BMD)

***BARTOK: BLUEBEARD'S CASTLE *** Don't Blame Me - The oldie is Dietrich Fischer - Dieskau, Baritone; played in listenable jazz fashion by the BILL MACK Hertha Topper, Alto. Radio-Symphonie- Sounds, with Gene Harris featured on pi-

BMI)

behind each of the seven doors of the instrumental treatment of the old Jolson hit castle. The imaginative and moving work with strong trumpet solo work. For jazz

> *** Umbrella Man - Solid trumpet solo stint on fast-moving instrumental version of oldie. Both sides are from "Get Happy With Cappy" LP. (Harms, ASCAP)

Country & Western

*** Did I Turn Down a Better Deal -Country medium-beater tells of girl who has certain regrets. Tune is a honkytonker. Also a strong bet to score. (Central Songs, BM1)

COWBOY COPAS

*** That's All I Can Remember -STARDAY 493 - Dramatic rendition by Cowboy Copas on moving weeper with good lyrics. (Cedarwood, BMI)

*** South Pacific Shore - Virile warbling stint on a jaunty ditty with sagalyrics about a GI in the South Seas during the war. Interesting blend of country, honky-tonk piano and Hawaiian rhythms. (Starday, BMI)

ERNEST TUBB

*** Live It Up - DECCA 31082 -Tubb tells his girl to run along and have a good time, while he stays at home and nurses his broken heart. A fine weeper. (Tubb, BMI)

Sound Track, Audio-Fidelity AFLP 1936 ** Accidentally on Purpose - He read about his old girl friend's marriage in the local papers is the theme of this sad song. Tubb hands it proper performance, (Star-

COWBOY HOWARD VOKES *** Willie Roy, the Crippled Boy -DEL-RAY 205 - Tender story is read in traditional style by the singer. It tells JO CASEY of an unselfish crippled youngster. (Acuff- ** Town of Broken Dreams - HONEE B

*** If This World Wants Peace -Slow philosophical item is presented sincerely by Vokes. It should move as well sell this ditty pleasantly. (Sage Brush, BMI) as the flip. (Vokes, BMI)

DONNY YOUNG

** Shakin' the Blues - DECCA 31077 -Young warbles in spirghtly fashion on likable George Jones tune. (Starday-Glad, BMI)

*** Miracle of Love - Plaintive reading on moving country ballad, (Tree, BMI)

mon series featuring poets reading their own works gains an interesting addition, even the Pound is not everyone's favorite poet. His admirers will appreciate the authoritative readings of four cantos on one side. For those who find these heavy going, the other side has many gay, witty and pungent moments. The brief "Cantico del Sole" is a humorous gem. Pound's voice seems to express the nature of his work

*** Fifteen Cents Is All I Got - KING 5335 - Grandpa Jones explains that he doesn't have very much money, but he isn't worried about it. He tells a few homey- placid polka ditty. (Lingua-Musica, BMI) styled jokes on this listenable waxing. Good country wax. (Lois, BMI)

*** A Night Out - Same comment. (Mar-Key, BMI)

GEORGE KENT

** It's a Lonesome Old Town MAVERICK 1002-2 - Traditional outing on a weeper. It can sell. (Stoddard Music,

** Ruby, the Red-Eyed Rabbit - Seasonal novelty can appeal to kids. It's done over plucked strings and fiddles. (Western Hills, BM1)

MARION WORTH

*** I Lost Johnny - GUYDEN 2033 -Pretty dual-track warble on an interesting, countryish theme. Chick handles the material well. Tune is a waltz, (Fairway, Golden River, BMI)

** That's My Kind of Love - Countryish waltz is read with appeal by the lark over a light arrangement with guitars dominant. Dual-market side. (Fairway,

** I'll Come Back - D 1125 - Fine stint by Mack on a country ballad. His approach is traditional. Listenable side can draw loot. (Glad, BMI)

** John's Back in Town - Topical country waltz is strongly handled by Mack over steel guitar and plucked string backing. Good reading. (Glad, BMI)

SMILIN' JERRY JERICHO

** Take the Way (Back to God) -ALLSTAR 7202 - Feelingful stint on gospel tune. It's read sincerely by Jericho with chorus support. (Songwood, BMI)

** Since I Lost You - Weeper gets a fine reading from Jericho who uses a traditional approach. (Songwood, BMI)

STAR 7201 - Butler has the true traditional sound on this country waltz. Fine backing accompanies. (Songwood, BMI)

*** I Could Never Be Untrue - Weeper sort also comes in for a good go from the singer. This, too, will appeal to fans of traditional c.&w. music. (Songwood, BMI)

BILLY TODD

*** Broken Heart - LONE STAR 320 -Countryish ballad with triplets featured in the backing is sung with feeling. (Bat,

** Crazy Kind of Love - Todd reads the weeper to the accompaniment of traditional stringed support. (Bat, BMI)

HAYDEN SISTERS

** Mr. Blues - ROYCE 7 - The Hayden Sisters sell this rocker in fair style, with the lead adding an interesting sound. (Bo-An, BMI)

** Slient Tears - Same comment. (Bo-An, BMI)

BILLY NIX

** Perhaps - GLENN 1801 - Billy Nix sells this country-based effort in Johnny Cash style, helped by good country-pop backing by the ork. (Hits of Tomorow, BMI)

** Heartstrings - Same comment. (Hits of Tomorrow, BMI)

107 - The lass tells about Hollywood, the city of broken dreams, and her hard luck there. (Sage Brush, BMI)

** I'm Wanting All Your Love - Lass

EL TIGRE

** Happy Muchachos-BEAT-CAT 702-Bright instrumental is played smartly by the combo here. (Amelia, BMI)

** Sassy Muchachas - Same comment. (Amelia, BMI)



ERNIE COOPMAN & JOLLY BREWERS ** Theme From Shorty's Place -PLEASANT PEASANT 205 - Amusing novelty wax for polka jocks and comedy pop deejays. Knock-down drag-out fight goes on while band continues to play

** Be Mine Polka - Sprightly polka theme is wrapped up in okay instrumental treatment. (PD)

Rhythm & Blues

ROY BROWN *** Adorable One - KING 5333 -Rockaballad is about a girl named frene. Brown gets his message across attractively. This can get dual-market action. (Lois, BMI)

*** Ain't Got No Blues Today -Shouting approach by the singer on a pounding blues ballad. Choice side for r.&b. marts. (Lois, BMI)

MUDDY WATERS

*** I'm Your Doctor - CHESS 1752 -A first-rate reading by Waters of a strong blues item that could sell solidly to the chanter's many fans One of Water's best sides in a long time. (Arc, BMI)

** Read Way Back - The tale of Adam and Eve is told here by Waters in his own special fashion over solid backing. Flip is more important. (Arc, BMI)

home blues with a lot of feeling over

strong rhythm backing. Wax that should

please the Southern markets. (Arc. BMI)

BUDDY GUY ** First Time I Met the Blues -CHESS 1753 - Buddy Guy sells a down-

** I Got My Eyes on You - The chanter tells his woman that he's watching her since she is giving him such a hard time. (Arc, BMI)

LEON PETERSON AND THE MEL-O-

*** This Creation - HOB 117 - Sensitive reading of a pretty inspirational-type theme about love. Fine organ and chorus work back the singer. (Stebro Pub. Co.,

*** The Blues Got a Hold of Me -This is a shouter, and Peterson gives it a vigorous reading with peppy ork and chorus

VOLCANOS

*** Oh Oh Mojo - TAILSPIN 1 -Lead has a bright sound on this rocker with an interesting rhythm pattern. Possible pop and r &b. loot. (Gilbar, BMI)

*** You Knock Me Out - Medium beat rocker comes in for a listenable shout from the lead singer. Group and ork (Gilbar, BMI)

ANNIE LAURIE

** If You're Lonely - DELUXE 6189 -The great blues thrush reads this bluesy ballad over a fine arrangement. Side can score for pop and r.&b. loot. (Tee-Pee, ASCAP)

** It's Gonna Come Out in the Wash Someday - The chick gives the medium beat bluesy tune a meaningful reading over a big band support. Her fans will like it. (J&C, BMI)

EDDIE BO

** Every Dog Got His Day - RIC 969—Exuberant wailing on catchy rhythm rocker. (Ron-Tye, BMI)

*** Tell It Like It Is - Same comment (Ron, BMI)





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NEBRASKA STATE FAIR INKS BOONE

Singer to Be In forTwo Night Shows; Four Lads, Carmel Quinn Also Set

will head the night grandstand provided by GAC-Hamid Inc. show at the Nebraska State Fair | Submissions for the night show here on two nights, with the Four also were made by Sam J. Levy Lads, Carmel Quinn and Roger Sr. and Jr. on behalf of Barnes-Ray sharing top billing four other Carruthers Theatrical Enterprises, nights. Boone will be in Septem- Chicago; Danny Cleary, Music ber 7-8. The Lads, Carmel Quinn Corporation of America, Chicago, and Ray will open September 3 and Tom Drake of the Tom Drake and run thru September 6.

of Friday (8).

out will be provided by Buddy ful consideration to each sub-Merrill's orchestra. A 16-girl line mission.

COLUMBUS, O. — Pat Boone and supporting acts also will be

Agency; Kansas City.

The contracts, closed by Frankie Ed Schultz, secretary-manager Taylor of GAC-Hamid, Inc., were of the fair, in commenting on the awarded Friday (8) after the fair long time taken by the fair board board here had listened to presen- before awarding the contracts to tations and deliberated all day GAC-Hamid, said that all of the Thursday (7) and the greater part shows submitted by the booking officers were extremely good and Music for the night shows thru- this made it necessary to give care-

PAT BOONE WILL PLAY FAIR DATES

NEW YORK-Pat Boone Wednesday (7) gave the go-head to GAC-Hamid, Inc., to close contracts for personal appearances by him at fairs between August 24-September 15.

In short order, confirmations were given to the Michigan State Fair, Detroit, for appearances there September 2-5, and to the Indiana State Fair, Indianapolis, for August 31-September 1.

Then, Frankie Taylor of the GAC-Hamid office planed out of here for Lincoln, Neb., where he closed Friday (8) to have Boone appear two nights, September 7-8, at the Nebraska State Fair.

Indications are that virtually all of Boone's available fair personal appearance time will be contracted within a week.

Indiana State Fair Adds Western Show

Program to Include Rodeo Events; Dickers for Coliseum Name Bill

INDIANAPOLIS—Altho the In-) seum will be the scene of livediana State Fair is still dickering for much of its Coliseum show, which usually includes television and record names, its grandstand program has been set.

Latest addition has been a Western horse show with rodeo events to be featured for five performances the first three days of the run. The show is set for the evening of August 30, the pre-opening, with matinee and evening performances the next two days.

Included in the Western events will be professional exhibitions in bull riding and bronk riding, a quarter horse race at the afternoon shows, a girls' barrel race and open contests in cutting, roping and dogging. A total of 60 classes will be judged.

Next attraction in the grandstand will be the Jack Kochman thrill show, which plays four times in three days. Five afternoons of Grand Circuit harness racing will fair's Corral, where the Rogers' take over the track. A country and troupe was originally set to perform, western show, brought in by Baldschun said. Wrestling will be Barnes-Carruthers, with headliners featured the first two days, July to be changed halfway thru the run, 11-12. Then the Baldschun show will be in the stand for the last will move in and feature Red five evenings of the fair.

will be held on preview night. The Not-Twirlers and Jimmy Ames. name talent will then move in to do Other acts will also be added to the four night and one afternoon shows | bill which will do eight shows the in five days. The society horse show last four days of the fair. then takes over the last four evenings of the fair and will continue half dozen other summer appearone night after the fair officially ances on the advice of his closes. In the afternoons the Coli- physician.

stock judging.

A new method of ticket sales will be inaugurated this year for the Coliseum horse show. All tickets sold prior to the opening of the fair will permit holders to pass thru the outside gates free except for car parking charges.

Gooding Amusement Company, which provided the midway attractions last year, again will be on the fun zone.

Baldschun In At Calgary

WOODLAND HILLS, Calif.-Clyde Baldschun & Associates will provide the replacement for the Roy Rogers show that canceled out at the Calgary (Alta.) Exhibition and Stampede.

The show will be held in the Foley, Johnny Cash, Marquis Fam-In the Coliseum a queen contest | ily Chimps, Homer Garrett's Why-

Rogers bowed out of this and a

Record Turnout at N. E. Parks Meet

BOSTON—The best attendance dustry. Notable successes this year in many years answered the call to included negating a bill which Barnes Show the New England Association of would have given the public safety Amusement Parks and Beaches' Thursday (7) in the Parker House. The day-long sessions pulled package of the 40-hour week, overheavily from the ranks of amuse- time provisions and minimum wage. ment operators and commercial suppliers.

day holidays ahead, and co-operation from the weather would thereconditions.

Bill Patton, of Globe Ticket spoke a few words. Company, outgoing president, expressed pleasure at being able to head the group and thanked and others for their co-operation. Xanthaky, of Salem Willows, Salem, Mass., was elected new president. Markey, of Dodgem Corporation, continues to shoulder the secretary-treasurers' burden for another term. Also elected were Ed La Venture, of Whalom Park, Fitchburg, and Ed Mason, of Pine Island Park, Manchester, N. H., vice-presidents. Chosen directors for two years were Roger Shaheene, of Salisbury Beach; Joe Dineen, Hampton Beach (N. H.) Playland, and William Spence, Nantasket Beach. Markey also expressed gratitude to the other officers for their assistance to him.

Banquet Show

The program included luncheon, pertinent talks, panel discussions, door prizes and a banquet with entertainment by Al Martin, who provided Jay Nimitz, ventriloquist seen often on the Ed Sullivan TV show; the Barons, sprinboard; Elwin Shaw, pickpocket, and Ben and Ida Perry, musical novelty. Perry emseed, and the show was well received by more than 150 banquet-

Particular attention was paid to a report by Enrico Cappucci, legislative agent, who described efforts in watchdogging the Legislature for bills affecting the outdoor fun in-

department broad controls over 34th annual convention, held ride operations thruout Massachusetts. Another bill staved off a

John Bowman, executive secretary of the national association, Notes of cheer and encourage- stressed the interdependence of rement prevailed over the affair, gional and national groups, and Ride people reported excellent sales gave highlights of plans for this seasons under their belts, and op- winter's Chicago convention. Inerators took heart from the oc- cluded are a "first-timers" party by curence this year of major holidays NAAPPB President Bob Plarr, inon weekends. This indicated three- cluding cocktails and buffet, and an "if-under-40 brunch" by Jack Singhiser, both aimed at stimulating SPECIAL DEPTS. fore pose highly profitable working interest in the park industry's future. Plarr was present and also

Others speaking were Ray Ellis, of the National Safety Council, on tips for accident reduction; Frank Nicholas Xanthaky, Fred Markey Brett, Boston, on the types and functions of paints; Harry Paul, Boston, on promotional activities, and Jim McHugh, of Funspot

(Continued on page 52)

Ala. State Fair Signs

BIRMINGHAM - Barnes-Carruthers Theatrical Enterprises will again provide the basic night grandstand show at this year's Alabama State Fair, Ed Soucy, fair manager, announced.

The unit show to be brought in by the Chicago firm will be augmented by names. Last year the fair added five television name performers to the show, Robert Horton, Darren McGavin, Zorro, Jim Bowie and Peter Gunn.

A special section devoted to circuses starts on page 78. Circus Trouping and news appears on page 94. A special section devoted to amusement parks, kiddielands and theme parks starts on page 84. The regular column — Amusement Park Operation — appears on page 53.

COSTS \$3,500,000

Utah State Fair To Build Coliseum

State Fair has decided to go ahead city and county. with construction of a new \$3,500,-000 coliseum on the fairgrounds here in 1961. Officials said they would go ahead on the project with

SALT LAKE CITY—The Utah or without participation from the

A three-man committee was named to meet with city and county officials, but Don Wyatt, fair secretary-manager, said that if nothing comes of the conclave the fair will go to the Legislature in January and ask for an appropriation to cover construction.

If this fails, the fair will seek authority to raise private capital to build the coliseum and operate it under a lease until it can be paid Lakeside Park attorneys argued off thru rentals, Wyatt said. He that the lady was injured because termed the building a part of a she failed to hold onto the bar. long-range building program and They contended there was no evi- pointed out that land and parking

The building will include 14,000 permanent seats and a maximum held there was no evidence that of 18,000 for boxing. Basketball Lakeside Park was negligent in the capacity would be 16,000. It will be designed to accommodate shows, "A patron of an amusement ride concerts and other similar attracbe included and additional space for conventions and exhibits.

> University of Utah officials are tion programs.

Far-Reaching Decision on Rides Made by Colorado Supreme Court

cision that may set a national ligence" of a ride attendant. precedent for similar cases, the thrill devices at amusement parks or similar enterprises must accept the responsibility if they are injured in the normal operation of the rides.

The State high court made the ruling in upholding the dismissal in that patrons of such rides have the Denver District Court of a \$20,-000 damage suit brought against injured on such rides. Lakeside Amusement Park by the wife of a Denver city councilman.

She claimed that she had been injured on the park's Loop-o-Plane ride. She claimed she had suffered severe back injuries when she had

DENVER-In a far-reaching de- | the ride's cabs because of the "neg- |

Colorado Justice William E. Colorado Supreme Court ruled Doyle, speaking for the majority Monday (4) that persons who ride in the 5-to-2 decision, said the "predominant warranty" which operators of amusement rides offer "is not that the passenger will be safe, but that he will receive a thrill."

> The two justices dissenting said right to assume that they will not be

The complainant charged that an attendant failed to properly fasten her grip on an iron bar which is also supposed to help riders mainbeen thrown to the floor of one of was bounced around inside the cab. for the injuries.

dence the leather strap had not facilities are available. been fastened correctly.

The State high court majority ride operation.

assumes the responsibility for the tions in addition to sports events, hazard that is involved in the ride horse shows and expositions. . A under normal conditions," the court permanent ice rink installation is to

"The guarantee of safe carriage a leather strap which holds ride is absent where a plaintiff underpatrons in the seat. She said she lost takes to ride on a device such as a also going ahead with plans for Loop-o-Plane," the court said. It their coliseum which would contain cited the lady's failure to hold onto facilities for sports events and also tain their position in the cab and the bar as making her responsible provide for school physical educa-

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Optimism Keynotes '60 Outdoor Season

Continued from page 1

operations, has been burgeoning in recent years, with grosses climbing higher each year. And prospects are for this trend to continue has been reflected markedly in rein the coming months.

case is mirrored by the almost un- passing of each of the years ahead. precedented sales of amusement Already, the bumper crop of babies from birth pangs. This is, in fact, rides during the past winter. Actu- born immediately after World War a remarkably fast-moving edition ally, some operators, particularly in II has been transformed from kidthe carnival field, have been almost die ride patrons to patrons of some sors, whipping 46 acts thru the frenzied in their eagerness to obtain adult rides. newly introduced rides so that they can be among the first to operate the near and now are banking on

no reluctance to buy high priced ployment and the seemingly abunrides-units priced in the neighbor- dant supply of the public's spendhood of \$30,000. Thus, they show able dollars for outdoor amusetheir confidence not only for the ments.

land, carnival, and fair midway coming season but of the seasons to

A strong reason for the longerranged optimism is the population bulge. The mounting population cent years, and it will continue to Confidence that this will be the be in mounting grosses with the with many weeks already behind

However, those who look only to flat (plus intermission). excellent business in the year ahead Significantly, ride operators show mainly on the generally high em-

BIG CATSKILL JOB

Tracy Firm Designs mixed animals, are included, as is the veteran finger-stander Unus. He still holds the center ring, al-Theme Park, Floats

play designer-builder Bill Tracy plays. A special building of 5,000 has been retained as designer of a square feet is being built to house \$1,000,000 theme park in the them. John Leahy of Great Danbar Catskill resort region.

This will be a multi-theme layout in Liberty, N. Y., for Walnut Mountain Corporation. As yet unnamed, the development has 275 acres available, most of it colorful mountain scenery. Tracy will incorporate four separate themes, one of them a ride area, another a nursery rhyme maze with patron activity elements, and a dinosaur ride.

Manager for Walnut Mountain is Harold Hargreaves, owner of the Rip's Retreat attraction. Architects are Holtzman Associates of Middletown, N. Y., Tracy reports.

Olympic Park, Rochester, N. Y., played at the park entrance, in a

NORTH BERGEN, N. J.—Dis- book units for use as inside dis-(Conn.) Fair has bought a new unit for the main fair entrance. It is a large clown riding an animated bicycle, sculptured in relief and finished in bright colors.

> Clyde Beatty-Cole Bros. Circus has ordered an oriental-style float ato join its fleet of Tracy floats, plus clown costumes and gags. Art Concello of the Ringling circus has retained Tracy to design an amusement area for the winter quarters in Venice, Fla. Plans are tentative, with preliminary drawings being Klauser's Bears. Hans Neumann submitted.

North Pole, N. Y. (Santa's Workshop) has taken delivery of 20 animated, elaborately decorated On March 31 Joseph Schuler of Christmas story units to be distook delivery of 20 ornate story- glass-fronted building 100 feet long

Agawam Augmented By Indian Village

Park opens Easter weekend, then follows a schedule of Staurday nights and full Sundays thruout auditor; Barbara Hogan, office sec-April. Friday nights will be added retary; Mary Bowler, payroll; in May and full-scale operations beginning Memorial Day weekend.

The Monorail ride has been extended into a huge oval course, triple the distance covered in 1959 and canvassing the entire park area. Jungle Land has been given extra decorative treatment and a special area has been developed off the north end of the new lake to include an Indian Village with animation.

Stagecoaches and other Western and antique carriages have been spotted along the lake front and can be viewed from both the Riverboat and Mine Train rides. New stunts in the mine tunnel and a burning house spotted in the center of the main lake add to the ride's effectiveness.

Saturday auto racing will again be offered, with Harvey Tattersall Jr. as race director. This is Ed Carroll's 21st year at the park's helm. Staff appointments include Harry Storin on picnics, publicity and advertising; Thomas E. Morrissey, games and auditing; Stanley Drzyzga, food and beverages; in Anaheim is the Big Daddy, with of investment) is Bible Storyland,

Grant, decorations; John Lodigiani, personnel: Pat Fitzgerald, assistant George Metayer, rides: Frank O'Hara, electrical; Angie Barbieri,

AGAWAM, Mass. - Riverside Daniel Crane, head cashier: Jack

90TH EDITION

Ringling-Barnum Displays 'Mostest Show on Earth'

By IRWIN KIRBY

NEW YORK - The Ringling show's current edition hit New York with a blast of noise, color and talent Thursday (31), and it, the show was not suffering in comparison with its predecesarena in two hours, 20 minutes

In ways this is a superior version of the Greatest Show on Earth, and while it lacks that quality of being all things to all viewers, it certainly holds forth quite a lot. Whether the 90th edition is 'greatest" is for other older heads to decide, but there is no doubt about its being the mostest.

Two acts new to these shores. illusionist Ferry Forst and Kasten's tho in a five-act display, and has lost none of his compelling showmanship. And while he no longer leaps to a hassock from his perch, but descends a ladder, he does so with the erect dignity on which his success has been built.

Three production numbers are provided, one of which is exceptional and another horribly patriotic. John Ringling North has created none of his special music and this absence is not lamented in any quarter. Izzy Cervone's circus score continues to be a melange of popular and old-time favorites rather than traditional circus tunes, but it seems to be getting easier to live with. Proving, no doubt,

that you can get used to anything. Opening display has the usual three rings of animals, focusing on works seven tigers and a lion in Ring 1, while the uncaged bears and George Keller's mixed animal act is at the opposite end. Keller's big display is added to the Ringling road troupe for this engagement. Neumann uses the fire hoop, hand-held rather than mounted on a stanchion. The bears offer a handstand on pedestal, plus frontpaw walking, accompanied by a girl, then a rolling globe and a drinking business in which a bear guzzles from a bottle and collapses like a drunk. There is a baby carriage push, then bears riding a high bicycle, motorcycle and motor scooter.

Cage-Strike Display Weak

to whom is attached a tiger figfilled by Pat Kirby and Evelyn worth striving for. (Continued on page 52) Fritisch in cloud swings, capable "Westward Whoa" deserves men-

the property department, however, the iron is down only seven min-

Brothers in their aerial bar act. This continues to be a startlingly effective exhibition of comedy-acrobatic skills. Elephants rumble on next, Hugo Schmitt working six in the center ring, flanked by five in each of the outer rings. The synchronization is impressive, all rings featuring identical stunts, including circling, kneeling, reclining bull mounted by two on either side. Schmitt's six do a walking mount for an exit. Of note is that three girls remain mounted on bulls in each ring thruout the display. Each ring has an accompanying green barrel for refuse, and the clean-ups are quick and unob-

Clowns walk around, then a fiveact display comes on, with the entry featuring 13 girls on rolling globes. Globe acts are the Dovers, Verdus and Diors Sisters (center), plus the Kolmedys, unicycle juggling, and Durkin, Young and Namba, foot juggling and block building. Verdus have a boy walking a globe around the ring curb, and Diors score nicely with their

faking on the inclined ramp. More clowning, then an eques-trian number. Will Buschbom works seven Liberty horses on one end and Gana Lipowksa six, on the other. Center act is the Diana Sisters and Brothers (Stephensons) riding act, three girls and two men. One girl juggles hoops and flame clubs, and skips rope. They work smoothly altho not spectacularly. This set the scene for "Monkeyland Melange," a well-labeled production number in which the 28 web gals walk on in monkey costumes and their anchor men as organ grinders. Impression created by this entrance is the most unesthetic in years and stays unrelieved until the girls emerge as women rather than simians.

Shawn Well Received

While Harold Ronk croons oldies like "Long Ago" and "Remem-ber" and "Always," Galla Shawn does her trapeze chore-in chocolate tights. She is effectively presented, winning appreciative applause with a spinning headstand.

The Big Show retains three lowwire artists, Stey, Santos and Domi, playing the odds in calling simultaneous forward somersaults in all rings. It is a satisfying and After a runaround by a clown highly entertaining maneuver when it clicks, which was not on openure, time for striking the cages is ing night, and apparently well

and pretty but not strong enough tion because it carries a standto hold attention. To the credit of ard clown gag a big step forward, big enough to cover two rings. A saloon is set up in the utes after Nuemann's last animal center with plenty of carrousing, and a tepee in a side ring. Midget Display four features the Ibarra Indian steals a donkey and rides from the saloon to his "reservation," disappearing in the tepee. Bomb is tossed inside, and the explosion sees a take-off on the old G. I. Army cannon gag, for the midget clown held aloft is sitting on a dummy donkey. This one is deserving of a cheer for Paul Jung. producing clown, and his gang.

> Stephenson's Dogs, a first-rate group, are flanked by two mixed animal acts, Hugo Schmitt's Ilama, elephant and zebra, and Edward Healy, with elephant and pony duo. Schmitt's llama does considerable leaping, having been proven popular in the past. The dog act continues in the highly pleasing vein set by Victor Julian of recent years. Comedy teeterboard work is included, also a helterskelter chase for one of the dogs, which finally ducks into a box. A dog rolls itself up in a blanket, also does a high ladder leap. Windup is two dogs encircling the ring curb in opposite directions, leaping over one another. It is top-drawer entertainment.

Lou Jacobs' motorized baby carriage makes an appearance, then Gerard Soules does his trapeze heel catch in full swing, also a forward dive to a heel catch. Flanking are Carmen del Tiede doing trapeze balancing on the order of Pinito de Oro, getting better every day, and Gloria Bale.

This year's best production effort-actually the neatest in several seasons—is the first-half closer, "Fairyland Fantasy." It is nothing more than the typical costumed parade, but the costumes blend

(Continued on page 95)

Satchmo Set For Oregon

SALEM, Ore.—Louis (Satchmo) Armstrong has been signed to play the Oregon State Fair September 2-10, Howard Maple, fair manager, announced.

Armstrong will head the 1960 Fair Revue and two shows will be given nightly to accommodate expected crowds. The first will be at 6:30, which will permit fairgoers to attend the horse show at 8, and the second at 8:15.

Featured with Armstrong will be his vocalist Velma Middelton along with Ruth and Carl Carlsson, musical jugglers, and a comedy team, the latter yet unsigned.

Wonder Bros. **Getting Ready**

LOS ANGELES-Wonder Bros.* Circus, new show to be operated by Sam Bochlich and Frank and Janet Burger, is being framed for an April 8 opening in Northern California. Show will play mostly sponsored dates.

Equipment is being readied and trucks will be painted. Top is blue with red and white trim, and it will use one middle. Show will use about 40 dogs, a dozen ponies, one stallion, a llama, an emu, one baby elephant, monkeys and some birds.

Value of California, Arizona Theme Parks Set \$78,000,000

By SAM ABBOTT

\$78,000,000 has been spent or is Second, probably, is Pacific Ocean will dramatize the Bible with 'the being spent on theme parks and tourists attractions in California not definitely set, but an estimate and Garden of Eden, with other and Arizona.

California - stands at the quoted ment program was carried out. amount.

Of the theme parks, Disneyland

This figure could go up with opened in 1958 under the comthe value of land and the popu- bined guidance of the Los Angeles larity and it could be reduced as Turf Club and Columbia Broadexpenditures are curbed to balance casting System, the amount was with the money. But a sensible, given as between \$10,000,000 and average estimate of the activity in \$20,000,000. While under this these two States - principally in ownership, a \$3,000,000 improve-

\$15 Million Outlay Next in line (from a standpoint

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expenditures set to reach \$32,500,- for which the money is said to 000 in June when the latest change, have been raised and an estimated LOS ANGELES-An estimated "Nature's Wonderland," is opened. cost of \$15,000,000 set. This park Park in Santa Monica. Its cost is Holyland, the Nile, the Euphrates is \$15,000,000. When the park scenes from the life of Jesus to be portraved. The oldest of all tourist attrac-

tions here is, of course, Knott's Berry Farm in Buena Park, Calif. Russell Knott, son of the founders, will not venture a figure. In the over all, it is included as \$5,000,-000. At this time, a \$4,000,000 program is under way. The money will be spent over a period of 10

(Continued on page 52)

SHOW NEWS

Association of Fairs and Exposi- Fair, Milwaukee, presided. tions this year will have a banquet and also a luncheon in connection Greater Allentown (Pa.) Fair; with its annual convention at the G. W. (Bill) Wynne, Mid-South Morrison Hotel here Thursday, Fair, Memphis; Evan McGugan, Friday and Saturday December 1-3. Western Fair, London, Ont.; Gol-

Members of the board of directors voted to hold the banquet Thursday night and the luncheon Saturday. Formal convention proceedings, which hereto have spanned three full days, will be held to two and a half days, with the final session on Saturday ending at noon.

the fairmen will invite showmen vention activities will run from to be guests at the banquet. The Monday, November 28, thru Saturday luncheon will be for fair- Wednesday, November 30, at the men and their wives. Maurice E. Fager, manager of the Mid-America Fair, Topeka, was named chairman of arrangements for the vention and trade show at the Thursday banquet.

President Willard Masterson, November 27-30.

CHICAGO - The International manager of the Wisconsin State

Also present were Ed Leidig, die V. Scheible, Montgomery County Fair, Dayton, O., and IAFE secretary Frank H. Kingman, Winston-Salem, N. C.

The banquet and ball of the Showmen's League of America, traditionally the high social point of the outdoor amusement convention, will be held at the Hotel Sherman, Wednesday, November The plan, as announced, is that 30. The Showmen's League con-Sherman. The National Association of Amusement Parks, Pools and Beaches will hold their con-Sherman Sunday thru Wednesday,

CIRCUS PREVIEW

Dobritch Production Pleases Cincinnati

By AL SCHNEIDER

CINCINNATI - Back for the second year as producer of Syrian Temple Shrine Circus in "Cincinnati Gardens, April 4-9, Al Dobritch assembled a fine aggregation of talent.

There's not a weak spot in the line-up Dobritch offers. The program is an excellent blend of better-than-half house Wednesday

night (6) as each performer bowed

This year's staff includes Paul V. Kaye, equestrian director and announcer, and John Manko, property superintendent, with George Smith's Syrian Temple Shrine Band cutting the show.

10-Date Route

Dobritch has expanded his route aerial, animal and good standard this year to 10 dates. He handled ground acts, all well costumed and seven last year. Shows in St. Louis, working with a lot of verve as they Toledo, Evansville, Ind.; Quebec, are presented in rapid succession. Toronto and Cincinnati are re-That the show is good was evi- peats. Added are Atlanta, Washdenced by hefty mitting from the ington, Fort William, Ont., and (Continued on page 95)

Mills Names Staffers; Ponies, Harness Added

JEFFERSON. O.—Activity at the Mills Bros.' Circus winter quar- owner of the show, announced that ters here moved into high gear last Johann Schmitz will again be the week as final preparations are being equestrian director, and that Joe made for the opening day, Satur- Rossi will lead the circus band. day (16).

The aluminum banner line trailer has arrived from Memphis, and all new equipment is now in quarters. Special harnesses have been purchased for the ponies and baby elephant who will pull the five new floats for the opening spec, and six more ponies have been added to the group already owned by the show.

General Manager Jack Mills announced that the 21st annual press and fans banquet, following the opening performance, should prove to be one of the largest, judging from advance reservations. Whistle signalling the opening of the initial performance will be blown by Edward P. Hoadley, of Ashtabula.

Agawam

Continued from page 51

tickets; Harvey Tattersall Jr., auto race director, and Tom Galan, announcer. Many department heads have been associated with Carroll since he acquired Riverside.

Construction and maintenance is handled by T. A. Pearson Associates of West Springfield. Remington Agency of Springfield, newspaper advertising, and Joseph Napolitan Associates of Springfield, publicity and public rela- stands in Ohio before head ng into son Corp., and Frank Modica, Mutions.

Jake Mills, producer and co-Harry Mills, in charge of concessions, is busy preparing midway

The Wild West concert will feature Carlos Carreon, Duke Jenson and Texas Slim Girard. New wardrobe is being prepared by Doris Weedon, who recently arrived from London where she has handled wardrobe for many musicals, including "The King and I."

George F. Hodgdon, director of public relations, arrived in quarters on Saturday (9) from Cleveland. Hodgdon will stay on the show during the season as an assistant to Jack Mills.

Felix Brazon, purchasing agent and prop superintendent, and Virgil Sagraves, elephant boss, are in charge of the crew putting the finishing touches on show equipment. The elephant act was due to return to quarters Sunday (10) from Cincinnati, where it appeared in the Shrine Circus.

Walter Reith will have charge of the electrical department assisted by Harry Crank, who will also have the pony ride. Mrs. Crank will be employed as secretary. John (Shorty) Walker is in charge of the mechanical department.

Following the opening at Jefferson, Mills Bros. will make 11 Michigan.

FREE BIKES? SO PATRONS TAKE 4 HOME

WEST HEMPSTEAD, N. Y. - Patrons and their kids took Whitey Carlson's "Free—50 Bicycles" sign too literally on Sunday. Carlson, operator of Island Garden arena, had six circus award bikes on display in the lobby, when the place jammed up. One woman said she saw parents picking out bikes and pushing their children off on them, so she let her wards pack a couple into her station wagon. Carlson wanted to press charges, she threatened a false arrest suit and the whole affair, with picture, got page four coverage in a major daily. Carlson grudgingly admits he couldn't buy that location for publicity, but he's still looking for four bicycles. "And can you beat it," he yells, "she came in on passes!"

Girl Wins 56G Damage Claim Against Hagen

CORPUS CHRISTI, Tex.-More than \$56,000 in damages has been awarded an eight-year-old girl who was severely mauled by a circus lion at Alice, Tex., last year.

Federal Judge Allen B. Hannay awarded Nikki Wayne Knowles, of Alice, \$45,000 in damages, \$6,453 for payment of past medical bills and \$5,000 for future medical expense.

The girl was clawed as she and her mother were passing the lioness' cage at the Alice fairgrounds where Hagen Bros.' Circus was in winter quarters on January 8, 1959. Hannay said the defendants, the circus and Howard Suesz, were negligent in leaving a trap door on the cage in disrepair without warn-

\$500 for the loss of the earning power of the girl until she reaches maturity. The girl had sought \$272,000 damages.

Record Turnout

Continued from page 50

magazine. Ralph English and Fred of Variety Artists, urged parks to sign contracts agreeing to employ welfare fund. Father Ed Sullivan, of All Saints Church, Roxbury, was active thruout the day and delivered the invocations. Martin Walsh, Boston's park commissioner, attended, as did Lt. Col. Eugene Murphy, representing Governor Furcolo.

Suppliers Turn Out Commercial visitors included John Allen, Philadelphia Toboggan Co.; Dick Secor, Allan Herschell Co.; a large contingent from Coca-Cola Co.: Al Martin Agency; Dodgem Corp.; Ray Lusse, Lusse Skooters; William Tracy, Outdoor Dimensional Displays; Dick Mc-Fadden, Clarence Center, N. Y.; Richard Padden, Canada Dry; Penn Syrup Co.; Frank Feit, insurance; John Naughton, insurance; John Logan Campbell, insurance; John Elliott, Elliott Ticket Co.; Mickey Hughes, Hot Rods, Inc.; Howard Sinnot, General Artists Corp.; Irv Dinkin, Willard Alexander Agency; Leo Brenner, Nancy Sales Co.; Dave Riskin, Trimount Coin Machine Corp.; Bert Steir, Automatic Merchandising Corp.; Robert Brennan and Jim Betterly. Globe Tickets; Al Levine, Redd Distributors; J. E. Whalen, Madisic Corporation of America.

TALENT ON THE ROAD

C.&W. Talent Lined Up For Montgomery, Ala., Fair

The country and western talent bill for the Montgomery, Ala., fair, October 10-15, will carry some of the big names in that field. The show, to be brought in by Barnes-Carruthers, will be split into two segments of three days each. For the first three it'll be Minnie Pearl, Stonewall Jackson, Dottie Sills, Red Sovine and his Western Playboys. Last half of the split program will include Kitty Wells, Johnny and Jack, Carl Smith, Bill Phillips, Tennessee Mountain Boys. . . . Thrush Betty Johnson, currently playing Oklahoma City, will open at Chicago's Drake Hotel on April 20 for three weeks. On June 1 she'll emote for two weeks in a Warren, O., summer theater. Fair dates this summer include stops at Chippewa Falls, Wis.; Faribault, Minn.; Governeur, N. Y.; Adrian, Mich.; Bath, N. Y., and Rutland, Vt.

Rex Allen is back in Los Angeles after doing a guest appearance in an upcoming motion picture "Tomboy and the Champ," which was filmed in Houston by Signal Pictures Corporation, a Texas firm. Allen also did the title song for the film, and is recording several tunes for Walt Disney Music Corporation, such as "I'm the Man," "Dody Ann" and "The Lillies Grow High.", . . . Makeup of the national company of "Flower Drum Song," to play the State Fair of Texas this year, is expected to be basically the same as that of the Broadway cast, according to fair officials. Originals expected to be with it are Juanita Hall, Keye Luke and Ed Kenney. . . . Barnes-Carruthers will bring in a bill of C. & W. headliners at the Stoughton, Wis., fair this year. Booked for the two-day stand are Webb Pierce, Brenda Lee, Minnie Pearl, Pee Wee King, Marvin Rainwater, Kitty Wells and Johnny and Jack.

TV SHOWCASE: Lennon Sisters, Dorothy Collins, Johnny Puleo and His Harmonica Gang, Ginger Rogers and Bill and Cora Baird set for the April 13 Perry Como Show. . . . Patti Page, Darryl Stevens and James (Maverick) Garner will guest on the April 20 Bob Hope program. . . . Jerry Lewis will host Tony Bennett April 15. . . . George Gobel inked for the April 12 Startime show, a repeat. . . . Roger Williams will tickle the keys for Tennessee Ernie Ford on April 14. . . . And on April 11, Jerry Vale will sing for Steve Allen.

Charlie Byrnes, Chicago

Themers Valued at \$78 Mil

Continued from page 51

years-with about eight more to California Village, Inc., to be logo-and will come from the earn- cated in Cucamonga, Calif., where

are two Santa's villages. One is sisting of 2,500,000 common Skyforest, about 65 miles from Los shares of \$2 par value stock and Angeles, and the other near Santa the present offering to the public S. E. Childers, who hit the lion Cruz, Calif. Each represents an inin the face, freed the girl and took | vestment of approximately \$1,000,her to a hospital, was awarded 000. This does not include the \$500 for injuries sustained in the third Santa's Village opened in 959 rescue. Mrs. Knowles was awarded near Chicago. It is said to represent another \$1,000,000.

Old West Themer

the Old West, is in the process of can era. becoming an amusement theme park near San Jose, Calif. Joseph Zukin Jr. is the president of the company and recently William H. Meyer was named general man-Wheaton, of the American Guild ager. The corporation has an authorized capital of \$2,000,000 with 400,000 shares of stock to AGVA talent and contribute to its be sold at \$5 each. Of this total, 200,000 is preferred and the remainder common stock.

has already started its move into the picture with the construction treasurer and director of the corof a large television film building. When it is completed at Apache Junction, Ariz., between Phoenix Aircraft Company; John H. Poole, and Tucson, it will represent \$1,-500,000. Nat Winecoff, who is an executive in Bible Storyland, also firm of Barrick, Poole & Olson, is an executive in Apacheland.

opened late in January with Dale tor of Cucamonga Wine Growers Robertson, star of TV's "Wells Association, and director of San Fargo," in attendance as emsee. Dimas and Charter Oaks Water The attendance on opening day companies, is a vice-president and was said to be more than 65,000. director. Old Tucson is now perhaps a \$1,000,000 replica of the historic Tucson of the wild days of 1860.

Old Tucson was built by Columbia Pictures in 1940 for the movie, In 1946, the Pima County Board of Supervisors acquired the property. In the fall of 1959 Old Tucson Development Company approximately \$400,000.

nounced as a touring attraction is Knott's is for sale.

Bible Storyland also has land. Also open and doing business Capitalization is \$5,000,000, conis 625,000 shares.

California Village will carry out the Early California theme and it will be aimed at tourists. The 36acre site fronts on Foothill Boulevard. Eleven buildings are planned utilizing the architecture, crafts and Frontier Village, which recreates traditions of the Spanish and Mexi-

California Village was conceived by Don M. M. Seymour, who is vice-president and director of Euclid Enterprises, Inc., Pasadena; vice-president and former director of Borrego Springs Company and executive in other real estate developments. He formerly was head of facilities planning, Airborne Systems Laboratories, Hughes Aircraft Company, Culver City. Another attraction, Apacheland, Others in the company are Francis G. Franciscus, vice - president, poration, who formerly was management engineer for Hughes secretary and director of the company and a member of the law Pasadena. Webster H. Thomas, co-Near Tucson, Old Tucson owner of Thomas Vineyards, direc-

Walt E. Disney may be credited with starting the trend of theme parks. It is true that Knott's was well established when Disneyland opened in July, 1955. But Disney "Arizona." It cost \$500,000 then. took the bull by the horns after years of planning and proposed to spend the then fabulous sum of \$9,000,000. Before the gates opened, Disneyland's cost was up obtained a lease and has spent to \$17,000,000. It has nearly doubled in just five years. From time Latest in the field and an- to time, there are rumors that

AMUSEMENT PARK OPERATION

Old Mill, Fun House Top Jantzen Beach Fire Losses

FIRE DESTROYED The Fun House, Old Mill and other property at Jantzen Beach Park, Portland, Ore., March 29, and damage was estimated at \$70,000 by J. F. Turpin, general manager. Apparently it began in the Old Mill, and it was first detected by two State inspectors who were examining it. The day before they had inspected the Fun House and reported nothing amiss there. Turpin rejected a fire department claim that water pressure was low and that paper mache or cardboard were used. Also lost were a novelty stand, snow cone stand and parts of one adult ride and one kiddie ride.

Toledo Zoo Rides Gross 33G; Atlantic City Mulls Permits

FROM THE ZOO AT Toledo, business manager Joseph Bissonnette has reported that in 1959 grosses of a Merry-Go-Round, Helicopter and Miniature Train totaled more than \$33,000. He noted that in 1957 the zoo replaced live ponies with a Merry-Go-Round and that the ride grosses three times the ponies each year... Atlantic City's city commission will draft ordinances to license park games. The licensing procedure is set up in a recent State law enacted to legalize amusement games... Coney Island, including views of the park area, was seen in an NBC-TV show, "The Living End," Saturday (9)... Eric Wedemeyer and Alan Hawes have severed their business connections, Wedemeyer announces.

Ocean View Opens; Carter Lake Has New Management

OCEAN VIEW PARK was among those opening over the past weekend. It flashed two new rides and other additions and improvements which cost a reported \$100,000. Rides are a Flying Coaster and an Eli Bridges biggest Ferris Wheel. Spot had fireworks on the opening night (9). It has an Easter fashion parade scheduled for April 17. . . . Carter Lake Kiddieland and Pleasure Pier, Omaha, has been purchased from James D. Carpenter by H. V. Petersen, former owner of the Tivoli Exposition Shows. Carpenter retains his ride manufacturing business. Petersen will open the park on Easter Sunday and operate thru October 1. Rides include Allan Herschell three-abreast Merry-Go-Round, Ferris Wheel, 16-car Lusse Auto Scooter, Herschell Roller Coaster, Boat Ride, Kiddie Auto Ride, Train, Pony Ride and Speedway Racers. Petersen's purchase includes the Carter Lake catering operation also.

New Amusement Corporations Formed in Several States

AMUSEMENT BUSINESS FIGURES in a number of incorporations reported in various States. Tinytown, Inc., has been incorporated in Los Angeles for the operation of an amusement park by Erven Jourdan, Sherman Oaks; Arnold L. Leader, Los Angeles, and Ed Farrell, Reseda, Calif.... Seaway Kiddieland, Inc., has been organized at Massena, N. Y., for the operation of an amusement park. Application was filed by Sidney H. Kitay, Canton, N. Y.... Nature's Giant Fishbowl, Inc., has been incorporated at Homosassa Springs, Fla., to deal in amusements, gifts, concessions, restaurant and motel operation. Incorporators are Joe A. Lewis, Betty M. Lewis and A. R. Surles, all of Lakeland, Fla.

British Parks Show Profit, Add Unit, Mull Casinos

FROM GREAT BRITAIN comes word of several amusement parks. Margate Estates, owner of Dreamland Amusement Park, which was visited by a number of American park owners in 1958, reported a net profit of 31,839 pounds, compared to 20,421 pounds for the previous year... A miniature Cornish fishing village is an addition to the Model Village at Ramsgate... Chasewater Amusement Park is adding a Fun House... The English government is considering how to extend the summer season so as to relieve the congestion of present peak periods. This report was given to officials at Blackpool.... The government also reports that it spent 166,000 pounds on trade fairs and exhibitions.... British resorts and others are pondering a proposal to permit gaming casinos to operate in seaside resort areas.... At Brighton, a kiddieland site has been vacated and it has been proposed this be converted into a helicopter field.

Los Angeles Episcopalian Opposes Bible Storyland

THE EPISCOPAL diocese of Los Angeles last week called for abandonment of a plan to build a proposed theme park with elements based on Bible stories. Episcopal Bishop Francis Eric Bloy thus aligned his group with those of two other California communities which have criticized the proposed park. Park planners Nat Winecoff, Jack Haley and Donald F. Duncan defended their project and said it "will be dignified in the presentation of Christian loce as found in the Bible."

BOARDWALK

Atlantic City Spends 700G On Redecking

ATLANTIC CITY—Strollers on this resort's famous Boardwalk are walking on millions of feet of lumber. The wooden ribbon represents millions of dollars and thousands of hours of labor, for altho the Boardwalk was born in 1870, it is still being built. Chances are the job will never be completed.

This year the city is spending \$700,000 to redeck vast sections, to rebuild eight pavilions and replace worn oak and iron benches.

The improvements are co-ordinated in the city hall office of Maj. William F. Casey, commissioner of public works, and supervised by George R. Swinton, city engineer. Their program also includes a beach protection project, which has been under way for 15 years. Casey reports that the 1960 Boardwalk improvements will refurnish five blocks.

These are the first large-scale Boardwalk repairs started here in the last 20 years, Casey said. Funds came from a \$4,000,000 bond issue. Atlantic City's annual budget includes a \$75,000 item for repairs to the walk as the need arises. Another \$144,000 item provides for annual beach-cleaning expenses. Hardly a year passes without some walk repairs. The life of planking is about 15 years in the heavily trodden central part of the city and near the walk's store windows and entrances.

When the new planks are laid at Convention Hall they will cover the new motor entrance tunnel, which will deposit convention delegates and sightseers in the underground lobby of the auditorium.

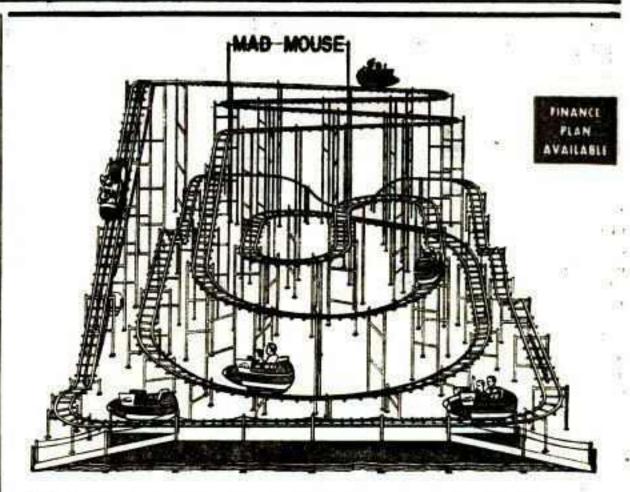
The bathers aren't forgotten. Some \$3,300,000 has been spent during the last 15 years for protection of the strand against the constant erosion of the Atlantic. More and larger jetties are planned. A continuing study by the Army Corps of Engineers is aimed at keeping the beach attractive.

Patent Issued To Inventor Of Helicopter

NORTH TONAWANDA, N. Y.

—U. S. Patent No. 2,922,648 has been issued to David E. Bradley, inventor of the Helicopter ride marketed by Allan Herschell Company, the firm reports. A metal plate with the number will be sent to each owner of a Helicopter, with the request to affix it to the ride.

Bradley owns Beverly Kiddie
Park in Beverly Hills, Calif., and
he is also the designer of Allan
Herschell's wet boat ride and Little
Dipper Roller Coaster.



MAD MOUSE TOPS AT MOBILE; GROSSES \$1,500 IN ONE DAY

March 17, 1960

Allan Herschell Co., Inc. 104 Oliver St. North Tonawanda, N. Y.

Gentlemen:

We ran into the most inclement weather in Mobile at Mardi Gras that they have had in 50 years. However, on the last day, in intermittent rain and overcoat weather, the Allan Herschell Mad Mouse rode over 3,000 people at 50c per person. This was the third appearance in Mobile for a Mad Mouse Ride and against every modern and late riding device you can think of, the Allan Herschell Mad Mouse lead the entire pack. It is definitely a repeat ride.

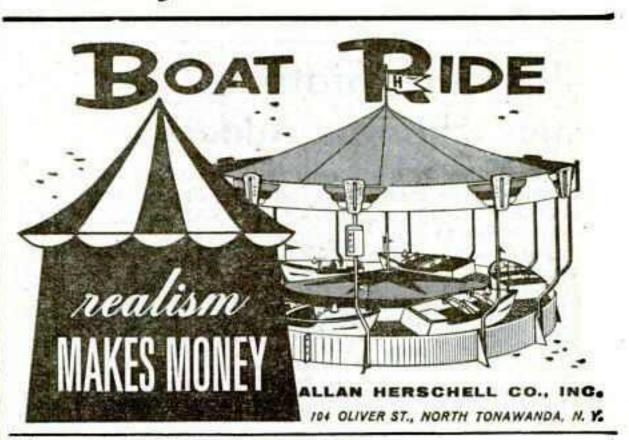
Very truly yours, HETH SHOWS Al Kunz, Owner



ALLAN HERSCHELL

NORTH TONAWANDA, NEW YORK

"World's Largest Manufacturer of Amusement Rides"



when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD



RIDES — What's on the Market

UNIT Midget Race Cars	MIDGET CAR CORPORATION CAPACITY Indiv.	PRICE
	VACHINE & SUPPLY COMPAN CAPACITY 48	PRICE
	N HERSCHELL COMPANY	
UNIT Sky Wheel	CA PACITY 48-64	PRICI
Trackless Train	54-74	*****
Mad Mouse	12 8-10	\$35,00 23,50
Mite Mouse Caterpillar	36-54	33,50
Twister	40	23,50
1960 Roller Coaster Electric Pony Cart	12-24 8-16	10,750-10,95 5,425- 7,49
Jolly Caterpillar	12-18	5,500- 5,95
Helicopter	16-24	10-750-11,50
Rodeo 45-Foot Carrousel	68	6,280- 7,50 31,750-34,75
36-Foot Carrousel	28-38	17,85
G-16 1865 Train	24-120	14,95
G-16 Streamliner Train G-12 Kid Train	24-120 12	10,750 ₅ 32,00 3,99
Sky Fighter	16	5,900- 6,50
2-Seat Brownie Tractor	16	45
Kid Auto Kid Tank	16	4,450- 5,75 4,450- 5,75
Kid Buggy	16	4,450- 5,75
Kid Roadway	8-16	5,425- 7,49
Kid Carrousel Kid Boat	24 24	7,50 3,340- 5,75
AMU:	SEMENT RIDES COMPANY	- AND THE PARTY OF
UNIT	CAPACITY	PRIC
Merry-Go-Round (3-abreast) Merry-Go-Round (2-abreast)	38 28	
Kid Merry-Go-Round	24	*****
Kid Flying Swan	16 10	•••••
Kid Flying Horses Kid Jet Plane	2 per car	• • • • •
Kid Tommy Turtle	2 per car	
Kid Sport Car	***	••••
Kid Sea Horse Kid Boat Ride	5.5.5	
	V DEVELOPMENT COMPANY	
UNIT Merry-Go-Round	CAPACITY 20-45	\$6,950-30,00
Autos (tracked)	450-600 hr.	6,000-16,00
Antique Cars (gas powered)	450 hr.	ea. 1,750- 2,35
Kid Water Boats 19th Century Train	24 36-98	15,000-25,00
Streamline Train	36-90	9,750-19,42
Kid Flying Platform	16 Indiv.	3,99 1,75
Freeway Car (gas powered) Frackless Train	30-60	15,000-25,00
Dark Theme Rides Circular Cups	800 hr.	16,000-30,00
Cucum Cups	CARRIAGE CRAFT	
UNIT	CAPACITY	PRIC
Sternwheel River Boat	40-80	\$20,000-50,00
Concord Stage Coach Pony Stage Coach	15-25 6-12	2,000- 4,50 1,150- 1,35
Conestoga Wagon	6-12	76
Covered Wagon	6-12	500 60
Surrey Buckboard	2-4	500- 60 35
Fire Engine	ATT	33
Circus Wagon Period Railroad Bodies	#. * * * * * * * * * * * * * * * * * * *	
	RPENTER AMUSEMENTS	
UNIT	CAPACITY	PRIC
Power Mij Race Car Kid Karousel	3 12-24	(set of six) \$ 1,69 2,79
CROWN 1	METAL PRODUCTS COMPAN	Y
UNIT Little Toot Train (15" gauge	CAPACITY	PRIC from \$4,69
Little Toot Train (24" gauge)	a sale	from 9,00
UNIT	ER SPECIALTY COMPANY CAPACITY	PRIC
Bubble Bounce	32	\$25,00
Kid Bouncer	DODGEM COPPORATION	4,90
UNIT	CA PACITY	PRIC
Dodgem Space-Age Car		***
	The second secon	
JNIT Portable Jungle, Riverboat (rides 150 by 50 tank)	E GILLEN AQUATICS, INC. CAPACITY 1,000 per hr.	PRIC
	LI BRIDGE COMPANY	ropal menuran
UNIT	CAPACITY	PRIC
Scrambler No. 16 Big Eli Wheel	36-48 36-48	
No. 12 Big Eli Wheel	24-36	
No. 5 Big Eli Wheel	24-36	••••
	12-18	
No. 5 Big Eli Wheel No. 6 Baby Eli Wheel	OLYMPIC CONT.	::

UNIT	CAPACITY	PRICE
Wilde Maus Coaster	•••	
Calypso Multi-Body Carrousel		*****
	AIRCRAFT COMPANY	PRICE
UNIT Octopus	CA PACITY 16-48	PRICE \$13,000-20,000
Rock-O-Plane	16-24	13,700-15,500
Roll-O-Plane	8-12	8,100- 9,500
Fly-O-Plane Loop-O-Plane	16-24 8-12	15,300-19,000 6,500- 8,500
Dual Loop-O-Plane (portable)	8-12	*****
Kid Midge-O-Racer Kid Bulgy the Whale	9 8-16	3,950- 6,500 3,950 5,700
	ANUFACTURING COMP.	ANY
UNIT	CAPACITY	PRICE
Merry Mixer Flying Saucer	48 24	\$16,500 10,000
Garbrick Wheel (42 feet)	36	7,500
Garbrick Wheel (36 feet)	30	6,500
Kid Chair Swings Kid Fire Trưcks	16 16	3,500 3,500
Kid Tanks	16	3,500
UNIT	MACHINE COMPANY	BOICE
Kid Ferris Wheel	CA PACITY 24	PRICE \$1,995
	NARO INDUSTRIES	- 119
UNIT Electric Trolley	CAPACITY	PRICE
Electric Trolley Electric Bus	8-10 8-10	
	AMUSEMENT COMPANY	
UNIT	CAPACITY	PRICE
Kid Tubs-O-Fun Super Jet Plane	48	\$3,000 3,525
Mechanical Stage Coach	16	2,950
Kid Flyer Hand Cars	300 hr.	1,950-2,250
Cid-Adult Swing and Whirl	20-40	3,52:
UNIT	NT & MANUFACTURING CAPACITY	PRICE
Hodges Hand Cars	320 hr.	\$2,600
UNIT	HOT RODS, INC. CA PACITY	PRICE
Calypso	32	\$52,500
Cortina Bob	32	48,000
Skooter Building Wild Mouse	* * *	40,000
3-Story Dark Ride	040004 040000	50,000
German Carrousel	60	15,000
Hot Rod Car Junior Hot Rod (complete)	2	1,350 6,700
Skooter Car Turnpike Hot Rod Car	· · · · · · · · · · · · · · · · · · ·	900 1,350
The same of the sa	HRUBETZ & COMPANY	1,550
UNIT	CAPACITY	PRICE
Spitfire Round-Up	20- 30 24- 30	\$15,000-18,000
Paratrooper	20- 30	18,000-21,000 15,000-19,000
KING AM	USEMENT COMPANY	
UNIT Frolic	CA PACITY	PRICE
Ferris Wheel	30	
Merry-Go-Round (30-foot)	28	****
Spinaroo Crazy House	48	
Frain (gas powered)	+++	H W
Frain (electric powered) Kid Airplanes	10	
Kid Rockets	20	*****
Kid Jet Fighters	16	
Kid Space Ships Kid Merry-Go-Round	6	****
Kid Speed Boats (wet)	25	*****
(id Race Cars (gas powered)	Indiv.	****
Kid Coaster Kid MerryGo-Round	16	****
Feen Merry-Go-Round	16	****
Kid Racing Cars Kid Ferris Wheel	16 15	****
Kid Sabrè-Jet Autos	16	*****
Kid Pony Carts	16	****
Kid Army Tanks Kid Combination M-G-R	16 16- 20	* * * * *
Kid Fire Engines	8	
Kid Over the Waves	16	****
UNIT BILL L	CA PACITY Indiv.	PRICE \$245
Kommercial Kart	O INDUSTRIES, INC.	
Kommercial Kart LYNC	CAPACITY	PRICE
LYNC UNIT Centerville Trolley (gas powered	CAPACITY	PRICE

RIDES — What's on the Market

1111		V MACC
UNIT Whip	F. MANGELS COMPANY CAPACITY	PRICE
Kid Roto Whip	16	\$2,450
Kid Whip Kid Pony Carts	• 16 16	4,575 2,600
Kid Speed Boats (wet)	16	2.300
Kid Fire Engines Kid Carrousel	16 28	2.950 5.000
1907 (1907) 1909 19	ASTER ENTERPRISES CAPACITY	PRICE
Kid Buick (gas powered)	2 .	I KICL
Kid Buick (battery powered) Kid Beep Cars	2 2	
UNIT	TER ENTERPRISES, INC.	PRICE
Mercedes-Benz	2	\$1,000
Buick Larkette -	1	600 600
Beep McDONOUGH	POWER EQUIPMENT COMPA	600 NY
UNIT Kid 1910 Tin Lizzie (gas powe	CAPACITY	PRICE \$385
UNIT NATIONAL A	MUSEMENT DEVICE COMPAN	
Major Roller Coaster	CA PACITY*	PRICE from \$100,000
Family Coaster	16-24	30,000
Portable Kid Coaster Comet Jr. Coaster	12-18	18,500
Trackless Train	18-72	15,000- 22,000
Century Flyer Train Pigmy Trackless Train	8-250 18-27	77.77.7
Old Mill	18-27 24-72	from 65,000
Mill Chute	24-72	from 75,000
Fun House Walk-Thru Fun House	3000	from 100,000
Mirror Maze		
Frontier Train (24-gauge) Kid Boat Ride	36	
Kid Ferris Wheel	12	
With Caged Seats	12	• • • • • •
Family Ferris Wheel Kid Buggy Ride	24-36 20	•••••
Kid Pony Trot	10-20	
Steeplechase Merry-Go-Round	6	*****
UNIT Oarco Ride	OARCO, INC. CA PACITY 16	PRICE approx. \$30,000
The second secon		Wall in section of the second lines.
UNIT OHIO MECH	ANICAL HANDLING COMPAN CAPACITY	PRICE
Monorail	32 up	from \$50,000
Kid Monorail	24 up	X + 4 F + 4
UNIT ORBIT M	CA PACITY	PRICE
Orbit (stationary)	16-24	\$18,700
Orbit (trailer mounted) Orbit Jr.	16-24 16	21.500 9,400
UNIT	AY AMUSEMENT COMPANY CAPACITY	PRICE
B-20 Aerotrain	140	
B-14 Rocketliner Pump-It Handear	20-80 12	*****
Steam Train	50	× ::::::
OUTDOOR DI	MENSIONAL DISPLAY COMPA CAPACITY	NY PRICE
Dark Ride Circus-type floats, wagons	***	from \$12,000
7.7. B. B. 84.	ND AMUSEMENTS COMPANY	
UNIT Fire Truck (tractor-trailer)	CAPACITY -	PRICE
UNIT	NN RIDGE PRODUCTS CA PACITY	PRICE
Frackless Train	180-200	to \$17,000
UNIT	PHIA TOBOGGAN COMPANY CA PACITY	PRICE
Crazy-Dazy	36	\$17,000
Roller Coaster Autos (tracked)	1,000 hr. 240 hr.	50,000-120,000 8,500
	PRESSWELD, INC.	
UNIT Track Rabbit Kart	CA PACITY Indiv.	PRICE \$189-385
PRETZEL A	AMUSEMENT RIDE COMPANY	BOLOE
UNIT Double Decker Dark Ride	CA PACITY Continuous	PRICE \$18,000
Pretzel		from 6,400
Thunderbird Jr. All-American ¼ Midget		6,300 680
Kid Whirlo	***	3,150
Kid Circus Dark Ride Cars, Illusions		3,150
Kid Tonnerville Trolley	***	2,375
***************************************	HARRY E. PRINCE	11
UNIT Multi-Body Carrousel	CA PACITY	PRICE \$15,000
Kid Train	18	6,500
UNIT	CA PACITY	PRICE
Train	To 120	from \$5,200

0	OII UI	IV IVICE	
fi.	ROCCO	AMUSEMENT COMPANY	
UNIT		CA PACITY	PRICE
Flyin	g Scooter (8-car)	16	\$18,400 28,200
Kid J	g Scooter (10-car) et Ride	10	5,600
	R A	. SCHIFF & ASSOCIATES	
UNIT		CAPACITY	PRICE
Wild The S	Mouse	*32	\$23,900-37,900 20,000
	f Coaster	15	7,450- 9,000
Giant	Tower Slide	800	5,000- 6,000
	Furnpike Boats (2 models)		under 5,000 2,295- 2,645
	Car (bumping car)	77614	_,,,
-	SELLEC	K WATERCYCLE COMPANY	
UNIT		CAPACITY	PRICE
	-King ard Water Cycle	2	\$500 200-300
	le Water Cycle	2	300-400
Shrim	p Water Cycle	Manufacture of Section	100
E		LLNER TILT-A-WHIRL	47774
UNI	Γ A-Whirl	CA PACITY 28-35	PRICE \$17,500-18,000
Tint-7	201700000000		\$17,500-16,000
UNIT		CA PACITY	PRICE
Cann	on Ball Train	14	\$1,995
	rs Satellite Globe rs Streamline Train	16	5,800
Dowe	is Sucamme ITam		1,650
UNIT	•	SMITH & SMITH, INC. CAPACITY	PRICE
Ferris	Wheel	30	\$6,300
	plane d S. Go-Kart	24 Indiv	4,500 from 199
	Space Planes	Indiv. 15	from 199 3,300
Kid V	Water Boats	14	1,870
	Chairplane Autos (trailer mounted)	20 20	2,100 4,450
icio .	Children (Washington British Children Children		7,100
UNIT		JOHNSON MFG. COMPANY CAPACITY	PRICE
	Coaster		•••••
	Coaster er-Dodgem Building	• • •	
Kid S	Swing (trailer mount)	20	******
	Fanks Ferris Wheel	28 36	
	Tugboat	21	
	Chaser	28	
		MANUFACTURING COMPAN	Y
UNIT	Choo Train	CAPACITY	PRICE
	Wind	20 · 16-36	from \$1,800 4,950
Kid F	lying Horses	10	995
	Ferris Wheel Ride (trailer mounted)	8	995 2,500
Doat		W 10 10 10 10 10 10 10 10 10 10 10 10 10	
UNIT		FAPF AMUSEMENT COMPAN CAPACITY	PRICE
	g Coaster	900 hr.	
TOTAL CONTRACTOR		MANUFACTURING COMPA	
UNIT		CAPACITY	PRICE
Lurn	oike (Gas-driven cars)		
UNIT		CA PACITY	PRICE
	Merry-Go-Round	28-42	\$6,608-12,000
	Merry-Go-Round	20 4-16	5,250- 6,052 1,080- 2,374
	Airplanes Water Boats	20	1,786- 2,588
Kid I	Perris Wheel	24	3,119- 3,800
the first terms of the Park State of the Art	Autos Pony Carts	16-20 12-16	2,135- 2,500 1,600- 2,085
	THE PARTY OF THE P	- 111 - 111	
UNIT		UF-LITE INDUSTRIEŠ CAPACITY	PRICE
TACTION LOS	et Speedboats	2-3	
Conserve.		BRICK WELDING & MACHINI	
UNIT		CAPACITY 36	PRICE
	Wheel	36	7 61 64 6 6 6 6
the second second second second second	Wheel	32	
505-219VUV		N MANUFACTURING COMPA	
UNIT	-Kruze Speedboats	CA PACITY 20	PRICE \$1,900-2,500
	Kruze Mono-Rail	24	31,700-2,300
	The state of the s	N ROLL IRON WORKS	
UNIT		CAPACITY	PRICE
Sky F	Ride ular Railways	800-900 hr.	\$150,000-250,000
	l Tramways	(***	
Ski L			
		IC WEDEMEYER, INC.	N. ADVOID
UNIT Roto-		CA PACITY 24	PRICE \$28,000
Satell	ite-Jet	24	46,000
Dark	Ride	36	42,000
UNIT		CA PACITY	PRICE
Whis	(truck mounted)	12 and 16	\$3,000
Merr	y-Go-Round (truck moun	ted) 12	3,000
	s Wheel (truck mounted) gs (truck mounted)	24 30	4,500 2,800
- was		2.50.50	*1000

THEEL MFG. CO.



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MERRY-GO-ROUNDS

ALL SIZES AND STYLES

Famous Jumping Carrousels. Just like the Ones Mother and Dad Rode When They Were Children . . . BUT with 1960 Ideas.

The 20-ft. Kiddie Rough Rider The 32-ft. Adult Westerner The 30-ft. Teenager Ranger

The 36-ft. Eagle Deluxe

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8 Beautiful Cars. Kiddieland Full Size. A must for the little tots.

KIDDIE AIRPLANE

Built in four different sixes, 8 plane, 6 plane, 4 plane with double or single seat. Have real Airplane action and styling.

FERRIS WHEEL

21 ft. high. Cage type. Children cannot fall out.

PONY CART

Steel carts with cast aluminum ponies, built in almost any size you would want.

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Has real boat action. Can be had with or without portable tank.

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BANNER YR. SEEN FOR RIDE MANUFACTURERS, OPS

Steel Strike Has Little Effect As Deliveries Go at Steady Clip

THIS is a banner year for the men | piled materials in advance of the ment rides and who are counting population to enjoy themselves outdoors during 1960, Carnivals, Kiddielands, amusement parks, resorts, boardwalks; agricultural fairs -the backbone of the outdoor fun industry—are consuming ride prod-\$2,000,000 worth in three months.

History is replete with examples of a basic fact in this business: Price to the contrary, the manufacturer of a novel or time-proven time of last winter's Chicago condown at a healthy rate.

strike, deliveries are being maintained to purchasers at a steady clip. This is the most comprehensive report on the ride industry ever presented, and reflects widespread optimism all along the line. answers to survey questions:

On production problems result-

who make and operate amuse- pre-announced walkout, and this foresight obviously was beneficial. on all segments of the American Suppliers, however, said overwhelmingly that delivery schedules will be maintained.

1961 Price Hikes Seen

Ride prices remain steady this year, altho a couple of firms have instituted increases. Predictions of ucts in vast numbers. More than higher costs per unit are made by 20 per cent of the respondents, based on anticipated boosts in the charges for both labor and raw materials.

A couple of major developments ride can count on encouraging sales; over the winter drew considerable if economic conditions are anything industry attention and raised the approaching satisfaction. From the prospects of the firms involved. Exceedingly strong impact was the ventions and trade show, orders for result of the Allan Herschell Comriding devices have been plunked pany's purchase of rights to manufacture the awesome Sky Wheels Only 12 per cent of suppliers and Space Wheels from Elmer and queried in The Billboard's annual Curtis Velare. Despite the obviously amusement rides survey expressed lofty cost of the units, there was disappointment in orders placed instant competition for places on during the winter. Despite the steel the the delivery list-this before even the price or factory capacity could be announced. O. N. Crafts was promised the first ride. Amusements of America put in an order, as did Norman Shapiro (to operate on James E. Strates Shows), R. and These are some of the cumulative C. Amusements (Coney Island) and West Coast Shows, to name a few.

During the flurry of attention ing from the steel strike, 69 per won by this announcement. King cent of the responses reported no Amusement Company was turning inconvenience. Other factories out its Frolic at a steady pace. claimed delays ranging from three one every five days. This unit, weeks in their schedule to a 50 per priced below \$10,000 and mecent cut in production. Several chanically uncomplicated, grossed times popular ones in the trade, as

ducers from the time it was shown at the NAAPPB trade show. Among those receiving it have been Southgate Kiddieland, Detroit; King Exposition Shows: Michigan Midget Movies, Detroit; Ralph Hunt, Hebron, O.; George Broas. Parkersburg, W. Va.; Lakeview Park, Royersford, Pa.; Phil Daniello, Baldwinsville, N. Y.; Joyland Park, Lexington, Ky.; Jack Lindle Shows; Alvin Merriam, Ogden, Ia.; W. R. Geren, Columbus, Ind.: Deluxe Rides; L.J. Heth Shows; Dub Duggan, Cahoga Park, Calif.: Gruberg Funland, Long Beach. N. Y .; Michael Diorio, Seaside Park in New Jersey; Bob Foster, Cincinnati; Amusements of America; Reithoffer Shows: Bee's Old Reliable Shows; Fred Cerbini, Coney Island, N. Y., and Doug Pace, Suburban Park, Manlius, N. Y.

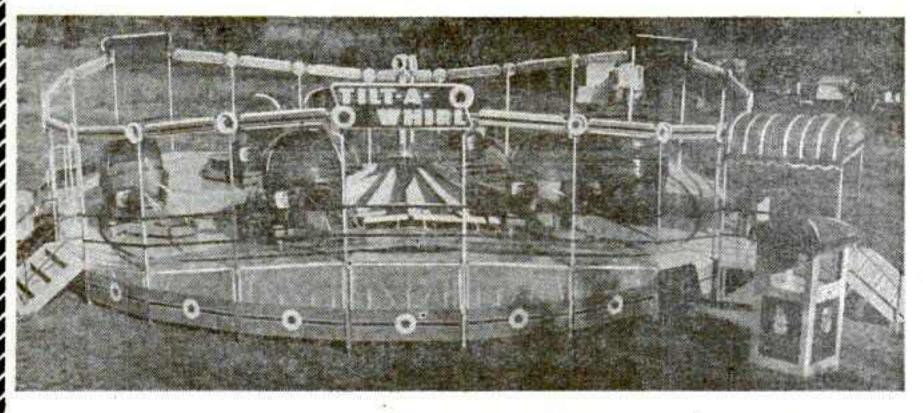
Early Ordering High

It is a sign of encouragement to the outdoor amusement business when operators are so heartened by prospects that they step up their orders in the winter. All indications are that a rousing good ride season is in the works, for the commitments indicated to The Billboard show that far more than \$2,000,000 worth of new equipment will be in the field this summer. This was an unusual winter in that many operators grew apprehensive over the impending steel strike and so placed their orders in advance so that many deliveries were made prior to Christmas.

Newly conceived units are oft-(Continued on page 59)

FOR PRIDE AND PROFIT HEAD YOUR MIDWAY WITH

The Standard of the Amusement Ride Industry



- SIMPLE **OPERATION**
- CONSISTENT MONEY-MAKER
- **NEVER GOES OUT OF STYLE**
- MORE VALUE FOR YOUR MONEY

Many New Improvements for 1960

- Decorated Steel Panel Fence . New Paint Colors and New
- Steel Catwalks
- Steel Steps with Railings
- Fiberglas Car Tops and Ticket Office
- New Fluorescent Lighting and Improved 3-Conductor Wiring

Ask The Amusement Operators Who Have Them!

ALL ORDERS FILLED ON A FIRST-COME, FIRST-SERVED BASIS

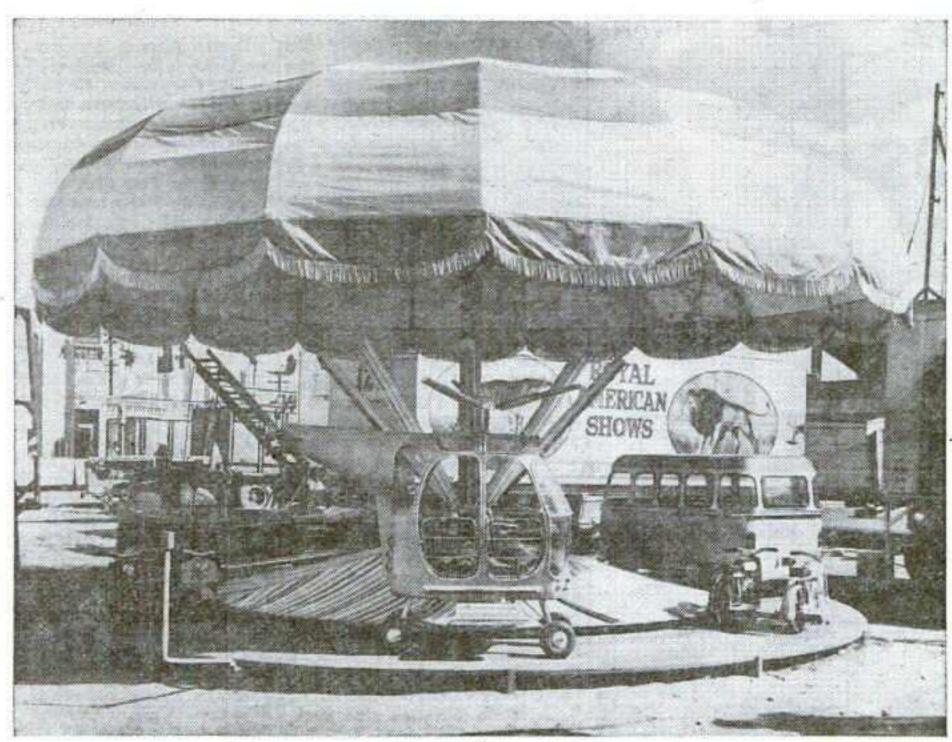
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Kiddie Ride

- 151 IN ALL ALUMINUM CONSTRUCTION
- 1st WITH ALL-WEATHER FIRE-
- 151 WITH COLORFUL, EYE-CATCH-

FIVE MODELS TO CHOOSE FROM

Readily Portable (Umbrella Folds Completely), yet permanently and easily installed. Manufactured of 6061-T6 high tensile strength aluminum, colorfully anodized gray, blue, gold or black. 3-phase electrical system is standard. Single phase optional at additional cost. Umbrella revolves on precision roller bearings. Zerk fittings lubricate all moving parts.

Hying COASTER

-BIG FEATURES-

- Interchangeability of parts
- Ease of handling for road operation
- Low-cost, one-man operation for Parks
- Gasoline or Electric power
- Self-loading by passengers
- Numerous construction improvements for fast set-up and breakdown
- Easier and faster loading and unloading—up to 900 per hour
- Extraordinary repeats

- Gross increases second year
- Appeals to all ages
- Operation tested and proven
- Torque converter drive
- Dual drive center
- Improved jump ramp and track
- Automatic double lock safety handle bars
- Jumps passengers 8 feet high and 32 feet in distance safely and smoothly

OUT-GROSSES ALL IN ITS CLASS

RESULTS ARE WHAT COUNTS . . . AND HERE ARE JUST SOME OF THEM:

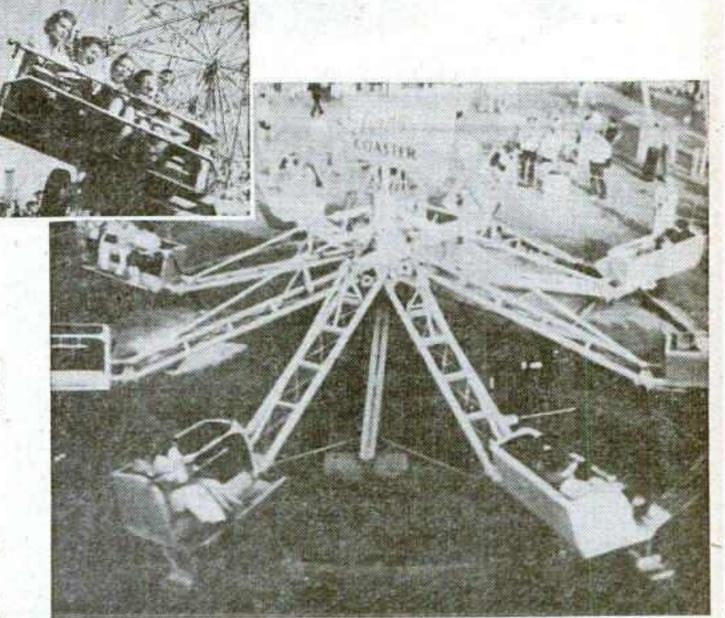
Mac Duberges of Toronto, Ont., Canada, reports for period from June 25 thru Nov. 16, 1959 . . . "Gross was \$65,000.00."

Patty Conklin — Picked the Flying Coaster above all others at the CNE, 1959. Hal Wilson of Chattanooga, Tenn., reports \$60,000.00 gross from June 5 thru Nov. 6, 1959.

Elmer Velare of Long Beach, Calif., reports: "This is a winner."

Charles S. Rose of Milwaukee says: "The best Ride in all my experience."

TOP QUALITY LOWEST PRICE AIRCRAFT SAFETY



DELIVERY OF BOTH RIDES CAN BE MADE IN MAY, JUNE OR LATER. Financing of a trailer with Ride can be arranged. FOR COMPLETE INFORMATION ON EQUIPMENT, PRICES AND FINANCING, CONTACT

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PRICE \$9,350.00 - Terms 25% with order, and 3 seasons to pay balance to responsible Operators.

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HAMPTON AMUSEMENT COMPANY

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23 Miles Northwest of St. Louis, Mo.

Winter Ride Sales Represent Millions

A GREAT many riding device | Eyerly Aircraft Company-16-Billboard's annual survey of the Al-Mae Corporation, Coney Island, industry, and only enthusiasm can be gleaned from studying the Rides, Salisbury Beach, Mass.; Ocreports. Sales are prominent in proportion nationally, with no area Jacksonville, Fla.; William V. suffering from any purchasing reluctance. The sales reported, plus the many which are not detailed, represent millions of dollars and point up the stability of the outdoor amusement business.

Eli Bridge Company is still working on its waiting list for the muchdesired Scrambler ride. From the outset a couple of years ago there has been a long line of operators marking time for deliveries, and it appears every Scrambler produced will be spoken for, for quite a while. Among those receiving them this year are Gene Ledel, Bill Hames Shows; Euclid Beach Park, Cleveland; Rocco Amusement Company at Playland Park, Willow Springs, Ill.; Mickey Stark, Gold Bond Shows; Cochran and Willis, Roseland Park, Canandaigua, N. Y.; Racine Greater Shows and Schafer's 20th Century Shows. Big Eli Wheels are going to James H. Drew Shows, Frankie's Rides: Gas Light Village, Lake George, N. Y .: R. J. Irwin, Marshall Hall Park, Bryans Road, Md., and Bob Bollinger, Portland, Ore. Baby Eli Wheels go to Adolph Liebert, Tiny Tim Shows, Oshkosh, Wis., and Russell's Amusements, Melrose Park, Ill.

have propelled Arrow Development | Shows, State Line Rides, Rock Is-Trains and a Spinning Top. Else- Vermilion, O., and Emshoff where, Arrow is providing Mine Shows. Trains, Casey Jr. Trains, dark (Calif.) Seaside; Adventure Village, Atlantic City; Disneyland, Anaheim, Calif.; Riverview Park, Chi-Mackenzie Park, Lubbock, Tex.; Old Tucson, Tucson, Ariz.; Barrie Enterprises, Chicago, and Storytown, USA, Lake George, N. Y.

Among other listed ride purchases are:

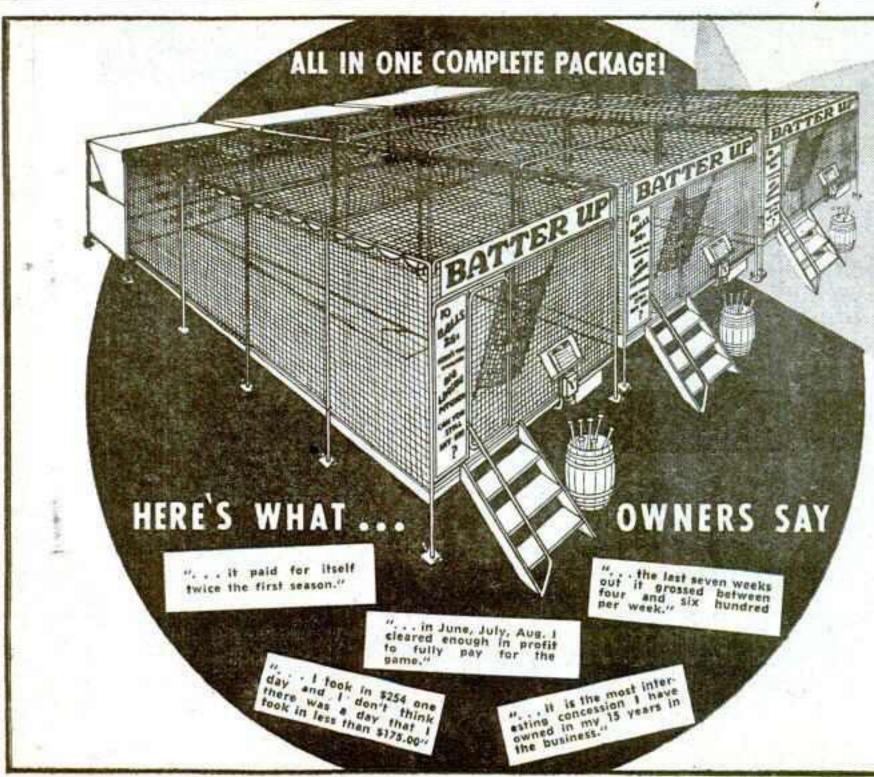
sales were documented in The car Octopus and Rock-o-Plane to N. Y.; 16-car Octopus to R. & P. topus rides to Griffen Amusements, Howard for Fun Pier, Wildwood, N. J.; Reid's Happyland Shows and Starfley's rides. Rock-o-Planes to A. W. Jensen's Playland Park, Cheyenne, Wyo.; Greentree Shows, Hale's Shows of Tomorrow; F. C. Schafer for Mester Park, Evansville, Ind., and Thomas Joyland Shows. Bulgy the Whale to Blue Grass Shows and portable Double Loop-b-Plane to John Oxford, of Happy Day Rides and Amuse-

> Hot Rods, Inc.—Calypso rides to Carl Sinclair, Meyers Lake Park, Canton, O.; John Gibbs, Elitch's Gardens, Denver, and Palisades (N. J.) Park. Hot Rods to Palisades (N. J.) Park, Hunts Pier, Wildwood, N. J.; Morgan Hughes, Seaside Heights, N. J.; Paul Voigt, Westlake Beach in Indiana; Canobie Lake, N. H., and Joe Bonsignore, Coney Island, N. Y. Junior Hot Rods to Conklin Shows, Canobie Lake, N. H.; Robert Smith, Tioga, N. Y., and Fairmount Park, Riverside, Calif. German Carrousels to Ben Krasner's Lakeside Park, Denver: Neil Krymes, Coney Island, N. Y., and Kennywood Park, Pittsburgh. Cortina Bob to Conklin Shows.

Sellner Manufacturing Company Antique car rides and dark rides -Tilt-a-Whirls to L. J. Heth Company's progress in recent sea- land, Ill.; Baker United Shows; sons, and a long list of 1960 de- Harris Enterprises, Hollywood liveries is contracted for. Free- Park, Chicago: O'Neil Amusedomland in New York will get four | ments, Como Park, St. Paul; Floren themed dark rides, three Auto Vallee Rides, Quebec; Lynn's Mid-Rides, Street Cars, two Trackless way Shows; Crystal Beach Park,

Carriage Craft-Eight Chuckrides and tracked and free Auto wagons to Arthur J. Janell, Lynn, Rides. Recipients are Santa Cruz Mass. Concord Stage Coaches to Boot Hill Association, Dodge City, Kan.; Monticello Lakes Park, Woodridge, N. Y.; Frontier Town, cago; Coney Island, Cincinnati; Ocean City, Md.: Western Town of Miami, Coral Gables, Fla.; Superior Dairy, Minneapolis; Ivan Schweinger, Central City, Colo., and Mohawk Packing Company, Houston.

(Continued on page 67)



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CIVE TO DAMON RUNYON CANCER FUND

Banner Year for Ride Makers

Continued from page 56

witness the success of Herschell and King. Herschell is also entering the trackless train field thru arrangement with a Buffalo corporation. The trackless train clan now includes National Amusement Device Corporation, Arrow Development and Penn Ridge Products.

A new unit, the Portable Dual Loop-o-Plane, will be marketed by Eyerly Aircraft Corporation in September after two years of proving. While similar to the standard park model, it differs in all features affecting portability, and will come with hydraulic erection and leveling. The claimed 30-minute erection by a single worker is expected to prove attractive to carnivals.

Ben Schiff, of Miami, drew favorable comments in Chicago with his Giant Tower Slide, a simply assembled tower encircled by a descending slide. Non-mechanical in operation, it was debuted on Burdine's Miami department store roof, then along the Florida winter fair route. Slides are scheduled for delivery to Lake Winnepesaukah, Chattanooga; Great Danbury (Conn.) Fairgrounds: Charles S. Rose Enterprises, Milwaukee; Justin Plyer, Myrtle Beach, S. C.; Harry Prince's Lincoln Rides, Boston; Penn Premier Shows and Olympic Park, Irvington, N. J. Fifty of Schiff's new Super Car these profits transferred to the bumping units will be in use at Chicago's Riverview Park this sum-

The Go-Kart craze, sweeping the nation during the last two years, has prompted several firms to enter models for commercial ride use. Among these are Smith & Smith: A. & J. Midget Cars; Pressweld, Inc.; Carpenter Amusements and Bill Luse Body Company.

New this year are the kiddie Mono-Rail produced by Vogel Neon, Selleck Watercycle's Pedal-King Fiberglass model; the Kiddie Bouncer of Custer Specialty, makers of the Bubble Bounce; the AUTOMATIC Cannon Ball Express Train of K. Max Smith, three-car English train brought over by Harry Prince, Turnpike-style streamlined Hot Rod imported by Hot Rods, and an expanded line of covered wagons and stagecoaches by Carriage Craft.

Arrow Development is marketing its Circular Cup ride, Disneyland type. Von Roll Ironworks has a costly but high-capacity aerial car unit. Oarco, a Chicago exhibitor, is developing its first unit. projected for Daytona, Fla.

All the units mentioned, as well as the standby items and those brought out within recent years. provided their makers with encouraging impetus in recent months. The months ahead will see buyers as they go about their business of providing fun for the American public.

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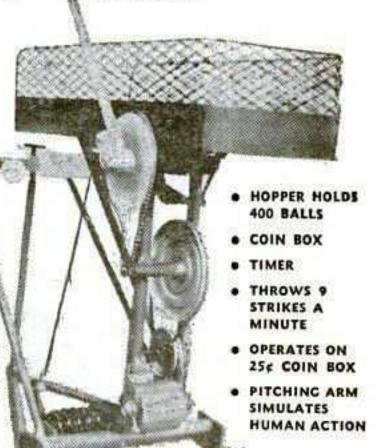
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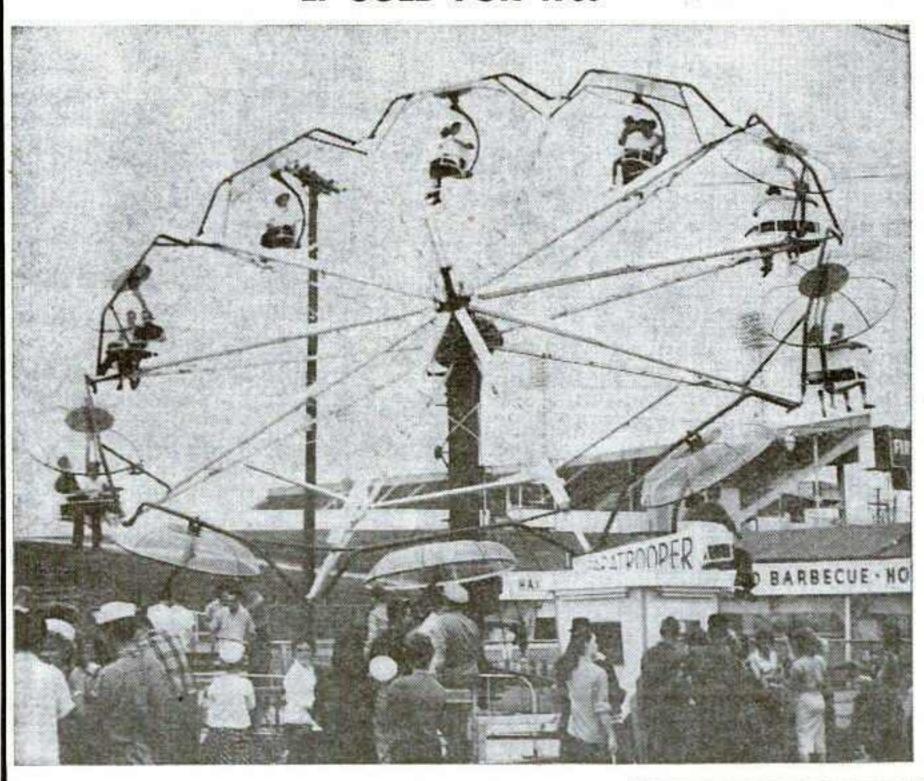
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FOR ACTION, THRILLS 27 SOLD FOR 1960

FOR NOVELTY **NEARLY 100 IN OPERATION**





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SALEM, OREGON

1960 Fair Dates

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RETAIN THIS LIST

The next complete list of Fair Dates will be published in the June 13 issue of The Billboard, the Summer Special. Additions to this list will appear in the same issue.

Additional copies of 1960 Fair Dates available at 50 cents each. Write Reader Service Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O.

Alabama

Anniston-Calhoun Co. Fair Assn. Oct. 3-8. A. S. Mathews Jr. Athens-Limestone Co Negro Fair Assn. Sept. 26-Oct. 1. Odell Smith. Atmore-Ala-Flora Fair Assn. Sept. 26-Oct. 1

Joe A. McCluney. Birmingham-Alabama State Fair. Oct. 3-8. E. A. Soucy.

Cullman-Cullman Co. Fair Assn. Sept. 26-Oct. 1. John S. Tobey.

Decatur-Morgan Co. Fair Assn. Oct. 10-15. Raigh Huff. Dothan-Houston Co. Fair Assn. Sept. 26-Oct. 1.

Mrs. L. J. Lunsford. Florence-North Alabama State Fair. Sept. 19-24. C. H. Jackson,

Fort Payne-De Kalb Co. VFW Agri. Fair Assn. Oct. 10-15. H. O. Patton. Heflin-Cleburne Co. Fair Assn. Sept. 5-10. Woodrow Thrash.

Expo. Sept. 28-Oct. 1, D. C. Finney. Lexington-Lexington Fair Assn. Oct. 3-8.

Jeanetta Newton. Mobile-Greater Gulf State Fair. Oct. 17-22. W. Wilson Borden Jr. Ozerk-Dale Co. Agrl. Fair Assn. Oct. 28-Nov. 2.

Paul Robinson. Robertsdale-Baldwin Co. Fair Asan. Oct. 3-7.

A. L. Clayton. Selma-Dallas Co. Fair Assn. Oct. 3-8. Bruce B. Burson.

Scottsboro-Jackson Co. Feir Assn. Aug. 22-27. J. P. James. Troy-Pike Co. Fair, Inc. Oct. 10-15. Riley W

Alaska

Kelly.

Fairbanks-Tanana Valley-Alaska State Fair. Aug. 18-21. Clyde G. Sherman.

Arizona

Douglas-Cochise Co. Fair. Eleven-Mile Corner: Pinal Co. Fair Assn. Oct. Del Mar - Southern California Exposition. June Phoenix-Arizona State Fair, Nov. 4-13, Charles

H. Garland. Prescott-Yavapai Co. Fair Assn. Sept. 16-18. Alice Townsend.

Arkansas

Arkadelphia-Clark Co. Fair & Livestock Show. Sept. 22-24. W. H. Ross. Batesville-Independence Co. Fair: & Livestock Assn. Sept. 7-10. Mrs. Bertel Gray.

Bentonville-Benton Co. Fair Assn. Sept. 20-23. Carl Burger.

Berryville-Carroll Co. Fair & Livestock Show. - Sept. 7-10 Herman Tabor. Blytheville-Northeast Ark. Dist. Fair Assn. Sept. 20-25. Raleigh Sylvaster.

Comden-Ouachita Co. Fair & Livestock Assn. Sept. 5-10. Wayne C. Perryman. Clarksville-Johnson Co. Fair Assn. Sept. 21-24.

Getald Douthit. Conway-Faulkner Co. Fair Assn. Sept. 28-Oct. 1. C. Homer Jones.

Danville-Yell Co. Free Fair Assn. Sept 28-Oct. 1. Mrs. Dewel May. England-Lonoke Co. Fair & Livestock Show.

Sept. 22-24. Pat Henderson. Fayetteville-Washington Co. Fair Assn. Sept. 13-16. Bob Medley.

Fordyce-Dalles Co. Livestock & Forrestry Festival Sept. 15-17. James F. Barner, Fort Smith-Ark,-Okla. Fair Sept. 26-Oct. 1.

Paul Latture. Greenwood-Sebastian Co. Fair Assn. Sept. 8-10. C. E. Chaney.

Hampton-Calhoun Co. Fair & Livestock Show. Sept. 5-10. R. G. Hazel. Harrisburg-Poinsett Co. Agrl. Fair Assn. Sept.

27-Oct. 1. L. K. Collier. Harrison-Northwest Ark, Di.t. Fair Assn. Sept. 14-17. Roy Baker Jr.

Heber Springs-Cleburne Co. Fair Assn. Sept. 22-24. James T. Edwards. Hot Springs-Garland Co. Fair & Livestock Show.

Sept. 26-Oct. 1. Sherman Mann. Huntsville-Madison Co. Fair Assn. Sept. 22-24. Frank Spearman.

Imboden-Lawrence Co. Fair Assn. Oct. 6-8. Lois M. Brady. Jonesboro-Craighead Co. Fair Assn. Sept. 12-17.

Norman Wimpy. Little Rock-Ark. Livestock Expo. & Rodeo. Oct.

3-8. Clyde E. Byrd. Magnotia-Columbia Co. Fair. & Livestock Show.

Sept. 19-24. J. N. Williams. Malvern-Hot Springs Co. Fair Assn. Sept. 21-24. Marvell-Phillips Co Fair Assn. Sept. 19-24. Ike

Mena-Polk Co. Fair Assn. Aug. 18-20, R. W.

Mountain View-Stone Co. Free Fair Assn. Sept.

15-17. Glen Hinkle. Mount Ida-Montgomery Co. Fair Assn. Sept. 22-24. Virena Greason.

Mulberry-Crawford Co. Fair Assn. Sept. 22-24. C. D. Chastain, Newport-Jackson Co. Fair & Livestock Assn

Sept. 21-24. Mildred M Greyoty. Paragould-Greene Co. Fair Assn. Sept. 21-26.

B. C. Lloyd Jr. Perryville-Perry Co. Fair & Livestock Assn. Sept. 15-17. Glen Wallace.

Piggott-Clay Co. Fair Assn. Sept. 15-17. Iva Prescott-Nevada Co. Fair Assn. Sept. 28-30.

W. S. Rae. Russellville-Pope Co. Fair Assn. Sept. 14-16.

R. F. Hines. Searcy-White Co. Fair Assn. Sept. 20-24. Cecil Morgan. Sheridan-Grant Co. Fair Assn. Sept. 19-24. Basil

Gentry. Stamps-Lafayette Co. Fair & Livestock Show. Sept. 19-24. Walter Hudson. Warren-Bradley Co. Fair & Rodeo. Sept. 21-24.

Leren Johnson.

California Anderson-Shasta District Fair. Aug. 25-28. Joseph J. Speer. Angels Camp-Calaveras Dist. Fair & Jumping Frog Jubilee, May 19-22. V. T. Minto. Antioch-Contra Costa Co. Fair Assn. Aug. 3-7.

Norman D. Sundborg. Huntsville-Madison Co. Fair & Tenn. Valley Auburn-Auburn Dist. Fair Assn. Sept. 8-11. R. W. Towers. Bakersfield-Kern Co. Fair Assn. Sept. 26-Oct. 2.

> Robert M. King. Bishop-Eastern Sierra Tri-County Fair Assn. July 28-31. O. F. Davis. Boonville-Mendocino Co. Fair & Apple Show.

Sept. 23-25. O. W. Winkler. Calistoga-Napa Co. Fair Assn. July 2-4. Roy F. Schoepf.

Cedarville-Modoc Co. Fair Assn. Aug. 26-28. A. H. Burmister. Chico - Silver Dollar Fair Assn. May 19-22. Ed Warrener. Chowchilla-Chowchilla Junior Fair. May 19-22

E. Nicewonger. Costa Mesa-Orange Co. Fair Assn. July 12-17. Pueblo-Colorado State Fair. Aug. 22-27. Clyde Stewart W. Yost. Crescent City-Del Norte Co. Fair Assn. Aug.

26-28. C. W. Glover, 24-July 4. Robert McClure. Dixon-Dixon May Fair. May 13-15. Max

Forbes. Eureka-Ninth Dist. Agrl. Assn. June 22-26 Ralph H. Barnes. Ferndale-Humboldt Co. Fair Assn. Aug. 15-21

C. Jo Hindley. Fresno-Fresno District Fair Assn. Oct. 6-16. T. A. Dodge. Grass Valley-Nevada Co. Fair Assn. Aug. 25-28.

Malcolm E. Hammill. Gridley-Butte Co. Golden Feather Fair Assn. Aug. 25-28. J. E. Whitaker. Hanford-Kings District Fair Assn. Aug. 24-28. Bates T. Bowers.

Hayford-Trinity Co. Fair Assn. Aug. 19-21. J. D. Berry. Hemet-Farmers Fair of Riverside Co. Aug. 17-21. Bud Nelson.

Hollister-San Benito Co. Fair Assn. Sept. 30-Oct. 2. Thomas J. Medeiros. King City-Salinas Valley Fair Assn. May 12-15 John Lovell.

Lakeport-Lake Co. District Fair Assn. Sept. 2-4. Phil Lewis. Lencester-Antelope Valley Fair & Alfafa Festival. Sept. 1-5. S. D. Ulch. Lodi-Lodi Grape Festival & Nat'l Wine Show

Sept. 16-18. C. S. Jackson. Los Angeles-Great Western Dairy Show. May 25-30. H. F. McGruder.

Los Angeles-Great Western Livestock Show. Nov. 18-23. H. F. McGruder.

Los Banos-Merced Co Spring Fair & May Day in Los Banos, April 27-May 1, Sam Spina. McArthur-Inter-Mountain Fair of Shasta County. Sept. 3-5. George Ingram.

Madera-Madera District Fair Assn. Aug. 18-21. E. W. Dixon. Mariposa-Mariposa Co. Fair Assn. Sept. 3-5.

Dale K. Campbell. Merced-Merced Co. Fair Assn. Aug. 9-14. W. C. Woxberg. Monterey-Monterey Co. Fair Assn. Aug. 24-28.

George T. Wise. Napa-Napa Town & Country Fair Assn. Aug. 11-14. Thomas F. Camp. Orland-Glenn Co. Fair Assn. Sept. 8-11. W. R. Kittredge.

Paso Robles-San Luis Obispo Co. Fair Assn. Aug. 17-21. Lawrence W. Lewin. Petaluma-Sonoma-Marin Fair Assn. Aug. 11-14.

D. D. Fusaro. Placerville-El Dorado Co. Fair Assn. Aug. 19-21 Warren S. Jewett. Pleasanton-Alameda Co. Fair Assn. July 3-17.

James W. Trimingham. Plymouth-Amador Co Fair Assn. Aug. 26-28 Goula M. Wait.

Pomona-Los Angeles Co. Fair. Sept. 16-Oct. 2 C. B. Afflerbaugh. Quincy-Plumas Co. Fair Assn. Aug. 10-14. Tulsa E. Scott.

Joseph A. Soares. Roseville-Placer Co. Fair Assn. Aug. 10-14. L. Atlanta-Southeastern Fair Assn. Sept. 29-Oct. W. McClure.

Sacramento-Sacramento Co. Fair Assn. June Augusta-Exchange Club Fair. Oct. 24-29. Earl 16-19. Cart T. Mills. Sacramento-Calif. State Fair & Exposition. Aug. Barnesville-Lamar Co. Fair. Assn. Sept. 5-10. 31-Sept. 11. Dudley T. Fortin.

28-May 8. G. Walter Glass. October 21-30. Nye Wilson. San Jose-Santa Clara Co. Fair Assn. Sept.

12-18. William A. Straub. San Mateo-San Mateo Co. Fair & Floral Fiesta Aug. 5-13. William M. Wilson.

Santa Maria-Santa Barbara Co. Fair Assn. July 20-24. Ed H. Clendennen.

Santa Rosa-Sonoma Co. Fair Assn. July 21-30. James F. Lyttle. Sonora - Mother Lode Fair Assn. July 28-31 C. B. Mathews. Stockton-San Joaquin Co. Feir Assn. Aug. 18-27.

R. E. Walker. Susanville-Lassen Co. Fair & Livestock Show. Aug. 17-21. A. A. Jensen. Tulere-Tulare Co. Fair Assn. Sept. 20-25. A. J

Elliott. Tulelake-Tulelake-Butte Valley Fair Assn. Sept 10-12. William C. Whitaker. Turlock-Stanislaus Co. Fair Assn. Aug. 1-6.

C. A. Rigsbee. Turlock-Far West Turkey Show, Dec. 6-8. Robert G. Gorman. Ukiah-Redwood Empire Fair & Sports Show

Aug. 4-7. James R. Tocher. Vallejo-Solano Co. Fair Assn. June 22-July 2. Fred M. Bruderlin.

Ventura-31st Dist. Agrl. Assn. Oct. 5-9. James F. Koenig. Victorville-San Bernardino Co. Fair Assn. Oct. 4-9. Oren Robertson.

Watsonville-Santa Cruz Co. Fair Assn. Sept. 22-25. E. P. Johnson. Woodland-Yolo Co. Fair Assn. Aug. 18-21. Stuart B. Waite.

Yreka-Siskiyou Co. Fair Assn. Aug. 19-21. Edward B. Mathews. Yuba City-Yuba-Sutter Fair Assn. Aug. 3-7. Roy L. Welch.

Colorado

Akron-Washington Co. Fair & Eastern Colo. Roundup. Aug. 18-20. Alfred H. Gebauer. Brush-Morgan Co. Jr. Fair, Aug. 9-10. Chester R. Fithean.

Caihan-El Paso Co. Fair Assn. Aug. 12-14. Fred C. Wagoner. Cheyenne Wells- Cheyenne Co. Fair & Rodeo.

Sept. 1-3. Bert Ransom. Durango-Le Plata Co. Fair. Sept. 16-18. Beverly Flansburg.

Eads-Kowa Co. Free Fair & Rodeo. Sept. 9-10. Jimmy Bendorf. Hayden-Routt Co. Fair & Rodeo. Sept. 9-11. Geo. A. Simonton. Holyake-Phillips Co. Fair & Rodeo. Aug. 11-13.

R. E. Ensminger. Hotchkiss-Delta Co. Fair Assn. Sept. 13-16. Bud LaPlatt. Lamar-Browers Co. Free Fair & Rodeo. Aug. 15-17. Jim Reed.

Littleton-Arapahoe Co. Fair Assn. Aug. 16-20. Forrest F. Hammes. Coluse-Coluse Co., Fair Assn. Jene 16-19. Jack Longmont-Boulder Co. Fair & Legion Rodeo. Aug. 17-20. Olin L Webb.

> P. Fugate. Rocky Ford-Arkansas Valley Fair. Aug. 30. Honolulu-50th State Fair. July 1-10. Sept. 1. O. P. Sullivan. Trinidad-Las Animas Co. Fair, Sept. 1-5. Ivan

Lorenz. Yuma-Yuma Co. Fair Assn. Aug. 14-17. L. E. Fitzgeraid.

Connecticut

Bethlehem-Bethlehem Fair Soc. Sept. 10-11, Ann Skelte. Brooklyn-Windham Co. Agrl, Soc. Aug. 26-28. Mrs. M. A. Appley. Danbury-Great Danbury State Fair. Oct. 1-9.

John W. Leahy. Durham-Durham Fair Assn. Sept. 23.25. Mariorie E. Mathewson. Goshen-Goshen Agri. Soc. Sept. 3-5. Lester

McLaughtin, Harwinton-Harwinton Agrl. Soc. Oct. 1-2. Fred J. Petrovits. Meriden-Meriden Grange, Inc. Sept. 16-17. Bertha B. Tinkham.

Riverton-Riverton Fair of Union Agri. Soc. Oct. 8-9. Grace D. Seymour. Somers-Four-Town Fair. Sept. 27-28. D. Everett Stafford Springs-The Stafford Fair, Oct. 6-9.

C. D. Benton. Terryville-Terryville Lions Club Country Fair. Sept. 17-18. Frank Dzielinski.

Delaware Harrington-Kent & Sussex Co. Fair Inc. July

25-30. T. Brinton Holloway.

Florida

Arcadia-De Soto Co. Fair Assn. Nov. 8-12. Abner G. Erickson. Bonifay-Holmes Co. Fair Assn. Sept. 19-24. Mrs. Sallie R. Childers. Crestview-Hervest Fair. Oct. 30-Nov. 5. J. C.

De Land-Volusia Co. Fair Assn. Feb. 13-18. Lee Maxwell. Panama City-Bay Co. Fair Assn. Oct. 31-Nov.

5 Ray C. Pelcher. Jacksonville-Greater Jacksonville Agri. & Ind. Fair. Nov. 9-19. James N. Watson. Lake City-Stash Pine Forest & Farm Festi-

val. Oct. 13-17. John M. Ward. Live Oak-Suwannee Co. Fair Assn. Oct. 17-22. Paul Crews. Marianna-Jackson Co. Agri. Expo. Oct. 17-22.

E. W Seav Sr. Orlando-Central Florida Fair, Feb. 22-27, H. H. Parrish. Pensacola-Pensacola Interstate Fair, Oct. 17-23.

J. E. Frenkel. Tallahassee-North Fla. Fair Assn. Oct. 25-29. Lloyd Rhoden.

Webster-Sumter All-Florida Breeders' Show & Co. Fair. Nov. 2-5. L. Leon Wright. West Palm Beach-South Florida Fair & Expo. Jan. 27-Feb. 4. Jean Ecker.

Georgia

Albany-Exchange Club Fair of Southwest Ga. Oct. 31-Nov. 5. Phillip Wiggins. Red Bluff-Tehama Co. Fair Assn. Aug. 4-6. Americus-Americus Civic Fair Assn. Oct. 10-15. Hubert C. Christian. 8. Maurice C. Coleman.

Haygood Keadie.

San Bernardino-National Orange Show. April | Blue Ridge-Fannin Co. Fair Assn. Aug. 15-20. | Augusta-Hancock Co. Fair Assn. July 13-16. L. B. R. Davis. San Francisco-Grand Nat'l Livestock Exposition, Brunswick-Exchange Club Fair. Oct. 17-22. W. A. Harrington. Carrollton-West Georgia Fair Assn. Sept. 19-24. Haskell Upshaw. Cartersville-Bartow Co. Fair Assn. Sept. 12-17.

> Victor H. Waldrop. Cochran-Bleckley Co. Jaycee Fair Assn. Oct. 10-15. Johnnie O. Floyd. Columbus-Chattahoochee Valley Expo. Assn.

> Oct. 10-15. F. L. Jenkins. Conyers-Rockdale Co. American Legion Fair. Sept. 19-24. Waldo U. Bowen Jr.

> Cordele-Central Ga. Feir Assn. Oct. 17-22. Emory Herring, Dalton-North Ga. Fair Assn. Sept. 26-Oct. 1.

Burl Scroggins. Dublin-Oconee Fair Assn. Oct. 24-29. O. N.

Glenville-Tattnall Co. Fair Assn. Oct. 18-22. Maxwell Smith. Greensboro-Greene Co. Fair Assn. Sept. 12-17.

Elberton-Elberton Fair Assn. Sept. 5-10. Laris

Jack Lovett. Griffin-Spalding Co. Feir Assn. Oct. 10-15. O. H. Weaver.

Hartwell-Hart Co. Agrl. Assn. Oct. 3-8. Lee E. Carter. Hiawassee-Georgia Mountain Fair Assn. Aug. 15-20. E. N. Nicholson.

Macon-Georgia State Fair. Oct. 17-22. R. M. Wade. Manchester-Tri-Co. Fair Assn. Sept. 26-Oct. 1.

Joe Evans. Marietta-Cobb Co. Fair Assn. Sept. 19-25. J. H. Henderson. Metter-Candler Co. Fair Assn. Sept. 12-17. L. O. Parker. Montezuma-Macon Co. Fair Assn. Oct. 10-15.

Clarence Hair. Moultrie-Colquitt Co. Fair Assa. Oct. 10-15. Coy E. Dekle. Quitman-Brooks Co. Lions Club Feir. Oct. 24-29. J. R. Knight.

Reidsville-Tattnall Co. Farm Bureau Fair. Oct. 21-26. J. F. Johnson. Rome-Coosa Valley Fair Assn. Sept. 19-24. Milton Tippin Jr. Savannah-Coastal Empire Fair. Oct. 21-Nov. 6.

W. L. Benton. Swainsboro-Emanual Co. Fair Assn. Oct. 10-15. Earl Varner. Sylvester-Sylvester Fair. Oct. 17-22. J. D. Brown.

Thomaston-West Central Go. Fair Assn. Oct. 3-8. James E. Hays. Thomasville-Thomasville Exchange Club Fair. Oct. 31-Nov. 5. Alex Crittenden. Valdosta-South Georgia Legion Fair. Oct. 31-

Nov. 5. Howard S. Hall. Waynesboro-Burke Co. Exchange Club Fair. Oct. 31-Nov. 5. Martin Dolan. Winder-Winder Lions Club Fair Assn. Sept. 6-10. J. Berkley Ruiz.

Hawaii

Idaho Blackfoot-Eastern Idaho State Fair, Sept. 13-17. Mrs. Ruth C. Hartkopf. Boise-Western Idaho State Fair, Aug. 30-Sept.

3. Ambrose W. Johnson. Burley-Cassia Co. Fair & Rodeo. Aug. 25-27 Don C. Loveland. Cambridge-Washington Co. Fair & Rodeo. Aug. 19-21. Frank E. Hackler.

Council-Adams Co. Fair & Rodeo. Aug. 5-7. Fred M. Noll. Emmett-Gem Co. Fair & Rodec. Aug. 17-20. Erling J. Johannesen. Filer-Twin Falls Co. Fair & Rodec. Sept. 7-10. Thomas E. Parks. Gooding-Gooding Co. Fair & Rodeo. Aug. 18-20.

Edward Koester. Grace-Caribou Co. Fair & Night Rodeo. Aug. 12-13. Alice L. Smith. Homedale-Owyhee Co. Fair & Rodeo. Aug. 24-27. Edward F. Mink.

Jerome-Jerome Co. Fair Assn. Aug. 25-27. Mrs. Eleanor G. Wiswall. Malad-Oneida Co. Fair. Sept. 8-10. William G. Evans. Montpelier-Bear Lake Co. Fair Assn. Aug. 25-27. George Simmons.

New Plymouth-Payette Co. Fair & Rodeo. Aug. 24-27. John E. Wagner. Nezperce-Lewis Co. Fair Assn. Sept. 22-25. Gordon Dailey. Orofino-Clearwater Co. Fair & Lumberjack Days. Sept. 16-18. Mrs. Donald Ponazzo. Pocatello-North Bannock Co. Fair. Sept. 9-10.

Lester F. Selders. Ririe-Jefferson Co. Fair. Sept. 2-3. Carl M. Salmon-Lemhi Co. Fair & Rodeo. Sept. 1-3. Russell G. Hillman. Shoshone-Lincoln Co. 4-H & FFA Fair. Aug.

26-27. Joyce W. Bernard. Terreton-Mud Lake Fair & Rodeo. Aug. 26-27. Della Cope.

Illinois

Albion-Edwards Co. Fair Assn. Aug. 8-13. Aledo-Mercer Co. Feir Assn. July 26-29. C. O. Allamont-Effingham Co. Fair Assn. Aug. 6-11. Marvin Cohlmeyer. Anna-Union Co. Feir Assn. Aug. 22-26. Albert

Arthur-Moultrie-Douglas Co. Fair Assn. July 20-23. H. E. Hood.

Wayne Robison. Bellmont-Wabash Co. Fair Assn. July 24-30. Irwin C. Stolz. Belvidere-Boone Co. Feir Assn. Aug. 12-16. Leslie Carlson.

Belleville-St. Clair Co. Fair Assn. July 30-Aug. 6. Geo. L. Gerken. Benton-Franklin Co. Fair Assn. July 24-29. R. Earl Doty.

Bloomington-McLean Co. Fair Assn. Aug. 8-11. George Steller. Bridgeport-Lawrence Co. Fair Assn. Aug. 22-26. Mrs. Elsie Baker. Brownstown-Fayette Co. Fair Assn. July 11-15. Elvin Washburn.

Cambridge-Henry Co. Fair Assn. Aug. 9-13. Mrs. Darlene Boberg. Carlinville-Macoupin Co. Fair Assn. July 19-24. Martha Loehr. Carlyle-Clinton Co. Fair Assn. July 19-23. Eldon Haziet.

Carmi-White Co. Fair Assn. Aug. 15-19. Millage

Carrollton-Greene Co. Fair Assn. July 11-16. Nelle Witt. Cetro Gordo-Piatt Co. Fair Assn. July 27-30.

Earl Kepler. Chicago-International Livestock Expo. Nov. 25-Dec. 3. William E. Ogilvie. Charleston-Coles Co. Fair Assn. Aug. 1-6. Robert Blackford.

Cullom-Cullom Fair Assn. Aug. 19-20. Everett Sandusky. Danville-Vermillion, Co. Fair Assn. July 30-

Aug. 4. Robert Banks Jr. Decatur-Macon Co. Fair Assn. July 30-Aug. 4. Keith Huson. Du Quoin-Du Quoin State Fair. Aug. 28-Sept. 5. D. M. Hayes.

East Moline-Rock Island Co. Fair Assn. Aug. 23-27. Walter Holstine. Elizabeth-Elizabeth Fair Assn. Aug. 3-5. Raymen J. Stauss.

Fairbury-Fairbury Fair. Aug. 23-27. Clifford Yoder. Fairfield-Wayne Co. Fair Assn. July 11-15. Murrell J. Loy. Fisher-Fisher Fair Assn. July 13-15. Mrs. Doyne McKinney. Farmer City-DeWitt Co. Fair Assn. July 18-22. Vernell Kent.

Flora-Clay Co. Fair Assn. July 18-22. Phillip R. Briscoe. Freeport-Stephenson Co. Fair Assn. Aug. 23-27. Clarence Scheider. Geneva-Kane Co. Fair Assn. Aug. 3-7. Mrs.

Georgetown-Georgetown Fair Assn. Aug. 21-27. Mrs. Esther Potts. Grayslake-Lake Co. Fair Assn. July 27-31. L. A. Nordhausen. Greenville-Bond Co. Fair Assn. Aug. 22-27.

Harold Alfredson.

Laverne Baker.

Mrs. Adelle Mansholt. Greenup-Cumberland Co. Fair Assn. Aug. 21-27. H. O. Ewart. Griggsville-Griggsville Fair Assn. June 30-july 4. J. R. Skinner. Grove-Lee-Franklin Co. Fair Assn., Aug. 26-28.

Hardin-Calhoun Co. Fair Assn. Sept. 2-5. J. B. Harrisburg-Saline Co. Fair Assn. July 9-16. Mrs. Geo. Johnson. Havana-Mason Co. Fair Assn. Aug. 3-5. T. Joe

Faggetti. Highland-Madison Co. Fair Assn. July 26-30. Rodger Kesner. Henry - Marshall-Putnam Fair Assn. Aug. 30-Sept. 2. R. H. Monier.

Jacksonville-Morgan Co. Fair Assn. Aug. 3-7. G. E. Spencer. Jerseyville-Jersey Co. Fair Assn. July 5-10. James Coombes. Kankakee-Kankakee Co. Fair Assn. Aug. 6-1).

Eldon Sargeant. Knoxville-Knox Co. Fair Assn. Aug. 1-6. W. L. Farris. Lewistown-Fulton Co. Fair Assn. July 26-30.

Chester Boone. Lincoln-Logan Co. Fair Assn. Aug. 6-11. W. E. McLeansboro-Hamilton Co. Fair Assn. Aug. 1-

6. A. G. Foote. Macomb-McDonough Co. Fair Assn. July 20-22. Mrs. Loreta Smith. Marion-Williamson Co. Fair Assn. Sept. 4-10. Clifford H. Gulley. Marshall-Marshall Fair Assn. Aug. 7-12. Mrs. Norma Cline. Martinsville-Martinsville Fair Assn. July 18-23. H. T. Bennett. Mazon-Grundy Co. Fair Assn. Aug. 31-Sept. 5. W. F. Carter. Metropolis-Massac Co. Fair Assn. June 30-July 4. Paul Powell. Melvin-Ford Co. Feir Assn. July 6-10. Louis

Mendon-Adams Co. Fair Assn. Aug. 6-10. Eugene M. Curry. Mendota-Mendote Fair Assn. Sept. 2-5. E. A. Milford-Iroquois Co. Fair Assn. Aug. 2-5. Duane

Crist. Milledgeville-Carroll Co. Fair Assn. Aug. 9-14. Earl Woodin. Morrison-Whiteside Co. Fair Assn. Aug. 17-20. C. E. Weir. Mount Sterling-Brown Co. Fair Assn. Aug. 1-5.

Clyde Cutforth. Mount Vernon-Jefferson Co. Fair Assn. July 18-23. Lester Davis. Nashville-Nashville Fair Assn. Aug. 8-12. War-

WARNING WARNING WARNING

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New Berlin Sangamon Co. Fair Assn. July 27-, Palmyra-Terry Park Ind. Fair. June 15-18. Paris-Edgar Co. Fair Assn. July 24-29. Chas. 30. Robert Pfeffer. Newton Jasper Co. Fair Assn. July 11-16. C.

L. Batman. Oblong Crawford Co. Fair Assn. July 25-29. Robert Fear.

Okawville Okawville Fair Assn. Sept. 17-18 Peotone Will Co. Fair Assn. Aug. 25-28. Wm. Pulaski-Pulaski Co. Fair Assn. Aug. 2-6. Row-

Otto Detering.

Olney-Richland Co. Fair Assn. July 30-Aug. 4.

Harold Wold.

Oral H. Cooper.

21. Wallace Belshaw.

Oregon-Ogle Co. Fair Assn. Sept. 3-5. E. D. Petersburg-Menard Co. Fair Assn. Aug. 22-26. Roseville-Warren Co. Fair Assn. Aug. 9-10. Har John Bennett.

Pinckneyville-Pinckneyville Fair Assn. July 11- Rushville-Schuyler Co. Fair Assn. July 1-4. 16. Mrs. Fay Stumpe.

27. J. L. Laugharn.

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HARDIO

Johnson, Pana-Pana Foir Assn. Sept. 1-5. Wayne L. Pekin-Tazewell Co. Fair Assn. Aug. 3-5. L. C. Zimmerly. Pecatonica-Winnebago Co. Fair Assn. Aug. 18- Pontiac-Pontiac Fair Assn. Aug. 2-4. Guy K.

Odell Odell Fair Assn. Aug. 29-31. James H. Peoria-Heart of Illinois Fair. July 19-24. Bob Princeton-Bureau Co. Fair Assn. Aug. 24-27

ley Brown. lan Monroe.

Harvey Settles. Ottawa LaSalle Co. Jr. Fair Assn. Aug. 24. Pleasant Hill-Pleasant Hill Fair Assn. Aug. 23- St. Charles-Kane Co. Fair Assn. Aug. 3-7 Mrs. Harold Alfredson.

Salem-Marion Co. Fair Assn. Aug. 1-6. Jack Summerville. Sandwich - Sandwich Fair Assn., Sept. 7-11. C. R.

Brady-Shelbyville Snelby Co. Fair Assn. Aug. 2-5.

Stronghurst Henderson Co. Fair Assn. July 26-27. E. M. Pogue. Sullivan -Sullivan Fair Assn. Aug. 5-6. Ken

neth Martin. Sparta-Randolph Co. Fair Assn. July 5-9. W John Brown,

Springfield-Illinois State Fair. Aug. 12-21. J. Ralph Peak. Sycamore - Sycamore Fair Assn. Aug. 2-3. Robert

Taylorville-Taylorville Fair Assn. July 16:23 Urbana--Urbana Fair Assn. July 24-30. M. R.

Vienna-Johnson Co. Fair Assn. July 5.9. E. M.

Virginia-Cass Co. Fair Assn. Aug. 24-27, Letand Sweatman Warren-Warren Fair Assn. Aug. 17-21. Charles

Waterloo-Monroe Co. Fair Assn. Aug. 25-27 Edgar S. Amrine.

Wheaton-DuPage Co. Fair Assn. July 28:31 Don Miller. Winchester-Scott Co. Fair Assn. Aug. 8-9.

Robert A. Brown, Woodstock-McHenry Co. Fair Assn. Aug. 4-7 Anton Haroldsen.

Wyoming Stark Co. Fair Assn. July 27-29 Mrs. Dorothy Brucker.

Indiana

Alexandria Madison Co. 4-H Club Assn. Aug. 1-6. Fred A. Wright, Bicknell- Knox Co. Farm Fair Assn. Aug. 8-12. Erwin D. Scott.

Bluffton Bluffton Free Street Fair Assn. Sept. 20-24. Herman W. Myers. Bourbon-Bourbon Fair Assn. Aug. 30-Sept. 3.

H. J. Dillingham Brookville-4-H Agri, Assn. Aug. 1-5. Mrs.

Alvin Bergman. Brownstown-Jackson Co. Fair Assn. Aug. 7-13. Edgar Hackman.

Columbia City-Whitley Co. 4-H Clubs, Inc. Aug 16-18, Mrs. Joe Martz. Columbus Bartholomew Co. Fair Assn. June 26-

July 1. Francis Overstreet. Connersville Fayette Co. Free Fair. Aug. 14-19. I. W. Funk.

Converse- Miami Co. Agri. Assn. July 19 23 Robert E. Haynes Danville-Hendricks Co. 4-H & Agrl. Fair Assn. Aug. 4-6. J. Robert Leak.

Elnora - Daviess Co. Fair Assn. Aug. 1-6. Roy Flora - Carroll Co. 4-H Fair Assn. Aug. 1-6. E.

W. Esserman. Greenfield-Hancock Co. 4-H Fair Assn. Aug. 15-20. Mrs. Julius Kleine.

Greencastle Putnam Co. Fair & 4-H Club Assn. Aug. 1-6. Thomas R Hendricks. Greentown Howard Co. 4-H Fair Assn. Aug. 2-

6. Gene Pickett. Hamlet - Starke Co. 4-H Fair Assn. July 26-30 Tom Bell.

Hartford City Blackford Co. 4-H & Open Fair Assn. Aug. 8-13. Glenn Johnson, Huntington-V.F.W. Fair Assn. July 18-23. Stan

Indianapolis-Indiana State Fair Assn. Aug. 31 Sept. B. Earl J. Bailey. Kendallville-Noble Co. Fair Assn.-Eastern Ind.

Agrl. Assn. Aug. 14-20. Clinto, S. Rimmel. Kentland-Newton Co. Fair Assn. Aug. 1-5. John M. Connell. Lagrange-Lagrange Co. 4-H Club, Assn. Aug. 8-

11. Mrs. Harold Bovee. La Porte-La Forte Co. Fair Assn. Aug. 15-20.

Lawrenceburg - Dearborn Co. Fair Assn. July 25-30. Don C. Stimson. Logansport Cass Co. Fair Assn. July 24-30. Wm. Thomas Ir.

Marion-Grant Co. 4-H Club Fair Assn. Aug. 8-13. Guy T. Harris. Martinsville-Morgan Co. Fair & 4-H Assn. Aug. 15-19. W. J. Harny.

New Castle-Henry Co. 4-H Fair Assn. Aug. 8-11. Frank Schuler. Osgood-Ripley Co. Agrl. Assn. July 31-Aug.

6. Rollin Crum. Petersburg-Pike Co. Fair & 4-H Club Exhibit July 19-23. Roscoe Sints. Portland -Jay Co. Fair Assn. Aug. 7-12, Mrs.

Forrest Elliott. Princeton- Gibson Co. Fair Assn. Aug. 21-27. L. H. Caniff.

Rockport-Spencer Co. Fair Assn. July 20-25. Joe W. Parsley. Scottsburg- Scott Co. Agrl. Soc. Aug. 1-5. J. T.

Shelbyville- Shelby Co. Fair Assn. Aug. 6-12. Glenn V. Bass. Sunman American Legion Fair Assn. July 19-23. Harold Gulzwiler.

Tell City-Perry Co. 4-H Fair Assn. Aug. 10-13. Mrs. Sue Miller. Terre Haute Wahash Valley Fair Assn. Aug. 14 21. Win. A. Niemeyer.

Valparaiso - Porter Co. Fair Assn. Aug. 1-6. Le-Winamac-Pulaski Co. 4-H Club & Community

Fair Assn. Aug. 2-6. Mrs. Howard Bonnell

Iowa

Adel - Dellas Co. Fair Assn. Aug. 9-12. J. Dwight Afton-Union Co. Fair Assn. Aug. 8-11. L. E.

Albia-Monroe Co. 4-H Fair Assn. Aug. 1-4. Lester Poole.

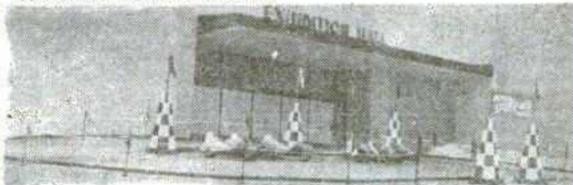
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Algone-Kossuth Co. Fair Assn. Aug. 16-19. L., Decorah-Winneshiek Co. Fair Assn. Aug. 18-21. | Indianola-Warren Co. Fair Assn. Aug. 3-6. | Garden City-Finney Co. Fair Assn. Aug. 23-1 Allison-Butler Co. Fair Assn. Aug. 5-8. Chas. J. Miller. Alta-Buena Vista Co. Agrl. Assn. Aug. 12-15.

Barney Kindwall. Atlantic-Cass Co. 4-H & FFA Fair Assn. Aug. 8-12. Wayne Flick.

Audubon-Audubon Co Fair Assn. Aug. 15-19. D. C. Perley. Avoce-Pottawattamie Co. Fair Assn. Aug. 11-14. James Tscherter.

Bloomfield-Davis Co. Fair Assn. Aug. 16-19. Carl Jankins. Boone-Boone Co. Fair Assn. Aug. 15-18, T. N.

Britt-Hancock Co. Fair Assn. Aug. 9-12. Mitchell Block.

Burlington-Burlington Hawkeye Fair Assn. Aug. 8-12. Wailace Rayer.

Cedar Repids-All-lowe Agrl. Assn. Aug. 14-21 Andrew C. Hanson.

Centerville-Appanoose Co. Fair Assn. Aug. 4-8. Carl C. Roby. Central City-Linn Co. Fair Assn. Aug. 5-7.

M. C. Lewis. Chariton-Luces Co. 4-H Show. Aug. 2-4. Mrs.

Lee Cottingham. Charles City-Floyd Co. Fair Assn. Aug. 8-12. Harold L. Friedrich.

Cherokee-Pilot Rock Plowing Match. Aug. 4-6 Dale M. Simmons.

Wibholm. Colfax-Jasper Co. 4-H & FFA Fair Assn. Aug. 8-11. Mrs. Ruth Louden. Columbus Junction-Louisa Co. Fair Assn. Aug.

1-6. Clyde Crawford. Coon Rapids-Four Co. Fair Assn. July 31-Aug. 3. Lyle Crisman.

Corning-Adams Co. Fair Assn. Aug. 7-11. Ray Corydon-Wayne Co. Fair Assn. July 27-30. William Neely.

Assn. Aug. 16-20. Ed Fisher.

Council Bluffs-West Pottawattamie Co. Fair Davenport-Mississippi Valley Fair. Aug. 7-13. Harvey Hoffman.

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Leon R. Brown. Denison-Crawford Co. Fair Assn. Aug. 8-11. J. M. Wansing. Des Moines-Polk Co. 4-H Fair Assn. Aug. 2-4.

Fred Wellen. Des Moines-lowa State Fair, Aug. 26-Sept. 4 L. B. Cunningham. DeWitt-Clinton Co. 4-H Club Show. Aug. 8

12. Jimmy Miller. Donnellson-Lee Co. Fair Assn. Aug. 2-6. C. I. Redfern.

Dubuque-Dubuque Co. Fair Assn. Aug. 17-21

Eagle Grove-Eagle Grove Dist. Jr. Fair Assn. Aug. 22-24. Richard Randall. Eldon-Wapello Co. Fair Assn. Aug. 23-25. L. W

Eldore-Hardin Co. Fair Assn. Aug. 15-19. George Jannsen. Emmetsburg-Pale Alto Co. Fair Assn. Aug. 8-

10. Andrew Vandervelde, Estherville-Emmet Co. Fair Assn. Aug. 15-18. Robert G. Beckley.

Fairfield-Jefferson Co. Jr. Agrl. Show. Aug. 8-11. Henry McCleary.

Fort Dodge-Webster Co. 4-H Achievement Show Aug. 8-11. Paul Harms.

Gladbrook-Tama Co. Fair Assn. Aug. 10-13. Gress Rogers. Greenfield-Adair Co. Fair Assn. Aug. 1-4.

Robert R McDowall. Clarinda-Page Co. Fair Assn. Aug. 10-13. Ole Grinnell-Powshiek Co. 4-H & FFA Fair Assn. Aug. 8-11. Allen Jensen.

Grundy Center-Grundy Co. Fair Assn. Aug. 8 11. Henry 8 Wiesley. Guthrie Center-Guthrie Co. Fair Assn. Sept. 8-

11. G. W. Prince. Hampton-Frenklin Co. Fair Assn. Aug. 22-24. Kenneth Showalter. Harlan-Shelby Co. Fair Assn. Aug. 4-6. Harold

Swesey. Humboldt-Humboldt Co. Fair Assn. Aug. 8-11. Jean M. Kleve. Ida Grove-Ida Co. Fair Assn. Aug. 7-10. Abel

Peters. Independence-Buchanan Co. Fair Assn. Aug. 1-4. Alva M. Norton.

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lowa City-Johnson Co. 4-H Fair Assn. 8-12. H. J. Montgomery. Jefferson-Greene Co. Fair Assn. Aug. 7-11.

Keosauqua-Van Buren Co., Fair Assn. Aug. 9-12. Rex Stratt. Knoxville-Marion Co. Fair Assn. Aug. 9-13

Murray Applegate. LeMars-Plymouth Co. Fair Assn. Aug. 8-10.

Arlie A. Pierson. Leon-Decatur Co. 4-H Fair Assn. Aug. 2-5. Mardis Coffee.

Manchester-Delaware Co. Fair Assn. Aug. 2-6 Truman Ingels. Manson-Calhoun Co. Fair Assn. July 29-31.

William Partlow. Maguoketa-Jackson Co. Fair Assn. Aug. 11-

14. Kenneth Ehlinger. Marengo-towa Co. Fair Assn. Aug. 10-13. Sharon Wilkinson. Marshalltown-Central lowa Fair. Aug. 20-23.

Leonard L. Grimes. Mason City-North Iowa Fair. Aug. 16-21. Hans Henrickson.

Monticello-Great Jones Co. Fair Assn. Aug. 23-27. Claude Appleby.

Moville-Woodbury Co Fair Assn. Aug. 17-20. William McElrath. Mount Ayr-Ringgold Co. Fair Assn. Aug. 10-13. W. T. Timby.

Mount Pleasant-Henry Co. Fair Assn. July 25-30. Rama C. Challen. .

National-Clayton Co. Feir Assn. Aug. 18-22, Arthur W. Seeland. Northwood-Worth Co Fair Assn. Aug. 1-4. Clifford Tenold.

Nashua-Big Four Fair Assn. Aug. 18-21, Darrell Weigand.

Onawa-Monona Co. Fair Assn. Aug. 14-17. Ches. W. Ross. Osage-Mitchell Co. Fair Assn. Aug. 4-7. Fred

8 Hanson. Osceola-Clarke Co. 4-H Fair Assn. Aug. 16-19. Merlin Newman. Oskaloosa-Southern lowa Fair. Aug. 9-13. Lu-

cille Hanna. Pocahontas-Pocahontas Co. 4-H Club Fair. Aug. 1-4. E. I. Rosenberger.

Postville-Big 4 Fair Assn. Aug. 26-29. Charles Deering & Delmar McIntosh. Primghar-O'Brien Co. Fair Asan. Aug. 15-18.

John H. Longstreet. Rock Rapids-Greater Lyon Co. Fair Assn. Aug. 24-26. Donna Jo Menage. Rockwell City-Calhoun Co. Exposition. Aug.

12-14. Wayne D. Gidel. Sac City-Sac Co. Fair Assn. Aug. 20-23. Ray Sidney-Fremont Co. Fair Assn. Aug. 2-5. Corby

Sioux Center-Sioux Co. Youth Fair. Aug. 8-11. M. E. Eldridge.

Spencer-Clay Co. Fair Assn. Sept. 12-17. William Woods. Thompson-Winnebago Co. Jr. Show. Aug. 4-8.

Tipton-Cedar Co. Fair Assn. Aug. 8-11. Eugene Vinton-Benton Co. Fair Assn. Aug. 8-11. K.

Washington-Townsley Park Fair Assn. Aug. 1 4. M. M. Orris. Waterloo-National Dairy Cattle Congress. Oct

B. Spaulding.

1-8. N. J. Kash. Waukon-Allamakee Co. Fair Assn. Aug. 5-7 Joe Deeney. Waverly-Bremer Co. 4-H Fair Assn. Aug. 9-

12. Clarence Christophel. Webster City-Hamilton Co. Fair Assn. Aug. 17-21. R. B. Dougles.

West Liberty-West Liberty Fair Assn. Aug. 21-24. Floyd De Forest. West Union-Fayette Co. Fair Assn. Aug. 22-26 E. T. Alcorn.

What Cheer-Keokuk Co. Fair Assn. Aug. 12 14. Tom Baxter. Winterset-Madison Co., Fair Assn., Aug. 10 13. J. Earl Graves.

Kansas

Abilene Central Kansas Free Fair Assn. Aug 22-26. J. Roy Hardin. Alma-Wabaunsee Co. Fair Assn. Aug. 17-19 Norman Winkler.

Anthony-Anthony Fair Assn. July 20-23. J. L. Beloit-Mitchell Co. Fair Assn. Aug. 22-24. Betty Waggoner,

Belleville-North Central Kan. Free Fair. Aug. 30-Sept. 2. Carl H Beyer. Blue Rajids-Marshall Co. Stock Show & Fair. Aug. 23-26, Mrs. R. D. Riegle.

Burden -Eastern Cowley Co. Fair Assn. Aug. 10-12. George Harris. Burlington--Coffey Co. Fair Assn. Aug. 20-31 Bryce Orr.

Caldwell - Sumner Co. Fair Assn. Sept. 8-10. Canton-McPherson Co. Fair Assn. Aug. 11-13.

Dorothy Sebring. Cheney- Sedgwick Co. Fair Assn. Aug. 18-20. Frank A Ryniker,

Clay Center-Clay Co. Fair Assn. Aug. 18-20. Glenn V Romig.

Sept. 4. Lawrence M. Smith. Colby-Thomas Co. Free Fair Assn. Aug. 9-12. Beattyville-Lee Co. Fair Assn. Sept. 21-26. Gienn Crabb.

Columbus-Cherokee Co. Legion Fair. Aug. 22 27. Joe W. Cook. Cottonwood Falls - Chase Co. Fair Assn. Aug. 23

25. Eimore G. Stout. Council Grave-Morris Co. Fair Assn. Aug. 17-19. Warner Harris. Dighton-Lane Co. Free Fair Assn. July 27-29.

E. A. Bryant. Downs-Bowns Annual Celebration, July 21-23. Arthur J. Tucker.

Effingham- Alchison Co Fair Ascn. Aug. 16- Burlington-Boone Co. 4-H & Utopia Fair. Aug. 19. Rey Morgen. Eldorado-Butler Co. Fair Asen. Aug. 23-26.

Elkhart - Morton Co. Fair Assn. Sept. 1-3. Sienn

Eureka Greenwood Co. Fair A-rn. Atq. 10-14. Carrollton - Carroll Co. Fair Assn. Aug. 3-6. Paul Lyman Hawthorne.

Fort Scott Bouttien Co. Feir 4 to, 4 g. 10-13. Columbia Adair Co. Fair & Horse Show. July F. E. Myets.

25. Hoy B. Etling. Gardner-Johnson Co. Fair Assn. Sept. 1-3. Shelby Jones. Garnett-Anderson Co. Fair Assn. Aug. 24-26 Guy Rogers. Girard-Crawford Co. Fair Assn. Aug. 8-11. Marvin Green.

Glasco-Cloud Co. Fair Assn. July 25-27. Mrs. Clive Cramer. Goodland-Northwest Kan. Dist. Fair Assn. Aug. 16-20. L. D. Morgan.

Hardiner-Barber Co. Fair Assn. Aug. 18-20. David L. Hada. Harper-Harper Co. Agri. Fair Assn. Aug. 18-

20. Mrs. Carl Sanders. Herington—Tri-County 4-H Free Fair, Aug. 3-6. Ray W. Watkins. Hill City-Graham Co. Fair Assn. Aug. 3-5. Raiph C. Bethell.

Hillsboro-Merion Co. Fair Assn. Aug. 30-Sept. 2. C. P. Ashcraft. Howard-Howard Elk Co. Fair Assn. Aug. 4-6. Noel Mullendore.

Hoxie-Sheridan Co. Free Fair Assn. July 28-30. Mrs. Flerry Shea. Hutchinson-Kansas State Fair, Sept. 17-22.

Virgil C. Miller. Inman-Inman Community Fair. Oct. 6-8. Bob Bartels. Iola-Allen Co. Fair Assn. Aug. 29-Sept. 1.

Wesley Relendenen. Jetmore-Hodgeman Co. Fair Assn. Aug. 9-11. Mrs. Joe Watson.

Kincaid-Kincaid Farmers Fair, Sept. 2-3. J. I. Adams Jr.

Kingman-Kingman Co. Fair Assn. Aug. 16-18. C W. Sloan. Kinsley-Edwards Co. Fair Assn. Aug. 18-20. Harry L. Kivett.

La Crosse-Rush Co. Agrl. Fair Assn. Aug. 8 10. Harold Rife. Lane-Franklin Co.-Lane Fair Assn. Aug. 11-13. Dean Kennedy.

Lawrence-Douglas Co. Free Fair Assn. Sept. 1-3. M. Bahmaier. Lindsborg-Lindsborg Fair, Oct. 11-12, S. E. Dahlsten.

Longton-Elk Co. Fair Assn. Aug. 25-27. Lura G. Nichols. Mound City-Linn Co. Fair Assn. Aug. 17-20. John H. Morse.

Ness City-Ness Co. Fair Assn. Aug. 11-13. Clyde A. Strobel. Newton-Harvey Co. Fair Assn. Aug. 23-26 Leslie A. Matthews.

Norton-Norton Co. Fair Assn. Aug. 16-20. Oberlin-Decatur Co. Fair Assn. Aug. 8-10. Boyd Bainter. Osborne-Osborne Co. Fair Assn. Aug. 16-19. Mrs. Irene Vielker.

Oswego-Labetta Co. Fair Assn. Aug. 3-6. W A. Jones. Offawa-Franklin Co. Agrl. Soc. Aug. 23-26.

Glen A. Hayward. Overbrook - Overbrook-Osage Fair. Aug. 4-6. Mrs. Earl Jones. Paola-Miami Co. Fair Assn. Aug. 8-10. Donald D. Watson.

Pratt-Fratt Co. Fair Assn. Aug. 4-6. LaVern Eckles. Richland-Richland Fair Assn. Aug. 18-20. T. V. Hoffman.

Richmond-Richmond Free Fair. Aug. 18-20. John H. Roeckers. St. Francis-Cheyenne Co. Free Fair Assn. Aug. 11-13. Harold D. Shull.

Salina-Tri-Rivers Fair & Rodeo, Aug. 29-Sept I Albert Frehse. Sedan-Chautaugua Co. Fair Assn. Aug. 18-20. W. Ross Whitworth.

Sharon Springs-Wallace Co. Fair Assn. Aug. 4-6. Ray Mann. Smith Center-Smith Co. Fair Assn. Aug. 15-18. Frank Kessler.

Stafford-Stafford Co. Fair Assn. Aug. 11-13. Arthur B. Harzmann. Stockton-Rooks Co. Fair Assn. Aug. 22-26 G. F. Ostmeyer.

Sylvan Grove-Lincoln Co. Sylvan Grove Fair Assn. Aug. 17-20, Clarence Diers. Syracuse-Hamilton Co. Free Fair Assn. Aug. 25-

27. John Tracy. Thayer-Thayer Homecoming Picnic & Fair. Sept. 7.9: H. M. Minnich. Tonganoxie-Leavenworth Co. Fair Assn. Aug. 24-

26. J. M. Neibarger. Topeka-Mid-America Fair, Sept. 10-15. Maurice Ulysses-Grant Co. Fair Assn. Aug. 18-20. Marshall F. Walker.

Wakeeney-Trigo Co. Free Fair Assn. Aug. 16-19. Pete Whitcomb. Wakefield-Llay Co. Farmers' & Wakefield Fair Sept. 28-30. Dale Newell.

Washington-Washington Co. Fair Assn. Sept. 8-10. A. D. Chapin. Wetmore - Nemaha Co. Free Fair Assn. Adg. 11 13. Edwin Huerter.

Wichita-Kansas Nat'l Livestock Show, Oct. 4-6. Conlee Smith. Winfield-Cowley Co. Free Fair Assn. Aug. 30-

Sept. 2. Carl O'Neil. Yates Center-Woodson Co. Fair Assn. Aug. 8-10. Mary Reid.

Kentucky

Coffeyville-Montgomery Co. Fair Assn. Aug. 30 . Alexandria-Alexandria Fair & Horse Show. Sept. 3-5. Thos. J. Carnes. Clarence Watkins. Booneville-Owsley Co. Fair Assn. Sept. 17-19. Fred W. Gabbard. Bowling Green-Southern Ky. Fair. Aug. 15-20 Brandenburg-Meade Co. Fair. Aug. 25-27. Willis G. Moreman.

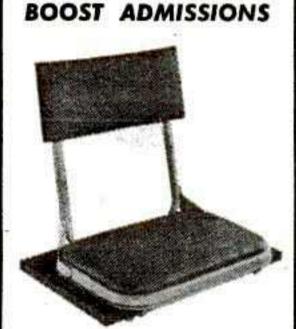
> Broadhead-Broadhead Little World's Fair. Aug. 16-20. J. B. Messer. Burkesville-Cumberland Co. Fair & Horse Show Aug. 15-20. Ellis Bishop.

> 10-13. Mrs. Vernon Pope. Cadiz-Trigg Co. Fair Assn. July 27-30. J. R. Vinson.

Campbellsville-Taylor Co. Fair Assn. Aug. 8-13. Wm. M. Munford, Erie Neosho Co. Fair Assn. Aug. 8-11. Ivan Campton-Wolfe Co. Fair Assn. Sept. 6-10. A. M.

> H. Williams. 27 30. Joe chasen.

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25-30. Mrs. Prentice Burgan.

Dry Ridge-Grant Co. Fair & Horse Show. July 27-30. Jean H. Blaine. Edmonton-Metcalfe Co. Fair Assn. July 6-9. Ruth Shirley.

Elizabethtown-Hardin Co. Charity Fair. June 16-18, Garnett Rogers.

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ANGHORTEN

Georgetown-Scott Co. Fair Assn. Aug. 24-27. Carrick James. Germantown-Germantown Fair, Aug. 1-6. R. K.

Glasgow-Barren Co. American Legion Fair. July

18-23. Sam Sears. Greensburg-Green Co Fair Assn. June 29-July 2. Mrs. Russell W. Lowe.

Greenup - Greenup Co. Fair Assn. Aug. 17-20. Mrs. Agnes Miller.

Hardinsburg Breckinridge Co. Fair & Horse Show, Sept. 21-24. E. B. Kennedy. Harrodsburg Mercer Co. Fair & Horse Show.

July 18-23. David Woods. Hodgenville-Larue Co. Fair Assn. Aug. 29-Sept.

3. August Ovensen. Hopkinsville-Pennyroyal Fair, Aug. 1-6. Thomas

Independence Kenton Co. 4-H Fair Assn. Aug 5-6. Mrs. George Wolsing Jr. Irvine Estill Co. Fair Assn. Aug. 15-20. Fred

M. Brown. Jamestown-Russell Co. Fair Assn. Aug. 3-6. Leonard E. Wilson.

Jeffersontown-Jefferson Co. Fair Assn. Aug. 11-13, R. Willis Stout.

La Grange-Oldham Co. Fair Assn. Aug. 24-27. Mrs. John H. Heick.

Leitchfield-Graycon Co. Fair Assn. Sept. 1-5 L. M. Harrison.

Louisville-Kentucky State Fair, Sept. 9-17. H. Clyde Reeves. Madisonville-Hopkins Co. Agrl. & Ind. Fair. Aug.

22-27. Harold R. Seibert. Morgantown-Butler Co. Fair Assn. Sept. 1-3. Bill Clark.

Munfordville-Hart Co Fair Assn. Sept. 7-10. T. Y. Tabor. Owensboro - Daviess Co. Lions Club Fair & Horse

Show. Aug. 4-6. Guy B. Harris. Paris-Bourbon Co. Fair Assn. July 21-23. Har-

ley Kiser. Providence Webster Co. Fair Assn. Aug. 16-20 J. D. Rayburn.

Raceland-Greenup Co. Fair Assn. Aug. 17-20. Agnes Miller. Richmond-Madison Co. Fair & Horse Show.

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Aug. 10-13. H. E. Richardson.

Cynthiana-Harrison Co. 4-H & Adult Fair. July, Falmouth-Falmouth Fair. Aug. 10-13. Nelson | Russell Springs-Russell Co. Fair & Horse Show Aug. 3-6. Leonard E Wilson, Scottsville-American Legion Fair, July 11-16 Peyton Browning

> Shelbyville - Shelby Co. Fair & Horse Show. July 25-30. Mrs. Clayton Baker. Stanford - Lincoln Co. 4-H & FFA Fair. July 29-30 John White.

> Sturgis - Union Co. Fair Assn. July 17-16. D D. Syers.

Tompkinsville-Monroe Co. Fair Assn. Aug. 8 13. A. W. Brogdon

Vanceburg-Lewis Co School & Agrl. Fair. Sept

19-24. David Limmer. Versailles Woodford Co Fair Assn. July 29-30. Betty Dozier.

Louisiana

Cameron -La. For & Wildlife Festival. Jan. 13-14, 1961, Jerry Wise. Crowley International Rice Festival, Oct. 20-21 Ruper F. Cisco.

Delcampre - Iberia Shrimp Festival & Fair Assn. Aug. 13-14. Ferry Paul LeBlanc. Eunice-Southwest La. Fair Oct. 12-16. Mrs. Wilma Bedell.

Kaplan-Vermilion Farish Fair & Festival Assn. Sept. 16-18. T J. Herpin.

Livingston-Livingston Parish Fair Assn. Oct. 14-16. M E Curtis. Morgan City-La. Shrimp Festival & Fair Assn.

Sept. 3-5. R. M. Williams. Oberlin-Allen Parish Fair Assn. Oct. 5-8. G. C. Meaux.

Opelousas - Louisiana Yambitee. Oct. 26-27. Vernon E. LaCour. Plaquemine-Iberville Free Fair Assn. Oct. 14-

17. Leon Mire. Port Allen-West Baton Rouge Parish Fair Assn. Sept. 16-18. L. C. Marionneaux. Raceland-LaFourche Agri & Livestock Show

Sept. 17-18. C. J. Arceneaux. Shreveport-State Fair of Louisiana. Oct. 21-30 J. T. Monsour.

Sulphur - Calcasieu-Cameron Bi-Parish Free Fair Oct. 18-22. Mrs. Irene L. Owens. West Monroe-Ouachita Valley Fair Assn. Oct

10-15. John H. Birdsong Sr. Winnsboro-Franklin-Richland Bi-Parish Fair, Oct. 4-8. Mrs. J. W. Bonnette.

Maine

Acton-York Co. Agrl. Assn. Aug. 26-27. Leon E. Crediford.

Blue Hill-Hancock Co Agrl. Soc. Sept. 2-5. Phil O'Brien. Cherryfield-West Washington Agri. Soc. Aug. 10-13. Palmer Hart.

Dover-Foxcroft-Piscataguis Valley Fair Assn. Aug. 26-27. Arno D. Emery. Farmington-Franklin Co. Agrl. Soc. Sept. 20-24. Frank E. Knowlton.

Fryeburg-Eryeburg Fair, Oct. 4-8. Fred H. Gardiner-Pittston Fair Assn. Aug. 11-13. Marion

Guilford-Guilford Athletic Assn. Sept. 10. Le-Roy Knowlton.

North Waterford-World's Fair Assn. Sept. 30-Oct. 1. Wilbur L. Button. Pittston-Pittston Fair Assn. Aug. 11 - 13.

Marion L. Moody. Sidney-Sidney Town Fair Assn. Aug. 26-27 Mary F. Philbrick.

Skowhegan-Skowhegan State Fair. Aug. 13-20 Roy E. Symons. Windsor-South Kennebec Agrl. Soc. Aug. 30-Sept. 5. E. R. Hayes,

Maryland

Annapolis-Anne Arundel Co. Fair (Sandy Point State Park). Sept. 21-24. F. M. Ridout. Bel Air-Harford Co. Fair. Aug. 16-20. Charles Kunkel.

Cambridge-Talbot & Dorchester Co. 4-H Show. July 19. Harry Beggs. Centreville-Queen Anne's Co. 4-H Fair. July

16. Chester Cissel Cumberland-Cumberland Fair. Aug. 15-20. John H. Mosner.

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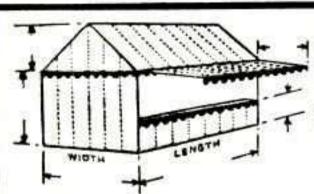
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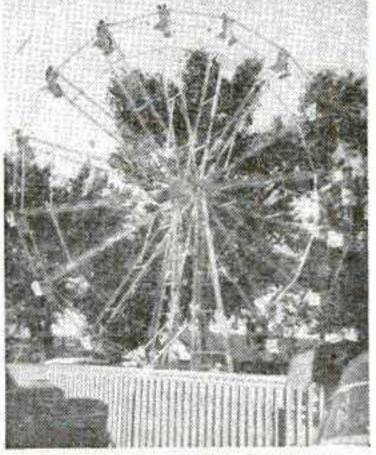
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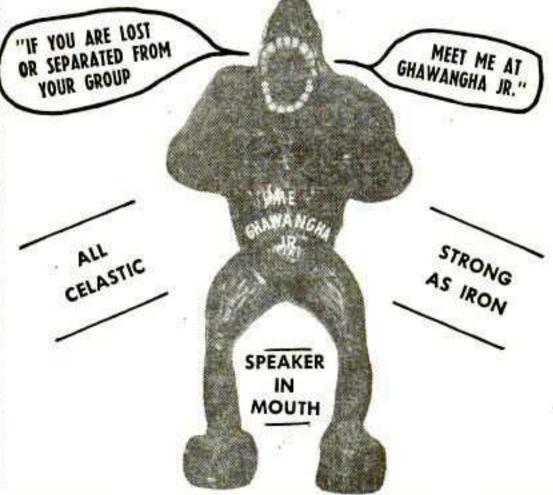
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Gaithersburg-Montgomery Co. Fair. Aug. 23-27 Hazel Lechlider.

Hagerstown-Hagerstown Fair, Aug. 8-13. Dr. Robert C. Snavely.

La Plata -Charles Co. Fair. Sept. 30-Oct. 2. George E. Barnes. Leonardtown-St. Mary's Co. Farmers & Home-

makers' Fair. Sept. 30-Oct. 2. Stephen Leonardtown-St. Mary's Co. Fair. Sept. 16-18.

John S. Mattingly. McDonogh-McDonogh School Fair, May 7, R. N.

McHenry-Garrett Co. Fair Assn. Aug. 9-13. John Brenneman. Oakland-Garrett Co. Fair. Aug. 9-13. H. G.

Parkton-Hereford Jr. Farm Fair, Aug. 27. Loring T. Sparks. Pomfred-Charles Co. Farmers' Fair Assn. Sept.

23-25. James F. Brown. Prince Frederick-Calvert Co. Fair, Oct. 5-8.

Calvert C Buckler Princess Anne-Princess Anne Livestock Show Sept. 30-Oct. 1. Howard H. Anderson.

Salisbury-Wicomico Farm & Home Show, Sept. 15-17. Howard Humphreys. Timonium-Pimlico Yearling Show (Pimlico Race

Course). May 8. Stewart Sears. Timonium-Maryand State Fair. Aug. 29-Sept. 10. Daniel B. Brewster.

Timonium-Eastern Nat'l Livestock Show. Nov. 12-17. Charles A. Morrow, -Upperco-Arcadia Agri Soc. 4-H Club Show

July 8-16 George Debnam. Upperco-Hereford Ir Farm Fair, Aug. 27, Loring Sparks. Upper Marlboro-Prince George's Co. Fair. Aug.

18-21. Ed F. Farrell. Westminster-Carroll Co. 4-H & FFA Fair. July 12-14. L. C. Burns.

Woodbine-Howard Co Fair. Aug. 16-20. Roland Mullinix.

Massachusetts

Blandford-Union Agri, & Hort, Soc. Sept. 3-5. Lee Wyman Brockton Brockton Agrl. Soc. Sept 11-17. George A Carney.

Cummington- Hillside Agrl. Soc. Aug. 26-28 Mrs Katherine I Keyes. Dighton-Rehoboth Fair Inc. Aug. 28-Sept. 3.

John W Synan. Great Barrington -Barrington Fair Assn. Sept. 11-17. Edward J Carroll. Greenfield-Franklin Co. Agrl. Soc. Sept. 11-

14. O Lewis Wynan Lakeville-Middleboro Agrl. Soc. June 15-21. Tom Senna.

Littleville-Little Community Fair Assn. Oct. 1-2. Leon J. Kelso. Marshfield-Mars , ield Agrl. & Hort. Soc. Aug.

21-27 Granville M Thayer. Marstons Mills-Barnstable Co. Agrl. Soc. July 21-24. Charles J. Meyer. Middlefield-Highland Agrl. Soc. Aug. 13-14.

Lynn Wheeler. Northampton -Har pahire, Franklin & Hampden Agri. Soc. Sept. 4-10. John L. Banner.

South Weymouth-Weymouth Agrl, & Ind. Soc. Aug. 14-20. William F. McIntyre. Spencer-Spencer Agrl. Assn. Sept. 2-5. Hon. Philip A Quinn.

Taunton-Rehoboth Fair. Sept. 25-Oct. 1. John Topsfield-Essex Agrl. Soc. Sept. 4-10. Paul

Westfield-Westfield Fair Assn. Aug. 20-21 Natalie L Cooper.

West Springfield-Eastern States Exposition. Sept. 17 25 Jack Reynolds. Weymouth-Weymouth Fair, Aug. 14-20, Wilfiam F McIntyre.

Michigan

Adrian-Lenawee Co. Fair Assn. Aug. 14-29, M. Allegan-Allegan Co. Fair Assn. Sept. 11-17

J. H. Snow Allenville- Mackinac Co. Fair Assn. Aug. 26-28. Leslie Bradford.

Alma-Gratiot Co. Youth Fair. Aug. 9-11 Shirley Maxon. Alpena-Alpena Co. Fair Assn. Aug. 23-27

Victor Werth. Armada Armada Agrl, Soc. Aug. 25-28. Ervin Klusendorf.

Atlanta-Montmorency Co. 4-H Fair Assn. Aug. 17-20. Ruth Dalzell. Bad Axe-Huron Co. Fair Assn. Aug. 8-13

Belleville-Wayne Co. 4-H Assn. Aug. 16-21 P. R. Beibeshiemer,

Berrien Springs Berrien Co. Youth Fair. Aug 16-21. Mrs Lucie Sickman. Bay City-Bay Co. Fair Assn. Aug. 8-13. Byron

Ruhstarter. Big Rapids-Mecosta Co. Free Fair. July 12-16 F. B. Wheatlake.

Brown City-Brown City Agrl. Assn. Aug. 20-21. Murdogh MacLennan. Cadillac-Northern District Fair. Sept. 5-9

Caro-Tuscola Co. Fair Assn. Aug. 22-27. Carl F Mantey.

Cass City-Cass City Homecoming Fair. Aug. 4. William 5. Ruhl.

Cassopolis-- Cass Co. Fair Assn. Aug. 7-13. Mrs. Irene Snyder. Centreville-Centreville Fair Assn. Sept. 19-24

Lester R. Schrader. Charlotte-Eaton Co. 4-H Fair Assn. Aug. 29-

Sept. 3. Sidney Phillips. Cheboygan - Northern Michigan Fair, Aug. 16-20. George D. Judd.

Chelsea-Chelsea Community Fair Assn. Sept. 7-10. Wallace Wood. Coldwater-Branch Co. 4-H Fair. Aug. 16-20.

Luella Hamilton. Corunna-Shiawassee Co. Free Fair. Aug. 15-20.

Blair Woodman. Croswell--Croswell Agrl. Soc. July 19-23. Harold

Nunn Jr. Detroit-Michigan State Fair, Sept. 2-11, Donald L. Swanson.

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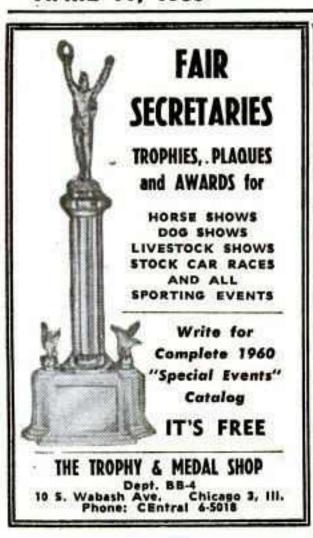
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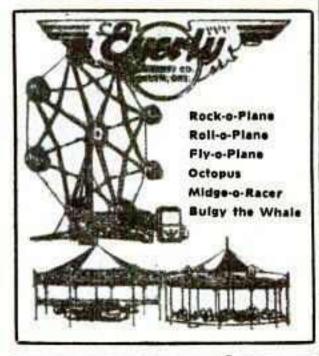
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Fowlerville-Fowlerville Agri. Fair. July 26-30. Geo. T. Finlan. Fremont-Newaygo Co. Agri. Assn. Aug. 16-20. Garret DeBoer.

Gaylord-Otsego Co. Fair Assn. July 27-30. Joseph A. Eckel. Goodells-St. Clair Co. 4-H Fair. Aug. 11-13. R. S. Austin.

Grand Blanc-Genesee Co. 4-H Fair. Aug. 16-17 James Lincoln. Greenville-Montcalm Co. Fair Assn. Aug. 3-6.

Mrs. Bruce Larsen. Hale-losco Co. Agrl. Soc. July 27-30. Thurman Scofield.

Harrison-Clare Co. Agrl. Soc. Aug. 1-6. Albert Hart-Oceana Co. Agrl. Soc. Sept. 1-3. Newell

Hartford-Van Burean Youth Fair Assn. Aug. 8-

13. Mrs. George Tinker. Hastings-Barry Co. Agrl. Soc. Aug. 1-6. Russell Hesperia-Hesperia Free Fair, Sept. 1-3. Hal C.

Hillsdale-American Legion Fair, July 1-4. William Farquharson.

Hillsdale-Hillsdale Co. Fair Soc. Sept. 25-Oct. 1. H. B. Kelley.

Holland-Ottawa Co. Fair Soc. Aug. 2-6. Oscar Bontekoe. Hudsonville-Hudsonville Community Fair. Aug.

23-26. Jim Heuvelhorst. Hudson-Hudson_ Grange Fair. July 7-9. Don

Iron River-Iron Co. Fair Assn. Aug. 15-17. Harold Bernhardt. Imlay City-Eastern Michigan Fair Assn. Aug. 1-

6. Al Pierceall. Ionia-Ionia Free Fair Assn. Aug. 8-13. Allan M. Williams.

Ironwood-Gogebic Co. Fair Assn. Aug. 18-21. Reuben R. Maki. Jackson-Jackson Co. Fair Assn. Aug. 28-Sept.

3. Herman Gumper. Kalamazoo-Kalamazoo Co. Fair Assn. Aug. 22-27. Mrs. Alfred Delor. Lake Odessa-Lake Odessa Fair. July 1-4. Orv

B. Garlinger. Lowell-Kent Co. 4-H Fair Assn. Aug. 16-19 William Rupp.

Ludington-Western Michigan Fair, Sept. 6-10. Irving L. Pratt. Manton-Manton Harvest Festival. Sept. 1-5.

Robert McBrian. Marion-Marion Farm Exhibit Assn. Sept. 5. Gale R. Gregg.

Marne-Berlin Fair, Aug. 29-Sept. 3. A. Jack Bronkema. Marshall-Calhoun Co. Fair Assn. Aug. 22-27 Don Sweeney.

Mason-Ingham Co. Fair Assn. Aug. 15-20. Joy O. Davis. Midland-Midland Co. Fair Assn. Aug. 15-20

Monroe-Monroe Co. Fair Assn. Aug. 8-13. Del-

Mount Pleasant-Isabella Co. Youth Farm Fair. Aug. 15-20. Maynard S. Gilmore.

Nashville-Nashville Community Fair. Nov. 3. Lawrence Rubeck.

Norway-Dickinson Co. Fair Assn. Sept. 2-5. Frank Molinare. Onekama-Manistee Co. Agrl. Soc. Sept. 1-5. Virgil Bradford.

Petoskey-Emmet Co. Fair Assn. Aug. 22-27 Winfield S. Hinds. Pinconning-Community Fair. Aug. 5-6. Edna

Colombe. Pontiac-Oakland Co. 4-H Agrl. Assn. Aug. 9-13. Mrs. Isabel Kipp.

Ravenna-Ravenna 4-H Fair Assn. Aug. 11-13. Samuel McNitt.

Sandusky-Sanilac Co. 4-H Fair. Aug. 16-20. Keith Sowerby. Saginaw-Saginaw Co. Agrl. Soc. Sept. 11-17

C. H. Harnden. St. Johns-Clinton Co. 4-H Club Fair. Aug. 15-17. Donald J. Walker.

Saline-Saline Community Fair. Sept. 14-17 Robert Tefft. Standish-Arenac Co. Fair Assn. Aug. 24-27 Kenneth Daniels.

Traverse City-Northwestern Michigan Fair Assn. Aug. 30-Sept. 3. Arnell Engstrom. Vassar-Vassar Cork-Pine Fair Assn. July 10-16. Ivan Middleton.

Minnesota

Ada-Norman Co. Agrl. Soc. July 1-4. Orlin Lee. Albert Lea-Freeburn Co. Agri. Assn. Aug. 22-25. Herman D. Jenson.

Appleton-Swift Co. Fair Assn. Aug. 25-28. Loren Lindahl. Bagley-Clearwater Co. Agrl. Soc. Aug. 18-21. John B. Arneson. Bird Island-Remville Co. Agrl. Soc. Aug. 22-24.

Harold Baumgartner. Brainerd-Crow Wing Co. Fair Assn. Aug. 16-19. B. C. Wilkins.

Breckenridge-Wilkin Co. Agrl. Soc. July 15-17. Wm. E. McCullough. Canby-Yellow Medicine Co. Fair Assn. July 18-21. Darold Snortum.

Cannon Falls-Cannon Valley Fair Assn. July 1-4. R. J Goodwin. Fairmont-Martin Co. Free Fair. Aug. 24-28.

John S. Livermore. Farmington-Dakota Co. Agrl. Soc. Aug. 10-14. E. W Ahlberg.

Fergus Falls-Otter Tail Co. Fair Assn. Aug. 29-Sept. 1. Knute Hanson. Fertile-Polk Co. Fair Assn. July 12-14. Reynold

Erickson. Glenwood-Pope Co. Fair Assn. Sept. 16-18.

N. P. Hanson. Herman-Grant Co. Agrl. Assn. Aug. 26-28. R. L. Groth. Hibbing-St. Louis Co. Fair Assn. Aug. 10-14.

Sulo J. Olakangas. Hopkins-Henn Co. Agrl. Soc. July 28-30. Mike W. Zipoy Howard Lake-Wright Co. Agrl. Soc. Aug. 11-14.

Welton Zander. Jordan-Scott Co. Fair Assn. Aug. 11-14. R. J.

Kasson-Dodge Co. Free Fair Assn. Aug. 4-7.

Larry Bahr. Littlefork-Northern Minn, Dist. Fair Assn. Aug. 26-28 Mrs. Harold Running. Long Prairie-Todd Co. Fair Assn. Aug. 9-11.

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> Mahnomen-Mahnomen Co. Agri. Soc. July 22-24. Allan W. Benson. Mankato-Tri Co., 4-H & FFA Fair Assn. Sept. 20-21. Ben J. Jones.

Montevideo-Chippewa Co. Fair Assn. Aug. 19-21. Henning Swanson. Motley-Morrison Co. Agrl. Assn. Aug. 15-17.

Gordon Russell New Ulm-Brown Co. Agrl. Soc. Aug. 18-21. E.

Northome-Kooch Co. Agrl. Soc. Aug. 14-16. Jane Panchot. Owatonna-Steele Co Agri. Soc. Aug. 16-21. Ty

Sincock. Pipestone-Pipestone Co. Agrl. Soc. Aug. 22-24.

R. 5 Owens. Princeton-Mille Lacs Co. Agrl. Soc. Aug. 15-17. Loren Trunk.

Red Lake Falls-Red Lake Co. Fair Assn. Aug. 19-21 S. J. Bredeson.

Redwood Falls-Redwood Co. Fair Assn. Sept. 8-11 Wm. Paulsen. Rochester-Olmsted Co. Free Fair. Aug. 10-14. Jim Faber.

Roseau-Roseau Co. Agrl. Soc. July 19-21. Charles Christianson. Rush City-Chicago Co. Agrl. Soc. July 22-24. A. McKay.

St. James-Watonwan Co. Agrl. Soc. Aug. 12-14. Leonard T. Nelson. St. Paul-Ramsey Co. Agrl. Soc. July 28-31 Flora K. Luedke

St. Paul-Minnesota State Fair. Aug. 27-Sept. 5. D. K. Baldwin. St. Peter-Nicollet Co. Fair Assn. Aug. 25-28. W. M. Gustafson.

Sauk Centre-Stearns Co. Agrl. Soc. Aug. 11-14. A. J Bromenshenkel. Waconia-Carver Co. Agrl. Soc. Aug. 11-14. Edwin Zieroth. Wadena-Wadena Co Fair Assn. Aug. 4-7. Don

Warren-Marshall Co. Fair Assn. July 15-17. Ken S. Nelson. Waseca-Waseca Co. Fair Assn. Aug. 4-7. Leon J. B. Sexton. •

Willmar-Kandiyohi Co. Fair Assn. July 27-30. Albert E. Thompson.

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Mississippi

Charleston-Tallahatchie Co Fair & Livestock Show. Oct. 3-8. James R. White. luka-Tishomingo Co. Fair & Livestock Show. Sept. 12-17. W. C. Hamilton.

Jackson-Mississippi State Fair. Oct. 10-15. N. S. Hand. Laurel-South Mississippi Fair. Oct. 3-8. R. B Jeffries.

Louisville-Winston Co. 4-H Club Fair Assn. Aug. 15-20. Claude E Ming. Lucedale-George Co Fair & Livestock Show.

Sept. 23-24. B J. Hilbun. McComb-Magnolia-Pike Co. Fair Assn. Mrs. J. W Harrison. Meadville-Franklin Co. Fair & Livestock Show

Oct. 19-22. C. E. Graves. Meridian-Mississippi-Alabama State Fair. Oct. 10-15. A. L. Royal. Natchez-Adans-Natchez Territory Fair. Oct. 3-8.

C. L. Barry. New Albany-Union Co. Fair & Livestock Show. Aug. 22-27. Percy L. Hodges. Pascagoula-Jackson Co. Fair & Livestock Show.

Oct. 26-29 M. P Lewis Philadelphia-Neshoba Co Fair & Livestock Show. Aug. 8-13. F. W. Hays. Ripley-Tippah Co. Fair & Livestock Show. Sept.

12-17, Ray M. Sartor Starkville-Oktibbeha Co. Fair & Livestock-Dairy Show. Sept. 12-16 O. F Parker.

Tupelo-Mississippi-Alabama Fair & Dairy Show. Sept 27-Oct 1. James M. Savery Sr. Water Valley-Yalobusha-Tri-Lake Fair & Livestock Show, Sept. 18-19 Harold Allen. West Point-Clay Co. Fair & Livestock Show.

Sept. 12-17, H. B. Converse. Yazoo City-Yazoo Co. Fair Assn. Sept. 26-Oct. 1. J. N. Ballard.

Missouri

Archie-Archie Street Fair & Livestock Show. Aug. 25-27. Everett Gamble. Auxvasse-Auxvasse Lions' 4-H Fair. July 22-23. R. E Mottaz.

Ava-Douglas Co. Fair Assn Aug. 25-27. C. E. Gaulding. Belle-Belle Community Fair, Inc. July 28-30. Roy 1 Hayden

Bethany-Northwest Mo. State Fair, Sept. 2-6. H. L. Henry. Boonville-Cooper Co. Youth Fair, July 20-23.

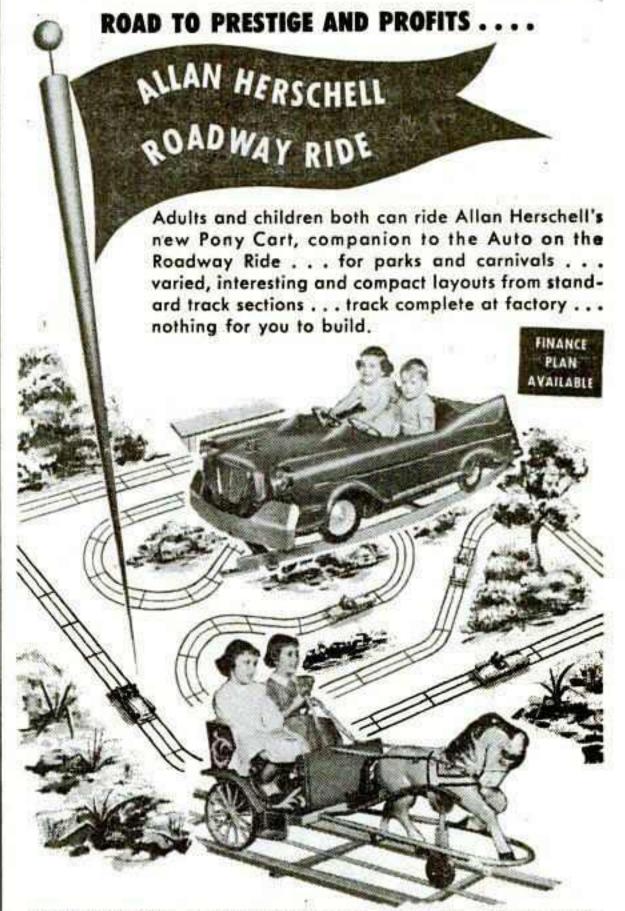
Jeannette Palmer. Bowling Green-Pike Co. Fair Assn. Aug. 31-Sept. 3. Kemble Finsley. Brookfield-Linn Co. 4-H Fair Sept. 16-18. Mrs.

Carroll K. Lomax California-Moniteau Co. Fair Assn. July 20-23. Harold Kindle.

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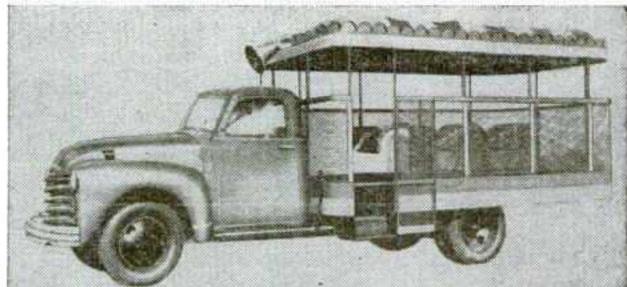
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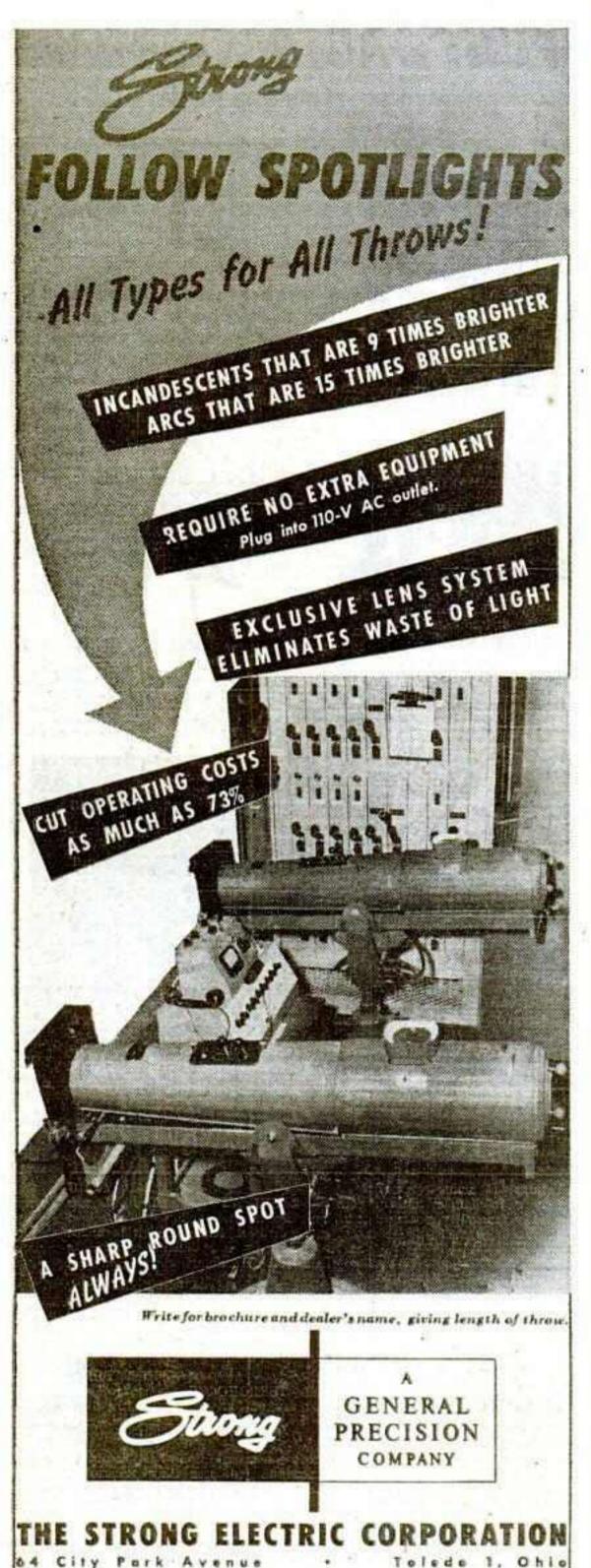
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Cape Girardeau-Southeast Mc. Dist. Fair. Sept. 13-18, Frank Steck. Caruthersville-American Legion Fair. Oct. 59.

Harry E. Walloure. Carthage-Jasper Co. Youth Fair Assn. July 21-23. Don G. Ham.

Center-Ralls Co. Jr. Feir. July 28-29. Mrs. Vaughn Liter.

Chilhowee-Chilhowee Community Fair. Sept. 2-3. M. A. Ficke.

Clark-Clark Grange Flower Show & Form Festival. Aug. 13. Beulah Schroeder, Clinton-Henry Co. Fair & Horse Show, July

28-30. Mrs. Katherine Brock. Cole Camp-Cole Camp Fair. Sept. 8-10. Robert 5. Gerken.

Columbia-Boone Co. Feir & Horse Show, Aug. 9-13. Carson Teel. Concordia-Concordia Fall Festival, Sept. 14-17.

Donald E. Lohman. Dexter-Stoddard Co. Fair Assn. Sept. 19-24.

W. L. Arnold. Ellington-Reynolds Co. Fair Assn. Sept. 8-10.

Thomas J. Clark. Farmington-St. François Co. Fair & Horse Show. Aug. 31-Sept. 3. Floyd E. Becker.

Galena-Stone Co. Fair Assn. Sept. 16-17. Nadine

Green City-Green City 4-H Fair, Sept. 3. Mrs. Doris Ayers. Harris-Harris 4-H Club Fair, July 30. Mrs.

Wayne E. May. Higginsville-Lafayette Co. 4-H Fair Asın. July 25-28. Mrs. Dewey Perrott.

Holden-Holden Free Fall Feir. Sept. 22-24. Wm. L. Terry. Houston-Old Settlers' Reunion & Toxos Co.

Fair. Aug. 10-13. James D. Jones. Humansville-Humansville Fall Festival. Sept. 16-17. E. H. Primm. Ironton-Iron Co. Fair Assn. Aug. 26-27. Cecil

L. Slover. Jefferson City-Jaycee's Cole Co. Fair. July 26-30. Milo Walz.

Kahoka-Clark Co. Fair Assn. July 20-22. Gilbert

Kensas City-American Royal Livestock Show. Oct. 14-22. C. M. Woddard. Kennett-Delta Fair & Livestock Show. Sept.

19-24. Mrs. H. D. Droke. Kirksville-Northeast Mo. Fair Assn. Aug. 7-13.

N. C. Allen. Lamar-Lamar's Farm & Ind. Expo. Sept. 15-17. Bud Moore.

Lebanon-Laciede Co. Fair Assn. Aug. 31-Sept. 2. H. L. Massey. Lee's Summit-Jackson Co. 4-H Fair. Aug. 1-3. Harry Vieth Jr.

Linn-Osage Co. Fair Assn. Aug. 46. Alvin F. Macon-Macon Co. Jr. Fair. Aug. 1. Mrs. H. G.

Crawford. Marthasville-Marthasville Community Club Fair. Aug. 26-28. Mrs. Ora Bierbaum.

Memphis-Scotland Co. Fair Assn. July 26-29. Harold Tippett. Montgomery City-Montgomery Co. Fair Asan.

July 28-30. E. F. Kamer. Newton-Tri-County Community Fair. Sept. 1-3. Hildred Michael.

Owensville-Gasconade Co. Fair Assn. Aug. 18-20. Oscar Halleman.

Palmyra-Palmyra Fall Festivel. Aug. 31-Sept. 3. Alice McCormick. Paris-Monroe Co. Fall Festival & Jr. Livestock Show. Aug. 12-13. Lewis Vaughn.

Perry-Rails Co. Jr. Fair. July 28-29. Margaret Potosi-Washington Co. Fair Assn. Aug. 3-6.

D. B. Groves. Prairie Home-Cooper Co. A&M Soc. July 25-27. Wm. Don Carlos. Queen City-Schuyler Co. Corn & Stock Show.

Sept. 14-16. Mrs. Paul Van Meter. St. Charles-St. Charles Co. Fair & Mo. Valley

Livestock Show. July 28-Aug. 1. Kurt Schned-St. James-St. James Fall Festival, Sept. 7-10. Louis J. Donati.

Sedalia-Missouri State Fair, Aug. 20-28. M. C. Ervin. Shelbina-Shelby Co. Fair Assn. July 26-28. A.

T. Buckman. Slater-Slater Fall Festival, Sept. 1-3. C. F.

Springfield-Ozark Empire Fair. Aug. 13-19. G. B. Boyd. Stewartsville-DeKalb-Clinton Co. Fall Festival. Sept. 15-17. Mrs. Beulah E. Huss.

Stover-Stover Fall Festival. Sept. 15-17. K. R. Sweet Springs-Sweet Springs Fall Festival. Sept.

8-10. L. F. Parker. Versailles-Morgan Co. Free Fair. Aug. 11-13. J. C. Garrison. Vienna-Maries Co. Fair Assn. Sept. 1-3. Roy

L. Hager. Warrenton-Warren Co. Fair Assn. Aug. 4-6. Wesley Schulze. Washington-The Washington Fair. Aug. 11-14.

Richard A. Boneau. Waverly-Waverly Civic Club Fair. Sept. 22-24. James F. Gibson.

Wellington-Wellington Community Fair. Sept. 15-17. Herbert W. Wipperman. West Plains-Howell Co. Fair Assn. Sept. 7-10. J. Lawrence Moore.

Montana

Baker-Fallon Co. Fair Assn. Aug. 19-21. E. R. Billings-Midland Empire State Fair. Aug. 8 13. Harry L. Fitton.

Blackfoot-Eastern Idaho State Fair. Sept. 13-17. Mrs. Ruth Hartkopf. Chinook-Blaine Co. Fair Assn. Sept. 3-5. Floyd

Deer Lodge-Powell-Deer Lodge Co. Fair Assn. Aug. 19-21. LeRoy P. Kemmesat.

Dillon-Beaverhead Co. Fair Assn. Sept. 1-4. Allen Walton. Dodson-Phillips Co. Fair Assn. Aug. 6-7. Marlon

Eureka-Lincoln Co. Fair Asan, Aug. 27-28. H. D.

Forsyth-Rosebud Co. Fair Assn. Aug. 16-18. Mrs. Lucille Borer. Fort Benton-Chouteau Co. Fair Assn. Sept. 2-4.

Paul E Simmons. Glasgow-Valley Co. Fair Assn. Aug. 25-27. Joseph T Gorman.

Glendive-Dawson Co. Fair Assn. Aug. 22-24. Richard N Rigg.

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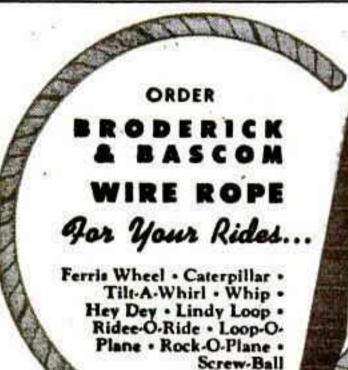
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Pretzel's New 2 Story "Double Decker" Dark Ride

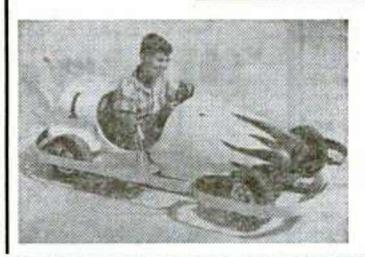
(Grossed \$32,000 in Seaside Heights, N. J., This Year)



THUNDERBIRD JR. RIDE

(Grossed \$24,500 in one location this year.)

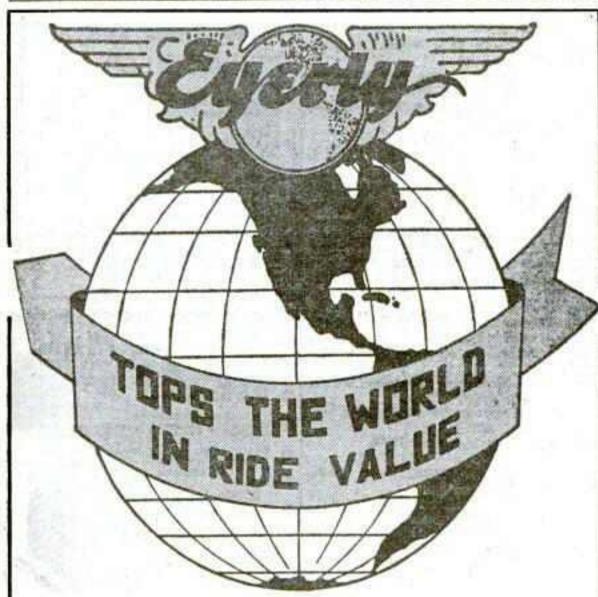




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Great Falls-Montana State Fair. Aug. 1-6. Dan P. Thurber.

Hamilton-Ravalli Co. Fair Assn. Sept. 1-3. Glenn Havre-Hill Co. Fair Assn. Aug. 11-13. Allan

Kalispell-Northwest Montana Fair. Sept. 7-10. Russel E. Marsh.

Lewiston-Central Montana Fair. July 27-30. James M. Schultz.

Miles City-Eastern Montana Fair. Aug. 25-27. Don Eyre. Missoula-Missoula Co. Fair Assn. Aug. 24-27. Katherine M. Jourdonnais.

Plains-Sanders Co. Fair Assn. Aug. 19-21. Garth Scobey-Daniels Co. Fair Assn. Aug. 2-4. Payton

Shelby-Marias Fair. July 21-24, Alfred Klingler. Sidney-Richland Co. Fair Assn. Aug. 29-31.

Terry-Prairie Co. Fair Assn. Aug. 13-14. Phillip R. Wilson.

White Sulphur Springs-Meagher Co. Fair Assn. Sept. 3-5 Herbert H. Townsend.

Nebraska Arlington-Washington Co. Fair Assn. Aug. 30-Sept. 1. C. W. Rockwell.

Auburn-Nemaha Co. Fair Assn. Aug. 14-16. Roy Steinheider.

Aurora-Hamilton Co. Fair Assn. Aug. 22-25. Wastey Huenefeld. Bartlett-Wheeler Co. Fair Assn. Aug. 19-21.

James E. Squire. Bassett-Rock Co. Fair Assn. Aug. 17-20. Walt

Fair Assn. Aug. 17-20. Beatrice-Gage Co. Vernon R. Mulig. Benkelman-Dundy Co. Fair Assn. Aug. 14-17.

Eddle Schwartz. Bladen-Webster Co. Fair Assn. Aug. 1-3. Vernard Buschow. Bloomfield-Knox Co. Fair Assn. Aug. 27-30.

Chris B. Alexander. Broken Bow-Custer Co. Fair Assn. Aug. 22-26. B. V. Holmes.

Burwell-Garfield Co. Fair Assn. Aug. 10-13. H. D. DeLashmutt. Central City-Merrick Co. Fair Assn. Aug. 18-20. R. Stanley Torpin.

Chadron-Dawes Co. Fair Assn. Aug. 24-27 Harry F. Meyer. Chambers-Holt Co. Fair Assn. Aug. 15-18. J. H.

Chappell-Devel Co. Fair Assn. Aug. 12-13. C. G. Carlson.

Columbus-Platte Co. Fair Assn. Aug. 29-Sept. 1. W. L. Boettcher. Concord-Dixon Co. Fair Assn. Aug. 24-26. Roy

E. Johnson. Crete-Saline Co. Fair Assn. Aug. 25-28. Kenneth D. Moneypenny.

David City-Butler Co. Fair Assn. Aug. 19-21. Bob Gingery. Deshler-Thayer Co. Fair Assn. Aug. 4-6. Adolph

Dunning-Blaine Co. Fair Assn. Sept. 1-4. J. C.

Elwood-Gospar Co. Fair Assn. Aug. 17-20. M.

(Continued on page 74)

Ride Sales

Continued from page 58

Pretzel Amusement Ride Company-New double decker dark ride just installed in Edgewater Park, Detroit.

Harry E. Prince-English train, Lincoln Park, North Dartsmouth, Mass. German Kiddie Carrousels to Luna Park, Old Orchard, Me.; Whalom Park, Fitchburg, Mass.; Paragon Park, Nantasket, Mass.; Fred Williams, Leominster, Mass., and Fairyland Park, Lyons, Ill.

Garbrick Manufacturing Company-Merry Mixers to Lyons Trading Center, LaFollette, Tenn.; Humberger's Amusements, Manor, Pa.; Thad F. Work, Elizabethtown, N. C.; Venice Amusements, Seaside Heights, N. J., and Finger Lake Amusements, Auburn, N. Y. Garbrick Wheels to Jimmy J. Carr, Cleveland, and Robert Kellogg, Stillwater, N. Y.

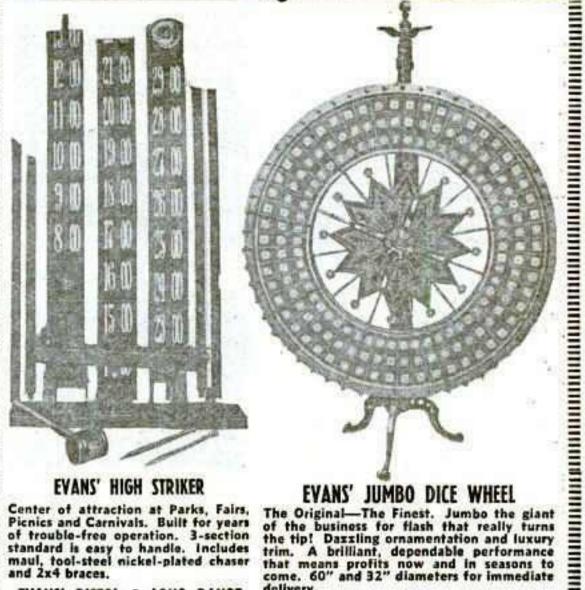
Von Roll Ironworks is building three new amusement park installations along aerial tramway lines, similar in execution to the one it erected at Disneyland. Lakeland in Memphis will be getting one and Freedomland in New York City will have two of them.

Frank Hrubetz has been turning out Round-Ups and Paratrooper rides since receiving a substantial number of orders in November at the Chicago trade show. Also receiving a widespread representation during the season will be the Flying Coaster, fielded by Aeroafiliates thru arrangement with Lowell Stapf. Bill Luse Body Company has 10-car Kommercial Kart rides at Indiana Beach, Monticello, Ind., and Buck Lake Ranch, Angola, Ind. The Hodges Hand Car adds to its list of purchasers with Funfair Kiddyland, Fort Lauderdale, and Joyland Park, St. Petersburg, both in Florida. K. Max Smith is delivering two of its Bowers Old-Timer Trains to Earl Ingalls, Coldwater, Mich.

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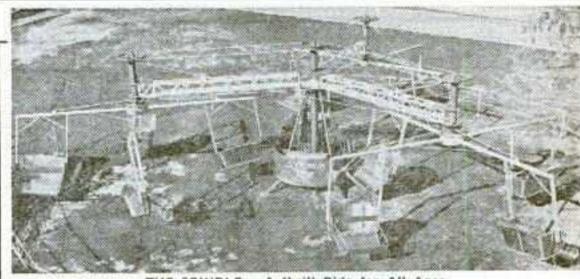
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1960 Rodeo Dates

Alabama Medicine Hat-Medicine Hat Rodeo, July

Northport-American Legion Rodeo, April

Arizona Prescott-Prescott Rodeo, July 2-4.

Arkansas Little Rock-Little Rock Rodeo, Oct. 3-8. Pine Bluff-Pine Bluff Rodeo, Sept. 27-

Springdale - Springdale Rodeo, June 29-July 2.

California

Angels Camp-Angels Camp Rodeo, May Arbuckle-Young Farmers' Rodeo, April 24. Barstow-Barstow Rodeo, Sept. 17-18. Clovis-Clovis Rodeo, April 23-24. Dixon-Dixon Rodeo, May 14-15. El Toro-El Toro Rodeo, June 18-19. Eureka-Eureka Rodeo, June 25-26. Glennville-Glennville Rodeo, June 5. Hayward-Hayward Rodeo, May 21-22. Lamont-Lamont Rodeo, May 28-29. Livermore-Livermore Rodeo, June 11-12. Lone Pine-Lone Pine Rodeo, May 21-22. Los Angeles-Los Angeles Rodeo, Aug. 21. Modesto-Modesto Rodeo, May 15, Novato-Novato Rodeo, June 19. Orland-Orland Rodeo, June 4-5. Oroville-Oroville Rodeo, May 7-8. Porterville-Porterville Rodeo, May 7-8. Red Bluff-Red Bluff Rodeo, April 16-17. Redding-Redding Rodeo, May 27-28. Sacramento-Sacramento Rodeo, Sept. 8-11. Salinas-Salinas Rodeo, July 21-24. San Juan Bautista - San Juan Rodeo,

July 17. San Jose-San Jose Rodeo, May 28-30. Santa Rosa-Santa Rosa Rodeo, May 24. Saugus-Newhall-Saugus Rodeo, April 30-

May 1. Sonora-Sonora Rodeo, July 31. Springville-Annual Rodeo, April 9-10. Woodlake-Woodlake Rodeo, May 14-15. Woodland-Woodland Rodeo, Aug. 20-21.

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Russells Point, Ohlo

Akron-Akron Rodeo, Aug. 19-20. Boulder-Boulder Rodeo, July 30-Aug. 1.

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Holyoke-Holyoke Rodeo, Aug. 12-13. Lamar-Lamar Rodeo, Aug. 16-17. Longmont-Longmont Rodeo, Aug. 18-20. Loveland-Loveland Rodeo, Aug. 14-16. Monte Vista-Monte Vista Rodeo, Aug.

Pagosa Springs - Pagosa Springs Rodeo, July 3-4. Pueblo-Pueblo Rodeo, Aug. 25-27. Walden-Walden Rodeo, July 16-17.

24-25. Woodland Park-Woodland Park Rodeo, July 22-24.

Walsenburg - Walsenburg Rodeo, June

Yuma-Yuma Rodeo, Aug. 16-17. Canon City-Canon City Rodeo, July 9-10

Idaho Burley-Burley Rodeo, Aug. 25-27. Cambridge-Washington Co. Fair & Rodeo, Aug. 24-27.

Caldwell - Caldwell Night Rodeo, Aug. Coeur d'Alene-Coeur d'Alene Rodeo, Aug. Council-Adams Co. Fair & Rodeo, Aug.

Emmett-Gem Co. Fair & Rodeo, Aug. Filer-Twin Falls Co. Fair & Rodeo, Sept.

Gooding-Gooding Co. Fair & Rodeo, Aug. Grace-Caribou Co. Fair & Night Rodeo,

Aug. 12-13. Grangeville-Grangeville Rodeo, July 2-4. Hailey-Wood River Roundup, July 3-4. Homedale-Owyhee Co. Fair & Rodeo, Aug. 24-27.

Idaho Falls-War Bonnet Roundup, June 28-July 1. Jerome-Jerome Co. Fair & Rodeo, Aug.

Lewiston-Lewiston Roundup, Sept. 9-11. Mackay-Mackay Rodeo Association, June 18-19.

Malad-Oneida Co. Night Rodeo, July 8-9. Malad-Oneida Co. Fair, Sept. 8-10. Nampa-Snake River Stampede, July 19-23. New Plymouth-Payette Co. Fair & Rodeo, Aug. 24-27.

Orofino-Clearwater Co. Fair & Lumberjack Days, Sept. 16-18. Preston-That Famous Preston Night Rodeo,

July 28-30. Pocatello-Pocatello Frontier Rodeo, Aug. Pocatello-North Bannock Co. Fair, Sept.

Ririe-Jefferson Co. Fair, Sept. 2-3. Rupert-Rupert Night Rodeo, July 2-4. Salmon-Lemhi Co. Fair & Rodeo, Sept.

Shoshone-Lincoln Co. 4-H & FFA Fair, Aug. 26-27. Terreton-Mud Lake Fair & Rodeo, Aug.

Weiser-Hell's Canyon Rodeo, July 14-16. Illinois

East St. Louis-East St. Louis Rodeo, June 17-19. Kankakee-Kankakee Rodeo, Aug. 6-8. Marion-Marion Rodeo, June 23-26.

Peoria-Peoria Rodeo, June 24-26. Iowa Fort Madison-Fort Madison Rodeo, Sept

10-11. Sidney-Sidney Rodeo, Aug. 16-21.

Kansas Lawrence-Lawrence Rodeo, Sept. 1-3, Mayetta-Mayetta Rodeo, May 12-15. Mound City-Mound City Rodeo, Aug.

Phillipsburg-Phillipsburg Rodeo, Aug. 4-7. Pretty Prairie-Pretty Prairie Rodeo, July 27-30.

Salina-Salina Rodeo, Aug. 29-Sept. 1. Scott City-Scott City Rodeo, Aug. 10. Strong City-Strong City Rodeo, June 3-5. Waterville-Waterville Rodeo, July 29-31.

Kentucky Louisville-Louisville Rodeo, May 12-15. Louisiana

Alexandria-Alexandria Rodeo, Aug. 23-27 Bogalusa-Bogalusa Rodeo, May 13-15. Columbia-Columbia Rodeo, Sept. 22-24. Lafayette - Lafayette Rodeo, April 29-May 1.

Missouri Independence-Independence Rodeo, Aug.

Joplin-Joplin Rodeo, June 8-11. Sikeston-Sikeston Rodeo, Sept. 16-18. Montana

Augusta-Augusta Rodeo, June 26. Billings-Billings Rodeo, Aug. 9-13. Butte-Butte Rodeo, June 23-25. Eralaka-Eralaka Rodeo, Aug. 6-7. Forsyth-Forsyth Rodeo, Aug. 16-18. Glendive-Glendive Rodeo, Aug. 23-24. Great Falls-Great Falls Rodeo, Aug. 4-6. Lewiston-Lewiston Rodeo, July 28-30. Livingston-Livingston Rodeo, July 2-4. Missoula-Missoula Rodeo, May 8. Shelby-Shelby Rodeo, July 21-24. Wolf Point-Wolf Point Rodeo, July 15-17.

Nebraska Benkelman-Benkelman Rodeo, Aug. 14-15. Burwell-Burwell Rodeo, Aug. 10-13. Chambers-Chambers Rodco, Aug. 17-18. Crawford-Crawford Rodeo, July 2-4. Lewellen-Lewellen Rodeo, Aug. 27-28. North Platte-North Platte Rodeo, June 17-19.

Omaha-Omaha Rodeo, Sept. 23-Oct. 2. Seward-Seward Rodeo, Aug. 1-2. Sidney-Sidney Rodeo, Aug. 20-21.

Nevada Fallon-Fallon Stampede Days, Sept. 3-5.

Las Vegas-Las Vegas Rodeo, May 20-22. Reno-Reno Rodeo, June 17-19. Lawrence Semenza.

Winnemucca-Winnemucca Rodeo, Sept. 5.

New Mexico Espanola-Espanola Rodeo, May 21-22. Hobbs-Hobbs Rodeo, May 19-21. Las Vegas-Las Vegas Rodeo, Aug. 5-7. Santa Fe-Santa Fe Rodeo, July 13-16. Truth or Consequences-Truth or Consequences Fiesta, April 22-24, Joe Pankey.

North Carolina Charlotte-Charlotte Rodeo, April 13-16. Paul Buck.

Ohio Middletown-Middletown Rodeo, June 9-11.

Oklahoma Chickasha-Chickasha Rodeo, July 12-16. Claremore-Claremore Rodeo, July 5-9. Guymon-Guymon Rodeo, May 6-7. Hinton-Hinton Rodeo, July 4-6. Lenapah-Lenapah Rodeo, July 2-4. McAlester-McAlester Rodeo, Sept. 8-11. Tulsa-Tulsa Rodeo, May 3-8. Vinita-Vinita Rodeo, Aug. 24-28. Yukon-Yukon Rodeo, June 23-25.

Oregon Cottage Grove-Cottage Grove Rodeo, June

Elgin-Elgin Rodeo, July 23-24. Joseph-Joseph Rodeo, July 29-31, Klamath Falls-Klamath Falls Rodeo, July

Molalia-Molalia Rodeo, July 2-4. Moro-Moro Rodeo, Aug. 20-21. Myrtle Point-Myrtle Point Rodeo, Aug. 19-21.

Pendleton-Pendleton Rodeo, Sept. 14-17. Prineville-Prineville Rodeo, Aug. 12-14. Redmond-Redmond Rodeo, Aug. 27-28. St. Paul-St. Paul Rodeo, July 2-4. Spray-Spray Rodeo, May 21-22. Union-Union Rodeo, June 2-4.

South Carolina Chamberlain-Chamberlain Rodeo, June 10-

South Dakota Belle Fourche-Black Hills Round-Up, July

Chamberlain-Chamberlain Rodeo, June 10-Clear Lake-Crystal Spring Championship

Rodeo, June 24-26. Custer-Custer Rodeo, July 22-23. Deadwood-Days of '76 Rodeo, Aug. 5-7. Faith-Tri-County Stock Show & Rodeo, Aug. 12-14.

Fort Pierre-Fourth of July Rodeo, July 4 Fort Pierre-Casey Tibbs Annual 4-H Round-Up, Aug. 7. Mobridge-Mobridge Rodeo, July 2-4. Nemo-World Championship Rodeo, July

Newell-50th Anniversary & Labor Day Rodeo, Sept. 5.

St. Onge-Rough Riders Rodeo, June 25-Sioux Falls-Sioux Falls Rodeo, Aug. 27-

Spearfish-Spearfish Rodeo, July 15-17. Sturgis-Sturgis Rodeo, July 16-17. Wall-53d Birthday Celebration & Rodeo, July 8-9.

Tennessee Memphis-Memphis Rodeo, Sept. 23-Oct, 1. Texas

Alvin-American Legion 4th of July Rodeo, July 2-4. Athens-Athens Rodeo, May 26-28. Austin-Austin Rodeo, July 14-16. Baird-Baird Rodeo, May 5-7. Big Spring-Big Spring Rodeo, June 9-11. Burkburnett - Burkburnett Rodeo, June

16-18. Coleman-Coleman Rodeo, July 13-16. Dallas-Dallas Rodeo, May 3. Dallas-Dallas Rodeo, June 14. Fort Stockton-Fort Stockton Rodeo, May

Gladewater-Gladewater Roundup Rodeo, June 14-17. Ralph Prince,

Jacksonville-Jacksonville Riders Club Annual Rodeo, July 7-9. Jasper-Jasper Rodeo, May 11-14. Lamesa-Lamesa Rodeo, May 26-28. Mesquite-Mesquite Rodeo, April 29-30.

Neal Gay. Mesquite-Mesquite Rodeo, May 7. Mesquite-Mesquite Rodeo, May 14.

Mesquite-Mesquite Rodeo, May 21. Mesquite-Mesquite Rodeo, May 28. Mesquite-Mesquite Rodeo, June 4. Mesquite-Mesquite Rodeo, June 11. Mesquite-Mesquite Rodeo, June 18, Mesquite-Mesquite Rodeo, June 25. Midland-Midland Rodeo, May 31-June 4. Mineral Wells-Palo Pinto Co. Livestock Assn. Rodeo, June 16-18. John R.

Winters. Plainview-Plainview Rodeo, June 2-4. Port Lavaca-Calhoun Co. Youth Rodeo, Aug. 11-13. Bill Swikschke. Rusk-Rusk Rodeo, Aug. 11-13. San Saba-San Saba Rodeo, June 9-11. Sulphur Springs-Sulphur Springs Annual Rodeo, June 30-July 4. Mike Pribble.

Texarkana-Texarkana Rodeo, Sept. 12-17. Vernon-Vernon Rodeo, June 22-25. Waco-Waco Rodeo, Oct. 4-8. Wichita Falls-Wichita Co. Sheriff's Patrol

Rodeo, April 27-30. Utah Lehi-Lehi Rodeo, June 23-25.

Logan-Logan Rodeo, Aug. 18-20, Murray-Murray Rodeo, June 2-4. Nephi-Nephi Rodeo, July 14-16. Ogden-Ogden Rodeo, July 20-25. Pleasant Grove-Pleasant Grove Rodeo, June 9-11. Price-Price Rodeo, July 14-16.

Washington Bremerton-Bremerton Rodeo, Aug. 19-21. Coulee City-Coulee City Rodeo, June 4-5. Ellensburg-Ellensburg Rodeo, Sept. 3-5. Grand Coulee Dam-Grand Coulee Rodeo,

May 29-30.

Mount Vernon-Mount Vernon Rodeo. May 14-15. Newport-Newport Rodeo, Aug. 5-6, Omak-Omak Rodeo, Aug. 13-14. Puyallup-Puyallup Rodeo, Sept. 17-25. Sedro Woolley-Sedro Woolley Rodeo, July

Spokane-Spokane Rodeo, July 29-31. Vancouver-Clark Co. Rodeo, April 2-3. C. P. Olson.

Wisconsin Spooner-Spooner Rodeo, July 4.

Wyoming

Afton-Afton Rodeo, July 4. Casper-Casper Rodeo, Aug. 3-6. Cheyenne-Cheyenne Frontier Days, July

Cody-Cody Stampede, July 3-4. Douglas-Douglas Rodeo, Sept. 1-3. Evanston-Cowboy Days Rodeo, Sept. 3-5. Fairview-Fairview Rodeo, July 24. Gillette-Gillette Rodeo, July 4. Greybull-Greybull Rodeo, June 10-11. Sheridan-Sheridan Rodeo, July 22-24. Thermopolis-Junior Rodeo, June 6-7. Thermopolis-Thermopolis Rodeo, Sept. 4-5.

> CANADA Alberta

Edmonton-Edmonton Rodeo, May 2-7.

British Columbia Vancouver-Vancouver Rodeo, Aug. 20-27.

Manitoba Winnipeg-Winnepeg Rodco, April 16-23. W. E. Smith.

Saskatchewan Saskatoon-Light Horse Show & Rodeo, April 5-9. Jerry Myers.

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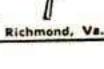
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SHORTER CROP

Raw Popcorn Prices Seek Higher Levels

TT APPEARS that popcorn con- It is the type of product that you out the light and tasty corn by the future of popcorn is practically unton at outdoor amusements, will limited in the concession field." pay a little more for their raw corn this year.

There's a division of opinion, it's true, but the corn trade in general is bullish and predictions are that prices will be unchanged cent of those queried by The Billboard, in fact, look for the upped rates.

Popcorn Company, Marion, O., sees a 15 per cent hike. He points higher than they were in early 1959 out that 1959 production of an estimated 283,000,000 pounds, compared with the 513,000,000 pounds in 1958, has greatly reduced the carryover. Brown says that many people think today's markets are still lower than the months and to possibly increase have done all right. In fact, they do reduced surplus should actually reflect. Should average again be cut the higher cost of contracts in back, the market certainly would show immediate strength, he said.

Sees Big Sales

Brown also declared: "Hard selling on the part of competing products has resulted in many concessionaires overlooking the tremendous profit potential with popcorn. Popcorn is almost universally liked by all age classifications.

cessionaires, who annually deal do not get tired of easily. The

The price situation is summed up as follows by Wayne Blewitt, Company, Schaller, Iowa: "Popcorn prices during the last part of 1959 were about 20 per cent higher to 10 per cent higher. Sixty per than during the early part of 1959. Since the first of this year (1960), George Brown, of the Wyandot | those two extremes. In other words, | ago at this time. Labor and material prices now are about 10 per cent and about 10 per cent lower than 1959."

Blewitt also said he expects prices to regain the drop they have sustained during the past four another 50 cents per cwt. due to many areas.

Predicts Profits

The situation leans toward a profitable year for the concessionaire, in the opinion of officials of Blevins Popcorn Company, Nashville. They point out that at the present time there is a normal supply of high quality popcorn, and even tho the concessionaire may pay 1 cent per pound more for corn this summer, their returns from last year's crop should be from \$5 to \$10 more out of every 100 pounds they pop.

Charles E. Darden, Richardson, Tex., looks for a 10 per cent increase based on the decreased surplus. Midland Popcorn Company, Minneapolis, is optimistic about the year and says the quality of the '59 crop is excellent and supplies appear ample. As of now, Midland said, there has been no material change in prices from last season, but there may be a 4 or 5 per cent increase in raw corn prices later in the summer.

Jack Pasternak, Chunk-E-Nut Products Company, Los Angeles, sees higher prices not only on popcorn but also on peanuts with rates figured to move up by 10 per cent. Pasternak is optimistic about the season and points out that conditions are booming in Southern California. From Hoosierland, R. J. Kern, manager of the Indiana Pop Corn Company, Muncie, is also optimistic about the season. Prices hold to unchanged levels, he says.

No change in popcorn prices but a 10 per cent hike on peanuts is reported by Leon P. Kaloostian, Virginia & Spanish Peanut Company, Providence, R. I. The nut prices are up due to hull damage at harvest time, he points out. Another firm figuring unchanged prices on raw corn is the L. Harris Popcorn Corporation, New York. Prospects are good, they feel.

Francis H. Barnidge, of Prunty Seed & Grain Company, St. Louis, reports prices currently are steady but may go higher. He says: "As we approach the summer months, we are expecting a stronger market on popcorn due to the fact that the 1959 crop was only 60 per cent of the '58 crop. The quality of the '59 crop is good to excellent. With the theater business improving, we are expecting a better tonnage movement. . . ."

Special -

& DRINK

Section

CHEERFUL OUTLOOK

Eat, Drink Equipment Execs View Season With Optimism

a banner year, then the experts in is a bad year to boost prices, cut the field have missed their guess.

Optimism is the key word in this dising principals, he said. multi-million-dollar business. In vice-president of Central Popcorn fact, some manufacturers and suppliers of equipment are looking for the best year since the '40's. Prices are mixed. According to a survey conducted by The Billboard, the price situation is about unchanged prices have dropped to a point to 5 and in some cases 10 per which would be midway between cent higher than they were a year costs, naturally, are the reason for the increase.

J. C. Evans, sales manager of they were four months ago in late Gold Medal Products, is optimistic, saying: "We sincerely believe that 1960 will be a great year for us as well as for many smart people. Quality-conscious operators always better every year. . . . In addition, ease of maintaining a clean appearance of the stand is also basic and this is kept in mind. The public never are forced to spend their money. Now more than ever you have to make them want to spend with you."

More Opportunity

IF THE eat-and-drink business at the best locations, but there are outdoor amusements isn't in for more total opportunities. This year quality or overlook sound merchan-

> B. H. Brockaway, manager of Concession Supply Company, is optimistic about the general business outlook in the show field as well as soft-serve and a large variety of other lines they service. Inquiries are holding up well and show an interest in all lines. Spring orders are being placed, some for immediate delivery; others for future delivery at the present time. Prices are higher by about 5 per

> The 1960 outlook is excellent. That's the way it's phrased by Clement Clawson, president of the Clawson Machine Company. For the first time in years advance orders were placed for shipment one or two months later, he added F. R. Lacy Jr., official of Helmco-Lacy, calls the outlook very healthy

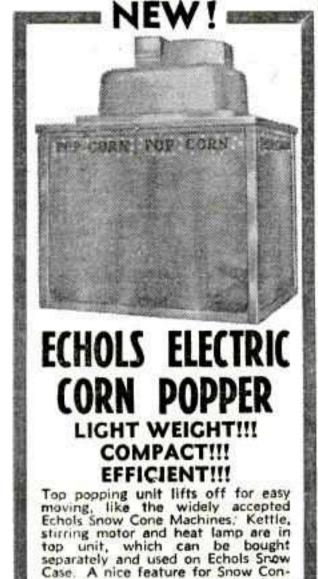
according .o David Freedman, sales manager, they've increased sales every year due to better promotion and new items. They expect their biggest season this year due to new items. They expect their biggest season this year due to new products and supplies.

Drink Biz Big

From all indications the soft drink business can look for a large increase in 1960 as indications from all sources look for a general increase in business, according to Roy B. Jones, manager of the Pepsi-Cola outdoor amusements division. Jones expects fairs to have a larger attendance than ever before, but does not look for a larger increase in their grosses.

"Everyone seems to be optimistic about prospects for the 1960 season. We can't help thinking that it is going to be a record breaker," according to Francis H. Barindge, president of Prunty Seed & Grain Company, which also handles a wide variety of supplies for the business. "Should be good due to higher local and national income," is the way it's put by Leon P. Kaloostian, partner in Virginia &

Conditions in Southern Cali-(Continued on page 73)



cool evenings to popcorn profits. Echois Corn Popper on DeLuxe Case as shown\$180.00 Conversion Kit for Echols Snow Case: DeLuxe Case 105.00 Regular Case 100.00 See Your Nearest Echols Dealer or Write for Catalog.

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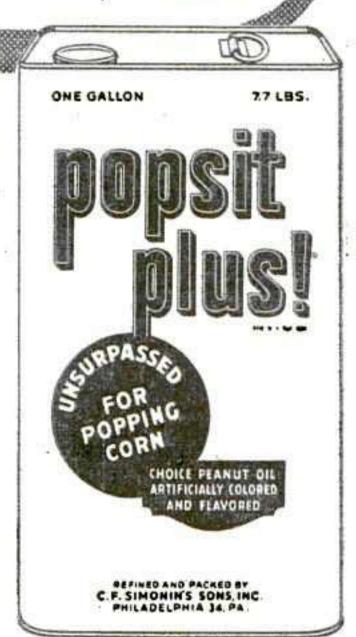


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and reports a steady increase in demand for equipment for hot and cold beverages and food products. H. E. Chrisman, vice-president of Cretors & Company, says: "We anticipate the best year we have Spanish Peanut Company. Evans points out that competi- had since the '40's. Poppers Suption will definitely be hotter for ply Company is also optimistic and, working .

> will bring more profit

> > to the most profitable concession.



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UP-DATED GEAR

Offer New Equipm't To Eat, Drink Ops

ment and products for the outdoor food and drink concessionaire is one of the highlights of each new season, and 1960 is no exception.

Many new popcorn makers, beverage machines, snow and floss makers and equipment and supplies have been taken off the drawing boards and are now in production. A number of these new products are described in brief below:

Soft Drinks . . .

A self-contained drink dispensing unit that makes possible the serving of four different carbonated drinks rapidly has been introduced by Stanley Knight Corporation. The unit is equipped with the new "DrinKing," an electronic device that serves a mixed carbonated drink by merely pushing a button. Each of the four draft arms is preset to deliver the exact amount of sirup and carbonated water. Operator can hold a glass and press the button at the same time, so by using both hands, two different drinks are delivered simultaneously.

Orange Smile Company is now offering its Flavorette 21 by 1 line, a concentrated flavor with color and fruit acid, now in gallons. This is the same flavor they originally packed in six-ounce bottles and is now being offered in the gallons for larger buyers.

Pepsi-Cola's new fountain drink dispenser features an illuminated face plate and a stainless steel liner. It is also available with a standard face plate. Unit can be used for island, counter or rail base mounting. Features continuous flow, drawing any size drink and sirup float control. Unit is 181/2 inches high. Firm has lime and lemon drinks as well as a line of root beer, grape and orange.

To operate the new root beer barrel introduced by Charles E. Hires Company, it need only be connected to water, electric service and CO2 system. It's self-contained

Cheerful Outlook

Continued from page 69

fornia point to a fine season, according to Jack Pasternak, office manager of Chunk-E-Nut Products Company, Los Angeles, Prices of drink dispensers made by A. Dalkin Company are unchanged and prospects are extremely good, says George F. Brummett, sales manager. Dorothy Duffie, owner of New Orleans Concessions Supply, says the outlook is very good. More and more people are realizing the money to be made in popcorn, cotton candy and snow cones, she added.

Little Change

David Davison, owner of Sno-Master Manufacturing Company, figures business will remain about the same, with some small tightening. Business at Long Eakins Company so far this year seems to be running about the same volumewise as the last couple of years, according to Owner H. W. Eakins.

Most suppliers and manufacturers, however, are cheerful about the future. Included among those who look for an excellent season are Albert D. Derr, Derr Bros.; G. J. Travis, general manager of Multiplex Faucet Co.; Victor Zonder. Victor Popcorn Supply Co.; M. A. Medalie, Medalie Manufacturing Co.: J. A. Silander, vicepresident of Stanley Knight Corp.: S. T. Jacobson, owner of Chicago's Krispy Kist Korn Machine Co., and L. W. Woolfolk, Steel Products Co.

THE introduction of new equip- with a built-in carbonator, cooling equipment and sirup container. the barrel, eliminating the need for remote or under-the-counter hook- or a dime. ups. Keg is finished in natural oak with stainless hoops.

drinks per hour. It dispenses any horse power Westinghouse motor. three pre-flavored drinks, carbonated and or non-carbonated. plus Snow . . . soda water, soda jet and ice water separate dispensing tubes for each

Helmco-Lacy has a new drink mixer line and a new beverage cooler line with six models.

Popcorn . . .

is offering its new Jet Pop Super Machine is priced at \$99. Speed 32 which they claim is the

duction popping equipment in over tured by Concession Supply Com-10 years. It uses new style jet pany at \$124.50. The dispenser, burners, has a cast kettle, bottom drive and does \$75 per hour capacity business. Unit sells at \$269.50. For peanuts Gold Medal has a cast alloy peanut display warmer case utes without blending. Each tank for \$115. Gold Medal also recently introduced a new automatic popcorn vending machine. Capacity is enough for almost 100 sales. Storage space below will hold an-

new appearances. Cretors & Com- the same machine. Mile High Equipment Company pany has come up with an autohas a new ice maker, drink dis- matic that is said to take the labor offered by Sno-Master Manufacpenser and fountain combination out of making caramel corn. Popcalled Drink-O-Matic Deluxe. Re- pers Supply Company is offering switch that is said to completely quires floor space of six square its new Magic Mixer one-batch eliminate jamming from ice freezefeet, features four dispensing heads, caramel corn mixer. With it, a Manufacturer claims it produces bushel of popped corn and sirup nozzle that is said to prevent splatand stores 250 pounds of ice per can be mixed in less than 60 sec- tering. It weighs 65 pounds and onds. It fits any kettle because of occupies one square foot of counter Sweden Freezer has introduced its adjustable mixing blade. Mix- space. a new multiple drink dispenser that ling blade is easily removable for serves 360 six-ounce finished cleaning. Comes with a quarter

A rotary electric snow ball unit has been designed by Clawson Machine Company that produces snow-ice directly into the cup. Also, by placing a three-inch paper doily on a wood stick, which is inserted into the discharge throat, a snow-cicle can be formed. Sirup

first advance in gas-fired high pro- tains three colors is being feawith one turn of the faucet, makes a snow cone with orange, lime and cherry flavors in one shot. Each flavor stays separated for 20 minholds three quarts plus a fourquart sirup jar. It ilso dispenses single flavors.

Veteran Sammy Bert has come up with a combination snow ma-The refrigeration system is inside other quantity equal to almost 175 chine and cold sirup dispenser. It sales. It takes either two nickels has a dispensing container for the sirup so that both the snow and Caramel corn mixers are making sirup are readily obtainable from

> Features of the new ice-shaver turing Company is a reversing ups. Also featured is a new type

Sandwiches . . .

Greer Enterprises has come out with a hot dog machine called the Glenray. Dogs are barbecued on a rotor enclosed in glass. Buns are steamed in a top warmer. Unit priced at \$139.50.

A hot dog and bun steamer produced by Sylvan Stainless Products holds 80 franks and 30 buns. Unit is made of stainless and has full windows on both sides for front or Gold Medal Products Company is then poured over the snow-cicle. back counter use. Food compart-A new strup dispenser that con- be immersed in a sink. Lists at \$65. 6 to 8 cents per 100 pounds.

Coffee . . .

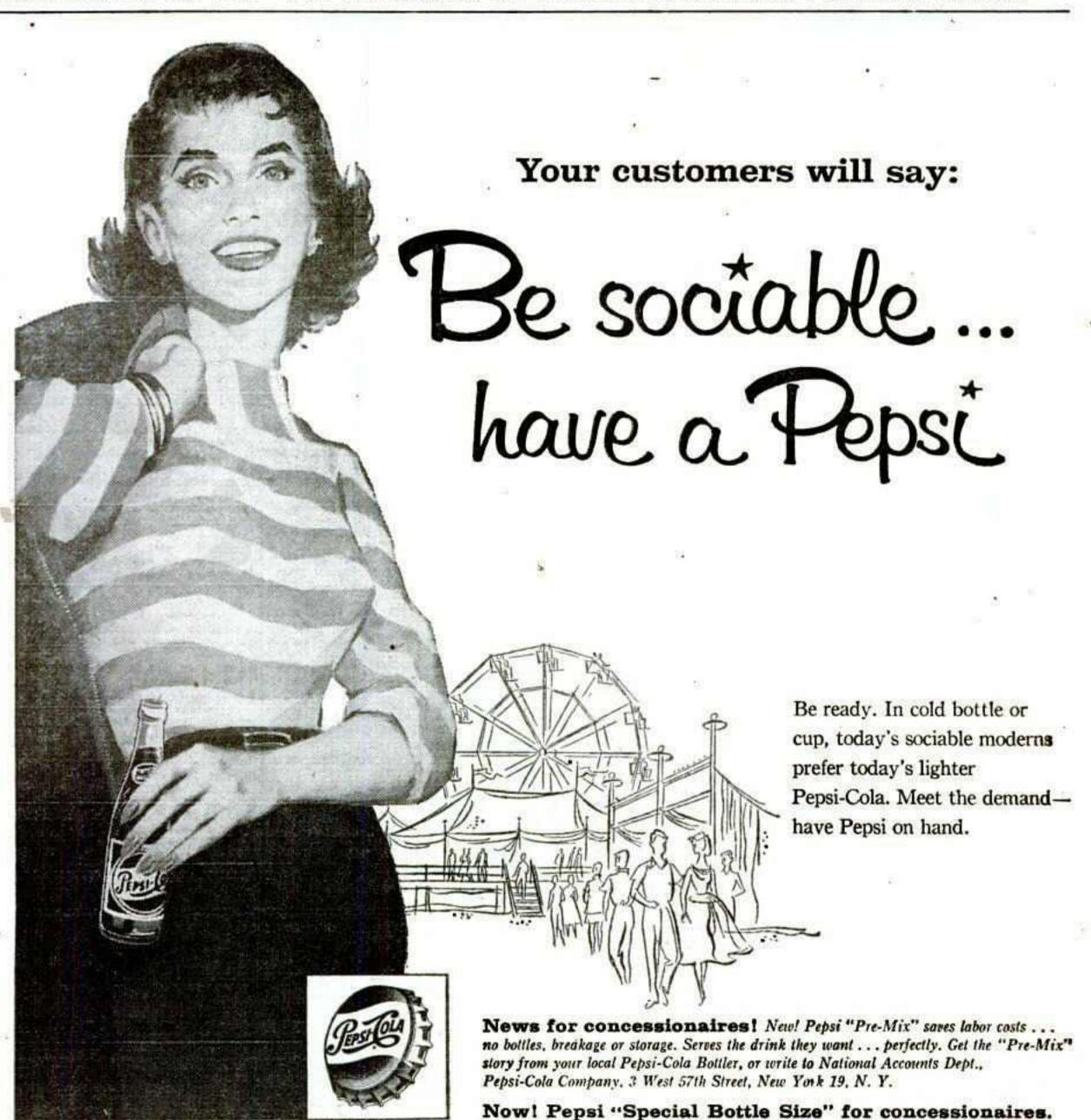
Seco Company has available twin-three and twin-five gallon capacity coffee urns in the thin line and short line. Entire urn assembly lifts out for cleaning. Liners are one-piece, stainless and the entire body has all seams welded. Safety pilots are furnished on gas models.

Steel Products Company is offering a new self-service coffee maker that lists at \$399 It fills from the back, all controls are concealed and all plumbing and wiring is concealed. Hill-Shaw Company has introduced a compact two-burner coffee warmer stove. Unit is only 3½ inches high, 6½ inches deep and 1312 inches wide. It's a plugin appliance, UI approved, and usable on a.c. or d.c.

Miscellaneous . . .

Port Morris Machine has introduced two new soft ice cream machines. Model 30 has two twohorsepower Freon-22 compressors. Model 15 has a two-horsepower Freon-22 condensing unit and one and one-half horsepower beater

Freez King Corporation is marketing a new ice machine. It has an ice auger which is set in an evaporator of wrapped coil construction to obtain maximum freezing. Two models are available, one with a 250-pound ice flake capacity, the other 300 pounds. Manufacturer ment lifts off for cleaning and can claims ice can be produced at from



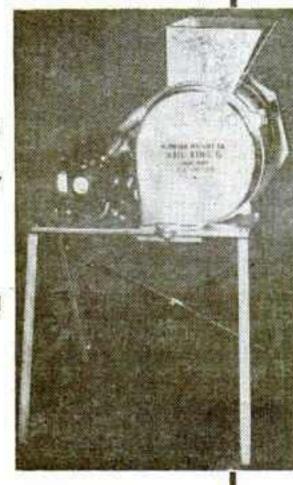
Clawson Ice Shavers

"HAIL KING" Model No. HKE-5

SHOW NEWS

A trouble free, gravity fed machine.

produce uniform SNOW-ICE electrically. Shave and Save the CLAWSON way.



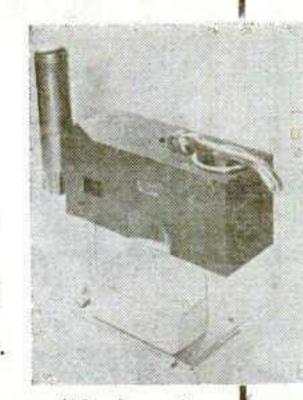
"SNOW-BALL" Model No. XHK-5

An automatic, electric **SNOW-ICE** Shaver. Styled perfection. Unique. The last word in "SNOW BALL" equipment.



"ROTARY" SNOW-BALL Model No. RE-LBC-IDP

ALL NEW. Shaves directly into cup. UNIQUE . . . makes snow-cicles, too. Forms a 11/4 inch square snow-cicle on a stick or in a shallow paper cup. Another CLAWSON first.



The Greatest Name in

SNOW-ICE SHAVERS Simple in Construction Sensibly Priced

A Style and Size for every need. Write today for complete details.

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FLAGTOWN, N. J., U.S.A.

A fool-proof way to make sirup for snow cones and cold drinks for a total cost of only slightly more than \$1.00 per gallon when you use

SMILE FLAVORETTES

Mixing Tank with Fauce and Cover 5 gallon stainless steel



No guesswork - no waste. FLAVOR IS ALL MEASURED OUT FOR YOU in the handy 6-ox. flavorette bottle. Entire contents of bottle is added to sugar and water (simple sirup) to make I gallon high-quality sirup.

TEN POPULAR FLAVORS Packed 12 6-ox. bottles per case.

ALSO AVAILABLE IN CALLONS gallon makes 23 gallons of sirup when added to sugar and water.

FREE with \$150 flavor order You pay \$12.50 with \$100 flavor order You pay \$25 with \$50 flavor order

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1960 Fair Dates

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Communed from page 67

Eustis-Frontier Co. Fair Assn. Aug. 18-20. North Haverhill-North Haverhill Fair Assn. July Dean Hueftle. Fairbury - Jefferson Co. Fair Assn. Aug. 4-6. Plymouth-New Hampshire State Fair. Aug. 24-5. M. Cressman. William Smith. Fremont-Dodge Co. 4-H Fair Assn. Aug. 10-12. Sandwich Sandwich Town & Grange Fair Assn. Archie White. Fullerson-Nance Co. Fair Assn. Aug. 1-4. E. M. Geneva-Fillmore Co. Fair Assn. Aug. 7-9. Branchville Sussex Co. Farm & Horse Show. Sylvester J. Weis. Gordon-Sheridan Co. Feir Assn. Aug. 25-28. Bridgeton--Cumberland Co. Co-Op Fair Assn. George B. Comer. Grand Island-Hall Co. Fair Assn. Aug. 23-26. Caldwell-Essex Co. 4-H Fair Assn. Aug. 9-10. Howard Rainforth, Grant-Perkins Co. Fair Assn. Aug. 17:20. D. W. Cape May Court House Cape May Co. 4-H Fair Harrison-Sioux Co. Fair Assn. Aug. 5-7. Dean Clayton-Gloucester Co. 4-H Fair Assn. Aug. Lundy.

Hartington-Cedar Co. Fair Assn. Aug. 20-22. Cowtown-Salem Co. Fair Assn. Aug. 11-12. F. J. Peitz. Dr. L. L. Lemonds. 21. Harry C. Knight.

Edgar M. Borg. . 16. L. E. Watson.

Earl Hayward. Johnston-Brown Co. Feir Assn. Sept. 3-5. Irene Scheinost.

W. S. Wimberley. Spanhake. Lewellen-Garden Co. Agrl. Soc. Aug. 25-26.

Rollie Orr. Lexington-Dawson Co. Fair Assn. Aug. 23-26. Albert J. Meyers. Lincoln-Nebraska State Fair. Sept. 3-9. Edwin

Loup City-Sherman Co. Fair Assn. Aug. 6-9. C. S. Reynolds. McCook-Red Willow Co. Fair Assn. July 27-30. E. L. Bradshaw.

Minden-Kearney Co. Fair Assn. Aug. 4-6. Mervin Peterson. Mitchell-Scotts Bluff Co. Fair Assn. Sept. 7-9.

G. L. Williams. Neligh-Antelope Co. Fair Assn. Aug. 26-28. Clinton Stonebraker. Nelson-Nuckolls Co. Agri. & Hart. Soc. July

27-29. Loyd L. Dillon. Norden-Keya Paha Co. Fair Assn. Sept. 16-18. Springer-Coltax Co. Fair Assn. Sept. 8-11. Leonard McCormick. Oakland-Burt Co. Fair Assn. Aug. 21-24. Orrin

Kohlmeier. Ogalfala-Keith Co. Fair Assn. Aug. 14-17. Roy Altamont-Albany, Schenectady & Greene Co.

H. Huffman. Orleans-Harlan Co. Fair Assn. Aug. 17-20. Albion-Orleans Co. Ext. Service Assn. Aug. Janies H. Mitchell.

Pawnee City-Pawnee Co. Fair Assn. Aug. 10-13. R. W. Ganzel.

St. Paul-Howard Co. Fair Assn. Aug. 30-Sept. 2. H. E. Elstermeier. Scribner-Dodge Co. Fair Assn. Sept. 14-16. Elmer Stollaman.

Seward - Seward Co. Fair Assn. Aug. 1-3. C. W. W. E. Cunningham.

South Sioux City-Dakota Co. Fair Assn. Aug. 24-27. George Sohn. Spencer-Boyd Co. Fair Assn. Aug. 30-Sept. 1. Robert J. Krotter.

Springfield-Sarpy Co. Fair Assn. Aug. 25-27. Mrs. L. W. Zelleck. Stanton-Stanton Co. Fair Assn. Aug. 25-28. Stan Schillpeper. Stapleton-Logan Co. Fair Assn. Aug. 25-28. V. K. Magnuson. Stockville- Stockville Fair Assn. . Aug. 25-28.

Ted Current. Syracuse-Otoe Co. Fair Assn. Aug. 30-Sept. 1. Frank Sorell. Tecumseh-Johnson Co. Fair Assn. July 25-27. Valentine-Cherry Co. Fair Assn. Oct. 10-12.

C. E. Young. Wahoo Saunders Co. Fair Assn. Aug. 17-19. E. J. Erickson. Walthill Thurston Co. Fair Assn. Aug. 25-27.

Ralph Copenhaver. Waterloo Douglas Co. Fair Assn. Sept. 14-17. R. D. Herrington. Wayne Wayne Co. Fair Assn. Aug. 15-17.

Leland Herman. Weeping Water-Cass Co. Fair Assn. Aug. 9-12. E. E. Lorenson. West Point- Coming Co. Fair Assn. Aug. 28-31.

Joe E. Connor. York York Co. Fair Assn. Aug. 10-13, Robert V. Jones.

Nevada

Elko Elko Co. Fair. Sept. 2-5. Bill Moell Jr. Las Vegas Las Vegas Community Fair. Aug. 31-Sept 4. Ir Chamber of Commerce. Reno-Washoe Co. Fair. Sept. 15-18. Clarence

New Hampshire

Contoocook Contoocook Valley Fair Assn. Sept. 2-5. Charles A. Jones. Cornish Cornish Fair Assn. Aug. 19-20. Fred Deerfield - Deerfield Fair Assn. Sept. 29-Oct. 2. W. C. Maxwell.

Derry-Londonderry Fair. Aug. 18-21. Kenneth Hartman Keene-Cheshire Fair Assn. Aug. 25-27. Dr. Clifford H. Coles.

Lancaster Coos & Essex Agri. Soc. Sept. 2-5. Albert J. Kennedy. New Boston - New Boston Fair, Sept. 24, Ruth 30-Aug. 1. Max C. Robinson.

27. Delbert B. Gray. Franklin-Franklin Co. Fair Assn. Aug. 13-15. Rochester-Rochester Fair Assn. Sept. 17-24. Albert Brown.

Oct. 12 Reuben P. Hodge.

New Jersey Aug. 9-13. John W. Reab. Aug. 1-6 Raymond R. Riley. John A. Hassert. Assn. July 21-23. William S. Lefes. 4-5. F. E. Johnson.

Marlin A Brace. Hastings Adams Co. Fair Assn. Aug. 15-18. Dunham's Corner-Middlesex Co. Fair Assn. Aug. 9-13. Russell Herbert. Hemingford-Box Butte Co. Fair Assn. Aug. 18- Egg Harbor-Atlantic Co. 4-H Fair. Aug. 18-20. Patricia Eckrich.

Holdrege--Phelps Co. Fair Assn. Aug. 8-11. Far Hills-Somerset Co. 4-H Assn. Aug. 18-20. Mrs. Robert Hey. Humboldt-Richardson Co. Fair Assn. Sept. 14. Flemington-Flemington Agrl. Fair. Aug. 30-Sept. 5. Norman L. Marshall. Hyannis-Grant Co. Fair Assn. Aug. 26-28. Mrs. Freehold-Monmouth Co. 4-H Fair Assn. July

21-23. George W. Siver Jr. Imperial -- Chase Co. Fair Assn. Aug. 24-27. Ed. Lakeland-Camden Co. 4-H Fair Assn. Aug. 5-6. Mrs. Joseph Friel. Lakewood-Ocean Co. Fair Assn. Aug. 3-4. F. S. Mansue.

Kearney-Buffalo Co. Fair Assn. Aug. 22-26. Lumberton-Burlington Co. Farm Fair. July 28-30. Clarence B. Davenport. Leigh-Colfex Co. Fair Assn. Aug. 25-28. Ernest Parsippany-Troy Hills-Morris Co. Fair Assn. Aug. 20-27. Ruby Bost. Trenton-Farmers' Picnie & 4-H Show, Aug. 12-13. Nancy Tait.

Trenton-New Jersey State Fair, Sept. 18-25. George A. Hamid Sr. Uniontown-Warren Co. Farmers' Fair Assn. Aug. 17-20. Harry E. Serfass. Wayne-Passaic Co. 4-H Fair. Aug. 4-6. E. G.

New Mexico

Conklin.

Albuquerque-New Mexico State Fair, Sept. 17-25. Quenten T. Barron. Deming-Tri-State Fair. Oct. 6-9. T. E. Nixon. Las Cruces-Dona Ana Co. Fair. Sept. 9-11. Dr. R. W. Hancock. Lovington-Lea Co. Fair Assn. Sept. 7-10, Mrs. Charlene Hopkins:

Roswell-Eastern New Mexico State Fair, Sept. 28-Oct. 2. Carl J. Rohr. Reuben L. Vigil.

New York

Agrl. Soc. Aug. 15-20. Stuart T. Rombough. Ord-Valley Co. Fair Assn. Aug. 17-19. Edmund Afton-Afton Driving Park & Agrl. Assn. July 18-23. Guy L. Marvin. 10-11. Robert Stuerzebecher. Angelica-Allegany Co. Agrl. Soc. Aug. 3-7. Donald R. Foreman. Pierce-Pierce Co. Fair Assn. Aug. 18-21. Her- Avon-Genesee Valley Breeders' Assn. Sept. 3-4. H. W. Chanler. Ballston Spa.- Saratoge Co. Agrl. Soc. Aug. 22-26. Henry Little.

Batavia-Genesee Co. Agrl. Soc. Aug. 22-27. Jay W. Keller. Bath-Steuben Co. Agri. Soc. Aug. 31-Sept. 5. J. Victor Faucett. Sidney-Cheyenne Co. Fair Assn. Aug. 17-20. Boonville-Boonville Fair Assn. Aug. 1-6. Charles H. Fickbohm. Brookfield-Brookfield-Madison Co. Agrl. Soc. Aug. 23-27. Raymond F. Burdick.

Caledonia-Caledonia Fair, Inc. Aug. 9-13. Vicfor Scroger. Canandaigua-Onfario Co. Agrl. Soc. July 19-24. Christine H. Smith. Chatham-Columbia Co. Agrl. Soc. Sept. 2-4. J. Vincent Hartigan.

Cobleskill-Cobleskill Agri. Soc. Aug. 24-28. D. W. Beard. Cortland-Cortland Co. Ext. Service Assn. Aug. 15-20. Robert Blatchley. Dundee - Dundee Fair Assn. Sept. 22-24. Lewis

R. Hanmer Dunkirk - Chautauqua Co. Agrl. Corp. July 25-30. Henry K. Leworthy Jr. Durham-Greene Co. Ext. Service Assn. Aug. 10-11. Robert Tousey,

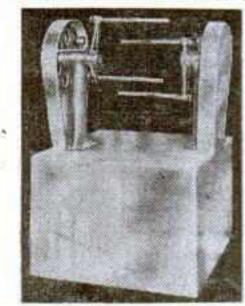
Elmira-Chemung Co. Agrl. Soc. Aug. 14-20. Robert S. Turner. Fonda-Montgomery Co. Agrl. Soc. Aug. 31-Sept. 5. Fred L. Lowe.

Frankfort--Herkimer Co. Fair Assn. Aug. 17-20. Dominic DiMartino. Gouverneur-St. Lawrence Co. Agrl Soc. Aug.

8-13. Bligh A. Dodds. Gouverneur-Gouverneur Agri. & Mech. Soc. Aug. 8-13. Bligh A. Dodds.

(Continued on page 76)

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\$1.50 per batch

ALL-IN-ONE

. . no recipes, no mess, no fuss; one bag covers approximately 115 apples.

\$1.50 per batch

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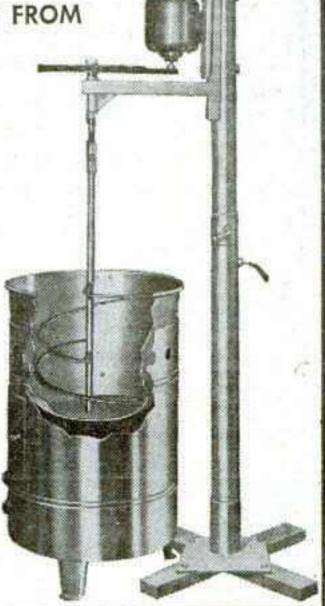
Duty, use with electric or

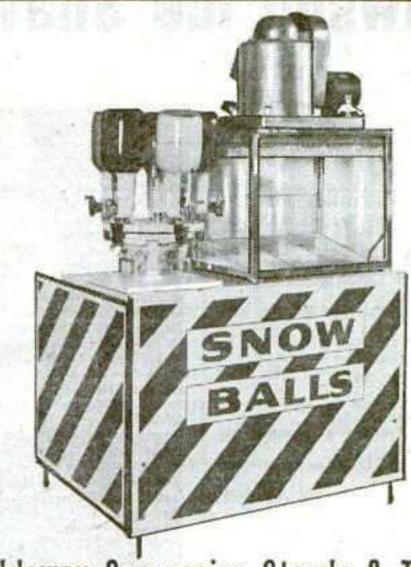
BRAND NEW FROM POPPERS MAGIC

CORN MIXER Mixes corn and

syrup in less than 60 seconds! Adjustable blade can be raised or lowered to fit any kettle! Mounts anywhere; swings out of the way; easy to clean!

\$195.00





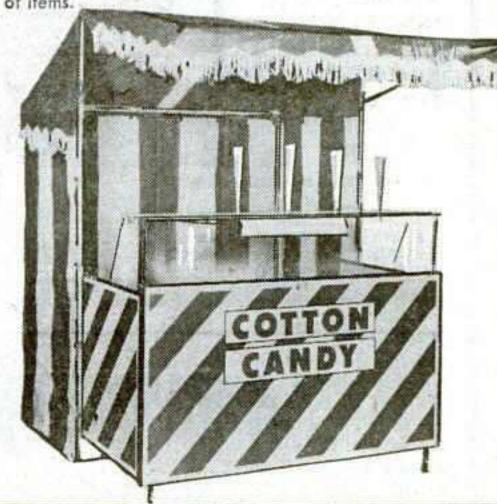
Foldaway Concession Stands & Tents

TENTS: water proof, fire and mildew resistant Dacron. 5'4" wide: \$139.50 4'4" wide: \$119.50

STANDS: warp-proof bodies, adjustable legs.

4' wide: \$135.00 5' wide: \$159.00

Tents and Stands available for all types and combinations of items.

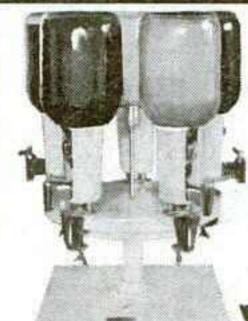


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Use with any type gas; 15 lbs. per roast.

\$289.50

complete with cooling cart.

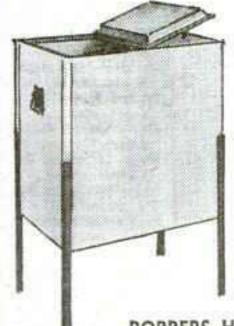


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turntable only \$32.50

Dispenser faucets: \$15.95 each



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Heavily Insulated! Pays for itself! Holds up to 200 lbs. of ice.

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Drexel-Drexel Community Fair Assn. Aug. 23-

Kings Mountain-Beth-Ware Community Fair.

King-Stokes Co. Fair Assn. Sept. 27-Oct. 1.

Littleton-Littleton Tri-County Fair Assn. Oct.

Rocky Mount-Rocky Mount Agrl. Fair. Sept. 9-

Winston-Salem-Dixie Classic Fair for Northwest

Yanceyville-Caswell Co. Agrl. Fair. Sept. 19-

Sept. 19-24. Curtis A. Leonard Sr.

Clyde L. Propst Jr.

3-8. R. E. Leary.

W. B. Burchette.

Fritz Pelone

Y. Chambliss.

C. M. Hight.

T. C. Potts.

Glenn Ashburn.

W. Fleming.

Tom Morgan.

C. Miller Sigmon.

Dr. J. S. Dorton.

Clyde Smyre.

17. Norman Y. Chambliss.

N. C. Oct. 4-8. Tom Rice.

12-17. Paul Hawkins.

24. Weldon Duncan.

17-22. T. R. Walker.

Green.

Sam Bauerstield.

24-30 Brooks Hawkins.

Sept. 14-17. Stokes Wright.

27. Ralph A. Abernethy.

Oct. 1. Mrs. Clyde Kendall,

1960 Fair Dates

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Continued from page 74

Aug. 27. Karl Grait. Greenwich-Cambridge Valley Agrl. Soc. Aug. 23-27, Mrs. Marjorie Sheridan.

Hamburg-Epie Co. Agrl. Soc. Aug. 13-20. Frank Slade.

Hemlock-Hemlock Lake Union Agrl. Soc. Aug. 31-Sept. 3. Charles R. Irwin. Henrietta-Monroe Co. Fair & Recreation Assn.

Aug. 15-21. Albert Lockner. Horseheads-Chemung Co. Agrl Soc. Aug. 14-20.

Robert Turner. Ithaca-Tompkins Co. Agrl. & Hort. Scc. July 25-30, R. K. Blatchley.

Kingston-Ulster Co. Agrl. Soc. Aug. 17-18. Albert Kurdt. Little Valley-Cattaraugus Co. Agrl. Soc. Aug.

23-27. Mrs. Mildred Merow. Lockport-Niagara Co. Ext. Service Assn. Aug. 8-11. John Stookey. Lowville-Lewis Co. Agrl. Soc. Aug. 15-20.

Arthur Stanton. Malone-Franklin Co. Agrl. Soc. Aug. 22-28. Maurice J. Finnegan. Middletown-Orange Co. Agrl. Soc. Aug. 6-13.

Kenneth A. Piggott. Morris-Otsego Co. Fair Assn. Aug. 2-6. Robert Halbert. Morrisonville-Clinton Co. Agrl. & Ind. Fair.

Aug. 2-5. W. E. Hudson, New City-Rockland Co. Ext. Service Assn. Aug. 19-20. Earl Mullen Jr.

North Creek-Warren Co. Youth Fair. Aug. 26-28. Mrs. W. O. Solberg. Norwich-Chenango Co. Agrl. Soc. Aug. 8-13. Len Tyler.

Owego-Tioga Co. Agri. Soc. July 24-30, Charles Palmyra-Union Agri. Soc. Aug. 9-13. W. Ray

Penn Yan-Yates Co. Agrl. Soc. July 13-17. Bernard Hoban Jr.

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for

Grahamsville-Sullivan Co. Ext. Service Assn. | Pike-Wyoming Co. Fair. Assn. Aug. 22-26. Charles Van Arsdale. Plattsburgh-Agrl. & Ind. Fair of Clinton Coun-

ty. Aug. 2-5. W. E. Hudson. Rhinebeck-Dutchess Co. Fair. Aug. 26-31.

Richard C Murray. Sandy Creek-Sandy Creek, Richland, Orwell & Boylston Agrl. Soc. Aug. 9-13. Alice Carnrite. Schaghticoke-Agrl. & Lib. Arts Soc. of Rensselaer County. Sept. 2-6. Neison B. Betts.

Schaghticoke-Rensselaer Co. Agrl. & Hort. Soc. Sept. 1-6. Charles A. Stover. Syracuse-Onondaga Co. Ext. Service Assn. July

29-30. Howard Stelle. Syracuse-New York State Fair. Sept. 2-10. Harold L. Creal.

Trumansburg-Trumansburg Fair. July 12-16. Gloria Close.

Waterloo-Seneca Co. Agrl. Soc. July 31-Aug. 5. Gordon Lambert. Watertown-Jefferson Co. Agrl. Soc. Aug. 22-27.

Glenn Feistel. Walton-Delaware Valley Agrl. Soc. Aug. 15-19. Mrs. Ida J. Grady.

Westbury-Agrl. Soc. of Queens, Nassau & Suffolk Counties. Oct. 8-16, R. G. Fish. Westport-Essex Co. Agrl. Soc. Aug. 16-20. Keeton Lodbell.

Whitney Point-Broome Co. Agrl. Soc. July 31-Aug. 6. Harley Beardsley.

North Carolina

Ahoskie-Atlantic Dist. Fair Assn. Oct. 11-15. C. E. Robbins. Asheboro-Center of North Carolina Fair. Aug.

29-Sept 3. W. C. York. Beaufort-Carteret Fair, Inc. Sept. 26-Oct. 1. T. E. Kelly.

Burlington-Alamance Co. Veterans Agrl. Fair. Sept. 12-17. Joe Coble. Cherokee-Cherokee Indian Fair Assn. Oct. 4-8. Charlotte R. Sneed.

ANNOUNCING

A NEW SERVICE IN THE BILLBOARD

THE

WHO'S WHO

Listing of Acts and Attractions

North Dakota

Walter D. Mattson. Bottineau-Bottineau Co. Fair Assn. June 27-

29. A. J Halls. Cando-Towner Co. Fair Assn. June 30-July 2. Knute Berg Jr. Carrington-Foster Co. Fair Assn. Oct. 4-7.

George F. Stewart. Carson-Grant Co. Fair Assn. July 27-30. Chillicothe-Ross Co. Fair Assn. Aug. 9-13. Kenneth L. Stewart.

Cooperstown-American Legion Fair. June 23-25. Glen Slavick. Crosby-Divide Co. Fair Assn. July 3-5. Vernon

Devils Lake-Ramsey Co. Fall Fair. Sept. 28:30. E. Duane Harder.

Fargo-Red River Valley Fair Assn. July 19-25.

Concord-Cabarrus Co. Agri. Fair. Sept. 12-17. | Fessenden-Wells Co. Free Feir. July 12-15. | Ben Rogelstad. Flaxton-Burke Co. Fair Assn. July 14-16. Merwyn Larson.

Grand Forks-Grand Forks State & County Fair Edenton-Chowan Co. Legion Fair Assn. Oct. Assn. June 26-July 2. Ralph Lynch. Enfield-Firemen's Agrl. Fair. Sept. 26-Oct. 1. Hamilton-Pembina Co. Fair Assn. July 21-23. Franklin Page.

Havana-Sargent Co. Fair Assn. Sept. 4-7. Fayetteville-Cape Fear Fair Assn. Oct. 3-8. R. N. Weber.

Hettinger-Hettinger Co. Fair Assn. Aug. 26-27. Greensboro-Greensboro Agrl. Fair. Sept. 27-Tommy L. Reff. Jamestown-North Dakota State Dairy Show. Greenville-Pitt Co. Fair Assn. Oct. 3-8. Norman

July 3-6. Clayton Paulson. Jamestown-Stutsman Co. Fair. July 3-6. A. F. Hamlet-Richmond Co. Agrl. Fair. Sept. 12-17. Baenen.

Henderson-Golden Belt Fair, Irc. Oct. 17-22. Langdon-Cavalier Co. Fair Assn. July 7-9. Dick Forkner. Lisbon-Ramson Co. Fair Assn. July 7-9. L. E. Henderson-Vance Co. Colored Fair Assn. Oct.

Lilyquist. Minnewaukan-Benson Co. Fair Assn. June 27-Hickory-Catawba Fair. Sept. 12-17. Corbin 29. V. A. Helberg. Minot-North Dakota State Fair. July 17-23. High Point-High Point Fair Assn. Sept. 19-24.

Merrel O. Dahle. Watford City-McKenzie Co. Fair Assn. Aug. 24-25. Eric Aarnson.

Ohio

Lexington-Davidson Co. Agrl. & Ind. Fair. Andover-Andover Street Fair. July 28-30. Dave Botham.

Ashland-Ashland Co. Fair Assn. Sept. 20-24. Francis Smith. Louisburg-Franklin Co. Fair. Oct. 17-22. Mary Athens-Athens Co. Fair Assn. Aug. 11 14. Emory Allen.

Madison-Madison Agrl. Fair Assn. Sept. 19-24. Attica-Attica Fair Assn. Aug. 13-17. Mrs. Ruth Monroe-Union Co. Fair Assn. Sept. 5-10. John Barlow-Barlow Fair Assn. Sept. 23-24. F. H.

Morganton-Burke Co. Fair Assn. Sept. 5-10. Bellefontaine-Logan Co. Fair Assn. Aug. 22-

25. John L. Morris.

Raleigh-North Carolina State Fair. Oct. 11-15. Bellville-Bellville Fair Assn. Sept. 14-17. Victor Berea-Cuyahoga Co. Fair Assn. Aug. 15-21.

Norman Lehman. Statesville-Iredell Co. Agrl. Fair. Sept. 12-17. Bowling Green-Wood Co. Fair Assn. Aug. 8-13. John L. Clarke. Weldon-Halifax-Northampton Co. Fair. Sept. Bucyrus-Crawford Co. Fair Assn. Aug. 2-6.

Richard Shealy. Burton-Geauga Co. Fair Assn. Sept. 1-5. C. H. Lamoreaux.

Cadiz-Harrison Co. Fair Assn. Sept. 15-17. L. H. Barger.

Caldwell-Noble Co. Fair Assn. Aug. 31-Sept. 3. J. H. Walkenshaw. Beach-Golden Valley Co. Fair Assn. Sept. 9-10. Canfield-Mahoning Co. Fair Assn. Sept. 1-5. Grace E. Williams.

> Canton-Stark Co. Fair Assn. Sept. 2-6. Mrs. Fern Saal. Carrollton-Carroll Co. Fair Assn. Sept. 28-Oct. 1 E. Weaver Casper. Celina-Mercer Co. Fair Assn. Aug. 13-18. W. F.

Archer. William R. Kramer.

Cincinnati-Carthage & Hamilton Co. Agrl. Soc. Sept. 15-18. C. A. Peters, 561 Court House. Circleville-Pumpkin Show. Oct. 19-22. Ned H. Dresbach.

Circleville-Pickaway Co. Fair Assn. Aug. 1-6. William L. Cook. Columbus-Ohio State Fair, Aug. 26-Sept. 2.

Rowland Bishop. Coshocton-Coshocton Co. Fair Assn. Oct. 5-8.

John Senter. Croton-Hartford Co. Fair Assn. Aug. 9-13. William Arter.

Dayton-Montgomery Co. Fair Assn. Sept. 3-7. Goldie V. Scheible. Delaware-Delaware Co. Fair Assn. Sept. 18-23.

William B. Deal. Dover-Tuscarawas Co. Fair Assn. Sept. 20-23. W. G. Findley.

Eaton-Preble Co. Fair Assn. Aug. 9-13. Howard Findlay-Hancock Co. Fair Assn. Sept. 5-8. E. A.

Kemerley. Fremont-Sandusky Co. Fair Assn. Sept. 2-7.

Russell S. Hall. Gallipolis-Gallia Co. Fair Assn. Aug. 3-6. Wendell Roush.

Georgetown-Brown Co. Fair Assn. Sept. 28-Oct. 1. Robert Green. Greenville-Darke Co. Fair Assn. Aug. 19-26. Dan Martin.

Hamilton-Butler Co. Fair Assn. Aug. 21-25. Barton Truster.

Hicksville-Defiance Co. Fair Assn. Aug. 21-26. Gerald Massie. Hilliards-Franklin Co., Fair Assn. Aug. 16-19.

Findley L. DeWolfe. Hillsboro-Highland Co. Fair Assn. Sept. 7-10. W. G. Wharton.

Jefferson-Ashtabula Co. Fair Assn. Aug. 9-13. E. F. Walburn.

Kenton-Hardin Co. Fair Assn. Sept. 27-30. Richard Wortman.

Lancaster-Fairfield Co. Fair Assn. Oct. 12-15. Russell W. Alt. Lebanon-Warren Co. Fair Assn. July 21-25.

Corwin Nixon. Lima-Allen Co. Fair Assn. Aug. 20-25. Robert

Lisbon-Columbiana Co. Fair Assn. Aug. 23-27. Clarence Crosser. Logan-Hocking Co. Fair Assn. Sept. 28-Oct. 1. J. E. Matheny.

London-Madison Co. Fair Assn. Aug. 21-25. Lloyd Roby. Loudonville-Loudonville Fair. Oct. 3-6. Walter

Lucasville-Scioto Co. Fair Assn. Aug. 16-20. L. William Burns.

McConnelsville-Morgan Co. Fair Assn. Sept. 7-10. Ray G. Smith, Mansfield-Richland Co. Fair Assn. Aug. 9-13.

James Day. Marietta-Washington Co. Fair Assn. Sept. 3-7. C. E. Mendenhall.

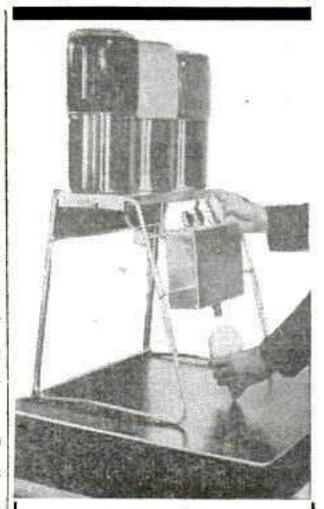
Marion-Marion Co. Fair Assn. Aug. 20-25. William Guy. Marysville-Union Co. Fair Assn. Aug. 12-16. Ray A. Brake.

Maumee-Lucas Co. Fair Assn. Aug. 4-7. Carlton Diefenthaler. Medina-Medina Co. Fair Assn. Sept. 6-10. Clair

Millersburg-Holmes Co. Fair Assn. Aug. 17-20. Verle H. Spreng. Montpelier-Williams Co. Fair Assn. Sept. 11-17.

Woodrow Schlagel. Mount Gilead-Morrow Co. Fair Assn. Aug. 15-20. Merrill Cowgill

Mount Vernon-Knox Co. Fair Assn. July 24-30. Henry C. Richards.



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James D. Murray. New Lexington-Perry Co. Fair Assn. Aug. 3-6. Edgar W. Newlon.

Norwalk-Huron Co. Fair Assn. Sept. 13-17. Mrs. Elfreda Crayton. Old Washington-Guernsey Co. Fair Assn. Sept. 27-Oct. 1. Thomas E. Gracy.

Ottawa-Putman Co. Fair Assn. Sept. 20-24. Gene Spitnale. Owensville-Clermont Co. Fair Assn. Aug. 16-20.

L. D. Lewis. Painesville-Lake Co. Fair Assn. Aug. 24-28. Mrs. J. H. Belcher.

Paulding-Paulding Co. Fair Assn. Aug. 27 Sept. 2. Richard Shaffer. Fiketon-Pike Co. Fair Assn. Aug. 3-6. Clar-

ence Anderson. Plain City-Plain City Fair Assn. Aug. 2-6. Walter Minshall.

Pomeroy-Meigs Co. Fair Assn. Aug. 17-20. Frank H. Johnston.

Proctorville-Lawrence Co. Fair Assn. July 26-30. Mrs. Edna Belle Gholson. Randolph-Randolph Fair Assn. Sept. 9-11.

R. P. Hamilton. Richwood-Richwood Fair Assn. Sept. 2-5. Dana D. Lowe.

\$1. Clairsville-Belmont Co. Fair Assn. Sept. 8-10. Joe O. Costine. Sandusky-Erie Co. Fair Assn. Aug. 13-17. Karl

Sidney-Shelby Co. Fair Assn. July 30-Aug. 5. William F. Stewart.

Smithfield-Jefferson Co. Feir Assn. Aug. 17-20. W. E. Rose. Springfield-Clark Co. Falr Assn. Aug. 16-20.

B. P. Sandles. Tallmadge-Summit Co. Fair Assn. Aug. 11-13. Mrs. James Jeffery.

Tiffin-Seneca Co. Fair Assn. Aug. 20-25. Don

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Swank.

Upper Sandusky-Wyandot Co. Fair Assn. Sept. 13-17. Ross A. Winter. Urbana-Champaign Co. Fair Assn. Aug. 7-12. Mrs. Howard Goddard.

Van Wert-Van Wert Fair Assn. Sept. 5-9. N. E. Stuckey.

Wapakoneta-Auglaize Co. Fair Assn. Aug. 6-12. Harry Kahn. Warren-Trumbull Co. Fair Assn. Aug. 1-6. Frank M. Neal. Washington C. H .- Fayette Co. Fair Assn. July

26-30. S. W. Fennig. Wauseon-Fulton Co. Fair Assn. Sept. 3-8. George W. Conelly. Wellington-Lorain Co. Fair Assn. Aug. 22-26.

Dale M. Nell. Wellston-Jackson Co. Fair Assn. July 20-23. Cerl G. Dahlberg.

West Union-Adams Co. Fair Assn. Aug. 23-26. Charles S. Kirker. Wilmington-Clinton Co. Fair Assn. Aug. 9-13.

A. A. Veith. Woodsfield-Monroe Co. Fair Assn. Aug. 24-27. Joseph W. Reed. Wooster-Wayne Co. Fair Assn. Sept. 12-17. W. J. Buss. Xenia-Greene Co. Fair Assn. Aug. 2-6. Mrs.

Elwood R. Shaw. Zanesville-Muskingum Co. Fair Assn. Aug. 16-20. Perl D. Elliott.

Oklahoma

Ardmore-Carter Co. Fair Assn. Sept. 13-17. John P. Taylor. Beaver-Beaver Co. Free Fair Assn. Sept. 7-10. Mrs. Alice Shook.

Boise City-Cimarron Co. Fair Assn. Sept. 21-24. Ferrell Smith. Bristow-Creek Co. Fair Assn. Sept. 20-23.

Claude Bates.

Claremore-Rogers Co. Fair Assn. Sept. 23-25. Bill Whitenton, Cordell-Washita Co. Free Fair. Sept. 14-17. James V Son. Dewey-Washington Co. Fair Assn. Sept. 20-24.

Connie Goeringer. Duncan-Stephens Co. Free Fair Assn. Sept. 7-10. Edwrad Gregory. El Reno-Canadian Co. Fair Assn. Sept. 14-17.

L. D. Warkentin. Enid-Garfield Co. Fair Assn. Sept. 10-16. Roy W. Davis. Fairview-Major Co. Fair Assn. Sept. 13-15. Harold Miller.

Frederick-Tillman Co. Fair Assn. Sept. 13-16. Laxton Malcom. Guthrie-Logan Co. Free Fair, Sept. 12-15. Harold H. Eiliott. Guymon-Texas Co. & Panhandle Dist. Free

Fair. Oct. 11-15. Robert G. Sheets. Holdenville-Hughes Co. Free Fair Assn. Sept. 7-10. Jesse M. Barbre. Hugo-Choctaw Co. Fair Assn. Sept. 7-10. Rob-

ert Massengale. Kingfisher-Kingfisher Co. Fair Assn. Sept. 7-10. Gerald W. Cupp. Madill-Marshall Co. Free Fair. Sept. 15-17.

Dale Ozment. Miami-Ottawa Co Free Fair Assn. Sept. 12-16. J. D. Blakemore. Muskogee-Oklahoma Free State Fair, Sept. 18-

25. Tom Conrady. Norman-Cleveland Co. Free Fair Assn. Sept. 12-13. Vernon J. Frye. Nowata-Nowata Co. Fair Assn. Sept. 19-21. Mrs. M. Staratt.

Okemah-Okfuskee Co. Fair Assn. Sept. 7-10. L. G. Ashley. Oklahoma City-Oklahoma State Fair & Exposi-

tion. Sept. 24-Oct. 1. C. C. Baker. Oklahoma City-Oklahoma Co. Fair Assn. Sept. 12-14. Harry F. James.

Pauls Valley-Garvin Co. Fair Assn. Sept. 16-18. Alton Perry. Pawhuska-Osage Co. Fair Assn. Sept. 12-15. A. A. Sewell. Perry-Noble Co. Fair Assn. Sept. 14-17. Jack

Dolezal. Pond Creek-Grant Co. Fair Assn. Sept. 7-10. J. D. Edmonson.

Purcell-McClain Co. Fair Assn. Sept. 15-17. Charles Phelps. Shawnee-Fottawatomie Co. Fair Assn. Sept. 18-21. Mrs. H. L. Swink.

Stillwater-Payne Co. Free Fair Assn. Sept. 5-8. Lester Smith. Tulsa-Tulsa State Fair. Oct. 1-7. Clarence C.

Lester. Vinita-Craig Co. Fair Assn. Sept. 14-17. Jay E. Fimple. Watonga-Blaine Co. Fair Assn. Sept. 12-14.

Bud Nelson. Wewoka-Seminole Co. Free Fair Assn. Sept. 12-15. Warren Jones.

14-16. Eugene Williams.

Oregon

Albany-Fall 4-H Fair. Aug. 22-24. O. E. Mike-Astoria-Clatsop Co. Fair. Aug. 24-27. 0110

Baker-Baker Co. Fair Assn. Sept. 4-5. LeRoy

Burns-Harney Co. Fair Assn. Sept. 8-11. Dan

Carrby-Clackamas Co. Fair Assn. Aug. 17-20. Russ Schumacher. Condon-Gilliam Co. Fair Assn. Sept. 15-18.

Ernest J. Kirsch. Corvallis-Benton Co. Fair Assn. Aug. 20-23. Pete deLaubenfels. Cottage Grove-Western Ore. Expo. Aug. 18-20.

Jeanne Morton. 20. Elsie Tracy. Enterprise-Wallowa Co. FFA Fair. May 26-28. John Kieson.

John Kieson.

Gold Beach-Curry Co. Fair Assn. Aug. 12-14. Thornton Wright.

Grants Pass-Josephine Co. Fair Assn. Aug. 10-13. Lee Pruitt, Gresham-Multnomah Co. Fair Assn. Aug. 4-13.

Duane Hennessy. Heppner-Morrow Co. Fair & Rodeo. Aug. 23-26. N. C. Anderson,

Hermiston-Umatilla Co. Fair Assn. Aug. 18-20. K. H. Tellefson. Hillsboro-Washington Co. Fair Assn. Aug. 23-

27. Ed J. Ball. Klamath Falls-Klamath Co. Junior Fair. April 21-23. Bryant Williams.

Klamath Falls-Klamath Co. 4-H Poir, Aug. 21-23. Bryant Williams. La Grande-Union Co. Fair Assn. Aug. 25-27.

Ray C. Baum. Deer Island-Columbia Co. Fair Assn. Aug. 18- Lakeview-Lake Co. Fair Assn. Sept. 3-5. Zane Lebanon-Linn Co. Spring 4-H Fair. May 5-7.

O. E. Mikesell. Enterprise-Wallowa Co. 4-H Fair, Aug. 17-20. McMinnville-Yamhill Co. Fair Assn. Aug. 18-

20. Harold V. Lewis. Eugene-Lane Co. Fair Assn. Aug. 24-28. Ernest 'Madras-Jefferson Co. Fair Assn. Aug. 17-23. Jack L. Carr

Napoleon-Henry Co. Fair Assn. Aug. 15-19. Troy-Miami Co. Fair Assn. Aug. 13-18. Emerson | Woodward-Woodward Co. Free Fair Assn. Sept. 9-11. J. P. Medford-Jackson Co. Fair Assn. Aug. 15-20. C. H. Buffington, Moro-Sherman Co. Fair Assn. Aug. 18-21. Mary O. Coons

Myrtle Point-Coos Co. Fair Assn. Aug. 17-21. J. Harold Clarno. Newport-Lincoln Co. Fair Assn. Aug. 18-20.

Walter J. Mitchell. North Portland-Pacific Intl. Livestock Expo. Oct. 8-15 Walter A. Holt.

Odell Hood River Co. Fair Assn. Aug. 4-6. Brooke Hull. Ontario - Malheur Co. Fair Assn. Aug. 31-Sept. 3 Harry R. Sandquist.

Redmond-Deschutes Co. Fair Assn. Aug. 25-28. W. C. Hays. Rickreall-Polk Co. Fair Assn. Aug. 26-28. Mel McCutcheon.

Roseburg-Douglas Co. Fair Assn. Aug. 25-28. Dick Turley. Salem Oregon State Fair, Sept. 2-10. Howard

Maple, The Dalles-Mid-Columbia Livestock Show. June 5-8. Elmer Lierman.

Tillamook-Tillamook Co Fair Assn. Aug. 17-20. W. H. Paynter.

(Continued on page 92)

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150 Dogs and 40 Buns\$77.00 CARAMEL APPLE DIP Case of 6-8# Cans 15.00

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Per 1,000\$4.95 Granular Peanuts, 30# Case 9.00 Glucose, 5-Gallon Pail 5.90 All-in-One Red Candy Apple Mix. Case of 6 Bags for\$9.50

Cellophane Apple Wraps, 10"x10".

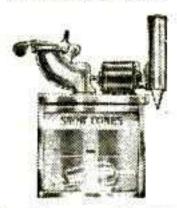
Single Bags, Each 1.75 Bag Is Enough for 10 Dozen Apples. Candy Apple Set, Contains Red Coloring and Cinnamon. Per Lb. Can 1.75 Coloring for Candy Apples and Floss. Extra Strong Green:

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90 or 100-Lb. Sacks. Jumbos Fancies 31c Lb. 27c 1b. 50-Lb. Lots, Add 1/2c Per Lb. 25-lb, Lots, Add 1c Per Lb.

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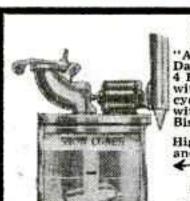
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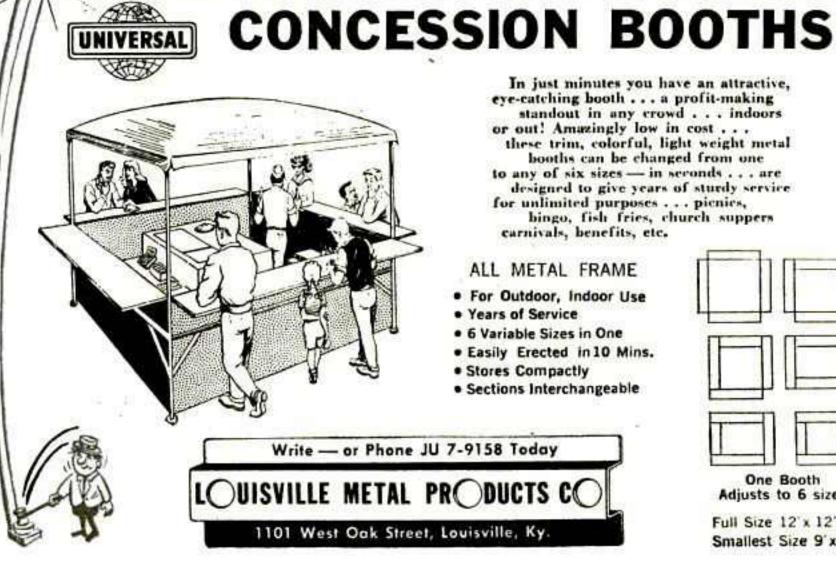
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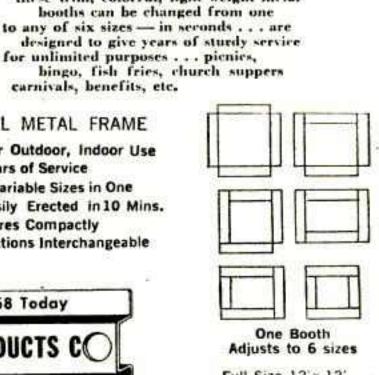
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and all styles. They come to little towns and the biggest cities. They may stay for a half day or a month. Up and down the land they travel, bringing to each patron a special brand of entertainment that no one else can duplicate.

States shows all the earmarks of booming this year. Business has been good for years, with only an occasional drop-off season, and the of circus agents keeps these shows in most cases. early returns for 1960 reveal that circuses are setting records left blanket the nation. Nearly every and right.

Indoor circuses got started at the first of the year. Early in January the first stands reported big business, with thousands of people buying tickets for the shows. As circuses progressed to towns scheduled for February and March the returns mounted. Early April business has been equally good. The early-starting indoor circuses have registered new high records in town after town.

Widespread Success

Among these early winners have been engagements at Milwaukee, Fort Wayne, Detroit, Chicago, Kan-Greensboro and Charlotte, N. C., and a host of other cities. Show owners, arena managers and sponsors report a steady stream of capacity houses.

1960 will be even better.

promotion plan that publicizes the side by side. show and sells advance tickets, there will be a good attendance. It is the degree of business that surprises them this time.

circuses and additional indoor circuses to start their annual tours. Ringling-Barnum is opening in New York. Three other important shows enter circus business is that of time when it playes Brandon May are running, at the same time in New Jersey and Long Island areas around New York itself. These four key engagements will give further Shrine temples as well as others, evening performances are planned insight into what the season holds.

In every part of the nation there

are traveling the highways of have come nearly a dozen shows. First the growing indoor shows. America. They come in all sizes Florida-based circuses are heading then—one by one—the tented cirnorthward now thru the Southeast cuses turned to the local sponsor and on toward the East and Middle as the best manner in which to op-West. Other shows are opening in erate. Missouri, Ohio and Georgia. In California there are several new shows getting started, joining the local sponsors. Most successful several regulars on the West Coast. Circus business in the United Of these U. S. shows, several are dates. Ringling, incidentally, operscheduled to enter Canada for extended stays.

from colliding, and together they city sees one or more shows during the year.

Steady Number

The number of shows on tour stays remarkably steady thru the years. Decades ago there were more shows, but for the past good number of seasons the roster has been steady. Some shows close, but for each of those there is a new one opening. For many years there have been between 30 and 40 cir-

Since World War II circus business has been thru one of the periods of transition that has marked its progress since the days of sas City, Memphis, Wilkes-Barre, George Washington. In those early days circuses all were indoor affairs, appearing in large hippodrome buildings. Then came tents, necessitated by the fact that the at a time. Many of them make use growing country had towns to sup-In recent seasons business has port shows, but those towns didn't resulting profits they support their been strong for circuses and spon- have adequate halls. Tented shows club's charities or other activities. sors. But early returns indicate held the lead in this business until Some shows have played cities unabout the time of World War II. der the same auspices for 20 years Circus managers are delighted, Then indoor shows had found a of course. But they always have new place in the scheme of things have recorded circus profits in giknown that the public wants to see and grew to major stature again. gantic totals. circuses. Given a good show and a Now the two styles of circuses exist

Where once the biggest shows were under canvas, now the shows with the most elaborate performances are indoor shows. But the Now it is time for the tented tented shows include several that are giving the indoor majors a run for their money.

sponsorship. Its first beginings ap- 26-28. It will be the first time in peared in depression years, altho three years a circus has played there are earlier instances among here for the Shrine. Matinee and During the war years, circuses, like on each of the three days. W. (Bud) every other form of amusement. Dilley is president of the Brandon are circus advance promotions un- thrived and prospered as the pub- and District Shrine club and Walter der way, and shows are playing lic sought entertainment. After the Mummery is general circus chairtheir way toward them. Out of the war came the nearly complete man.

Now all of the 18 indoor circuses, except Ringling-Barnum, use thousand to show for their efforts. share the income with others. have been the Shrine-sponsored ates behind an advance promotion Only careful routing on the part tion, but by a local businessman club's own fault.

> Of the 18 tented circuses all of them use local auspices at one time or another. A great majority of them uses a sponsor at every city.

> > Special -

CIRCUS

Section

There are several which operate independently at most cities, but often sign sponsors for special rea-

This gives organizations of every type an opportunity to go into circus business for a day or a week of this opportunity and with the and more, and many auspices now

Gil Gray to Play For Brandon Shrine Auditorium Crowds

BRANDON, Man .- The Gil G. Gray Circus will appear in the prov-One of the biggest factors to ince of Manitoba for the first

SPECIAL

ADDED FEATURE

IN PERSON

FAMED TV AND WESTERN STAR FOR

COL.

HOW TO SUCCEED

Membership Sales Are Key to Profit

sors a show does so with the nings. MORE than three dozen circuses Oklahoma and Texas circus centers | switchover to sponsorship plans. | intention of making a profit. Most of the clubs, associations, societies experience, were sure that the big and assorted groups of every size crowds would turn out without and description that sponsor shows work on the part of the auspices, do just that. They come away from a few hundred dollars to several

So it can and is being done. But there also are those groups which do not make any money. There may be exceptions, but the general

Some groups decide on a circus project and go out to find a show. Others are called on by a circus agent who suggests they sponsor his show. Either way a profit is the motive, and either way, regardless of the show or kind of show, the answer lies in the advance sale.

To make a profit the auspice must sell tickets. If it is not willing to do this, its chances of making important money are nil.

Sometimes organizations get the mistaken idea that the circus will do all the work, that their members need not turn a finger, that the public will throng to the show and

EVERY organization that spon- the auspice will share in the win-

But if the circus, with all of its shows would not have turned to the experience with anywhere from the auspice system of doing business. They would not be eager to

The fact is that shows are designed to operate under auspices now. They are based on the asoperated, not by a local organiza- rule is that such a failure is the tickets sold in advance of circus day by the local auspices. The circuses want this advance sale for several reasons. It is logical that a local club's members actively selling tickets over an extended time to their neighbors and fellow townspeople will be able to sell more than could a circus in town for a short time only.

> In order to work toward this larger ticket sale, the circus is willing to divide the income with the sponsor. But the major division comes only on the advance sale, as it should. The auspice works only in the advance sale and its greatest

> > (Continued on page 83)

WHAT NOT TO EXPECT

Circuses Change, Trade **Old Lures for New Ones**

WITH a circus contract in the member starts out with a pad of tickets for sale, and each member acts. Tented circuses, with about probably also goes forth with a different idea of just what this circus is going to look like.

Age and perspective change memory, but today's circuses are not too far removed from the ones you want to remember. Indoor shows vary most, but they have the vor, but they have changed some, too. You'll be sponsoring a good show and don't underestimate it, what not to expect.

Don't expect a street parade, at least in the full-scale dimensions. With perhaps one exception, shows are not equipped to parade and do not do so except for rare purposes.

Don't expect a major menagerie. club secretary's files, each Indoor shows have no animals other than those trained for special three exceptions, have only small menageries and these often are combined with a side show. The three exceptions have a greater variety of major animals than most shows of the past, but the over-all number of animals is less.

Don't expect a Side Show with same types of acts. Tented shows an array of freaks. Indoor shows retain much of the traditional fla- have no Side Shows. Tented circuses have less pretentious Side Shows than in the past and usually have a few performers and several but it also is in order to consider animals in them. The Ringling Show has a Side Show and menagerie only in New York. Three or four of the three dozen circuses have creditable Side Shows.

> Don't expect the circuses to have every type of act. They never have had everything in one show. Your circus will have a fine selection of acts in a well-balanced program, but they may have omitted seals or bears or human cannonballs or bareback riders or some other type of act this year. Sometimes parents promise children they'll see something specific only to learn that this circus has everything else, but not that one item this year.

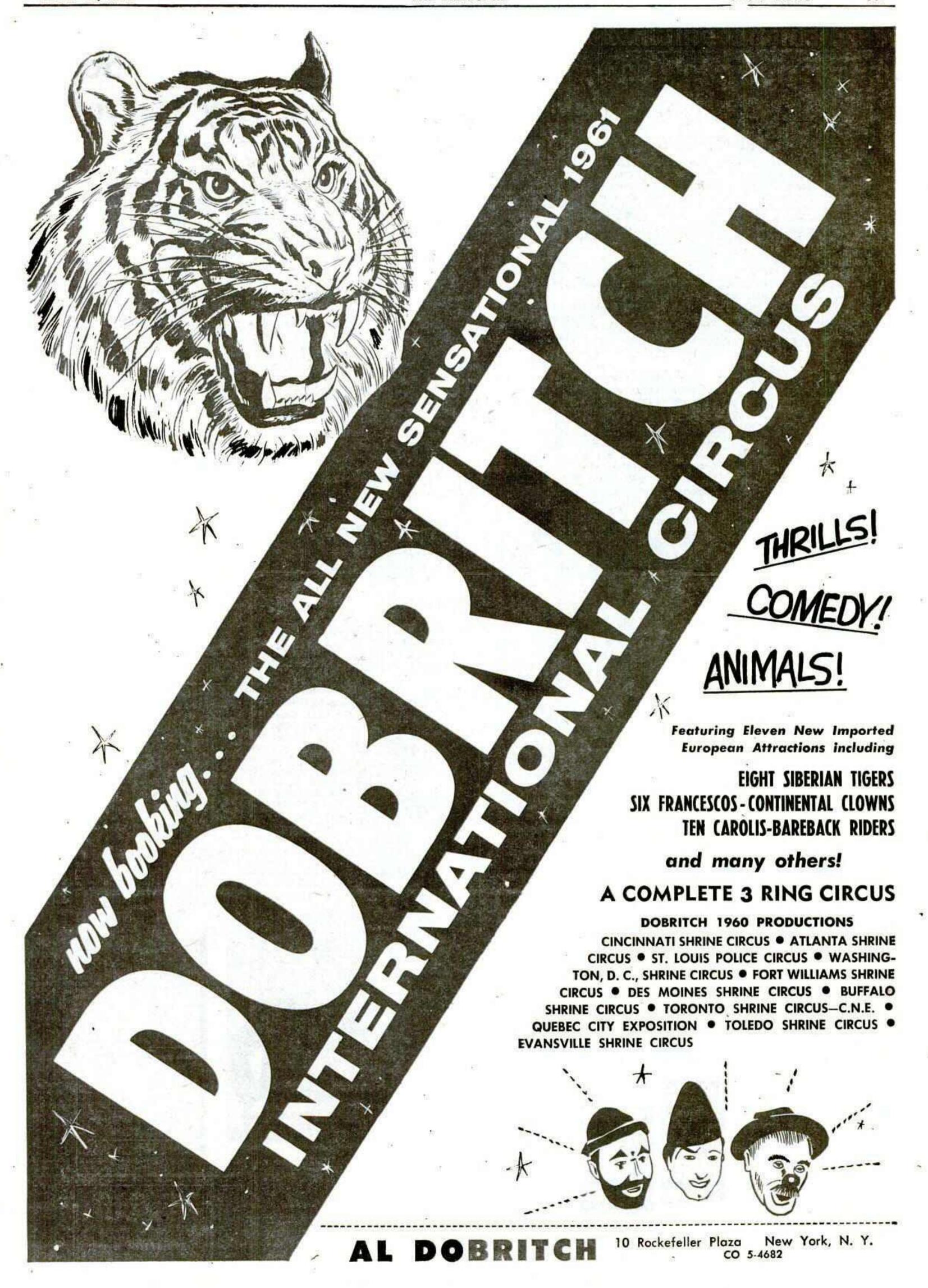
> Don't expect a railroad show with fancy wagons and baggage horses. They all travel by truck, with the exception of two which use standard railroad baggage cars. Ringling is going to use its own sleepers and baggage cars, but there still will be no old fashioned circus train.

Don't expect these changes to alter the enjoyment of circus day much. Most of these changes and others are necessary, and many of them turn out to be beneficial for the show as a whole and its spon-

Moreover, modern methods of circuses are just as intriguing as the outmoded ways were. There will be plenty to see at a tented show (Continued on page 81)

TWO GENERATIONS - WEST LIVES AGAIN PERFORMANCE INDIANS-RIDING SHARPSHOOTING THRILL A MINUTE HERDS OF PERFORMING ELEPHANTS \$1,000 REWARD TO ANYONE THAT CAN PROVE OTHERWISE PRESENTED UNDER A MAMMOTH TENT. FOR INFORMATION—SPONSORS, CONTACT JACK MOORE, Mgr. BOX 531, HUGO, OKLA.

AMERICA'S LARGEST WILD A COMPLETE PROGRAM OF TOP CIRCUS ACTS and TRAINED ANIMALS The FAVORITE ENTERTAINMENT for KIDS of ALL AGES nder Canvas I Day Only



CENSUS OF CIRCUSES

MORE than 40 circuses are traveling thru the United States. These range in size from the huge spectacles that play New York, Chicago and Los Angeles, to small shows, including several that play at shopping centers.

teen others play at arenas, ball ganizations in the Middle West. parks and other local seating facilities. Eight listed here usually play CLYDE BEATTY & COLE BROS. plus additional cities for one-day at parking lots of shopping centers CIRCUS - Frank McClosky and stands, all under local auspices. as promotions for the merchants Walter Kernan, managers; Floyd there.

Almost all shows play under some type of local sponsorship arrangement, but several combine sponsored dates with non-sponsored appearances.

Brief descriptions given here of principal tented circuses. these shows are intended to indicate what type of circus each is and BEERS - BARNES CIRCUS where it usually plays. Management of the shows usually may be owners - managers; Gene Christian, contacted at addresses given in agent. Approximate big top size: at the locations listed for them in grandstand chairs. Plays under local The Billboard's weekly route column.

While every effort is made to keep this listing accurate and as complete as possible, there may be other shows in any of the catego- by 210 feet. Seating: Bleachers and here may change.

Under-Canvas

ADAMS & SELLS CIRCUS—William Griffith, co-owner and manager. Approximately big top size: 80 by 200 feet. Bleacher seating. Eighteen circuses use tents. Eigh- Plays under auspices of local or-

> King, general agent. Approximate JAMES CHRISTY CIRCUS big top size: 150 by 300 feet. Seating: Retractable wagon units; grandstand chairs. Plays under local auspices, mostly for one-day stands and including both large and medium-sized cities. One of the

Charles Beers and Rogers Barnes, established family circus.

CARSON & BARNES CIRCUS— Jack Moore, co-owner and manager. Approximate big top size: 90

Tim McCoy.

CRISTIANI BROS.' CIRCUS -Lucio Cristiani, manager; Paul Cristiani, general agent. Seating: Retractable wagon units; grandstand chairs. Approximate size of big top: 140 by 290. Plays principal cities for extended engagements

Owned by Corky Plunckett and Vernon Pratt. Bleacher seating. Big KING BROS.' CIRCUS - Benny top approximately 80 by 200 feet. Playing Western Plains territory.

FAMOUS COLE CIRCUS—Herb mate big top size: 80 by 200. Seating: Bleachers. Plays one - day stands, some of them under local auspices, in the West and Middle West.

chairs. Plays Central and Eastern circuses. States.

without local auspices. One-day and Harry Hunt, owners-managers, mous Barnes Circus at shopping

cities in the West. Features Col. 250. Seating: Retractable wagon top: 80 by 160 feet. Plays one-day under local auspices. Stays in the territory. Eastern Seaboard territory.

> AL G. KELLY & MILLER BROS.' CIRCUS-D. R. Miller, owner; Arthur Miller, general agent. Approximate big top size: 100 by 250. Seating: Retractable wagon units. Plays one-day stands, sometimes arranging local auspices. This season playing the West Coast territory. One of the principal circuses.

Cristiani, manager; Jack Burke, general agent. Approximate big top size: 100 by 220. Seating: Bleachers Walter, owner-manager. - Approxi- and chairs. Plays one-day stands under auspices. Playing the East WALLACE & CLARK CIRCUSand Middle West.

MILLS BROS.' CIRCUS — Jack and Jake Mills, owners-managers; their advertisements in this issue or 80 by 200 feet. Seating: Bleachers, HAGEN BROS.' CIRCUS-How- rence, agents. Approximate big top ard Suesz, owner; Joseph McMa- size: 120 by 240 feet, Seating: Re- and Janet Burger. New this season. auspices for one-day stands, usually hon, general manager and general tractable wagon units, chairs. Plays Playing sponsored stands and a few in smaller towns in the East. Long- agent. Approximate big top size: one-day stands under local auspices fair dates in California. 100 by 220 feet. Plays one-day in the Central and Eastern States, stands under local auspices. Seat- including moderate and larger ing: Bleacher and grandstand cities. One of the principal tented

SELLO BROS.' CIRCUS — Roy ries and the operation of any listed grandstand. Plays both with and HUNT BROS.' CIRCUS-Charles Bible, owner. Also operated as Fa-

stands in small and moderate-sized approximate big top size: 100 by centers. Approximate size of big units, chairs. Plays one-day stands stands under auspices in Western

> STERLING BROS.' CIRCUS — Bob Stevens, owner-manager. Bleacher seating. Big top approximately 80 by 200. Plaving Western States.

JOHN STRONG CIRCUS — John Strong, owner. Plays small towns, schools and fairs in Southern California, part of the time under can-

TURNER BROS.' DOG & PONY SHOW - Percy Turner, owner. Bleacher seating. Playing Califor-

Operated by Pat Graham and Bob Thornton. Playing West Coast ter-

H. W. Ahrhart and Larry Law- WONDER BROS.' CIRCUS -Owned by Sam Bochlich and Frank

Indoors, Ball Parks

ALL-AMERICAN CIRCUS — Owned by Byron Gosh; operated thru the South as an indoor and ball park circus.

BAILEY BROS.' CIRCUS - Bob Stevens, manager, Plays mostly ball park and grandstand dates under local auspices thru the summer.

CYLDE BROS.' CIRCUS — Howard Suesz, owner. Plays mostly indoor engagements from April thru November in Central States and Eastern Canada under local aus-

ORRIN DAVENPORT CIRCUS —Orrin Davenport, producer, Plays indoor dates only in upper Middle Western and Canadian territory under local auspices. Established 1906. One-week stands. November and January thru May.

DOBRITCH CIRCUS - Al Dobritch, producer. Plays mostly indoor engagements under local aus-pices in the East, South and Middle West.

DON FRANCISCO CIRCUS — Don Francisco, manager. Plays sponsored indoor dates in the New York-New eJrsey territory in late winter and spring.

GARDEN BROS.' CIRCUS -Owned by Bill and Ian Garden and operated in Canada on an irregular schedule.

GIL GRAY CIRCUS - Gil Gray, manager. Plays both indoor dates and ball park-stadium dates in the West Central States, using local auspices. April thru November.

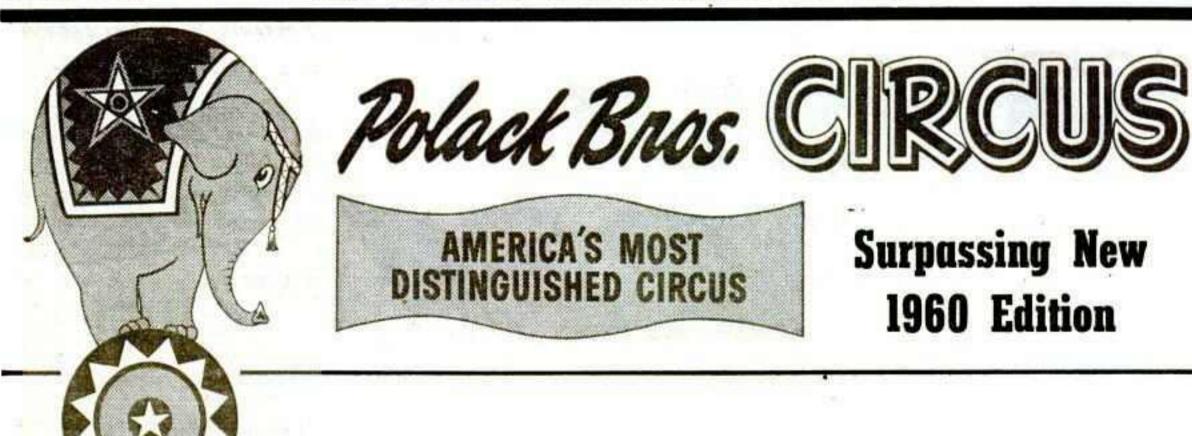
HAMID - MORTON CIRCUS — George A. Hamid, owner-manager. Plays one-week stands for the most part under local auspices, usually indoors and from Kansas to the East Coast. January to June in most years.

HAROLD BROS.' CIRCUS-Harold Voise, manager. Usually indoor engagements of a week or more under local auspices in Central and Eastern territory.

GENE HOLTER WILD ANIMAL CIRCUS - Gene Holter, ownermanager. Playing sponsored dates at ball parks, grandstands, etc., plus an extensive late summer route of

JAMES BROS.' CIRCUS - Operated by Sid Kellner as an indoor and ball park circus in California and the Northwest.

KEN JENSEN CIRCUS - Ken Jensen, owner. Plays indoor and outdoor dates along the West Coast, using local auspices.



Polack Package Provides PRODUCTION · PROMOTION PERFORMANCE PUBLICITY · PROFITS

These are the reasons why Polack Bros.' Circus stands pre-eminent in the sponsored and indoor circus field.

First and foremost, we have a performance of topmost quality, carefully selected for variety and balance, and possessing the high polish of production know-how. Our contracts are liberal, our methods reliable. We pass on to our sponsors the advantage of more than a

quarter of a century of successful operation. We have at their disposal an experienced promotional staff and publicity facilities that transform the presentation of our circus into the realization of maximum profits.

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POLACK BROS.' CIRCUS -Louis Stern, Bessie Polack, owners; Louis Stern, manager; Sam Polack.

3 Clubs Cater Louis Stern, manager; Sam Polack, agent. Plays indoor and ball park engagements under local auspices from coast to coast, January to December.

RINGLING BROS. AND BAR-NUM & BAILEY CIRCUS - Arthur Concello, general manager. Playing indoor stands most of the year, plus some ball parks and fairgrounds grandstands. Plays under arrangements with local promotion offices, usually without auspices. Coast to coast and the year-round.

RUDY BROS.' CIRCUS — Rudy Jacobi, manager. Plays indoor and ball park stands thruout the West, normally under local auspices. April to November.

SCOTT BROS.' CIRCUS — C. L. Harmes Jr., manager. Plays indoor and outdoor dates in the Southeast, using local auspices.

TOM PACKS CIRCUS - Tom Packs, owner; Jack Leontini, representative. Plays mostly ball parks and stadiums plus a few indoor dates, all under local auspices. From the Mississippi River eastward.

In addition, there are numerous producers who handle from one to a few or several circus dates annually.

Shopping Centers

ANIMALAND, USA.—Owned by Eddie Billetti. Plays Eastern territory. Features caged animals plus an elephant ride.

ATTERBURY'S-Owned by Bill and Bob Atterbury. Uses a canopy tent, bleacher seats.

CAPELL BROS. — H. N. (Doc) Capell, manager, Includes circus acts and carnival rides and concessions. Plays the Southwest.

CIRCUSLAND, USA-Owned by L. D. Hall, Plays Eastern Seaboard, Has elephant, cages, several performers.

JACK JOYCE—Owned by Jack Joyce. Plays Eastern half of the country during early summer and late fall. Has carts pulled by camels, llamas, other animals.

PAUL MILLER - Paul Miller. manager. Features free circus acts and an array of mechanical rides and concessions.

R. A. MILLER—Owned by R. A. Miller. Features circus acts along with mechanical rides and concessions.

RING BROS.' CIRCUS—Owned by Franco Richards, operated by Ringling Richards. Playing California territory.

Shows Change

Continued from page 78

in the way of huge spools for winding canvas, specially designed retractable seat wagons, special power equipment, and the timetested wonders of working elephants, cotton candy, ballyhoo talkers and other special treats that can be offered only by a circus. And the indor shows have novelty salesmen that entrance the kids more than do the clowns, and they have fast-working riggers and other specialists that not only make the performance itself run smoothly but also amount to a show in themselves.

LEXINGTON PARK, Md. -First tented date for the Beatty-Cole Circus will be at the Naval base here on Monday (25), the day after the show finishes its indoor debut at Long Island Arena, Commack, N. Y.

It was originally planned to lay off a day and begin the tented tour on Tuesday (26) at Arlington, Va., until the Lexington Park date cropped up.

To Circus Fans

THREE NATIONAL organizations are made up of those persons with a special good feeling for circuses. The circus is one of those institutions-like railroads, fire departments, baseball, the Civil War and old automobiles-that attracts persons from all walks of life and makes of them strong boosters.

by a group of men who were ture. It has about 500 members brought together by a circus man and publishes a magazine of circus who noted these same people history. This organization also turned up in various towns each conducts annual conventions. The time the circus showed. CFA CHS secretary is Robert C. King, membership now approximates Box 235, Richmond, Ind. 2,000. A national convention is held annually, and there are State and city branches which also hold regular meetings. National secretary is Gil Conlinn, Box 393, Hartford, Conn. A CFA magazine is published at Rochelle, Ill.

founded in 1936 to bring together the numerous persons who collect ment. Oldest among these is the Circus circus programs, photographs and

Fans' Association, founded in 1926 other material of an historical na-

Third group is the Circus Model Builders, specializing in miniature reproductions of the big shows. Gaylord Hartman, of Washington, Pa., is the president. This organi- | Saints and Sinners, was organized zation also conducts conventions and regional meetings, and it pub-Circus Historical Society was lishes a periodical devoted to construction of miniature circus equip-

Special -

CIRCUS

Section

by a group which broke away from the CFA a number of years ago. It still retains a circus theme and carries out charitable acts for indigent troupers, but its direct in-A fourth organization, the Circus terest in circuses is slight now,



CIRCUS The Aristocrat of Indoor Circuses

> For more than 25 years the Hamid-Morton organization has supplied top-flight enterfainment to hundreds of sponsors throughout the United States and Canada. A name synonymous with CLEAN, WHOLESOME, EXCEL-LENT ENTERTAINMENT.

> > With these coming up:

Atlantic City, N. J. -April 9-10-11 Pittsburgh, Pa. - April 18-23 Harrisburg, Pa.-April 25-30 Altoona, Pa. - May 2-7 Providence, R. I. - May 9-15 Montreal, Canada -May 21-May 28 Quebec City, Canada -May 29-June 1 Chicoutime, Canada-June 4-5 Trenton, N. J.-June 16-19

And featuring a star-studded array of feature acts and attractions, including

CAPTAIN SPUTNICK GEOFF & JUNE DEWSBURY HAL'S PALS CLOWN JAMBOREE WITH JERRY BANGS JR. HANNEFORD'S BAREBACK RIDERS THE FIVE DAGYARS AERO-STYLITES BOBO BARNETT THE GEORGIAN TRIO THE GREAT RENO BRICKLES DOGS & KEN DODD SONNY MOORE'S DOGS THE AERIAL BALLET CHARLIE CHEER ROBINSON'S ELEPHANTS

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CHARLES BASILE Manager & Equestrian Director BOB ATTERBURY Personnel Director JOE BASILE Eand Leader



Jerry Collins, Randolph Calhoun, Frank McClosky, Walter Kernan, Owners

COLOSSUS OF ALL AMUSEMENTS!

BEATTY GIVES 4 IN DAY FOR BRIDGEPORT CROWDS

BRIDGEPORT, Conn.—The Ching Beatty-Cole Registers Beatty Draws Whopping Mass. Crowds

Whopping Muss.

New Bedford. Mass.—The New England States. It included two straw houses in Massachusetts.

Clyd BEATTY-COLE GETS

The tenter drew a three-quarter than the aftergroom and a new night sho New England Holiday Crowds STRAWS, EXTRA

WATERVILLE, Me. — The sav
Clyde Beatty-Cole Bros. Circus: a
Clyde Beatty-Cole Bros. Circus: a
drew two three-quarter houses here did
Wednesday (8) under Jaycee nus-ti
Wednesday (8) under Jaycee nus-ti
Columbia Turns Up Best Business
for several years. Bath (7) pulled has been excent. | for the lower member Columbia Columbia Turns up Best Business
for several years. Bath (7) pulled | Bestiness | for the lower member Columbia Columbi **Beatty-Cole Wins**

for the Civel of the Second of 2.500 and for the Civel of the Civel of the Second of t

At Halifax Again

Beatty-Cole Straws Macon; both Beatty-Cole Straws IVI General Beatty-Cole Brain Clyde Straws Owners See Winning Season Beatty-Cole Brain Clyde Straws Owners See Winning Season Beatty-Cole Finds

Sabr Cont Overflow crowd at night, Clyde Clyde Beatty was host cent overflow crowd at night, Cole Straws and Unclear overflow crowd at night, Cole Straws Cole Clyde Brains Mount, N. Cole Cole Clyde Brains Mount, N. Cole Cole Clyde Brains Mount, N. Cole Clyde Brains C

Bec(18), delepite a half house at mather the Clyde Beatty & Cole Beatty

ROCKY MOUNT, N. C.—
Elyde Bratty & Cole Bros. Circus
marked an increase in business as
it moved out of New York State
and joined rapidly toward the
louth.

The show has encountered no ill.

Beatty-Cole had two-thirds afternoon houses and hig night houses,
with a few patrons being turned
away. These towns were Williamspoet, Harrisburg and York.

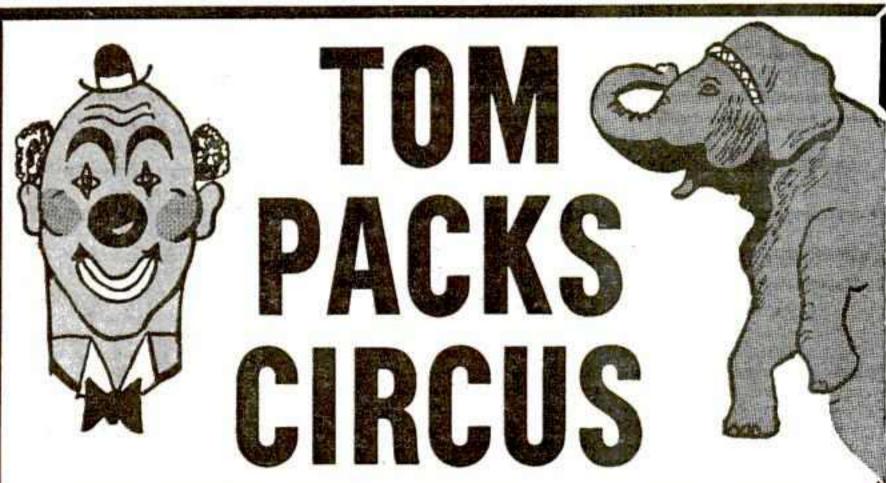
Gov. Millard Taxes and family
were guests at the over half-fully

COMING IN ITS VAST ENTIRETY; JUST AS SHOWN IN NEW YORK. FUN FOR THE FAMILY!

Brimming Over With Surprises and a Myriad of Unprecedented Features From All Strange Lands.

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when answering ads . . .

Say You Saw It in The Billboard

Membership Sales the Key

Continued from page 78

profits come there. The circus right- | But some times sponsors will find respects.

make important money.

for the advance sale to be con- does not supply it. ducted. Some of them will supply local organizations with groups of sor, then this should be determined professional promoters and ticket early and the campaign should be salesmen to take part in the cam- planned well. Advertising material paign. But sponsors must remem- may be available from the show. ber that it still is the ticket sale by The circus may supply posters and their own members that means the manpower to put them up, but difference between profits and losses.

Some shows will send in agents with advice on how to handle these sales. Some will supply expert help in setting up committees and sales campaigns. Some will leave this entirely up to the organization.

Publicity Is Vital

cus ticket selling. Again the system time the ticket sale is going strong. will vary from show to show. But it Some times ad campaigns are too doesn't vary so far as the auspice late to be effective. is concerned. The auspice wants as much publicity as it can get for its that neither a circus nor any other circus engagement.

dealing with some shows that sup- be well on the way to making a ply a capable press agent and pro- good profit with its show. Once its fessionally prepared publicity and members realize that the profit is advertising material. An effective squarely up to them and the ticket publicity campaign will aid ma- sales they make, then the biggest terially in the efforts of organiza- step has been taken toward that tional members who are selling profit and the pleasant relationship tickets.

fully retains a greater portion of that certain shows do not supply a the income from sale of tickets on press agent. They may or may not show day. There are exceptions to supply adequate press material. this type of contract, but it is a This matter should be determined standard method among most cir- very early in the operation. If the cuses. Indoor shows, in particular, show is one that does not include may vary from this in important press activity in its deal, or if that campaign seems inadequate, the The rule prevails, and that is that auspices will want, to augment it. the sponsoring group's members This should be checked out with must sell the tickets if they are to the show. But the sponsor under all conditions will want widespread Any circus with which you con- publicity. It should be prepared to tract will outline the way it favors generate this for itself if the show

If the publicity is up to the sponsome shows leave this up to the auspices, too.

These questions are among those which the sponsoring group will want to get fully answered in early talks with the circus, and there is this much more about it.

If the advertising campaign is to do the sponsor any appreciable Publicity is a vital factor in cir- good, it must be in operation at the

Once an organization realizes business organization is likely to Toward this end sponsors will be give something for nothing, it will that a success generates.

La contraction



PRODUCING THE INDUSTRY'S FINEST CIRCUS ENTERTAIN-MENT FOR THE COUNTRY'S FINEST SPONSORS Indoors or Outdoors

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park business is marked by a host of new enterprises in many sections of the country. First of the new-style amusement zones to join the many successful long-established parks, was now-famous Disneyland. Now investors in numerous places are smitten by the Disney success and they seek to duplicate it in their own communities.

SHOW NEWS

Many of these wonderlands, some scaled down from first highflying dimensions and still wonder-

THE THRIVING amusement | ous, are doing well and will resume | operations with coming of the new

> Others are making good progress in construction and they soon will be open, too. Some have experienced problems in finance and building has been slowed. And some have opened only to find their formula went wrong somewhere and help is needed if the newcomer is to survive in a field already inhabited by many up-todate and capable competitors.

Most professional park people

welcome the impetus successful new ideas have brought. Knowing their business however the business had business how business had business how business how business had b their business, however, they wonder at some actions by the newcomers, and they watch the whole movement with interest.

Here is a resume of how some of the principal projects in the field are progressing this spring:

-Special

PARKS

Section

Disneyland, Old Master, Adds for '60

A NAHEIM, Calif. - When Disneyland unveils in June its latest attraction, Nature's Wonderland, costing \$1,800,000, the park will represent an investment of \$32,500,000. The new project was announced here by Walt Disney, creator of the park.

Wonderland will cover seven acres in Frontierland and feature more than 200 mechanical animals, birds and reptiles that will perform for visitors as the result of a most ambitious program. The area will represent more than 18 months of ney art directors and technicians.

The area will be a re-creation of the forest regions of Wyoming, deserts of Arizona and New Mexico. mountains of Colorado and other sections of the West.

Wonderland was inspired by the such Walt Disney adventure motion pictures as "Beaver Valley," "The Living Desert," "Bear Country," and "Olympic Elk." As in the films, animals will be shown in their native habitat, playing, working and in the struggle for survival.

version of "Old Faithful," spouting geysers which will send streams of water 50 feet high at regular inter-

The park's newest section will be nected with the enterprise. viewed from aboard Western Mine Train tracks will be routed thru Rainbow Caverns, which are undergoing extensive improvement and additions. There will be new lightopposing it. Winecoff and Jack ing, creations in color and unusual Haley, film star and president of formations of stalagtites and stalagmites added to the seven multicolored waterfalls which cascade coff said that Bible Storyland will into roaring pools. Among the falls Bear Step, Rainbow, Paint Pot, and

Wonderland marks the 45th attraction, 23 of them added since the park opened in 1955. Original investment of the park was \$17,000,-000, up from the originally projected \$9,000,000.

substantial but several are still in

The food exclusive for Freedomland is assigned to the Brass Rail chain. Also announced is the awarding of character merchandise licensing rights to Hank Saperstein, who has handled that function for Elvis Presley, the Lone Ranger and others. Globe Ticket will provide the tickets and ticket Enterprises, Inc. (Walt E. Disney),

control systems. At this stage there is no reported concern over financing, a happy reference to the \$19,000,-000 worth of stock that was sold

On the promotional and adver-

been trying to get its gates open to get some ticket windows open. since 1958.

was a "Construction Preview" opening. With free gate admission ment park is big business. and parking, and with a 8,000-foota number of minor attractions, the weekend open-houses drew averages cost was estimated at \$3,500,000. of 25,000 customers.

financial difficulties — mechanics' almost \$500,000—officials insist

DENVER-It's been a long, they've got it made this year. They rough road for Magic Mountain. say they will get the gates open for The multi-million dollar amusement business around June 1. After all, park, now nearing completion, has to pay all those bills, the park has

One thing that everyone con-Last year the best it could do cerned with MM's development has learned is that, a modern amuse-

When the idea of a "Disneylandlong narrow gauge railroad and a type" amusement park in Denver Stagecoach ride operating, plus originated in the minds of a group of Denver businessmen in 1957 the Now it is considered over 75% But despite some rather involved completed and its cost so far is \$3,800,000 plus \$284,865 for liens and foreclosure suits totaling mechanics' liens filed for work al-

(Continued on page 87)

Lakeland, Memphis

MEMPHIS—Lakeland, the \$3,- | Von Roll company in Switzerland. 000,000 Memphis amusement park and resort area, will open many of its facilities by July 4 and start others in the late summer.

Treasurer Paul Stillions said last week that sale of stock is progressing well and that fuids already on hand are adequate to see the construction project thru this year and into operation.

Lakeland Development Corporation was formed by a long list of Memphis business leaders. Work at the site is well along. Five rides will be put into operation for the July start. They are a Mad Mouse, Twister, Helicopter, 1865 Train and a track using both Go-Karts and Model-T reproductions. Amusement park part of the program will be operated by a separate corporation, Fun Park, Inc., one of 20 concessionaire firms with which the parent corporation has contracts. Another firm is Waterfun Corporation and it is completing a 100by the end of this week.

A major attraction at Lakeland World's Fair and purchased from od, Stillions said.

It is en route now to this country. Gondola cars will be rebuilt to be enclosed. The sky ride is expected to be ready by July 4 also.

A swimming pool is to be started at once and it is scheduled for operation by midyear. Later in the summer work is to start on the cottages, par three course, golf driving range and other features.

Stillions said that Lakeland set out to sell 500,000 shares of stock at \$6 each for a \$3,000,000 total. The firm now is seeking State permission to increase the price to \$8 for the second 250,000 shares.

In line with a schedule mapped out six months ago, the formal opening will be in June, 1961, and this year's activity will be an informal start. The aim is to keep the interest and activity at a high level, he said.

Actually, the five rides will be erected this year on a temporary site. Then next year they will be planning and development by Dispassenger replica of a river boat to moved to the permanent location be operated on the new lake. A near the dam. The site requires half-mile dam has been completed much preparation that will be comand 100 acres will be under water pleted prior to the 1961 opening, it was said.

Lakeland has a five-year prowill be the skyride. This is the gram, with additional phases to be aerial ride used at the Brussels undertaken each year in that peri-

Bible Storyland

Storyland, a \$15,000,000 theme park dramatizing Biblical lore, is to be constructed near here, it has been announced by Nat Winecoff, vice-president and general manager.

Money for the privately financed 220-acre project is said to have been raised already. The site is 35 miles from Los Angeles and 30 miles from Disneyland.

Winecoff, formerly vice-president and secretary of WED Enterprises, Inc. (Walt E. Disney), said the operation will be similar to that of Disneyland, with rides and attractions to be designed by Storyland's staff and built by such firms be based upon history and teachings are Bridal Veil, Red Devil, Angels, as Arrow Development Company of the Bible and will not be offen-

CUCAMONGA, Calif. - Bible man, son of Francis X. Bushman and formerly associated with the Disneyland project, is the chief de-

> Bible Storyland was set to break ground in April, but this has been delayed because of some design changes. Winecoff said.

The Bible Storyland idea has met with good reception in the East, Winecoff added. But in Cucamonga the ministerial association is the company, met with the 60 ministers several weeks ago. Winein Mountain View. Bruce Bush- sive to anyone regardless of faith. Witches' Caldron.

Pleasure Island

the controlling mortgage of Pleasure Island Park in Wakefield has reverted it to the Merchants National Bank of Boston. The New said the 168-acre park's financial York businessman had found it impossible to raise the new equity needed to finance the reorganization of the \$5 million park.

A meeting of creditors was held recently with bank officials and it was understood that efforts will be made to have the creditors, noteholders and other interested parties consent to a 90-day escrow agreement while a buyer is sought for the funspot. However, an unofficial spokesman said he believed that with such a short time remaining until an opening date that it was believed that the park could not possibly reopen this season.

mortgage on the property will attempt to obtain a purchaser who mer.

ROSTON - The withdrawal of will advance sufficient funds for Harold Korda as holder of the first mortgage and take care of creditors.

> Mark Wheeler, executive vicepresident of the Merchants Bank, predicament was caused by a huge initial investment rather than poor business or management. Another official said he believed that the problem lay in the difficulty of scaling down the Disney-like type of operation. He also was of the opinion that there were not enough "dollar traps."

The mortgage taken over by Korda was originally in the control of the Hood Milk Company, and the bank is now exploring the possibility of finding a taker for this secod mortgage while it still holds the first one. The type of buyer sought will be one who is in a position to take advantage of the tax-The bank as holder of the first loss position built up during the park's red-ink operation last sum-

Southwestland

A highlight will be Disneyland's recreation center in Great Southwestland, midway between Dallas and Fort Worth, have come under a virtual news and advertising blackout, according to those con-

The clamp-down on information under Security and Exchange Commission rules a publicity silence must be observed on ventures offering stock to the public. The corporation plans to offer stock and income debentures, part of which will be used to finance the amusement park.

It has been learned, however, that actual physical work on the vanced very far, the public-rela-

DALLAS-Future plans for the tions representatives of the enter-293-acre sports and family prise hint at glowing projects still in the planning stage.

Information released in the past called for a 32-lane bowling alley to be the first construction, and a report has it that this undertaking is now virtually completed.

This amusement area, part of a Trains and pack mules. The Mine came about following advice of 5,000-acre development, will, when legal council which pointed out that completed, be "similar to Disney-

It is part of a much larger project that is mostly an industrial district. Earlier reports from Great Southwest Corporation indicated they expect to issue \$11,500,000 in stock. The park section is to be known as Great Southwestland and will be themed to "Texas under six flags." Each of six areas in the park huge amusement area has not ad- is to carry out a national theme of (Continued on page 87)

Apacheland, Phoenix

DHOENIX — Construction of a sionaries of the Southwest." \$500,000 Western Street, per-

manent television and motion picture location with sound stage and | 75th anniversary of the surrender part of projected \$2,500,000 Apacheland Park, is under way here, J. K. Hutchens, president of Superstition Mountain Enterprises, Inc., said here. The street will be

ready for operation in mid-July. Nat Winecoff, formerly vicepresident and secretary of WED which built Disneyland, and vicepresident and general manager of Bible Storyland to be built near Cucamonga, is consultant and planner of the park. The area is designed to be a "continuing fair with recreational facilities keyed to the tising side, a 12-tune Freedomland fabled lore of the Indians, outlaws,

Apacheland is scheduled to open early in 1961 coincidental with the of Geronimo, which ended the long and bloody Apache wars. Winecoff will be the project's general manager when it is completed.

The area will include an historical museum and exhibits of the industrial, agricultural and cultural products of the Southwest. Plans also include a \$2,000,000 hotel, Superstition Ho! at Apache Junction, 36 miles from here to accommodate tourists and film and telesion crews and producers.

Dean Steffey, former Michigan banker and rancher, is chairman of the board. Hutchens, the president, (Continued on page 87) miners, gamblers, soldiers and mis- is a former California banker.

Freedomland Opening

NEW YORK - At one time or

other devices will be held off until their foundations are completed and landscaping work is under-

The 205-acre plot has 96 acres devoted to the park proper, sculp-States. Highest point is about 70 feet above ground, this representing the Rocky Mountains, which will be topped by an ore bucket ride of ski-lift principle.

The Great Lakes are dredged another close to 2,500 men have and are being waterproofed with been working at the big Freedom- asbestos - impregnated board reland site, which has gotten excep- taining walls. A series of historictionally good construction weather ally keyed themes will be emsince ground was broken last Aug- ployed. One of these, the recurust. About 200 of the total of 248 ring San Francisco fire (using conbuildings are under construction. cealed gas jets) unexpectedly ben-Some ride units and mechanical efited from the recent fire which figures have arrived from Arrow destroyed one of the Dark Ride Development in California, but buildings. The debris was trucked over to fake fire site and there is getting a permanent resting place as part of gutted San Francisco.

While Schaefer Brewing Company is the only announced institured in the contour of the United tutional exhibitor (it will operate an old-fashioned brewery but will not sell beer at the park), other commercial aspects have been discussed. The list of exhibitors is

negotiation.

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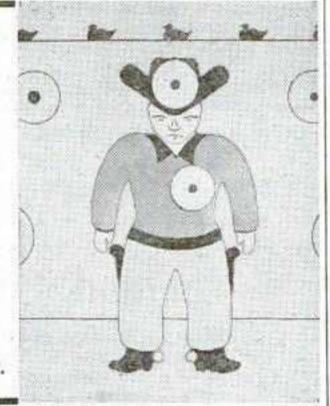
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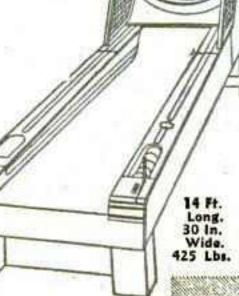


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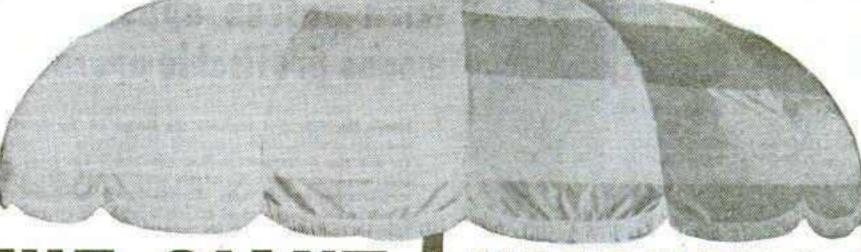
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Say You Saw It in The Billboard

Magic Mountain of Denver

Continued from page 84

the park site.

As first planned, MM would be a giant kiddieland with 40-foothigh fairyland characters in a Magic Forest, an old-time Western the. park about 40% complete, and futuristic City of Mars. C. V. Wood Jr., president of Marco Engineering Company, and a former vice-president of Disneyland, was placed in charge of construction and things got under way during the summer of 1957.

In December of that year, MM's first president, Walter F. Cobb, a Denver plumbing firm owner, announced that sale of common stock had passed the \$1,000,-000 mark. At that time Cobb said it had been decided to build MM along the lines of a re-created Old West town, 30 acres for the park proper, 30 acres for a 3,000-car parking area, and the remainder of the 600-acre site as a buffer zone to assure that no other future enterprises could detract from the atmosphere created in the park.

MM didn't make its 1958 opening and the new president, G. Norman Winder, Colorado rancher and stockman, announced the park would open in the spring of 1959 in order to tie-in with Colorado's State-wide Centennial Celebration.

In July of 1958, Winder invited the 7,000 stockholders to the first annual meeting at the site. A construction report by Howard Vinyard, then general manager and a former manager of operations at Disneyland, showed leveling and grading of the site almost completed. Over a million cubic yards of dirt had been moved. A 35,-000,000 gallon reservoir for reserve water supply and boating was completed. The railroad was ready for tracks. A \$100,000 Cavalry Post-

Himalaya Ride Arrives for Paragon Park

NANTASKET BEACH, Mass. -The first Himalaya Ride brought Into America is at Paragon Park here, and will be installed in time for action during the Easter holiday period.

It will be operated by Edy Meier Jr., of Zurich, Switzerland, its owner. Meier and parkman Larry Stone were at the New England parks meeting in Boston last week. The Himalaya, a Caterpillar-type unit featuring Continental incandescent lighting, music and color, has 44 seats and is roofed.

Freedomland

Continued from page 84

album is being recorded on the Columbia label, with lyrics and music by Julie Stein and George Wise. Johnny Horton has recorded one of the numbers, "Johnny Freedom," as a single.

Opening is still confidently projected for Sunday, June 19, with the event being honored by a national TV program. On that day the New York Times will publish a supplement of 24 pages or more devoted to the new park, it is reported. The City History Club, a non-profit organization, will have a park-attuned series on its classroom FM hookup which reaches 100,000 children. Using a "Know Your City — Then and Now" 19 and 26. There will be a pre-theme, "Aunt" Ethel McGuinness opening Saturday (18) to benefit will have children submit creamodels of New York scenes.

- A contract has been signed between Ed Sullivan and M. T. Ray- in mid-May, five weeks ahead of nor, park president, for network the premiere, and will include all TV coverage of the opening on media as well as outdoor locations.

ready done plus \$273,000 due on type administration building was ready for occupancy.

> But money for construction was needed faster than it was coming in, and in November, 1959, with great."

complete the sale of MM's remain- north and west of the resort. ing 2,250,000 shares of stock at \$1.50 each.

But the park wasn't ready last year. Work went on during the week with the weekends open for customers. The park staged simulated bank robberies, showed silent movies, presented old dramas for the customers.

In August, 1959, MM officials denied reports that New York financier William Zekendorf had taken over development and management. "Preliminary negotiations for a lease have commenced between Magic Mountain and the International Recreation Company," was MM officials' statement. No further arrangements have been reported, except a statement last January that the board of directors had approved a leasing arrangement subject to approval of the stockholders. Under the board's plan, International Recreation would operate MM by paying \$200,000 yearly plus a share of any profits. Any stockholders' decision has not been reported.

In February this year 33 companies filed mechanics' liens totaling \$248,000 against MM. Lefferdink called the creditors together and proposed they join him in a \$1,200,000 first mortgage on the MM property. Pointing out that his company has an investment of over \$500,000 in MM, Lefferdink said these bills would be paid from profits resulting after the park's opening this year. So far only one creditor is known to have refused to go along with the proposal.

The previous owner of the park site also got into the tangled situation by bringing a foreclosure suit against MM claiming he was holder of a \$237,000 mortgage on the park site, and that the 1959 payment of \$12,000 plus interest had not been made.

Lefferdink officers say thay are aware of the outstanding bills and that they will be paid, adding that such liens and suits are usually filed by creditors to protect their rights.

Magic Mountain officials say the park will be open for the major part of the season with 11 major attractions ready for the operation plus several contracted attractions to fill out the program.

Southwestland

• Continued from page 84

one of the countries that figures in Texas history. Earnings from the park will be used to pay interest and sinking fund requirements on the debentures, it has been reported.

Great Southwest Corporation stockholders include Rockefeller Center, Inc.; Wynne family interests of Dallas, and Webb & Knapp. Inc. Webb and Knapp also figures prominently in Freedomland at New York and has had connections with Magic Mountain at Denver.

two successive Sunday nights, June three charities, and part of the tive work such as drawings and Sullivan show may be taped on that day.

Advertising campaign will start

MARCO PROPOSES PLAN

Cedar Point Outlines \$6,000,000 Project

town, a full-scale Indian village Allen J. Lefferdink of Boulder, convert Cedar Point on Lake Erie modernized before the 1959 season Col., was named chairman of the into one of the largest and best and a 200-seat coffee shop installed. land settlers and others. board. Lefferdink, whose finance-summer resorts in the Midwest insurance empire had a record for have been announced by officials spring are 50 new cabanas on the the second boat route are being giant-sized and successful stock of the G. A. Boeckling Company, selling ventures, said that he was operator. An eventual expendientering the picture "to add im- ture of \$6,000,000 on the amusepetus to something that is already ment park is contemplated. An additional \$10,000,000 later will go completed. Lefferdink's organization was to into an exclusive residential colony

rides in a former picnic grove, and much underbrush.

hotel opens on June 11. More than lagoons be utilized for boat rides Herschell Company.

SANDUSKY, O. — Plans to 125 of the hotel's rooms were

Scheduled for construction this

north and west of the resort area ble scenes and actions. George A. Roose, president, said shortly after the turn of the cenlast week that the present amuse- tury. In the past these lagoons went to New York from Cedar ment area of 40 acres will be ex- were used by persons renting Point to supervise installation of panded to approximately 100 acres canoes, rowboats or pedalboats, their equipment at Freedomland. by making use of the lagoon area The area presents a junglelike The firm is also working on designs for two boat rides and adding other appearance with many large trees for Magic Mountain outside Den-

Upwards to 200 more rooms After many months of intensive To reach the lagoons a halfin the 1000-room Hotel Breakers study by C. V. Wood Jr., of the mile roadbed will be prepared for are to be modernized along with Marco Engineering Company, Los a new train ride. An 1865 model the lobby and cafeteria before the Angeles, he recommended that the train has been ordered from Allan

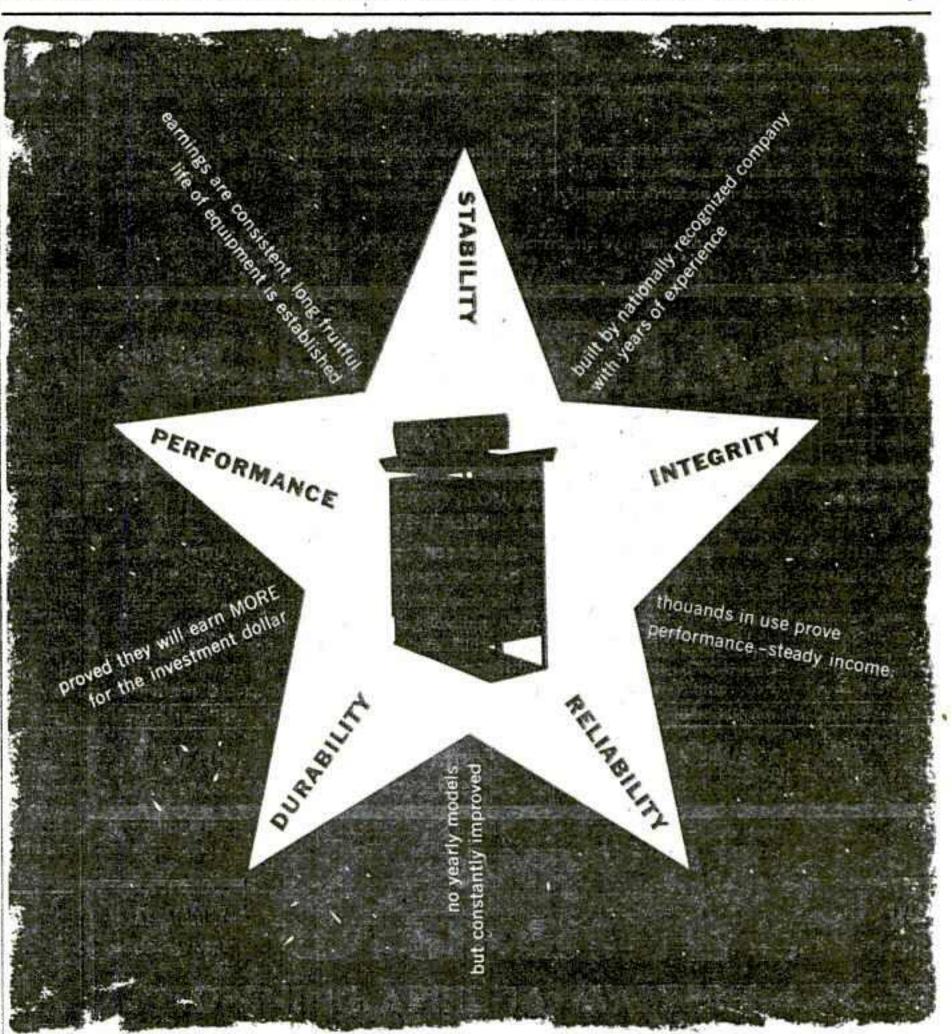
similar to those at Disneyland. One route thru the lagoons will

have two replica paddle - wheel passenger boats of the same type used in a number of other parks.

The second route will be covered by two launches. Present thinking is that along the shores of the lagoons there will be a series of animated historical scenes such as Fort Sandusky being raided by Indians, coming of the New Eng-

Details of scenic effects along Lake Erie beach. New playground worked out by Special Effects, a equipment will be installed before Denver firm. Winfield H. Hubthe resort opening. Last summer bard, E. Douglas Hubbard and a concrete block bathhouse was John Mabbett, of the firm, have just visited Cedar Point to look A network of lagoons was dug over the lagoons and discuss possi-

Mabbett and Douglas Hubbard

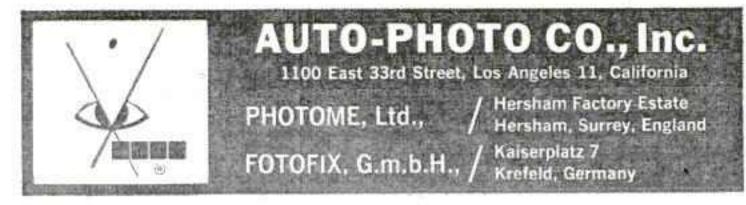


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Lloyds' Caution Affects Liability Insurance Market

age for carnivals, parks, circuses and other amusement enterprises still is relatively hard to get several cases. and high priced.

SHOW NEWS

Brokers who specialize in this type of insurance point out that about a year ago prices were increased by Lloyds of London. At that time, Lloyds backed away from some of the coverages it had underwritten before. It became more selective, strict and cautious. Those conditions still prevail.

As a result, there has been considerable switching of shows from one insurance company to another in recent months. With these rates

SAFETY SEEN AS ANSWER

SAFETY is the answer to increases in insurance costs. That is indicated by the insurance brokers, reflected by the NAAPPB's safety campaign, and proven by the fact that operators with poor safety records pay higher costs, if they can get insurance at all. And those with good records pay lower rates. Speaking at the NAAPPB convention, an executive of the Associated Indemnity Company cited three points that he said assured a better record and lowers insurance costs. The three points were (1) put your premises and devices in the best possible condition, (2) employ mature, dependable help, and (3) promote safety.

insurance, the brokers have re-

Lloyds looms large in the field circuses is 3 per cent. because it not only still writes but also writes so-called excesses. insurance companies.

However, the Lloyds' prices are at the total insurance cost. higher, American companies have ers report prices unchanged. The are sought after by insurance men handle insurance problems.

PUBLIC liability insurance cover- up and shows often buying more average rate for \$50,000 and \$100,-000 coverage for a carnival is 5.95 ported highly successful years in per cent, one broker reported. He said that the similar average for

Circus and carnival insurance direct coverage of show liability premiums are based on percentages of the show's gross business. In this, a domestic company might | Amusement park insurance, howcover the first several thousand ever, is priced differently. A manof a show's insurance itself and ual rate is determined for each then place the balance with Lloyds | kind of ride on the market as well amount in excess of what it wants type of ride might be rated at to keep. Thus, Lloyds' attitudes in \$2.50 per \$100 gross. The comparthe field influence actions of other able figures for each unit in the

who regard them as prime business. Rates are more specific and detailed because as permanently located operations they have been available for the compilation of data on losses and risks. In the cases of circuses and carnivals, more depends upon the knowledge and appraisal of the show by the broker than upon statistics.

The manual rates for parks and the reported percentages for shows are starting places for determining actual rates to be paid. Brokers require more premiums from poorer risks, and they settle for lower rates and lower percentages from operators with proven favorable records.

Coverages for rodeos, fireworks, or another larger firm as the as for other coverages. Thus, one auto races and all similar types of events, as well as rain insurance and other specialties for general use, are available from the same park are added together to arrive brokers who supply the basic public liability coverage. They also have Parks generally have good in- a market for workmen's compennot changed rates. Insurance brok- surance records and certain parks sations insurance and other hard-to-

Special -

INSURANCE

Section

ENDORSEMENTS, PROOF VITAL

PROOF of coverage is important in insurance matters. A carnival playing a fair, a circus playing for an auspices, a ride operator working for a show or auspices these are among those situations in which one party will call on the other to prove it has adequate insurance. A certificate of insurance usually is accepted as such proof.

Also important in joint operations is the matter of endorsements by which the coverage held by one party, usually the show, can be extended to cover the second party, often a fair or auspices. Endorsements of this type usually are arranged easily thru the insurance broker, and there is no additional charge is most

number of such policies. This gives them safety in numbers plus some knowledge of the claim trends and risks involved.

Show insurance brokers estimate that fewer than a half dozen of

Agents—Advance or Insurance— Are Important to Show's Success

A GENTS are mighty important to ing show coverage and they are so likely that none of the insurance rely on them for much special skill, agents or brokers.

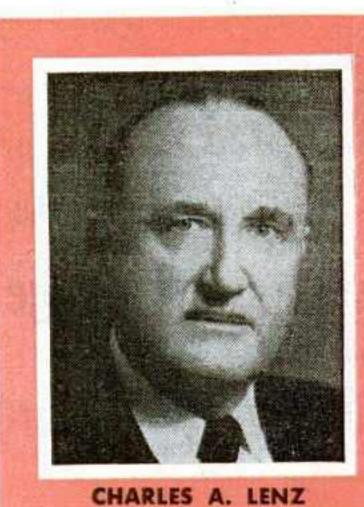
Experienced show management man can write liability coverage for amusements. It takes an expert to insure a show, just as it takes another kind of expert to route it. Those insurance experts are even liability coverage. They don't know risk. Insurance firms usually are America's hundreds of insurance rarer than the route experts.

shows. Whether it be an ad- essential to operation of a circus companies with which they do busivance agent, special agent, press or carnival, it becomes increasingly ness will issue a policy on such agent or insurance agent, shows important for the show owners to gain approval of the brokers. It's a enced men know and newcomers knowledge and assistance. It is sellers' market and not everyone will find quickly that the man who especially true now of insurance can get the insurance experts to do business with them every time. A record of costly accidents and insurance. knows that not every insurance claims will result in a showman's being left out in the cold by most reliable insurance sources.

Most general insurance brokers are not able to handle this type of Since there are few brokers writ- business to risk it. Moreover, it is cialized risk only if they have a nival and park operations.

specialized coverage. So experisells them other insurance isn't likely to provide their show or ride

Specialists can provide the coverage, however, and that is because they know show business on one hand and on the other have an insurance company that will take the enough about the problems and the interested in underwriting this spe- companies are insuring circus, car-





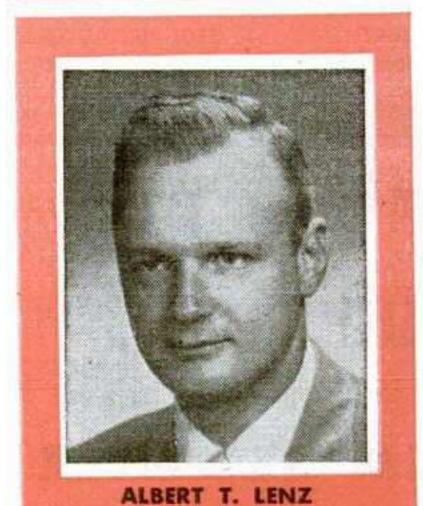


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TRAMPOLINES, **GO-KARTS ARE NEW FACTORS**

PUBLIC trampoline centers and co-kart race tracks are among the principal new types of amusement installations calling for special insurance attention.

Both types of installations are avoided by many standard insurance brokers and usually serviced only by specialists.

Trampoline centers are most numerous on the West Coast and they are rapidly spreading across the nation. Each uses eight or more trampolines, installed at ground level. Ticket buyers are permitted to bounce on the trampolines, sometimes going several feet into the air. At least one specialized West Coast broker writes insurance on them.

Go-karts are tiny automobiles used by children as well as adults. They are super models of the old soap-box cars that kids made. Only these have professionally built parts in most cases and they are powered by lawn-mower-size engines. They work up good speed and usually are operated on specially constructed oval tracks. A Middle Western insurance broker, with experience with stock cars and the races, now is offering coverage for go-karts.

Amusement Park Association's Insurance Plan Cuts Rates 5%

COMBINATION of a good record and promise of results from a safety campaign resulted in an insurance rate reduction for amusement parks covered by the National Association of Amusement Parks, set-up.

A reduction of 5 per cent has been announced following a conference by the NAAPPB insurance committee, the insurance broker and the insurance company. A year ago an increase was necessary, they report, but now the loss ratio has been improved by 19 percentage points, and the reduction is in order. NAAPPB says that the reduction is made while the national insurance scent is the reverse, with jury awards continuing high and most insurance rates going up when ever they change at all.

Minneapolis Track

MINNEAPOLIS - Raceway Park near suburban Savage ópened its racing season yesterday (10) with a double-header program. Features included early model 11932-1948) cars and modified late models (1949 and newer). In addition, special races brought the

Opens Race Season

go-karts into action.

in the park association plan is the "intense engineering service" carried out by the insurance company. Each insured ride is inspected at Pools and Beaches' insurance the outset and again during the insurance business. The association

erate enough rides to make the pre- fashion as other insurance.

One reason cited for the success miums adequate to warrant the work and protection.

NAAPPB states that its plan offers "not the only good insurance, but quality coverage," and unlike some offices it is seeking additional plan has been in force many years The park association plan is di- and was formed when coverage was rected by John Logan Campbell, quite difficult to obtain anywhere. insurance broker. One must be a The association aids in the promomember of NAAPPB to apply for tion of this insurance and is repaid the insurance, but not all members its expenses in this. From then on are eligible. A member must have the plan involves the broker and the a good loss record and he must op- insurance company in the same

STAKE DRIVING PROVES TO BE INJURY RISK

DRIVING stakes is nearly as big an attraction on any show lot as one of the rides or a performance. But few showmen realize that they also constitute one of the potential accident risks. Show insurance broker Charles Lenz points out that numerous costly claims have resulted from stake driving. But there is a way to reduce the danger.

Most showmen use Ford axels or similar steel rods for stakes. These are topped by spider gears which make ideal heads on the stakes. But axels and gears are made out of highly tempered steel, processed to make it as tough as possible. That's good for stakes, too. Except that it means that tempered steel will crystalize and chip off. When a sledge strikes a stake it may chip off a sliver of steel. And too often that sliver will strike an onlooker-perhaps in the eye. It has happened often enough to his clients for Lenz to notice the problem and check into it.

In one case, he said, a child was hit in the eye with a minute piece of steel. In this case the chip came, not from the stake, but from the sledge head, a situation also caused by the hardness of the stake steel, Part of the loss was \$22,500. In another case, a sliver of steel hit a man, injured him and resulted

in an insurance loss of \$7,500.

Solution, says Lenz, is a simple process he learned as the son of a blacksmith. The heads of the stakes should be heated until they are cherry red; then cooled slowly. Putting quick lime over the hot steel will slow the cooling. This removes the temper, softens the steel and minimizes the danger of flying chips. As softer steel, the stakes will tend to flatten out where struck by the sledge. But Lenz states this will affect only the end, where the danger is now, and will be worth the possible savings in injury claims.

EXPERTS' CAUTION

Choose Companies, **Brokers With Care**

CHOOSE your insurance company out. The brokers and the comchoose you. That's the admonition perience of an applicant before they of show insurance specialists who decide whether to issue him any insay that the past year has seen sev- surance. The underwriters study a eral showmen left in hot spots by showman's record. They may defailures of insurance companies.

coverage has been bought on the cision thru study and knowdelge of basis of price alone, the buyers the showman's operation. later have discovered that the insurby State regulating authorities.

other company. Some brokers up indications as to whether the one to receive it.

ity insurance for shows, it is pointed sis.

the Georgia Association of Agri-

F. Pruett of Macon, secretary.

new location.

and broker as carefully is they panies carefully weigh the loss excide to give him coverage at low The specialized brokers point out rates, regular rates, high rates or that in a few cases where insurance not at all. They arrive at their de-

What seems to be increasingly ing company has been forced out of important now, in the view of leadbusiness or has been ordered closed ers in the business, is that the show make an equally thoro study of the Then the showmen rush to other insurance company that is involved. brokers and seek coverage from an- Such an investigation should turn charge that they know of cases company is sturdy enough to stay where a showman did not learn that in business and pay its claims. his insurance company had closed Often, where a showman can make until he had an injury claim to pre- only a limited study of insurance sent, and then found there was no companies, he takes an alternative. And that is selecting the broker on It often is difficult to buy liabil- the same sort of dependability ba-

> Financial responsibility of insurance companies is stressed by one broker, who cites a case in which a ride operator faces a \$50,000 death claim. The operator bought insurance elsewhere for a lower price but the new company proved to be insolvent. Now the operator is left | | left | without legal defense, and in the event of a verdict against him there is no insurance to pay the judg-

Another show insurance broker MACON, Ga. - Fifth annual points out that the term "reinsurfair workshop and short course of ance" should not be confused with this sort of situation. Often an insurance company will insure a clicultural Fairs is tentatively set for ent for a given amount, say \$100,-000, but then will itself buy insur-May 23-24. Members are being surveyed about their choice of a ance with another larger company for part of that amount. Then if Previous sessions have been at there is a loss, the first company ton, but this year it has been sug-gested that the site be lekyll company failer the gested that the site be Jekyll company fails; the second company Island, off Brunswick. Officers are insures the first, but it does not in-W. L. Benton of Savannah, presi- sure the client against failure of the dent, Mrs. E. N. Nicholson of first. And if the first firm fails, Hiawassee, vice-president, and Joe the client's entire coverage is jeopardized.

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Typical is the July 4 celebration held in Evanston, Ill., by civic leaders. Annually the event pulls upward of 30,000 to the show and its been going on for 38 years.

On the West Coast the American Legion's show in the Coliseum, Los Angeles, is over 25 years old, yet annually pulls upward of 75,000 to the big stadium. This goes on with another at nearby Pasadena where the fire department gets an additional 40,000 to its big show.

Denver annually is the scene of two big pyro shows on July 4. The one at the University of Denver stadium has been going on for 27 years and pulls some 20,000. Ben Krasner's Lakeside Park also fires on the same day and thousands see the display.

In Chicago the American Legion sponsors a giant Independence Day fireworks show that has been goingon since 1935 yet still draws 60,-000 or more to lakefront Soldier Field.

Doubleheader

A doubleheader of long duration takes place annually in the Dallas Cotton Bowl where the Tom Thumb grocery chain sponsors two shows around the Fourth. Another long established show takes place in Texas at the George Washington Birthday Celebration in Laredo.

They're not all on July 4, however. The Memphis Cotton Carnival, a May event, utilizes a fireworks display annually that's seen by an estimated 200,000 or more. For the past 15 years of the 27year-old Orange Bowl celebration in Miami, pyrotechnics have played an important role. And the St. Petersburg, Fla., Sun Festival has

Ice Follies Uşing Many New People

MINNEAPOLIS-When Shipstad and Johnson's "Ice Follies" opened at the Arena here Wednesday (30) about 25 per cent of the cast was making its professional WISCONSIN debut here. There have been many changes in personnel this past year.

Among the new headliners were Andree and Don Jacoby, twice U. S. gold dance champions, as well as Eddie Collins, former Canadian junior champion and twice a member of the Canadian world

There also were new mirror twins, Margaret and Marlene Meldrum from Saskatoon, Sask, They are the former Western Canadian pair champions. Also in one of the starring roles is Sandra Kulz,

role of animal impersonator for C. Leatherberry, president, an-Don Manning, who joined the nounced. armed forces. Anna Mitchell, of Regina. Sask., has been advanced acres, was purchased at \$400 per from the ensemble to pairing with acre and is located at the junction Colin Beatty.

VEGREVILLE, Alta. - The Vegreville Arena Association has fairgrounds to Wayland Academy been formed to go ahead with plans for \$125,000. The move was made for a skating and hockey arena. A necessary by a fire in May, 1958, provincial government grant will which destroyed several buildings be sought and local service clubs on the old location, including the and the Vegreville Exhibition As- grandstand. Temporary structures sociation will assist. There will also were used in 1958 and 1959 and be a public subscription. Art again will be used this year. Schmidt has been named chairman! Improvement of the new site will faiths in the Spokane area. General as secretary-treasurer.

()NE of the big strengths of fire- been using them for over 30 years works displays as an amuse- and they're viewed each year by some 125,000.

> The Tampa Gasparilla event winds up its annual run with a big blast of fireworks. One of the biggest in the South, from the standpoint of viewers, is the show put on by a Birmingham, Ala., television station. Fired from high on the mountains that surround that city, there's no telling how many see the displays.

Two of the biggest music festivals in the Midwest generally use fireworks. The Chicago Tribune always uses them for the finale of its huge show in Soldier Field. And The Milwaukee Journal, which stages its festival in County Stadiwith a display.

Raleigh Fair Arena Repeats **Engineer Show**

RALEIGH, N. C. — The second annual Southeastern Maintenance and Engineering Show will be held in the State Fair Arena September 14-17. In conjunction, the Industrial Experimental Program at North Carolina State College will again stage a series of maintenance and engineering semi-

sion will be free but restricted to the trade on all days but one, when the general public will be invited to inspect the array of equipment that will be assembled in the Arena. Last year's show drew more than 3,000 attendees from 19 States, and the seminar enrolled 400 maintenance engineers.

Zimmerman serving as manager for mals that symbolize the two major the second year. The Arena and political parties. And in pre-elecadjoining buildings will house distition shows, there'll undoubtedly be plays of more than 300 companies a big question mark. planning to exhibit. Over 20 topfields of interest will be principal seminar speakers. J. S. (Doc) Dorton, fair manager, is a consultant.

Beaver Dam Fair Gets **New Plant**

BEAVER DAM, Wis. - The Dodge County Fair is scheduled to of New York, former Eastern titlist. hold its 1961 fair at a new plant Bill Bikle has taken over the four miles east of this city, Dr. J.

> The new site, which totals 60 of Highways 33 and A, a former airport.

The fair recently sold its in-town

of the arena group, with Terry Cole begin as soon as an architect is engaged, Leatherberry said.

Special -

FIREWORKS

Section

THIRD YEAR

Macy's Banks On Fireworks As Promotion

THIRD in a novel series of pyrotechnics presentations will be held on July 1, smack in the middle of New York's Hudson River. um, usually tops off the evening Along with a host of fraternal groups, parks, fairs, and like-minded organizations, the big R. H. Macy department store will take advantage of the July 4 period's history of explosive celebration.

Macy's fireworks has an oriental twist, since they are shot off by Toshio Ogatsu, operator of the Marutayama Ogatsu Fireworks Company of Japan. His combination of aerial and ground displays is fired from

with 21-gun salutes intermingled from his participation.

FOR 11 YEARS

Weekly Pyro Shots Help Hypo Foamy

N OUTSTANDING case of Interstate Fireworks Company has A fireworks used for promo- been handling the series from the tional purposes by a commercial floating platform, anchored a mile firm is the 11-year promotion program of the F. & M. Schaefer have been going off in the N.v. beach areas with tradition-forming regularity, earning public appreciation both for the sponsor and the resort locations.

Since they are viewed in congested sectors, the method employed has been the use of offshore barges as a platform. Joe Godin's

with red rockets and smoke shells. He follows with aerial blossoming chrysanthemums and "here and there" scatter-type rockets. Other them off the beaches of Nantasket units are flaming flying saucers, pinwheels, multi-color aerial bombs, and set pieces resembling fat-bellied whales, flags and other motifs. The whale pieces have honored Capt. Rowland H. Macy, one-time whaler who founded the store.

Ogatsu is a 12th generation firetwin barges midway between the works artist. The choice of a Jap-Hudson's banks at 90th Street, anese firm was not necessarily bewhere the river is nearly a mile cause of the superiority of his product, but partly because of the orien-Ogatsu and the crew he brings tal fireworks tradition and also be- life into a commonly dull business from Japan have started their shows cause of the publicity to be derived day, for Tuesdays had never been

from the boardwalks. The company has worked closely Brewing Company. The shoots with chambers of commerce, with York and New England bathing both parties. Schaefer s a major

reciprocal advertising benefiting consumer of newspaper, radio-TV and outdoor ad space; a corner of its visual ads is devoted to the pyrotechnics displays. At Coney Island, where the esti-

mated audience for the 1959 shoots was well above 1,000,000 persons. displays lit the skies every Tuesday night during July and August, plus special occasions such as holidays. Fireworks in the Boston area are on a special holiday weekend schedule, with Schaefer sponsoring

and Revere.

Slow Days Enlivened

Each show begins with an illuminated display spelling out the sponsor's name. A series of aerial bombs follows, invariably eliciting gasps of awe from thousands of adults and children lining the boardwalks. For Coney Island the promotion serves to attract tremendous crowds for spectacular free entertainment, breathing new high grossing in former years.

Jim Hausman, Schaefer's public relations manager, first took interest in fireworks in 1950 when he rescued the world's oldest continuing series of fireworks from threatened extinction. Coney Island pyrotechnics had been running continuously from 1924 until the start of World War II when interrupted by shortages and security regulations. But when the shortages ended no takers stepped forward to sponsor the shows.

It was realized instantly that Coney Island and beer are virtually synonymous and that the fireworks would provide a convenient way to At fairs the growing list of name link the two with the Schaefer of Greensboro, with Robert E. pirants in addition to the two ani- attractions used are finding their name. He was right. With dealer relationships in the amusement If a Western actor if featured, and area now better than ever, the prothey're still strong, a gun fight or a grams have had a favorable impact stagecoach hold-up may be dis- on sales. Over the years Rockaplayed. Top musical acts are also way Beach has also been a particisaluted in fireworks and this type of pant in the promotions. By means set-piece theming can go on to al- of its sponsorship of a colorful and spectacular entertainment device, Fireworks are flexible and the the firm has earned considerable people who produce and fire the good will and the beaches have inshows have, over the years, became creased attendance — the perfect promotional marriage.

Political Themes Loom The show expects an attendance of more than 10,000. Admis- Big for '60 Set Pieces

will probably take over fireworks set pieces this season-at least dur- be saluted in a variety of methods. ing the latter part of the summer.

It'll be elephants, donkeys and presidential candidates. Hundreds The show will again be pro- of set pieces will be designed in the duced by John Harden Associates shapes of the two presidential as-

Even the the election will move level national authorities in the into the picture in a big way, there'll still be plenty of space themes and others to entertain the throngs.

Rockets will be shot to the moon or other points in space where they'll go into orbit. Space rockets

25,000 See

Spokane Show

SPOKANE - Twenty-five

thousand persons were drawn to

the sixth annual Sports Show in the

The six-day show was open from

p.m. to 11 p.m. and 9 p.m. featur-

shows at 4 p.m. and 9 p.m. featur-

ing the Andrews Sisters, Chad

Mitchell Trio, tumbling artist Bruce

Sidlinger, Texas Babe and her stilts,

the Andens and their balancing act.

band, Mrs. Monte Blue doing oil

portraits, Dave Woodward of the

Woco School of Diving, Virginia

and Terry Bryand, dry fly tiers, a

Attractions included Jim Baker's

and Monte Blue, emsee.

ing and fishing enthusiasts.

Spokane Coliseum March 22-27.

RIGHT in the middle of the space will be brought to the earth by era, a more localized theme guided intercepter missiles. Our two new States, Hawaii and Alaska, will Between now and the time that many shows are fired, other events of a newsworthy or historical nature will be depicted in pyrotechnics.

> way into the post-show displays. most any subject.

extremely versatile and original.

FIREWORKS

FOR ALL OCCASIONS

FAIRS — PARKS — CELEBRATIONS

Programs include services of expert Pyrotechnics and are covered by either Public Liability Insurance or Bond.

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Highest type MEMBER N.S.A.

superb quality

Manufacturer of Neptune Fireworks

181 Heckel St. Belleville 7, N. Jer.

Established 1890 Plymouth 9-3733



1960 Fair Dates

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Continued from page 77

Tygh Valley-Wasco Co. Fair Assn. Aug. 25-28. | Mechanicsburg-Grangers' Picnic & Fair Assn. Vic Peterson. Woodburn-North Marion Co. Fair Assn. Sept.

22-24 Lynn Simon.

Pennsylvania

Arendsville-South Mountain Comm. & Fair Assn. Sept. 6-10. Dale E. Ecker. Abbottstown-East Berlin-Adams Co. Fair Assn. Aug. 23-27. Mary E. Elder. Allentown-Greater Allentown Fair. Sept. 19-24. Ed Leidig.

Bedford-Great Bedford Fair Assn. Aug 8-13. Jean B. Eichelberger. Beaver Springs-Beaver Community Fair Assn.

Sept 21-24. Frank C. Gill. Bloomsburg-Jr. Achievement Show. Aug. 15-17. John G. McAllister. Bloomsburg-Bloomsburg Fair Assn. Sept. 26-

Oct. 1. J. Howard Deily. Butler-Butler Farm Show. Aug. 9-12. John Turrel. Carlisle-Carlisle Fair Assn. Aug. 15-20. Eugene

H. Sheely. Centre Hall-Grange Encampment & Fair Assn. Aug. 25-Sept. 1. J. T. Delaney.

Clearfield-Clearfield Co. Fair Assn. Aug. 1-6. Wm. F. Anderson. Cookport-Green Twp. Comm. Fair Assn. Sept. 14-17. S. C. Harbrige.

Dallastown-Dallastown Fair Assn. Aug. 8-13. John H. Kell. Dayton-Dayton Agrl. & Mech. Fair Assn. Aug.

16-20. Mrs. Maine Jordon. Ebensburg-Cambria Fair Assn. Sept. 5-10. Frank Morley.

Elizabethtown - Elizabethtown Kiwanis Community Farm Fair. Sept. 14-17. L. E. Bentzel. Forksville-Sullivan Co. Agrl. Soc. Aug. 31-Sept. 3. Archie I. Norton.

Gilbert-West End Falt Assn. Aug. 30-31. LeRoy J. Hinton. Gratz-Dauphin Co. Fair Assn. Ser 18-24. Gilbert Koppenhaver.

Greensburg-Harrold Fair Assn. Aug. 24-27. Mrs. Jacob L. Errett. Hollidaysburg--Hollidaysburg Community Farm

Show Assn. Oct. 4-6. Robert W. Walker. Clarence F. Stolz.

Indiana-Indiana Co. Fair Assn. Aug. 29-Sept. 3. L. R. Felani.

Sept. 7-10. J. Frank Snyder. Grant A Bossard.

27. Howard C. Hutchinson.

Aug. 28-Sept. 5. Roy E. Richwine Sr. Mill City-Falls-Overfield Fair, Sept. 15-17. Mrs. Doris E. Gregory.

Millport-Potter Co. Fair Assn. Aug. 10-13. Mrs. Laura Hemphill.

New Castle-Lawrence Co. Farm Show. Aug. 16-18. J. Francis Book. New Stanton-Stanton Comm. Fair, Assn. Aug.

10-13. John J. Campbell. Pittsburgh-Allegheny Co. Fair and Western Pa. Expo. Sept. 1-5. Betty Colosimo. Port Royal-Juniata Co. Agrl. Soc. Sept. 5-10.

Dwight B. Hower. Prospect-Butler Fair & Agrl. Assn. July 25-30. Dale Fleming.

Reading-Reading Fair Assn. Sept. 11-18. Wm. Arthur Morris. Selinsgrove-Selinsgrove Feir Assn. July 18-23.

Roland E. Fisher. Smethport-McKean Co. Fair Assn. Sept. 5-10. Nancy Beere. Stoneboro - Great Stoneboro Fair Assn. Sept.

1-5, C. W. Ibbs. Tioga-Tioga Co. Fair Assn. Sept. 7-10. Arlene Whitney.

Troy-Troy Agri. Soc. Aug. 9-13. Edna Nash. Turbotville-Turbotville Community Fair Assn. Sept. 14-17, Wm. W. Welliver.

Uniontown-Fayette Co. Fair Assn. Aug. 23-30. Wilbur D. Cook. Wattsburg-Wattsburg Agri. Soc. Aug. 30-Sept. 3. H. M. Burrows.

West Alexander-West Alexander Agri. Assn. Sept. 7-10. Mrs. John F. McMurray. Westover-Harmony Grange Fair Assn. Sept. 21-24. Lewis P. Greene Jr.

Wind Ridge-Richhill Agrl. Soc. Aug. 4-6. Reymond McCracken. York-York Inter-State Fair Assn. Sept. 13-17. Mrs. Catherine O. Morgart.

Rhode Island

East Greenwich-Rocky Hill Fair, Inc. Aug. 23-28. Richard E. Hamilton.

South Carolina

W. Schwalm. Hughesville-Lycoming Co. Fair Assn. Aug. 1-6. Bennettsville-Mariboro Co. Fair Assn. Oct. 24-29. Murray Jackson Jr. Camden-Kershaw Co. Agri. Fäir. Oct. 31 Nov. Dickson-Dickson Co. Fair Assn. Sept. 7-10. 5. Barbara F. Truesdell.

Oct. 31-Nov. 5. M. R. King. Lehighton-Carbon Co. Fair Assn. Sept. 4-10. Florence-Eastern Carolina Agri. Fair. Oct. 3- Fayetteville-Lincoln Co. Fair Assn. Sept. 12- Sweetwater-Monroe Co. Fair Assn. Sept. 5-10. 8. R. N. Jones.

3-8. W. A. Schiffley.

3-8. C. H. Thomas. Rock Hill-York Co. Fair Assn. Oct. 10-15.

H. D. Black. Sumter-Sumter Co. Fair Assn. Out 10-15. J. Cliff Brown Sr.

Union-Union Co. Fair Assn. Oct. 17-22. Hydrick L. Kirby Jr.

South Dakota

Aberdeen-Brown Co. Fair Assn. Aug. 21-25. Groton-Groton Harvest Festival. Aug. 18-19. Jackson-West Tennessee Dist. Fair Assn. Sept. Eugene Abeln. Huron-South Dakota State Fair, Sept. 5-10. Jackson-Madison A&M Fair Assn. Sept. 19-24. Sidney Larson. Mission-Rosebud Sioux Tribal Fair, Aug. 26-28.

Mitchell-Corn Palace Festival. Sept. 18-24. Ray Eppel. Nisland-Butta Co. Fair Assn. Aug. 25-27. Ralph

W. Hilberg. Onida-Sully Co. Fair Assn. Aug. 18-20. James E. Brooking. Parker-Turner Co. Fair Assn. Aug. 29-21. Lebanon-Wilson Co. Fair Assn. Sept. 6-10.

Fred Koller. Rapid City-Black Hills Expo. Aug. 11-14. Kenneth L. Roberts.

Sloux Falls-Sloux Empire Fair Assn. Aug. 27-31. Myles Johnson, Tripp-Hutchinson Co. Agrl. Fair Assn. Sept.

1-3. William E. Hoft. Webster-Day Co. Fair Assn. Aug. 24-26.

Tennessee

Alexandria-DeKalb Co. Fair Assn. Aug. 10-13. Manchester-Coffee Co. Fair Assn. Sept. 22-24. Martin S. Scott. Ashland City-Cheatham Co. Fair Assn. Sept. 3-5. Lueile Glasgow. Bolivar-Hardeman Co. Fair Assn. Sept. 18-24. Paul Vaughn.

Mrs. Mary D. Davis. Carthage-Carthage AM&LS Asan, July 27-30. Stanton Hunter.

Centerville-Hickman Co. Fair Assn. Sept. 14-17. J. W. Shouse. Chattanooga-Chattanooga-Hamilton Co. Interstate Fair. Sept. 19-24. Maude H. Atwood.

Clarksburg-South Carroll Co. Community Fair. Sept. 8-9. Otto Thoras. Clarksville-Montgomery Co. Negro Fair Assn. Aug. 18-20. Pope G. Garrett Sr.

Clarksville-Montgomery Co. Fair Assn. Aug. 31-Sept. 3. Wava W Frev. Clinton-Anderson Co. Fair Assn. Aug. 24-27. James G. O'Neal. Columbia-Maury Co. Fair Assn. Sept. 5-10.

Dr. B. H. Hardwick Jr. Cookeville-Putnam Co. Agrl. Fair. Aug. 22-27. Clarence R. Lancaster. Anderson-Anderson Fair Assn. Oct. 10-15. John . Crossville-Cumberland Co. Fair Assn. Sept. 1-3.

Jane H. Brookhart. Decatur-Meigs Co. Free Fair Assn. Sept. 15-17. Mrs. C. E. Rockholt.

E. W. Daniel. Laurelton-Union Co. West End Fair Assn. Charleston-Charleston Coastal Carolina Fair. Dyersburg-Dyer Co. Fair Assn. Sept. 5-10. Vernon Henson.

17. H. Parsons Sr.

25-27, Ed V. Anthony Sr.

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"HIGH DIVING MULES"

The Nation's newest, most spectacular animal THRILL

ACT. Midget Mules diving 30 feet into 6 feet of

Great NEW Attraction for

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over a Million People in 1959 at one of the nation's

16 weeks at Pacific Ocean Park, Santa Monica, Cali-

fornia. Featured Grandstand Attraction at the Greater

Miami Metropolitan Fair this year. Contracted for 10

greatest amusement parks and piers.

RODEOS •

R. J. Guthrie. Greeneville-Greene Co. Agri. Fair. Aug. 30-

Sept. 3. Mrs. Frank Spears. Greenfield-Greenfield Community Pair. Sept. 29-Oct. 1. C. L. Browning. Harriman-Roane Co. Fair Assn. Sept. 7-12.

W. B. Stout. Hohenwald-Lewis Co. Fair Assn. Aug. 29-Sept. 3. I. B. Epley.

Huntingdon--Carroll Co. Fair Assn. Aug. 22-27. Joe H. Hilliard.

12-17. Hunter Taylor. W. E. Warlack. Jamestown-Fentress Co. Fair Assn. Sept. 5-10. P. G. Crooks.

Jonesboro-Washington Co. Fair Assn. Aug. 23-27. Mrs. Paul A. Dillows. Knoxville-Tennessee Valley A&I Fair. Sept.

12-17. Leonard R. Rogers. A. W. McCartney. Lawrenceburg-Middle Tennessee Fair. Sept. 26-Oct. I. T. H. Locke.

- Linden-Perry Co. Fair Assn. Sept. 14-17. P. R. DePriest Livingston-Overton Co. Fair Assn. Aug. 21-23. Bradley Qualls. Maryville-Blount Co. Fair Assn. Aug. 22-27.

W. C. Burris. McMinnville-Warren Co. Agri. & Livestock Fair Assn. Sept. 14-17, Franklin H. Brown.

Ben Lasater. Memphis-Mid-South Fair. Sept. 23-Oct. 1. 6. W. Wynne.

Milan-Milan Community Fair, Sept. 2-3. Mrs. Margie Elam. Camden-Benton Co. Fair Assn. Sept. 5-10. Moss-Clay Co. Fair Assn. Aug. 22-27. B. E. Hestand.

Nashville-Tennessee State Fair. Sept. 19-24. L. E. Griffin. Newport-Tennessee-Carolina Fair. Sept. 5-10. Hugh Russell. New Tazewell-Claiborne Co. Fair Assn. Sept.

1-3. Betty Butler. Oneida-Scott Co. Fair Assn. Sept. 1-3. I. C. Paris - Henry Co. Fair Assn. Aug. 15-20. John M. Upchurch.

Parsons-Decatur Co. Fair Assn. Sept. 18-24. B. C. Daily. Pulaski-Giles Co. Fair Assn. Aug. 28-Sept. 3. W. L. Lester. Rutledge-Grainger Co. Fair Assn. Aug. 15-20. Mary M. Corum.

Savannah-Hardin Co. Fair Assn. Sept. 12-17. T. B. Garth. Servierville-Sevier Co. Fair Assn. Sept. 5-10. Ernest Thurman. Sparta-White Co Fair Assn. Sept. 7-10. T.

Stanton Hale. Spring City-Rhea Rural Fair Assn. Sept. 1-3. Mrs. Agnes McPherson. Springfield-Robertson Co. Fair Assn. Sept.

15-17, Frank E. Mills. Meadville-Crawford Co. Fair Assn. Aug. 22- Orangeburg-Orangeburg Co. Fair Assn. Oct. Gallatin-Sumner Co. Colored Fair Assn. Aug. Tracy City-Grundy Co. Fair Assn. Aug. 18-20. Robert T Davis E. J. Cunningham,

Trenton-Gibson Co. Fair Assn. Sept. 5-10. Mrs. Rachel Holt. Union City-Obion Co. Fair Assn. Aug. 31-Sept. 3. W. W. Emery. Wartburg - Morgan Co. Fair Assn. Aug. 29-

Sept. 3. Ross H. Wilson. Waverly-Humpheys Co. Fair Assn. Sept. 7-10. Henry J. Stamps. Waynesboro-Wayne Co. Fair Assn. Sept. 26-

Oct. 1. Gene Brewer.

Texas

Abilene-West Texas Fair Assn. Sept. 12-17. Joe Cooley. Alice-Jim Wells Co. Fair Assn. Oct. 27-29. Rose M. Martin.

Amarillo-Tri-State Fair, Sept. 19-24, Rex B. Angleton-Brazoria Co. Fat Stock & Fair Asen. Martinsville-Henry Co. Fair & Expo. Sept. 26-Beaumont-South Texas State Fair, Oct. 20-29.

Joe Goetschius. Bellville-Austin Co. Fair Assn. Oct. 20-22. Mattie Della Mahnke. Boerne-Kendall Co. Fair Assn. Sept. 3-5. Wayne

L. Schuchardt. Brenham-Washington Co. Fair Assn. Sept. 14-

17. Raymond Loesch. Canton-Van Zandt Co. Fair & Rodeo. Aug. 18-20. Todd W. Benny.

Ramsey Jr. Clifton-Central Texas Fair. Sept. 22-24. D. C. Suffolk-Tidewater Fair. Oct. 11-15. W. C. Holverson.

Crosby-Crosby FFA Community Fair & Rodeo. Aug. 18-20. Claude Havard.

Dalhart-Inter-State Fair Assn. Oct. 1-2. Onis Crawford Dallas-State Fair of Texas. Oct. 8-23, James H. Stewart.

Floydada - Floyd Co. Fair Assn. Sept. 8-10. Sam E. Puckett. Show. Jan. 27-Feb. 5.

Fredericksburg- Gillespie Co. Fair Assn. Aug. 26-28. Mrs. Bill Pelmecky. 26-Oct. 1. T. Leo Moore,

Tim Cook. Levelland Hockley Co. Fair Assn. Sept. 15-17 Robert Walker.

Liberty-Trinify Valley Expo. Oct. 12-15, R. M. Lockney-Floyd Co. Fair Assn. Sept. 8-10. Troy McNeill.

3-8. Millard Penney. Lubbock-Panhandle South Plains, Fair, Sept. 26-Oct. I. A. B. Davis. McKinney-Collin Co. Free Fair Assn. Sept. 19-

24. Pat Simpson. Marshall-Central East Texas Fair Assn. Sept. 5-10. Joe t. Mock. Midlothian-Midlothian FFA & 4-H Fair Assn.

Aug. 25-27 James C. Permenter. Nacogdoches-Nacogdoches Co. Fair Assn. Oct. 12-15. Ben Ritterskamp. New Braunfels-Comal Co. Fair Assn. Sept. 30-

Oct. 2. Marcus J. Adams.

Orangeburg-Orangeburg Colored Fair Assn. Oct. | Gallatin-Sumner Co. Fair Assn. Aug. 11-14. | Palestine-Anderson Co. Fair Assn. Oct. 10-15. C. O. Miller Jr.

Pampa-Top o' Texas Rodeo, Horse Show & Fair Assn. Aug. 2-6, E. W. Wedgeworth. Paris-Red River Valley Expo. Aug. 22-27. Don W. Wair.

Port Lavaca-Calhouri Co. Fair Assn. Oct. 12-15. C. L. Cook.

Richardson-Richardson Fair. Aug. 10-13. Don Helenthal. Rosenberg-Fort Bend Co. Fair Assn. Sept. 26-

Oct. 1. Noel B. Yarling. Seguin-Guadalupe Agril. & Livestock Fair Assn. Sept. 16-18. F. W. Stewart. Shamrock-State Line Free Fair, Sept. 16-17.

R. F. Douglas. Texarkana-Four States Fair & Rodeo, Sept. 12-17. Mrs. S. G. Fisher Jr. Tyler-East Texas-Fair Assn. Sept. 24-Oct. 1. Bob Murdoch.

Waco-Heart o' Texas Fair Assn. Oct. 4-8. Leon B. Dollens. Wharton-Wharton Co. Fair Assn. Sept. 20-24. H. Chas. Koehls Jr.

Utah

Heber-Wasatch Co. Fair Assn. Aug. 11-13. Paul R. Daniels Logan-Cache Co. Fair & Rodeo, Aug. 18-20. M. R. Hovey. Parawan-Iron Co. Fair Assn. Sept. 3-5. D. A. Stones.

Richfield-Sevier Co. Fair & Jr. Livestock Show. Aug. 17-20. Grant Ooden. Salt Lake City-Utah State Fair, Sept. 16-25. Don Wyatt.

Vermont

Bradford-Connecticut Valley Expo. Aug. 12-14. J. Arthur Peters. Essex Junction-Champlain Valley Expo. Aug.

29-Sept. 3. Harris K. Drury. Hartland-Hartland Fair, Inc. Aug. 19-21. Chester Eaton. Lyndonville-Caledonia Co. Fair Assn. Aug. 25-27. Norris Elliott. Rutland - Rutland Co. Agri. Soc. Sept. 5-10.

Arthur B. Porter. Tunbridge-Tunbridge World's Fair. Sept. 15-17. P. A. Farnham.

Virginia

Bland Bland Co. Fair Assn. Sept. 8-10, T. E. Mallory. Chase City-South Central Fair, Oct. 10-13. Garland E. Moss.

Chesterfield-Chesterfield Co. Fair Assn. Sept.

15-17, Mrs. H. F. Wall. Culpepper-Culpepper Farm Show & Fair. Aug. 29-Sept. 3. E. J. Fremont. Danville Danville Fair Assn. Oct. 3-8. C. C.

Finch. Dublin-Pulaski Co. Fair Assn. Aug. 15-20.

Dungannon -Scott Co. Fair Assn. Sept. 15-17. J. P. Horton. Emporia Greensville Co. Fair Assn. Oct. 24-29. Robert J. Brett. Farmville Five Co. Fair Assn. Sept. 12-17.

Mrs. E. R. Spillman, Fredericksburg-Fredericksburg Agrl. Fair. Aug. 29-Sept. 3. George C. Rawlings Jr. Front Royal-Warren Co. Agrl. & Ind. Fair. Sept. 5-10. Ralph Powell.

Goochland - Goochland-Powhatan-Louisa Fair. Sept. 7-10. James M. Ball Jr. Grafton-Taylor Co. Fair Assn. Aug. 2-6. Mrs. Paul D Kleppel

Harrisonburg- Rockingham Co. Fair Assn. Aug. 23-27. Chas. W. Wampler Jr. Lewisburg-State Fair of West Virginia-Aug. 22-27 C. T. Sydenstricker.

Luray Page Co. Fair, Inc. Aug. 1-6. Geneva E. Short, Luray-Page Valley Agrl. & Ind. Fair. Aug. 22-27. John Crist.

Manassas - Prince William Co. Fair. Aug. 8-13. Joseph B. Johnson. Martinsville-Martinsville Agrl, Fair, Sept. 5-

Oct. 1. O. 8. Hensley. Pennington Gap-Lee Co. Fair Assn. Aug. 29-Sept. 3. George A. Lee. Petersburg-Southside Virginia Fair. Oct. 3-8. Stanley Hutcherson,

Richmond-Atlantic Rural Expo. Sept. 23 Oct. Brady-Heart of Texas July Jubilee. July 1-4. Roanoke-The Roanoke Fair, Inc. Aug. 15-20. W. R. Morris. Saltville-Rich Valley Fair Assn. Aug. 18-20.

J. T. Gardner. South Boston-Halifax Co. Fair. Assn. Oct. 17-Center-Shelby Co. Fair Assn. Oct. 4-8. Price Staunton-Staunton-Augusta Co. Agri. Fair. Aug. 29-Sept. 3. Rex Spiece.

Clarksville-Red River Co. Fair & Livestock Tazewell Tazewell Co. Agrl. Fair. Aug. 16-20. Moss Sr. Herbert Ward. Warsaw-Northern Neck Agrl. Fair. Sept. 5-10.

Mrs. J. L Simon. Wise Wise Co. Fair. Aug. 24-27. K. P. Asbury. Woodstock - Shenandoah Co. Fair Assn. Aug. 29 Sept. 3. Marvin W. Renalds.

Washington

Fort Worth-Southwestern Expo. & Fat Stock Arlington-Darrington Community Show, Sept. 16-17 Muriel Fleming. Asotin Asotin Civic Assn. Fair. April 29-30. H. H. House.

lowa Park.-Texas-Oklahoma Fair Assn. Sept. Benge - Adams Co. Fair. Sept. 9-10. Kenneth Killingsworth, Lamesa-Dawson Co. Fair Assn. Sept. 22-24. Benton City-Benton Co. Jr. Fair Assn. Aug.

12-13. Mrs. Veda Egbert, Bremerton-Kitsap Fair, Stampede & Rodeo. Aug. 18-21. George Sherman. Cashmere-Chelan Co Fair Assn. Sept. 9-10.

Charles E. Clements, Castle Rock-Castle Rock Community Fair, July 22-24. Ron Lewellen. Longview-Gregg Expo. & Livestock Show. Oct. Cathlamet-Wahkiakum Co. Fair Assn. Aug. 18-

20. Dale Dasch. Chehalis-Centralia-Southwest Washington Fair Assn Aug. 16-21. A. W. Wildhaber. Colfax-Palouse Empire Fair. Sept. 8-10. Felix

Entenmann. Colville-Northeast Washington Fair, Sept. 15-18. Carl Van Hardenbert. Cusick-Pend Oreille Fair, Sept. 8-11. Dale Visser.

Davenport-Lincoln Co. Fair Assn. Sept. 8-10. R. W. Chase. Dayton-Columbia Co. Fair Asin, Sept. 9-11. Art Sunderland.

PRESENTS

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Portable Tower and Tank.

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Providing a full one and one-half hours of Action . . . Thrills . . . Laughs . . . Suspense . . . and Fun for the entire Family.

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CLOWNS and STUNTMEN Plus The World's Most Beautiful Horses-Golden Palominos-in the Greatest Western Action Show in

the World.

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- Roman Riders & Chariots • Clowns
- Brahma Bulls
- Car-Jumping Horses Bucking Mules
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Cutting Horse Exhibition

 Gaily dressed cowbeys, cowgirls and clowns

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Phone: DI 6-5410-Camdenton, Mo.

Pete Jensen.

Deer Park-Deer Park Fair Assn. Aug. 25-27. | Vancouver-Clark Co. Fair Assn. Aug. 18-21 | Ellsworth-Pierce Co. Fair Soc. Aug. 19-21 | Plymouth-Sheboygan Co. Agri. Soc. Sept. 1-5. | Powell-Park Co. Fair Assn. Aug. 18-20. Paul Irene Boese. Douglas-North Central Wash, Fair, Sept. 16-18. Andrew Janssen. Ellensburg-Kittitas Co. Fair Assn. Sept. 2-5. Wendell W. Prater. Elma-Grays Harbor Dist, Fair. Aug. 11-14. Mrs. David McNutt. Freeland-Island Co. Fair Assn. Aug. 26-28. Bart Gagnon. Goldendale-Klickitat Co. Fair Assn, Sept. 9-11. Ted Alexander. Grandview-Yakima Valley Jr. Fair. Aug. 18-20. Paul Darby. Kelso-Sandy Bend Community Fair, July 16. Mrs. Walt Rasmussen. Kennewick-Benton-Franklin Co. Fair. Aug. 26-28. John Newman. Kiona-Benton City Jr. Fair. Aug. 12-13. Veda Longview-Columbia Empire Fair. July 27-30. Fred B. Reynolds. Lynden-Northwest Washington Fair Assn. Aug. 17-20. Brad Knapp. Manson-Lake Cheian Valley Fair, Nov. 18-19. Mrs. Everrett L. Smith. Menlo-Pacific Co. Fair Assn. Aug. 11-13. E. Pennsboro-Ritchie Co. Agrl. Fair Assn. Aug. C. Crawford. Moses Lake-Grant Co. Fair Assn. Sept. 8-11. George Dougherty. Mount Vernon-Skagit Co. Fair Assn. Aug. 10-13. Julia Tewalt. Monroe-Evergreen State Fair Assn. Sept. 1-5. Robert H. Follis. Newport-Pend Oreille Co. Fair Assn. Sept. 8-11. Dale Visser. Okanogan-Okanogan Co. Fair. Sept. 9-11. Mrs. Sally Goldmark. Pomeroy-Garfield Co. Fair Assn. Sept. 16-17. Jim Dacres. Port Angeles-Clallem Co. Fair Assn. Aug. 26-28. Nellie Parr. Port Townsend-Jefferson Co. Fair Assn. Aug. 19-21. Irene Williams. Pullman-Wash. State 4-H Club Fair. Sept. 28 Oct. 4. Gerald Poor. Puyallup-Western Washington Fair Assn. Sept. 17-25. J. H. McMurray. Republic-Ferry Co. Grange Fair Assn. Sept. 2-4. C. R. Massie. Seattle-North King Co. Fair. July 6-10. Russ Seattle-King Co. Fair Assn. Aug. 19-21. David G. O'Conner. Shaw Island-San Juan Co. Fair Assn. Aug. 11-13. Mary Lou Clark. South Bend-Pacific Co. Fair Assn. Aug. 11-13. Theodore G. Wilson. Stanwood-Stilleguamish Community Fair, Aug. 26-28. Mrs. Marie Stengeland. Sumner-Pierce Co. Fair Assn. Aug. 10-13. Mrs. E. P. Andrews. Shelton-Mason Co. Fair Assn. July 28-30. Mrs. Martin Anseth. Spokane-Spokane Interstate Fair. Sept. 14-18. Chas. T. Meenach. Taxoma-Brooklake Community Fair, Sept. 9-11. Vancouver-Hazel Dell Community Fair. Aug. 5. Bonita Kunsman.

Aug. 14. Norman Rochester.

Mrs. Winnifred Smiley. Walla Walla-Southeastern Washington Fair Assn. Sept. 1-4. Howard Burgess. Washougal-Washougal Fair, Aug. 26-28, Mrs. C. E. Fanning. Waterville-North Central Washington Fair. Sept. 16-18. Keith Marney. Yakima-Central Washington Fair Assn. Sept. 28-Oct. 2. J. Hugh King. West Virginia Conza Raines.

Cedar Lakes-Jackson Co Jr. Fair. Aug. 19-21. Clay-Clay Co. Fair Assn. Aug. 15-20. W. M.

Smith. Elkins-Mountain State Forest Festival, Oct. 5-8. Wood Crawford.

Fort Ashby-Mineral Co. Fair Assn. Aug. 8-13. Mrs. Betty Welch. Lewisburg-Ronceverte-State Fair of West Vir-

ginia. Aug. 22-27. C. T. Sydenstricker. Mannington-Mannington Dist. Fair Assn. Aug. 23-27. Goffe H. Sturm. Matewan-Magnolia Fair, Inc. Aug. 1-6. H.

W. Day 25-27. Rebecca Weekley. Petersburg-Tri-County Fair Assn. Aug. 17-20.

R. E. Spencer. Philippi-Barbour Co. Street Fair. Aug. 31-Sept. 3. John K. Phillips. Rivesville-Paw Paw Fair Assn. Aug. 9-13.

Mrs. John Parker. Wadestown-Batelle Dist. Fair Assn. Aug. 31-Sept. 3. Raymond Tennant.

Wisconsin

Antigo-Langlade Co. 4-H Club Assn. Aug. 5-7. Al Tschudy. Athens-Athens A&A Assn. Aug. 25-28. Graydon Peterson.

Baraboo-Sauk Co. Agrl. Soc. Aug. 11-14. A. H. Thayer. Beaver Dam-Dodge Co. Fair Assn. Sept. 7-11. Forrest Knaup. Black River Falls-Jackson Co. Agrl. Soc. Aug.

11-14. Eugene Savage. Bloomington-Blake's Prairie Agrl. Soc. Aug. 19-21. Mrs. Robert Brodt. Cedarburg-Ozaukes Co. Agrl. Soc. Aug. 4-7.

Arnold Groth. Chilton-Calumet Co. Agrl. Soc. Sept. 2-5. Herbert Harder. Chippewa Falls-Northern Wis. Dist. Fair Assn. July 31-Aug. 7. Ralph Davis.

Crandon—Forest Co. Agrl. Soc. Aug. 25-28. Lester Grandine. Darlington-Lafayette Co. Agrl. Soc. July 20-24. Lyle Atkinson. DePere-Brown Co. Agrl. & Fair Assn. Aug.

17-21. R. O. Planert. Durand-Pepin Co. Free Fair. Aug. 16-17. Keith Sommerfeld. Eagle River-Vilas Co. Agrl. Soc. Aug. 19-21. Herman Smith.

Eau Claire-Eau Claire Co. Jr. Agrl. Soc. Aug. 8-11. Willard Hamm. Vancouver-Orchards Community & 4-H Show. Eikhorn-Walworth Co. Agrl. Soc. Sept. 2-5.

Bernard Drewiske. Elroy-Elroy Fair Assn. July 14-17. Lawrence

Fond du Lac-Fond du Lac Agri. Soc. Aug. 10-14. Wm. S. Schwefel. Florence-Florence Co. Fair Assn. Sept. 3-5. Ruben E. Bergsten

Amberg.

Friendship-Adams Co Agrl. Soc. Sept. 8-11. Leslie Schmidt. Galesville-Trempealeau Co. Agri. Soc. July 21-24. Frank M Smith.

Gay Mills-Crawford Co. Fair & Agrl. Soc. Aug. 5-7. Paul L. Paulson. Gillett-Oconto Co. Youth Fair. Aug. 19-21 Herbert Erickson.

Glenwood City-Croix Co. Fair Assn. Aug. 8-10. George Steffen. Grantsburg-Burnett Co. Co-Op Agrl. Soc. July 28-31. Marlin Sundquist.

Green Lake-Green Lake Co. Jr. Fair. Aug 5-7. Willys Gjermundson. Hayward-Sawyer Co. Agrl. Fair Assn. Aug. 29-31. Keith Kuenn.

Iron River-Bayfield Co. Fair Assn. Aug. 19-21. Harry Lowe. Janesville-Rock Co. 4-H Fair Assn. Aug. 2-6. Alfred Finger.

Jefferson-Jefferson Co. Fair Assn. July 28-31 Adam Pancake Le Crosse-La Crosse Inter-State Fair Assn. Aug. 9-14. Joseph W. Frisch.

Ladysmith-Rusk Co. Fair Assn. Aug. 22-24. Ed Sirek. Lancaster-Grant Co. Agrl. Soc. Sept. 7-11 A. S. DeBuhr. Lodi-Lodi Union Agrl. Soc. Sept. 23-25. Vern

Hillestad. Luxemburg-Kewaunee Co. Agri. Soc. July 22-24. Elroy C. Hoppe. Madison-Dane Co. Jr. Fair. July 21-24. Roy Gumtow.

Manitowoc-Manitowoc Co. Fair Assn. Aug. 24-28. J. A. Martin. Marengo-Ashland Co. Fair Assn. Aug. 12-14. David Holt.

Marshfield-Central Wis, State Fair, Aug. 31 Sept. 5. W. A. Uthmeier. Mauston-Juneau Co. Agrl. Soc. Aug. 11-14. Francis Pfaff. Medford-Taylor Co. Co-Op Youth Fair. July

28-31. Joe Tuss. Menominee-Dunn Co. Fair Board, July 28-31. Howard Kuhn. Merrill-Lincoln Co. 4-H Assn. Aug. 8-11. Wm. Steckling.

Milwaukee-Milwaukee Jr. Fair. July 29-30. Leonard Luce. Milwaukee-Wisconsin State Fair. Aug. 19-28. Willard M. Masterson.

Mineral Point-Southwestern Wis, Fair Soc. Sept. 2-5. Harry S. Ivey. Mondovi-Buftalo Co. Agrl. Fair Assn. Aug. 12-14. John Bollinger. Monroe-Green Co. Agrl. Soc. July 27-31

Rolland Karlen. Neillsville-Clark Co. Agrl. Soc. Aug. 4-7 Harold Huckstead. Oshkosh-Winnebago Co. Fair Assn. Aug. 30-

Sept. 2. Robert Misky.

Philip Anderson. Portage-Columbia Co. Fair Assn. July 27-31 Art Meyers.

Rhinelander-The Hodag Fair. Aug. 12-14. Harvey Becker. Rice Lake-Barron Co. Co-Op Agrl. Soc. July

28-31. Harry Vruwink. Richland Center-Richland Co. Agrl. Soc. Sept 8-11. Rubie Talledge.

Rosholt-Rosholt Free Community Fair Assn. Sept. 3-5. Russell Wroistad.

Saxon-Iron Co. Fair Assn. Aug. 26-28. Mrs. Florence Hardie. Seymour-Outagamie Co. Fair Assn. July 13-17. Maynard Puls.

Shawano-Shawano Co. Agri. Soc. Sept. 2-5. Karl Korting. Slinger-Washington Co. 4-H Club Fair. July 21-24. Maurice Hovland.

Spooner-Washburn Co. Jr. Feir. Aug. 15-17. W. H. Dougherty. St. Croix Falls-Polk Co. Fair Soc. Aug. 5-7

John Rothermet. Sturgeon Bay-Door Co. Feir Assn. Aug. 25-28. G. I. Mullendore. Superior-Douglas Co. Fair Assn. Aug. 16-21.

Seegar Swanson. Tomah-Monroe Co. Fair Assn. July 28-31 Ralph R. Pingel.

Union Grove-Racine Co. Agrl. Soc. Aug. 4-7. Elwin G. Leet. Viroqua-Vernon Co. Agrl. Soc. Sept. 15-18.

Evan Friede'l. Wausaw-Marathon Co. Agrl. Soc. Aug. 17-21 C. J. McAleavy. Wausaukee-Marinette Co. Agrl. Soc. Aug. 12-14. Victor Quick.

Wautoma-Waushara Co. Fair Assn. Aug. 18-21. Lester Van Loon. Webster-Central Burnett Co. Fair Assn. Aug. 25-27 R. E. Krause. Westfield-Marquette Co. Youth Fair. Aug. 5-

7. Tom Brady. Weyauwega - Waupaca Co. Agrl. Soc. Aug. 25 28. A. A. Stroschein. Wilmot-Kenosha Co. Fair Assn. Aug. 11-14.

Donna Kaskin.

Wyoming

Afton-Lincoln Co. Fair Assn. Aug. 25-27. Blaine Linford. Basin-Big Horn Co. Fair Assn. Aug. 15-17. Bill Eckerdt.

Big Piney-Sublette Co. Fair Assn. Sept. 10-11. Max Boroff. Buffalo-Johnson Co. Fair Assn. Aug. 19-21. Rebecca S Harris. Casper-Central Wyoming Fair & Night Rodeo.

Aug 3-6. Jack Perry. Cheyenne-Laramie Co. Fair. Aug. 15-20. Douglas-Wyoming State Fair. Aug. 30-Sept. 3. Gordon L. Roush.

Gillette-Campbell Co. Fair Assn. Aug. 25-27. Harold Scott. Jackson-Teton Co. Fair. Aug. 20-21. Laramie-Albany Co. Fair. Aug. 18-20. Lusk - Niobrara Co. Fair Assn. Aug. 18-21. C.

D. Jennewein, Phillips-Price Co. Agrl. Soc. Aug. 18-21. Newcastle-Weston Co. Fair Assn. Aug. 18-21. Armstrong-Interior Provincial Exhn. Sept. 14-

McCalmon.

Rawlins-Carbon Co. Fair. Aug 24-27. Riverton-Fremont Co. Fair Assn. Aug. 17-20. W. L Duncan. Sheridan-Sheridan Co. 4-H Fair. Aug. 17-19.

CANADA

Alberta

Barrhead-Barrhead Agrl. Soc. Aug. 2-3. J. Jes-Battle River-Battle River Agrl. Soc. Aug. 2-3.

Hubert Dechant. Benalto-Benalto Agri. Soc. July 26-27. P. Kachmar. Calgary-Calgary Exhn. & Stampede. July 11-

16. Maurice E. Hartnett. Camrose-Camrose Agrl. Soc. Aug. 8-10. J. E. Darwell-Darwell Agri. Soc. Aug. 20. Mrs. C. O.

Conrad. Edmonton-Edmonton Exhn. July 18-23. A. J. Anderson.

Girouxville-Donnelly-Falher-Girouxville Agrl. Soc. Aug 4-5, Mrs. R. St. Andre. Goose Creek-Goose Creek Agri. Soc. Aug. 17.

David Black. Grande Prairie-Grande Prairie & Agrl. Soc. Aug. 15-17 Mrs. Margaret Tennant.

High Prairie-High Prairie Agrl. Soc. Aug. 11-12. Mrs. Ivy Smith. Lethbridge-Lethbridge & Dist. Exhn. July 6-9.

C. E. Parry. Lloydminster-Lloydminster Agrl. Soc. July 25-27. G. A. Mansell.

Mayerthorpe-Mayerthorpe Agrl. Soc. Aug. 19. A. E. Gunton. Medicine Hat-Medicine Hat Agri. Soc. July 21-23. E. V. Elford.

Olds-Olds Agrl. Soc. Aug. 12-13. R. D. Me-Kinnon.

Pincher Creek-Pincher Creek Agrl. Soc. Aug. 16. Mrs. J. Lynch-Staunton. Priddis-Millarville-Priddis-Millarville Agrl. Soc.

Aug. 20. W. R. Jackson. Red Deer-Red Deer Agrl. Exhn. Aug. 4-6. D. W. Robertson.

Rimbey-Rimbey Agrl. Soc. July 26-27. R. A. Anderson. Vauxhall-Vauxhall Agrl. Soc. Aug. 31. C. S. Douglas.

Vegreville-Vegreville Exhn. Assn. Aug. 1-3. T K. Cole Vermilion-Vermilion Agrl. Soc. July 28-30.

5. C. Heckbert. Wetaskiwin-Wetaskiwin Agri. Soc. Aug. 2-3. Mrs. Doris Kirkwood.

Wildwood-Wilidwood Agri. Soc. Aug. 19. Mrs. Dorothy Carlson.

British Columbia

Abbotsford-Central Fraser Valley Fairs Assn. Sept. 6-8. Agassiz-Agassiz Art. & Hort. Assn. Sept. 17. Alberni-Alberni Dist. Fall Fair. Sept. 8-10. Aldergrove-Aldergrove Agri. Assn. Sept. 23.

CLYDE BALDSCHUN & ASSOCIATES Personal Management

* TV CELEBRITIES AVAILABLE For 1960 PERSONAL APPEARANCES *

Chuck Connors "THE RIFLEMAN"
Craig Stevens "PETER GUNN"
Hugh O'Brian "WYATT EARP"
Jock Mahoney "YANCY DERRINGER"
Darren McGavin Star of "RIVERBOAT" & "MIKE HAMMER"
Kathy Nolan
Ann B. Davis"SCHULTZIE" of "BOB CUMMINGS SHOW"
Louie Quinn

Robert Horton "THE SCOUT" of "WAGON TRAIN" Eric Fleming Star of "RAWHIDE" Mike Connors Staf of "TIGHTROPE" "BRAVE STALLION"

Irish McCalla "SHEENA QUEEN OF THE JUNGLE"

JIMMY DODD and "THE MOUSEKETEERS"

& ASSOCIATES

I rsonal Management and Show Producers

20218 SANTA RITA ST. Telephone: Dlamond 6-6100

WOODLAND HILLS, CALIF. Telegraph: FAX, Woodland Hills, Calif.

Cristiani Circus Gets Rolling Okay

Opening Days Drenched by Rains; Loyal Joins; New Trucks Spotted

downpour of rain hampered the Cristiani Bros. Circus here Monday (4) on the second day of the 1960 tour, but the date was still a winner, with grosses running a little above the estimated daily nut of \$3,500.

The opening stand at Jacksonville, Fla. (2), was also hit by rain but gave the show a gross of about \$6,000, officials said.

Good weather prevailed when the show moved into Central City park Sunday after a 262-mile jump. During the night the rain started and there was no let-up until after tear-down time. Bulls had to be used to move most of the motor

PHONE MEN

WANTED

U.P.C. Tickets and Advertising. First circus here in 20 years. Top auspices in cities to follow, 30 weeks' work. Clyde Beatty-Cole Bros.' deal. Address: LEE TAYLOR, c/o Lions Club, 1012 Broadway, Chelsea, Mass. Phone: TUrner 4-3945.

TIME KEEPER

Must be able to type or take short-hand. Meals and sleeper berth furnished. Address: THEO. FORSTALL, Treasurer Clyde Beatty-Cole Bros.' Circus Long Island Arena, Commack, N. Y. Phone: FOrrest 8-7100

TEXAS NOVELTY CO.

2650 S. Shepherd Houston, Tex. Wants his friends to know he carries complete line of Novelties and Carnival Merchandise. Catalog will be ready

Anyone knowing the whereabouts of the following persons:

John J. (Jack) Kenney Jack Bishop please advise

K. GORDON MURRAY PRODUCTIONS Miami, Florida 530 Biscayne Blvd. FRanklin 1-5304

4 PHONEMEN

Kiwanis Club date. UPC's and Banners. Phones in; pay daily. Johnny Mailon and Mike Hastings, call. Deal just starting.

Call ERNIE REdwood 3-3604

April 17.

Utica, N. Y.

10-RELIABLE

PHONEMEN-10 Also 2 Promoters with crews for Police, Shrine and Grotto dates

Call VAN 7-1913, St. Petersburg, Florida No collects

WANTED

Experienced Phone Salespeople. Les Remington, Jack Underwood, Geo. and Ann Coyer, come in. Men or women without habits. Write

SUNDERLAND'S Hartford, Conn.

STERLING BROS. CIRCUS

WANTS AT ONCE

Family Acts, Clowns. Sanchez Sisters, Hannells, Carltons, Scotty Riggs, answer. Phone as per route.

WANTED

Man to handle winter quarters, with few live animals, while show is on road. BUCKEYE CIRCUS CORP. TONY DIANO, Agent

Canton, Ohio

MACON, Ga.—A heavy all-day units off the lot. Patrons had to wade thru pools of water more than ankle deep to reach the seats. Matinee drew about 1,200 persons and the night show 1,600.

> Lucio Cristiani, manager, described it as the "worst day of rain" he's experienced in his lifetime of trouping and commended the personnel for giving two satisfactory performances under such difficult conditions.

"and I'm confident about the new season."

High praise was given in the announcements. newspapers for the excellence of The show is adequately geared

Macon date. He landed stories on week. 19 days out of a possible 21 days. From Macon Blaum went to Knoxville, and then moves on to handle the date in Norfolk.

of the King Bros. Circus last with the Cristiani Family this year and have sold their interest in the Rolling In; other show.

After suffering financial reverses st fall on the trek east from Cali(Continued on page 95)

Start Billing last fall on the trek east from Cali-

-PHONEMAN--1

I need one good Phoneman who knows how to sell ads. No collects. Come in on your own. You will make it here.

STEVE JOHNSON

Phone: LEnox 4-5712 Grand Rapids, Mich.

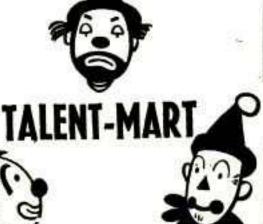
HUNT BROS.' CIRCUS

Wants Double Drummer and Horse Trainer to join immediately. Apply

PALISADES AMUSEMENT PARK

Palisades, N. J.

A NEW SERVICE



GARDEN BROS.' CIRCUS

ELEPHANT Act: Roy Chandler, contact. ELEPHANT Act; Roy Chandler, contact.
Dolly Jacobs can offer complete deal;
Clowns, others. Can place Pony Ride,
Snake Show; Jack Turner, contact. Reliable Billposter with own transportation,
one more Contracting Agent. THIS
SHOW IS HEADING SOUTH.

W. GARDEN, Box 82, Station J, Toronto, Ontario, Canada.

-PHONEMEN-

Good deal, Tickets and Banners. Phone, days-RI 6-0255; nights, RI 4-8461, Todd Hotel, Youngstown, Ohio. Ask for Mr. J.

P.S.: Charley O'Brien, call me. No collects.

PHONEMEN CLYDE BEATTY CIRCUS

MR. G

Jaycees sponsorship. Shrine, Jaycees and Police to follow. (Hawkins, call me.) Phone: PA 8-3501, Muskegon, Mich. Office opens Wednesday, April 13.

Nine Acts in **R-B Side Show Under Eagle**

NEW YORK - Nate Eagle is Side Show boss for the Ringling engagement in Madison Square Garden, with nine acts on display. Assembled by Eagle are Harry (Leonardo) Leonard's knife throwing act on the end platform; Seniorita Lydia Surez, contortion; Ann (Vanessa) Cucksey, midget; Big Eddie Carmel, giant; Lady Jean, tattoo; Ward Hall, vent and magic; Susie the Elephant Skin Girl; John Haly, strong man, and "This kind of loyalty reminds Estelline Pike, sword swallower. me of the old days," Lucio said, Tommy Hart is assistant and Bobby Reynolds is lecturer, altho Eagle pitches in frequently with

the performance, presented under for the building's heavy basement the direction of Justino Loyal, traffic, and crowds are kept movequestrian director. The eight- ing and satisfied. Leonardo came piece band, directed by Ramon here from the Fernandez date in Escorsia also came in for special Hawaii. Haly has a young, fresh face and polite manners which Charles H. Blaum, director of helped him get a booking on the publicity this season, handled the Dave Garroway TV show this

Freddie Canestrelli, a part owner Beatty Staff

NEW YORK — Billposting for the Beatty-Cole date on Long Island got underway Friday (25), with Steve Kuxmicz and a 10-man crew scouring the area. Date is April 15-24 in Long Island Arena, Commack.

Additional staff members are listed, with press department consisting of Frank Braden, Howard Y. Bary and Walter D. Nealand, story men, and Art Bitters, contracting press agent. Floyd King, general agent, is headquartered in New York, and Neil Berk, exec-(Continued on page 95)

1959 SEASON ROUTE BOOK 100 PAGES IN COLORS, \$1.50 (POSTPAID) KELLY ANDLLER ART MILLER, WALNUT RIDGE, ARK.

JAYCEES - POLICE - FIRE Travel CALIFORNIA with money. We pay you to work. Don't call if

you're on vacation. Person to Person-Gordon 9:00 a.m. to 2:00 p.m. Gilbert 8-2684—NO COLLECTS.

20 PHONEMEN Live State Show. Book and Tickets

All year's work. No collect calls. Phones in. Office just opening. Call

JIM BURKE Macon, Ga.

Sherwood 6-8822 or 5H 6-8932

2-Telephone Salesmen-2 Must be \$200 per day men. It's here to

be had. No heat. Ads & Tickets starting April 12, 1960. MANAGER

JUniper 5-4796, Louisville, Ky.

ADAMS & SELLS CIRCUS

Wants Candy Butchers who can drive. Show opens April 24, at Monett, Mo. Contact:

> JENDA SMAHA Adams & Sells Circus Van Buren, Ark.

CIRCUS TROUPING

By TOM PARKINSON

THE SIX FRANCESKOS, Italian musical clowns seen twice on ■ TV film shows recently, will be coming to the U. S. for 1961. Al Dobritch announced last week that he has signed the troupe, which has six people in the clown turn and 10 in a bareback riding act, the Carolis. The Franceskos appeared in featured spots at the Cirque d'Hiver in Paris, in one U. S. TV show and in the Bertram Mills Circus at London for another. Dobritch also has bought eight tigers for an act.

Venice, Fla., city officials have been conferring with those of the Federal Aviation Agency about terms for renting Venice airport land to Ringling-Barnum circus for \$1,000 annually. There has been some opposition to the lease, and the FAA wanted the price increased. But the mayor of Venice said the FAA apparently had been misinformed about the value of land and suggested an appraisal be made.

Bill Veeck, of the Chicago White Sox, will be the fall guy at the April 25 meeting of the Circus Saints and Sinners in Chicago.... On April 2, Ring Bros. was opening its winter quarters to camera fans in the San Francisco Bay area. Coffee was to be supplied by the Schilling Coffee Company. . . . Pimito del Oro canceled a contract with the Beatty show and will remain in Spain this year.

late Rose (Conway) Duffy, tatdeath in The Billboard March 21. She learned that a neighbor already was at Calvary Cemetery, New is trouping his Marie O'Day show in Texas, advises he is going east this year. Sticky Stout is the agent. Campbell played Shamrock, Tex., on St. Patrick's Day and had the best day so far this year.

After the Palisades date in April, Emmett Kelly will make the Washington, D. C., Shrine Circus, May 4-8, and then make six days in Maine and New Hampshire headlining Royers Western Revue.

Jerry Collins, principal owner of the Clyde Beatty-Cole Bros. Circus, announced in Sarasota recently that the show will winter in Sarasota after its coming season.

Signs are to be installed at the edge of town to identify Columbus, Kan., as the home of Merle Evans. . Zack Hale, equestrian director of Von Bros. Circus a couple of years ago, writes that the Herman Vonderheids and Freddie Vonderheid visited him recently at the Alexandria (La.) Veterans' Hospital. He underwent major chest surgery will be in the hospital for another two or three months, and would appreciate mail. . . . Dan (Pappy) Kerr writes that he is out of the hospital and the surgery on his eyes has been pronounced successful. Now he'll not have to return for and the Bakers. more surgery as once expected and is returning to full-time work. He will make St. Louis and Washington and now has added the CNE date in St. Vincent's Hospital, New at Toronto.

peared at circuses in London and Show on Earth" during the Vienna and now have opened their summer. own Circus Schumann in Sweden. The Flying Marilees are with it. In Vienna the Schumanns bought a tion for Adams-Sells dates within new group of horses. . . . Karl the city of Chicago. Knecht writes from Evansville, Ind., that he has visited recently with Irene Ringling Bonsigneur and her CHINA CIRCUS husband. Her son, Charles Ringling, was in Evansville recently. The DUE IN FALL Ringling show is to play Evansville this summer. . . . Bob Johnson will play Indianapolis for Polack and Grand Forks for Orrin Davenport. . . . Myriam France, trapeze, opened at the Cirque Medrano, Paris, March 5 for seven weeks. She also is doubling at vaude thea-

Clyde Beatty's Jungleland has been using five elephants, hippo, monkeys, chimps, gorilla, several camels, llamas and birds, as well as the wild animal acts. . . . Theresa Adkins, widow of Jess Adkins, is in Augustana Hospital, Chicago, and would enjoy mail. . . . The

ters.

Estelline Pike, sword swallower | London Daily Mail in February with Ringling for the New York interviewed Henry Ringling North. date, reports that she went to au- who said he and his wife plan to thorities to claim the body of the go to Ireland, where they and John Ringling North plan to build a toocd lady, after reading about the large home. . . . CFA members catching the Ringling show at Greensboro, N. C., included the had claimed the body and burial Phil Michiloves and their daughter, Paula; the Alan Gorees, the John York. . . . Charlie Campbell, who Garners, John Whitefield and James F. Waynick. . . . Johnny Fulghum has been wintering in Richmond, Va., where he worked props for "My Fair Lady." He will be back with the Beatty advance car this summer.

> Percy Turner, of LaJolla, Calif., was in Los Angeles last week making arrangements to move a big top to the San Diego area in preparation for the opening of Turner Bros. Dog & Pony Circus there on May 25.

Charlotte and Harry LeVine have returned to their Florence, N. J., home after a vacation in Texas and Arizona. They will be at Palisades Park with Hunt Bros. Circus. . . . Charles Parker, former advance man for Sells & Downs and Barnum & Bailey, celebrated his 80th birthday recently. He lives with his brother at Meriden, Conn.

. Harry Wolanke, formerly with Ringling and Cristiani, is ill at his home on Columbia street in Adams, Mass. . . . Eva Lewis and Patrick Kelly clowned the Gasparilla parade at Tampa and the St. Petersburg parade March 25. Kelly clowned Joyland Park at St. Pete and had visits from the Flying LaMars, Felix Morales and wife

Frank Miles, former Hamid-Morton elephant handler is very ill York, and would like to hear from friends. . . . Paramount Pictures The Schumanns of Denmark ap- says it will re-issue "The Greatest

Berni Miller has the promo-

AN ORIENTAL circus from Formosa is scheduled to come to the United States for a tour that will open in the fall. Preliminary reports have created much interest among show people and booking organizations. As yet there is little information about features of the performance. It is expected that the show will be scheduled for a long route of engagements in auditoriums and arenas thruout the nation, and it probably will open at Palisades Park near New York.

Dobritch Production Pleases Books, Films,

Continued from page 52

0, has been dropped.

remain with the show much feet. er owing to prior committs. However, the nucleus ert Rix Bears, Flying Geraldos, Holt, the Princess Tajana al ballet, Aldo Cristiani's Does, George Hanneford Family, pleased. ot. Eddy Kuhn's animals, Cee the Girl in the Moon, and the smos' aerial motorcycling actscheduled to make the full tour. six night shows were scheduled, s Monday, Wednesday and Satla matinees and a Saturday rning performance. Prices are 25 and \$2.50, tax included.

In Clown alley are George Lale, producing; Don Adams, ppy Kellems; Mike, Victor, no and Alfredo Landon; Pietro d Fioravante Bizzarro, Garner ewton and Jim Snell, the comedy t-ups making six appearances ring the performance.

Colorful Pageantry

The program, running two and ree-quarter hours, opened with colorful display that got the show f to a fast start with Albert ix's Bears in the center ring.

The Rix bears depend more on medy than sensationalism, and) over big with the kids as they b barrel rolls, pedestal mounts, ides in a pleasing turn, '

The Geraldos, working with preision on twin trapezes, offer a novel, their repertoire including a warm hand.

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falo. Des Moines, played in barefooted catches, foot-to-foot, and back balance while the gal ome of the acts seen here will hangs suspended by the male's

Next on are the Bournellys, Wells and the Four Fayes, and the Alfredo Landon Midgets. The Landon troupe offers comedy tumbling that is fast and furious, while the mans, Wells and the Four others do rapid acro work that

> Aldo Cristiani and his 10 Dobermans present an entertaining act that features hind-leg walks, high jumps, rollovers, hurdle runs atop the ring bark and kangaroo hops. This act, too, was a winner.

> The Martell Duo, roly boly; the Lacy Troups, rolling globes, and the Kayarts in a balancing routine offer pleasing acts in the three rings. The Lacys top their act by walks up an incline. Variety marks the work of the Martells, while the Kayarts employ a lot of equipment in a potpourri of novel bal-

A fine change of pace is the work of the Three Bizzarro Brothers, Italian comedy musicians who, bassically, are bellringers. They play bells by hand, then go into overture by the band, followed a "music box" routine in which a grand entry by uniformed they play tunes by pressing musical iriners, performers and animals, devices concealed beneath their clothing. They close with another tune done by shaking bracelet, anklet and headpiece bells.

Bert Holt, billed as the "Flying Juggler," has a strong act. While ler, who changed from college prodoing an ironjaw suspension from a swaying cable, he juggles clubs, omersaults, ladder climbs and balls, spinning hoops on arms and feet, and balances a spinning sphere on one finger tip while the ever-increasing library on the juggling balls in the other hand. outine of tricky acro work that Its novelty earned the performer

> Princess Tajana, brilliantly costumed as featured performer in an aerial ballet, does upside-down walks on high rigging and stunts on a trap. She showed no ill effects from a spill she reportedly took recently in Dayton, O., working with confidence in the difficult routine. Jack Joyce's camel, zebra and pony act was on next, doing knee walks, pedestal stands, waltzing, hurdle jumping and pattern running.

Seitz and Mendez on the high wire do outstanding work, featuring leaps over a partner seated and kneeling on the wire, headstands, dancing, skipping and shoulder stands. The act could grace any show.

Closing the first half was the George Hanneford Family of equestrians. Apparently people still go for horse acts in a big way, for the featured performer, Tommy, and his cohorts drew the biggest hand of the evening at their close. Some outstanding comedy work was contributed by Tommy, and assisting him were the girls, along with Enrico, who contributed a backward somersault, horse to

Capt. Eddy Kuhn's lions, leopards, pumas and bear do rollovers, burning hurdle jumps and a leap over the trainer, pedestal to pedestal. Kuhn's work is fiery, using whip, gun and chair in an exciting routine.

The Flying Geraldos are on next in a good display, featuring a pass in mid-air. The Cosmos ride up an inclined cable on a motorcycle from which apparatus is suspended. While one man balances the machine, another male and a gal perform feats on a spinning ladder.

Elephants from the Mills and

rigging, contributed a sound brand column, page-long ads in Newsday of gymnastics, and the act's pyro and the Nassau Suffolk editions of finish closed the show in spectac- the New York News and Long ular fashion.

TV Use Many Circus Plots

WIDESPREAD USE of circus themes in television, motion pictures, books and other popular media demonstrates the continued high popularity of the circus.

TV, in particular, had heavy helpings of circus in early 1960. Ed Sullivan's show had a special hour-long program devoted to circus acts, and his usual weekly programs included other circus performers. Another program followed shortly thereafter with a filmed version of an English circus. Red Skelton revealed plans for a series of shows to be filmed on various circuses around the world. Meanwhile, "Circus Boy" contin- 3 as weekly TV fare, and several other shows include circus talent.

Walt Disney's "Toby Tyler" tops the list of current movies with circus plots. Other releases of the past several months included "Flying Fontaines" and "The Big Circus."

Books scheduled for 1960 publication include Henry Ringling North's family story, "Circus Kings"; a former circus Cinerella's account of trouping, "I Love You, Honey, But the Season's Over"; the autobiography of George Kelfessor to wild animal trainer, and C. P. Fox's "Pictorial History of Performing Horses." More circus books also are in the works to join subject.

Cristiani Rolls

Continued from page 94

fornia, the show has been revamped and expenses trimmed in a "now or never" endeavor. The show acquired 12 new tractor units Thornton Motor Company of Macon, and the tops and all equipment present a sparkling appearchairs are used in the grandstand.

Most of the staff remains the same but there are some new faces. Bud Fisher continues as legal ad- der, and Manfred, chair stacking. juster. Arnold F. Maley is back assisting Treasurer Robert Brown They were entertained by several Macon friends Sunday and Monday. Robert Mitchell is new on the show as announcer and assistant to Loyal. Hoot Black is new as manager of the Side Show. Ben Thomas is back as 24-hour agent.

and children, Walter D. Nealand. Hall, John Weikel, Fred Newhall, performers. torney, Paul M. Conway, was out for a brief time at night.

Beatty Staff

Continued from page 94

utive contracting agent, is working out of his New York home.

Theo Forstall, treasurer, ar-Hunt shows in end rings contribute rived last week, as did Edna Antes, everything one might seek in bull secretary. On Long Island, group acts, including a mouth carry of ticket sales are being handled by Miss Rita, and trundled off to a Walter Hauser. Initial sale in rehand after a closing long mount. sponse to advertising was very Celeste, on the high revolving good. The show is running one-Island Press.

Ringling-Barnum 90th Edition

Continued from page 51

color, sound and motion.

Plusses and Minuses

and make an appraisal. Harold walk-out. Ronk is with it after an absence, talent, it must be reported, is simbefore the acts can show their best

the intent is to bewilder young fish dangling from their waists. eyes, the show emerges the victor. Others have star - spangled cosin the fairyland spec and in the the 13 elephants which run on the entrances of large, cohesive other performers revolve two huge groups, breaking into individual illuminated American flags, some acts. Scarcely appreciated by cas- 30 feet by 40, and studded with ual viewers is the monumental task miniature bulbs. The Zacchini of Tuffy Genders and his crew, double cannon blasts out a finale who started hanging the big hall to the show, 160 minutes after it at 5 a.m. and wound up at 4 p.m., all began. an 11-hour job compared with twoday and three-day projects of forthe Garden had held the Georgian State Dancers and their attendant seats, ramps and staging.

Aerial work opens the second half, with the (4) Flying Comets and (3) Flying Rockets at work. There was a double somersault to a cutaway bar, and a two and and three new trucks from the a half to a leg catch. Both groups missed in crossovers and other opening-night mishaps created a seeming rain of aerialists to the nets, but subsequent visits have ance on the lot. New aluminum shown the acts to be functioning in better style since then. Another five-act display features Unus, plus the Aguilars and Del Morals, perch; Rigettis, balancing on lad-

New Imports Described

Ferry Forst's illusions are awe and Gregg Petterson in the wagon. inspiring to the kiddies, utilizing It was somewhat of a homecoming mechanical devices which are not for Maley and his wife, Mrs. Esma very mysterious. With a darkened Maley, former residents of Macon house and accurate spotlighting, the audience appears to see a girl transferred from table to box, from box to aerial bar, and from cannon to suspended box. Kasten's Animals, the other import, shows dogs, monkeys, rooster, cats, burro, and rats. White rats are spaced along Despite the rain and boggy a bar traversed by a cat and a lot the show was thronged with monkey. They finish the act by visitors, including Mrs. Floyd King climbing a rope to a rocket ship, then descending, hanging from par-Charles T. Underwood, L. D. (Doc) achutes. The monks are the other The dogs stand Ding Simpson, and the show's at- around, then walk off with one pushing a cart. The burro is topped by a reclining dog, cat and rooster, and simply walks on and off. The cat also does a jump thru little flaming hoop. On opening night the rats, on a plate, were given to the nearest figure in sight, the ultra-dignified Trevor Bale, equestrian director. (He took it under protest and has since learned to stand elsewhere.)

Clowns work a beauty shop rou-

better, the fairyland figures are tine, using a box for Slender Stella more clevely presented; and the effect. This follows the manage floats, while simply made to knock number, "Folkland Fair," opening down for baggage car storage, with simulated European folk dancare enjoyable. In this brief period ing and blending into Charles Mois one of the current edition's stel- roski and Gana Lipowska, center lar moments, a fine marriage of ring Liberty act, flanked by Marion Seifert and Harry Gilhuys, dressage. Starting with a single ani-During intermission it is pos- mal, Moroski builds with two, dosible, and provident, to review the ing a waltz, then three, encircling general impressions thus gathered, the ring and rearing back for a

Five-act display to follow Kasand was never more imperious in ten's Animals features Paterson's his announcements, or more power- Trampoline in the center, the St. ful of voice with vocals. There is Leons and Bokaras, teeterboards, scarcely a tuxedo in the joint, but and (8) Sons of Algiers and (7) this is no longer a world premiere, Nadi Janos Troupe, tumbling and rather, it is another stop along the pyramid building. Harold Alzana route. The great outpouring of holds his next-to-closing spot, continuing to display a masterful feelply too overbearing and quickly of- ing for suspense. The inclined asfered to permit adequate apprecia- cent and descent, rope skipping, tion. As was the case the previous high-wire dancing, still create the year, the whistle mercilessly cuts air of tension so necessary to sucshort a number of performances cess with this type of performance.

Grand finale is "Orchids and Ice," throwing together all sort of On the plus side is, again, the patriotic elements. The two new fact that these traffic conditions States are honored by having girls seem to be surmounted. Acts gal- decked out as Hawaiian hula danclop on and off in a hurry and if ers and Alaskan Eskimos with dried Costuming is superior, particularly tumes. Unrelated to this theme are concept of dressing acts similarly for their mount, representing Africa in the big displays. It makes for and Asia. Above these and sundry

What spectators are viewing in 1960 is a huge charge of permer years. Only the previous night, formers, remindful of the lumbering tented version which collapsed beneath its own weight and expense several years ago. It is just as big, just as gaudy, without any doubt the biggest and gaudiest circus on the face of the earth.

5—PHONEMEN—5

Town carded. Office opens Monday, April 11. UPC and AD BOOK. Good sponsor, Phones in. Pay daily. Gordon Spencer and Frosty, call collect. Others pay yours. Charley Hiens, Eddie Rood and Condron, contact. Only sober and reliable men need apply. Ask for Phone: WO 4-6896 Rockford, Illinois

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Spencer, Ia., Fair Cuts Night Revue, Re-Programs Ruined by

SHOW NEWS

County Fair here has cut down its ning and will also run the following afternoon. A thrill show has been beeked for Thursday average and beeked for Thursday average and beeked for Thursday average. has re-programmed its format and adopted a theme of "40 Years of Progress."

Bill Woods, secretary-manager, disclosed that with the exception of the contest rodeo, the program is entirely changed this year. A stage musical production will be presented on only one night of the fair, Friday.

A Casey Tibbs-produced contest rodeo will take over the grandstand the first two afternoons and evenings, September 12-13. On Wednesday afternoon IMCA big cars will compete. A 100-lap stock car race is set for Friday afternoon matinee and evening contest on Saturday the final day.

Night harness racing will make

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The Green County Fair and Horse Show

June 29 & 30-July 1 & 2 \$3,000 in premiums-\$200 in State Aid At Greensburg, Ky. Sponsored by Rod Lowe Unit 124 of the American Legion and Unit 124 of the American Legion Auxiliary.

SPENCER, Ia. — The Clay its debut here on Wednesday evebooked for Thursday evening and the one-night stage musical set for the following evening.

Kelly-Miller's Business Fair, Lots Muddy

EL PASO, Tex.-Al G. Kelly and modified stocks are in for a & Miller Bros. Circus has been getting light afternoon crowds and fairly good night business since opening March 20.

In El Paso Monday (28) the show experienced high winds at 2 p.m. The Side Show was hit by gusts and iron stakes came free. Wooden stakes and trucks were used to tie it off. Trucks already had been used for the big top and the lot was too small to use the menagerie top.

Cage wagons and other units were used for a downtown parade at El Paso. Truck dealer's trucks pulled the wagons. At the performand a two-thirds night turnout.

Opening day at Bonham, Tex. (20), had a good attendance. Greenville (21) had a muddy lot. Afternoon crowd was small. But at night there was a 90 per cent

Waxahachie (22) gave onequarter and two-thirds houses in sunny, weather.

Sullivan Circus Wins TV Ratings; Will Be Repeated

NEW YORK-Ratings of the Ed Sullivan all-circus TV show Sunday (20) were far above other shows of the same hour and above the Sullivan show of a week earlier, it was reported.

For the first half hour, the circus program had a rating of 31.2, while other network shows had 17.5 and 5.6. For the second half hour, Sullivan's circus had 38.0 and the other shows had 15.0 and 4.6. The Sullivan ratings of 31.5 and 38.0 compared with 17.8 and 24.6 for the Sullivan show of a week earlier.

Al Dobritch, circus producer who set up most of the Sullivan circus show, said he believed the ratings reveal people are eager for circus talent and tired of standard TV fare. He also revealed that the show will be repeated in the fall and that he was given a \$5,000 bonus by Sullivan for his part in the program.

Barnum Festival Held to 6 Days

BRIDGEPORT, Conn. - The City Board of Park Commissioners has authorized use of Barnum Field at Seaside Park as site of the 1960 Barnum Festival's Midway event. The board has attached some conditions:

The midway event must be limited to six days. The Festival committee's request for the site did not specify the number of days, but did ask that it be for duration of the Festival. Since the application was filed, the Festival has set its dates as July 1-9. Allowing for a Sunday closing, it thus hoped Providence to cost upwards of for an eight-day midway.

Cattle Bldg.

CONCORD, N. C .- The unseasonable snow and sleet of last month caused the roof to collapse on the big cattle barn of the Cabarrus County Fair. More than ing. two-thirds of the roof fell in because of the weight, and manager Clyde Propst termed the building a total loss.

Intention is to raze the remaining structure with possible exception of the horse stalls. Oldest building on the grounds, it is 140 feet long and 45 wide.

Gil Gray Acts For '60 Named; Season Opens

SPRINGFIELD, Mo.—Gil Gray Circus opened its season here Monday (28). The ballpark-indoor show again features three specs, this year entitled "Happy Holidays," "Fiesta" and "Jewel Box."

Performance includes Lou Reances there was a light afternoon gan with a wild animal act, with a new leopard and two new jaguars among the cats; Carlos Ricca, juggler; Manuel Barragon, cloud swing; Dwight Moore, dogs; Jim Wong Troupe, Oriental act; Aden Troupe, Arabian tumbling; Jimmy Reynolds, seals; Judy Jacobs, elephants; Ray-Dell Troupe, flying return, and Cleo Plunkett announcer.

Sunset Beach Suit Wins 250G Ruling

TRENTON, N. J.-Owners of Sunset Beach Amusement Corporation, operating an amusement park in Gloucester County in Southern New Jersey near Philadelphia, succeeded in State Supreme Court in its attempt to collect \$250,000 for the sale of the park. Suit was filed against Joseph Varbalow, of Merchantville, N. J., an attorney long associated with motion picture thea-

Sunset negotiated with the Joseph Varbalow Realty Company in May, 1958, for the sale of Sunset Beach. Sunset claimed Varbalow formed the realty firm with his daughter checks totaling \$250,000 with a bank in connection with the sale, but allegedly did not sign the and the buyer and the sale was not Hunt & Associates, Hollywood. completed.

Sunset then took the case to a lower court which ordered Varbalow's realty company to complete the sale. The amusement firm claimed the realty company was, in effect, a front and that Varbalow was the actual purchaser of the amusement park. The high court held that Sunset had "every right to believe" that the money deposited in the bank represented funds furnished by the Varbalow Realty Company.

Rhode Islanders Raise Arena Fund

PROVIDENCE, R. I.-Manny Almeida, Providence boxing promoter, has disclosed that more than \$250,000 has been pledged by Rhode Island businessmen for construction of a sports arena in \$1,000,000.

FAIR-EXHIBITION MANAGEMENT

Colorado State Fair Adopts Tight Gate

PUEBLO, Colo.—The Colorado State Fair Commission adopted a new pay policy in a move to make the fair more self-suppo

The commissioners have decided that in 1960 everybody must p to see the exposition, rodeos and other attractions. They put it rig on the line. Not even the governor will be a guest. Members of t Legislature, newspapermen covering the show and exhibitors will required to ante up at the gate. The traditional free admission for children under 12 is out. T

youngsters will pay half fare-25 cents. The fair is no different than any other business organization,

cording to Fair Manager Clyde P. Fugate.

"We must be aware of income and outgo. The Legislature do not feel that it can be liberal and let us spend money that we need for improvement," Fugate explained. "At the last meeting of the fair con missioners we discussed many ways where we could increase our come. There was the possibility of increasing exhibit entry fees. Another suggestion was to increase horse stall fees. Raising the gate admission from 50 to 75 cents was considered.

"It was finally decided the best thing to do would be to eliminate the pass system and not disturb any of the fees except to put on a ne 25-cent admission for children under 12. Now everyone who enters the grounds will have to buy a ticket.

"There will be two kinds of tickets. Exhibitors can buy tickets half price thru the entry department," Fugate said.

Fugate pointed out that in former years the fair management ha given free tickets to persons performing voluntary services on th grounds during the fair. In eliminating these free tickets, the fa management will expect to pay for services provided the fair, bu

believes that the everyone-pays policy will be the best long-range policy The commissioners add that much difficulty has been experience in the past in controlling free admissions and complimentary tickets Some 15 years ago a free gate for everyone was tried, but was aban doned after one unsuccessful attempt.

A few years ago free admission was given everyone under 18 year of age, but then it was found that the fairgrounds had turned into loafing place and trouble center for the youngsters. After spending their money early in the week, some of the teen-agers came back in groups to create trouble.

Fugate believes some of the difficulties in policing the fair will be eliminated this summer. The Legislature has approved giving the State police full powers on the grounds. Prior to this year, off-duty police filled the jobs. This was ended when the police asked for time and one half for the work.

California State, County Event May Merge Runs

SACRAMENTO-Chances are good that the California State Fair and Exposition and the Sacramento County Fair will join in producing a two-week spring fair here in April, 1961, Carl T. Mills, secretarymanager of Sacramento County Fair, said.

The county fair has been held on the State fairgrounds for the past

several years since moving here from Galt.

Mills explained that attorneys are now searching records to see if such a tie-in betwen the two fairs will be legal. If not, the matter may be acted upon by the Legislature. The plan for the combination was devised by Don Muchmore,

assistant director of finance for the State, who is on leave from the California Museum of Science and Industry in Los Angeles. The agreement will circumvent an expenditure of approximately \$2,000,000 for proposed county fair buildings.

Under the arrangement, bookings of shows and attractions would and son-in-law as officers, deposited be handled by the State fair staff, but the personnel of the county fair would remain intact. The State fair would receive profits over and above a set but undisclosed amount.

The county fair will follow its past policy of being held in June checks. The amusement park said this year for four days starting June 16. West Coast Shows will play bickering ensued between the seller the midway and the stageshows will be booked and presented by George

Michigan Assn. Sets Course

LANSING, Mich.—The Michigan Association of Fairs and Exhibitions will hold its annual short course for fair executives April 27 and 28 here in the Porter Hotel.

Blair Woodman, association president, and Harry B. Kelley, veteran secretary-treasurer, reported that colored slides will be shown on Wednesday evening by John D. Johnson, Eaton County agricultural agent. A representative from the State insurance commissioner's office has been invited to discuss all types of insurance for county fairs.

The first meeting will be at 2 p.m. on Wednesday afternoon, followed by dinner at 6:30 p.m., and the last meeting is set for Thursday morning at 9 a.m. Adjournment will be at noon.

CONCORD, N. H.-William E. Sanborn, of the Deerfield Fair, was elected president of the New Hampshire Fairs Association at its annual meeting here. The new vice-president is Reuben Hodges, Sandwich.

Renamed secretary-treasurer was Dr. R. W. Smith, Laconia. Directors of the fairs association are Reynolds Guilmette, Lancaster; Charles Jones, Hopkinton; Carl M. Fogg, Deerfield; George E. Wilson, Rochester; Robert P. Wheeler, Cheshire; Lester E. Mitchell, Plymouth; Clark Ingalls, North Haverhill; Eleanor Feuer, Atkinson; Donald Byam, New Boston; Norris Weld, Cornish, and William Hacker, Sandwich.

Speakers at the meeting were Gov. Wesley Powell and Perley I. Fitts, commissioner of agriculture.

Building Standards Seen

ROLLER RUMBLINGS

By AL SCHNEIDER

NEWS media and advertising folks were invited to attend a Wednesday night (6) roller hockey game at the North Porte rollercade of San Antonio. A promotion by Sully Palmero and Leo Trumble, the Wednesday night show was to illustrate the format of a proposed live telecast of roller hockey matches. An eight-team league has already been organized, made up of entries from San Antonio, Houston, Dallas, Fort Worth, Austin, Waco, Amarillo and Corpus Christi,

Get Premiums at

ST. PAUL-In a move to en-

stock cars in races, a premium will

The premium will consist of 5

per cent of the purse, as stated in

the entry blank of each IMCA-

sanctioned stock car race meeting

and will be paid in addition to, and

1960 Official Rule Book.

heats or a combination of both.

Melody Skating Rink of Groton. Nashville, has been granted a char-Conn., in an ambitious drive for ter by the secretary of state to operfamily trade, is urging patrons, via ate a roller rink and concession newspaper ads, to hold birthday stands. The principals include E. parties at the rink. Ads plug the T. Porter, Hugh C. Howser and rink's private room for such affairs Barbara Foster. and "all facilities at no extra charge to make your party an enjoyable one." An engraved loving cup is 1960 Stock Cars to presented to each guest-of-honor at these funtions.

Melody Figure and Dance Club IMCA Race Meets slated "Melody on Wheels '60," fifth annual presentation, for three performances, March 22-24, at \$2 courage the use of 1960 model top, at Melody Skating Rink. Groton. Conn. Sequence titles in- be paid to owners by the Internacluded "In Old New York," "The tional Motor Contest Association. Golden Goose," "Dutch Treat," "Wonderland Alaska" and "Old Southern Magic."

Riverside Roller Rink of Agawam, Mass., held a recent skating not as a part of, the advertised party for the benefit of the Western purse. Chapter, Massachusetts Heart Association, proceeds from the affair going to the fund. Titleholders Sylvia Haffke, Agawam, and Edgar Watrous, Hartford, Conn., gave skating exhibitions during the night.

"Melody on Wheels." a benefit show, was staged at the Melody Skating Rink, Groton, Conn., March 22-24, proceeds going to funds for cripples and a skating amateurs' fund for national competition. Mr. and Mrs. Raymond Lenty, rink professionals, rehearsed skating routines for intricate chorus numbers for several weeks with club members.

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Wheelchairs **Get Attention** At Edmonton

EDMONTON, Alta. - The Northern Alberta Jubilee Auditorium management plans to reserve space for persons in wheelchairs in all future contracts leasing the auditorium.

In the past, the whole main floor of the auditorium has been leased to organizations staging events there, and the admittance of wheelchair patients was up to the organization themselves. Now, the auditorium management will take over the operation.

There have been complaints that persons in wheelchairs have been turned away at the door.

An official said this arose thru a misunderstanding, in which the organization sponsoring the event did not receive advance notice the The car must be a 1960 model wheelchair patients were coming, stock car and must meet all IMCA and when they arrived there was specifications as set forth in the no room for them and their attendants.

The car need not start in the fea-Under the new system, the auditure to be eligible for this fund, but torium management will have to qualifications for that particular be room for 12 wheelchairs. There feature thru time trials, qualifying will probably be no admittance housing. charge. -

For New Travel Trailers TRAILER dwellers, and there and the California code are a lot of them in outdoor show business, may soon be living in travel trailers that were built

Mobile homes, the big trailers that seldom move, are already being built under standards for electrical, plumbing and heating systems which are now in effect on a national scale.

under a code of industry standards.

Manufacturers' Association and the Trailer Coach Association are working together with California officials in establishing standards in heating, plumbing and electrical systems for travel trailers.

search and planning by the MHMA and the TCA of the West.

All present and potential mobile home manufacturer members of these two groups must now comply with the standards to retain or gain membership.

The first legal impetus to State supervision over construction in the industry came with California's passage of a standard code which became effective September 1958. This code was concerned primarily with the three basic installation systems used in trailer coaches—plumbing, heating and electrical wiring. As now required by the California Division of Housmust have previously attempted have advance notice and there will ing, these installations are equivalent to those used in conventional

The new MHMA-TCA standards law.

identical except for minor variations. TCA members must comply with the code of the California Division of Housing, and this department's seal will be equivalent to the newer national standards.

The "MHMA-TCA Approved Standards" seal will be placed on mobile homes by manufacturers Right now the Mobile Homes who comply with the standards. The seal has the words, "Electrical-Plumbing-Heating," on it along with the words, "Health-Safety."

Each MHMA-TCA seal has room for a registration number. This number will be put on file The standards in effect are the with the MHMA Standards Diresult of two years of study, re- vision. Manufacturers will be supplied with a certificate to go along with each seal.

> The seal will go outside the mobile home. The certificate will be placed inside the coach. It will state that the manufacturer certifies the mobile home meets the requirements of the MHMA-TCA stand-

> The former Olive DeVere, widow of Carl DeVere, who owned the Barney Bros.' Circus playing the Midwest in the 1930's, is now Mrs. Ed Graf and is operating Graf's Motel at Laredo, Tex. She also sold the advertising banners for a number of years on Schell Bros.' Circus, which was owned by George E. Engesser, a brother-in-

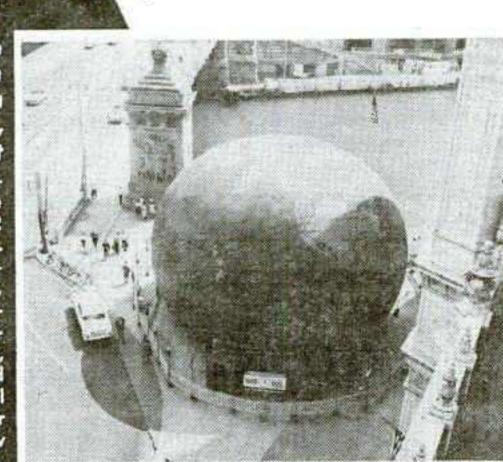
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As the Pan American World, This Unit drew 225,000 peo-

ple by itself at the BRUSSELS WORLD FAIR and won the gold medal. A 41/2-story high inflatable globe, seats 120 people, fully air conditioned. Complete Planetarium Unit (sunset, sunrise, cloud formations, moon, stars, etc.) co-ordinated with an around-the-world travel film in color and sound. Customer really gets money's worth—show sensation of the century.



Coupled with

for a sure-fire money-making combination (these units are available as a group or as single units if all three cannot be accommodated).

A Formidable Display

of perfect scale models of ships and battle scenes created by Norman Belle Geddes for LIFE Magazine and other important publications during the war. High popular appeal and true historic value. This display is set up in a 50' long trailer that the spectator walks through.

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Bookings exclusively thru

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An Auction truck featuring popular priced merchandise at the right prices. Top auctioneers give the customers an enjoyable program of auction sales. May need legal adjustor in some areas.

Owned by East Coast Distributors, Inc., Millville, New Jersey

We have many plans and programs which can be tailored to fit your requirements.

We can supply mats and promotion material as well as promotion participation deals.

ARENA, AUDITORIUM

NEWSLETTER

Austin Tabs Winners

By TOM PARKINSON

T THE AUSTIN Municipal Auditorium and Civic Center, Man-

A ager Francis Vickers reports that concessions recently have been

contracted to R. G. McElyea, of Fort Worth. McElyea also has

concessions at Dallas Auditorium, Waco Coliseum, San Angelo Coli-

seum, Cotton Bowl, Baylor Stadium, Texas Tech Stadium and his own

North Side Auditorium in Fort Worth. With concession chores again

in other hands, Vickers had time to reflect on the past several months.

And what he saw was the results of a great amount of business. Among

those events getting overflow houses were Stan Kenton, with 9,000 for

Greco, 9,000 in two shows. Doing nearly as well were Players of

Lugano, Pomplona Choir, Dallas Symphony, Louis Armstrong, Ballet

Broadway Theater League in Austin. First announcements of the

League's plan brought a great number of season ticket reservations,

and 1,500 were sold before the promotional campaign began, 2,500

were sold before the first, show came in. "Two for the Seesaw"

drew a full house of 3,000. "Dark at the Top of the Stairs" was in

just before Christmas and was short of capacity business. But the

third one, "Odd Man In," equalled the first. Next comes "Look

Homeward, Angel," for April 30. The League already is signing

up members for next season.... Austin will have its second annual

stand-by "Holiday on Ice," opening May 3, and hopes to equal last

year's sellout rate. There will be 10 performances this year, one

A SPECIAL TV PROGRAM about the upcoming political con-

ventions will be carried by NBC on April 24. It is to include a

televised tour of the new Sports Arena in Los Angeles, where the

Democratic Party will convene.... The Green Bay Packers have

offered to increase their rental payment by \$140,000 if the city

will increase the seating capacity of the City Stadium by 5,000

seats for the next pro football season. The proposal comes up at

the Tuesday (12) meeting of the city council. . . . Dallas Junior Horse

Show was in the State Fair Livestock Pavilion Sunday 10. . . .

Winter work projects subsidized by the province of Saskatchewan

include repairs on arenas at Davidson, Arborfield and Carlea and

Oberammergau Passion Play

OBERAMMERGAU PASSION PLAY with Val Balfour, played

four days at the Greenville, S. C., Memorial Auditorium (March 28-31),

and grossed \$17,393. School authorities permitted children to attend during school hours. Company manager Martin J. Egan commended

the local group that promoted it. Herman J. Penn is building manager. . . State Fair Coliseum at Indianapolis will have Archie Moore

in a boxing match promoted by Al Farb in May. The opponent for

the non-title match hasn't been named yet.... Chevrolet division of

General Motors has events going in a number of buildings this month,

including those at Charleston (W.Va.) Civic Center and the Cincinnati Music Hall.... Named to the Orange Bowl advisory board by the

Miami city commission were George McLean, amusement center

owner: James F. Goff, airport employee; Al Lang, public relations man,

NBC Schedules TV Program

About Coming Conventions

One of the most successful programs has been that of the

Russe de Monte Carlo and the Bach Aria Group.

more than a year ago. . . .

SHOPS BUSY

Allan Herschell Charts Ride Sales

Wheel and trackless train additions Works Ferris Wheel. evoked considerable comment in the outdoor amusement industry, regular Allan Herschell ride prod- Mrs. E. D. White's Mad Mouse ucts continued to flow from the shops here in a steady stream. The first quarter of 1960 has been the firm's most rewarding, in terms of

A representative sampling of the production shows a large number of Helicopter rides being delivered, in addition to Mouse units and the more conventional line of devices.

The Helicopter alone is going to Coney Island, Cincinnati; Fair Park, Nashville; Ernie Farrow, of Farrow Shows; Larry Carr, Wilmington, Mass.; Mrs. Phil Little, Dallas; Johnny Portemont, of Johnny's United Show; Roeding Park Playland, Fresno, Calif.; Don Morris Davis, Tiny Westernland, Lovett, Tex., and Jack Singhiser, of Fontaine Ferry Enterprises, Louisville, who had bought an 1865 Miniature Train in the fall. That unit has been delivered and its roadbed and track are complete.

Rides to Guatemala Some other achievements detailed for Herschell are the follow-

Asociation de Bienstar Infantil, Guatemala City, has been shipped a Helicopter, Mad Mouse, Roadway and Brownie Tractors. They were trucked to New York and shipped to Porto Barrios, Guatemala.

Higgins' new Kiddieland, aiming at are confusing.

NORTH TONAWANDA, N. Y. a May 1 opening. The park will -Altho its announcements of Sky also have a San Antonio Roller

From Lake Winnepesaukah, Rossville, Ga., it is reported that and Roadway ride have been installed. Poor spring weather hampered work and a good opening is anticipated, according to Dunc Finlayson, service manager for the ride plant.

Charley (Jolly Cholly) Nasif has requested a delay on his ride order because of the weather. On April 11 he will be receiving a Roller Coaster, 1865 Locomotive, tender and four coaches, and eight-lane Roadway ride.

G. A. Boeckling Company has ordered the 1865 Locomotive, tender and two coaches to be operated at Cedar Point Park, Sandusky, O. Delivery is scheduled about May 1.5. Tracks for this unit have already been laid.

Fla., has received his new Roller Coaster and Helicopter. Puline, of Erie, Pa., was there and. local facilities. But the show is a as an old hand, advised on the big one and will be transporting a erection.

White Swan Park, Coraopolis, Pa., has ordered a Mad Mouse and delivery was sheduled for April Fantasyland, Gettysburg, Pa., asked that its 1865 Train be shipped April 1, altho its tracks were completed last fall.

Ralph E. Higgins, of Denton, FLORENCE, N. J. - Circus Tex., visited the plant March 24 owner Harry T. Hunt last week and placed orders for a G-16 Min- charged that TV performer Ed iature Train, Rodeo, boat ride, Sullivan was overly critical of Brownie tractors and tracked Road- American circuses and circus acts way Ride. Bill Bradley, Herschell's on his recent all-circus television Southwest representative, will assist show. He also challenged Sullivan's in preparations and installation at statement that three-ring circuses

Ringling Circus Going Great In Auditoriums

RINGLING Bros. and Barnum & Bailey Circus, battling a recurrent belief to the contrary, is very much in business and doing quite well. Furthermore, it is about to make a partial return to traditional circus train transportation.

Ringling-Barnum quit tenting in 1956 and since then has been appearing in large municipal auditori- two shows: Kingston Trio, 4,500 on a Sunday afternoon, and Jose ums thruout the nation. It now has completed the transitional period and business has been unusually good for the big circus in 1960 engagements.

During the switchover time. Ringling stored its special train and moved aboard several semi-trailer trucks and some baggage cars. Now it is preparing to trade in its trucks and return to using its own special train of 15 railroad cars. It still will not be like the old-time railroad show, for Ringling will not use so many cars and, of course, will have no need to carry huge wagon C. J. Mercer, of Jacksonville, loads of equipment for tents, seats, cookhouse, power plant and other Carl things for which it now substitutes whole trainload of circus entertain-

Exceed 1,000,000, St. Paul Reports

ST. PAUL-Attendance at the Auditorium here last year passed the million mark for the second expansion of a rink at Kelvington.... Lloyd Center shopping center consecutive year. The total of 1,- at Portland, Ore., is to include an ice rink. . . . Anheuser-Busch has 085,572 was a 53,156 gain over completed Busch Gardens, a "space frame" next to the firm's Tampa 1958, it was announced. The an- brewery. The arena-like dome is transparent and contains tropical nual statement submitted by Ed- birds. ward Furni, manager, showed an increase in the number of events in 1959 to a total of 988, compared with 918 in 1958.

Largest monthly attendance was In Greenville Appearance 218,931 in February. The March total was 125,684. January, with 113,096, was third, and December. with 106,928, was fourth.

CIRCUS WORD USED BY MANY

CIRCUS IS A popular word and not all those who use it are using it in the usual sense. It is being used by every type of organization-Boy Scouts, YMCA, supermarkets, hillbilly shows, magicians and ride operators. But a true circus is a special kind of show, and most sponsors want to make sure the entertainment they are getting is the real thing.

Auditorium Crowds

Minneapolis Variety Club Starts Marty Chalfen Fund

and Murray Klein, attorney.

A MEMORIAL FUND at the University of Minnesota is being started in memory of Mrs Morris Chalfen. The Marty Chalfen Memorial Fund will be operated by the Variety Club of Minneapolis and the University medical staff. She was the leader of the Variety Club auxiliary.... American Management Association's 29th National Packaging Exposition was at Convention Hall, Atlantic City, last week. Ground-breaking ceremonies for Fleetwood Square, exhibit hall

in Dallas for the construction industry, is scheduled for July 4. The event is to include fireworks and a special program at a theater.... Go-cart racing has been staged at such places as the Armory in Minneapolis, the Amphitheater in Chicago, and the Sports Arena in Toledo: ... "Ice Follies," promoted by Hixon and Wilson, is playing the Ice Arena, Seattle, starting April 20.

Columbus Boat Show Draws Crowd Estimated at 50,000

A 16-PAGE SPECIAL Section of The Columbus Dispatch and The Columbus Star marked the opening of the first annual Boat Show at the Veterans Memorial Auditorium in Columbus, March 24-27. The section was used on the outside of the papers' editions, so it got first attention from readers. Attendance at the show was estimated at 50,000 people. Building Manager Harry Schreiber was pleased with the event.

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1960 FAIR DATES

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FALL-1960

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FOURTH TRANSCONTINENTAL TOUR-UNITED STATES & CANADA

COMPLETE STAGE PRODUCTIONS-COMPANY OF 65

"CAVALLERIA RUSTICANA" & "PAGLIACCI" - "LA BOHEME"

"MADAMA BUTTERFLY" - "RIGOLETTO"

ALL STAR CASTS - ORCHESTRA - CHORUS - COSTUMES & SCENERY

155 Performances 1957-'59 Coast to Coast

Tour Direction and Management: FELIX W. SALMAGGI ASSOCIATES

SPRING & FALL-1961

Permits Needed to Move Oversize Trailers

THE MOVEMENT of oversized | vision, State Highway Department, homes in many cases requires per- lanta. mits from State authorities, just as does movement of oversize or Highway Department, 603 Main overweight trucks, and separate per- Street, Boise. mits are sometimes required by toll roads.

Below is a list of State and toll Building, Springfield. road authorities from which these permits can be obtained:

State Offices

Alabama: Permit Section, State Highway Department, Mont- sion, Safety and Traffic Engineer,

Arkansas: Arkansas Highway Department, Permit Section, Little Traffic Department, Topeka. Rock.

California: State of California, P. O. Box 1499, Department of Public Works, Division of Highways, Sacramento.

of Highways, Denver.

cut, State Highway Department, State House Annex, Augusta. 284 Sheldon Street, Hartford.

South State Street, Dover.

Florida: State Road Department.

Tallahassee. Georgia: Truck Weighing Di-

Oregon State Fair Brings **Back Passouts**

SALEM, Ore. - Passout privileges again will be allowed visitors to the Oregon State Fair to be held here September 2-10, Howard Maple, manager, announced.

The State Fair Commission voted the privilege after considering complaints when the policy was House Annex, Concord. dropped in 1959. An invisible stamp will be used and the passout will be good only on the day for which it is dated.

Fair will open at 10 a.m. instead of 8 a.m. as has been the policy for the past 50 years. Maple said | Montauk Highway, Babylon, Long that the attendance prior to 10 in the morning was not sufficient. Closing time will remain at 11 p.m.

L travel trailers and mobile 325 State Highway Building, At-

Idaho: Permit Division, State

Illinois: Central Permit Office, Division of Highways, State Office

Indiana: State Highway Department, Permit Engineer, State House Annex, Indianapolis.

Iowa: State Highway Commis-

Kansas: Special Permit Division.

Kentucky: Department of Maintenance, State of Kentucky Highway Department, Frankfort.

Louisiana: State of Louisiana. Department of Public Safety, Di-Colorado: Colorado Department | vision of State Police, Baton Rouge Maine: Maine State Highway

Connecticut: State of Connecti- Commission, Maintenance Division,

Baltimore.

way Department, Permit Section. Station A. Lansing. Minnesota: Minnesota Highway

Department, 1246 University Avenue, St. Paul.

Mississippi: Engineer of Maintenance, Mississippi State Highway Department, Jackson.

Missouri: Highway Department. 5117 East 31st Street, Kansas City. Montana: Montana Highway Commission, Helena.

Nebraska: Department of Roads. Permit Office, Room 1216. State House, Lincoln.

Nevada: Nevada Highway Department, Carson City.

New Hampshire: R. S. Nelson. New Hampshire Department of Public Works and Highways, State

hiele, State House, Trenton,

New Mexico: District Highway Engineer, Office, Albuquerque.

New York: District Engineers' Island.

North Carolina: State Highway (Continued on page 112)

THE FINAL CURTAIN

HARRIS—Mrs. Lessie.

sister of Mrs. H. L. (Mary) Rogers, well known in outdoor show business, March 21 in Spartanburg, S. C. Burial in Charlotte,

LINN-Jack.

64, candy floss concessionaire at Southern California events and the Puyallup Western Washington Fair, March 31 of a heart attack at his home in Monterey Park, Calif. He had been a member of the Pacific Coast WILSON-Ella S., Showmen's Association for 12 years. Survived by his widow. Margaret, and twins, Ray and Betty. Funeral services in Monterey Park April 2.

MARTIN-Bob.

60, former concessionaire at one time affiliated with the late Reggie Carlton, March 27 in Pottstown, Pa., of a heart attack. He was a veteran of World War I. Military burial March 30.

PECKENPAUGH—Edward P.,

80, former actor and singer known as Edward Beck, March 29 in Cocoa, Fla. He was a Spanish-American War veteran and member of the Cocoa Elks Lodge. Survived by his widow, the former Agnes Barry: a sister and a brother. Burial April 2 in

Green Hill Cemetery, Amsterdam, N. Y.

SMITH—Ernest L.,

79, co-owner and an organizer of the Venita Rich Talent Conand was active in the Rich organization until his death.

74. longtime Oregon fair offi- gene. Burial was in Salem. cial, March 25 in Eugene, Ore. (Details elsewhere.)

BIRTHS

GLOSSER-

A daughter, Donna Lee, March 31 to Mr. and Mrs. Ep Glosser in St. Joseph's Hospital, Hot Springs. Father is business manager of the Heth Shows,

SULLO-

A son, March 26 to Mr. and Mrs. Michael Sullo at St. Mary's Hospital, East St. Louis, Ill. Mother is the daughter of Mr. and Mrs. Mile Anthony, show operators.

Home Lot Sale To Continue Via 45 Units

BALTIMORE - Sixteen sports shows and other exhibitions in Big State: *Joseph Sima; Alice, April will wind up the indoor display season for the Cape Coral, Burkhart, Carl: Many, La. 100 will have been played by mobile display units since last fall

More than 90 fairs were covered in 1959 and the total will be upped to better than 100 this year. The Paul Venze Associates ad agency here is handling bookings for 45 units, weighing up to 800 pounds apiece and playing an average of four fairs apiece. Since the exhibit trail was hit two years ago \$60,000,000 worth of home building lots have been disposed of, Venze reports. There are also eight Volkswagen-mounted displays.

In the last two weeks of the cur-Maryland: State Road Commisterent season there will be units Delaware: Traffic Division, 152 sion, 108 East Lexington Street, at the Toledo Garden and Flower Show, Charleston, S.* C.; Paw-Massachusetts: Secretary of Pub- tucket, R. I.; Columbus, O., Board lic Works, 100 Nashua Street, Bos- Show: Tulsa Home Show: Baltimore; Springfield, Mass.; Daven-Michigan: Michigan State High- port, Ia., Syracuse and elsewhere.

Otto Gretona Dies in Florida

SARASOTA, Fla.—Otto Gretona, 55, owner of the Gretona Georgia Am. Co.: Toccoa, Ga., high wire act, died of a heart attack at his home here Friday (March Geren, W. R., No. 1: (Divie Manor 25). He came to this country with the troupe in 1929 and appeared with the Ringling-Barnum circus

The Gretonas joined Cole Bros. Circus and made their permanent home at Rochester, Ind., from that New Jersey: Division Motor Ve- time. The act has appeared with Clyde Beatty-Cole Bros.: (Long Isnumerous other circuses in recent vears, including Clyde Beatty, Clyde Bros. and Cristiani Bros.

Working with him in the act Office, Little East Neck Road and have been a son, Enrico, and two daughters, Shirley and Gloria. His widow, Margaret, also survives.

> Ella Wilson, Oregon Fair Exec, Dies

EUGENE, Ore.-Ella S. Wilson, 74, veteran Oregon fair executive, died here March 25.

Mrs. Wilson was secretary of test Revue, fair grandstand at- Oregon State Fair, Salem, from traction, March 18 in Scranton. 1915 to 1922, and was manager Ia. He was the former owner of from 1922 to 1933. From the lata cotton mill in the East, owner ter date to 1950 she was secretary of a stable of harness horses, to the State fair manager and in 1950-'51 managed the Multnomah County Fair, Gresham. Since that time she has been secretary to the manager of Lane County Fair, Eu-

V. H. Garbrick Intros New Ferris Wheel

CENTRE HALL, Pa .-- A Ferris Wheel with collapsible features has been introduced by the Vernon H. Garbrick Welding & Machine III. State Fair Works here.

The wheel has 12 seats, is 42 feet high and folds onto its own can be erected in 45 minutes thru the use of cables.

Garbrick also designed and manufactures the Spindle ride.

CARNIVAL ROUTES

Badger State: Berlin, Wis., 18-23. Baker's United: (Eagle Dale Shopping Center) Indianapolis, Ind., 11-17.

Belle City: (S. 6th & Virginia) Milwaukee, Wis., 11-13; (N. Trentonia & W. Capitol Dr.) Milwaukee 15-24,

Tex.

Arthur, Tex.; Baytown 18-23.

NOTICE

Boldface type indicates shows with Billboard Sales Agents—including name of agent.

Exclusive Billboard sales privilege available on shows in lightface type.

Write or wire Circulation Director BILLBOARD Cincinnati 22, Ohio

Capitol City: Valdosta, Ga., 14-23 Crafts Expo.: Ajo. Ariz., 13-17; (Fair) Blythe, Calif., 20-24.

Dixie Ams.: "Clifford Davis; Bristow, Okla.

Drew, James H.: Gainesville, Ga., 13-22.

Gentsch, J. A.: *Fay Curtis; Winona. Miss.

Shopping Center) Columbus, Ind., 11-23.

Circus Routes

land Arena) Comack, N. Y., 15-

Cristiani Bros.: Maryville, Tenn., 11; Morristown 12; Elizabethton 13; Marion, Va., 14; Pulaski 15; Radford 16.

Davenport, Orrin: Duluth, Minn., 18-23.

Dobritch, Al: (Municipal Aud.) Atlanta, Ga., 18-24.

Hamid-Morton: Pittsburgh, Pa., 18-23. Kelly-Miller: Riverside, Calif., 11;

Victorville 12; Fontana 13; Ontario 14; Pomona 15; West Covina 16. King Bros.: Warner Robins, Ga.,

16: Toccoa 19: Spartanburg, S. C., 20; Gastonia, N. C., 21; Concord 22; Hickory 23.

Mills Bros.: Jefferson, O., 16; Canfield 18; Canton 19; Barberton 20; Hudson 21; Willowick 22; Brunswick 23.

Polack Bros.: (Memorial Hall) Springfield, O., 13-14; (Municipal Aud) Canton 19-20; (Gannon Aud) Etie, Pa., 21-23.

Ringling Bros, and Barnum & Bailey: (Garden) New York 11-May 15.

Sterling Bros.: Lyford, Tex., 11: Santa Rosa 12; Mercedes 13-14; La Feria 15; Edinburg 16; Mission 17-18; Roma 19; Hebbronville 20; Benavides 21; San Diego 22.

Wirth: (Island Garden) West Hempstead, N. Y., 11-24.

Posts 800G for '60

SPRINGFIELD, III.—The 1960 trailer. According to Garbrick, it Illinois State Fair will offer total premiums and harness race purses of \$800,191.85. Fair is August 12-21 and is the 108th year. In 1853 total premiums were \$944.

Geren, W. R., No. 2: (25th St. Shopping Center) Columbus, Ind., 11-23.

Gladstone Expo.: Batesville, Miss., 18-23.

Gold Medal, No. 2: "At Wallacet Harriman, Tenn.; La Follette 18-23.

Golden Gate: *A. R. Sistrunk; Red Bluff, Calif., 12-17; Redding 18-24.

Fla., realty development. More than Byers Bros.: *James L. Reed; Port Greater Kastl: *Gustie Pelan; Cortez, Colo.

Hames Ams.: Fort Worth, Tex. Heart of America: *Jack Wilson; Salina, Kan., 14-20.

Holiday Am. Co.: Miami, Okła., 12-23. L & L: Bryan Carter; Calhoun

City, Miss.; Houlka 18-23. Manning, Ross: Hampton, Va.,

18-23. Midway of Mirth: *Frank X. La-

vell; Truman, Ark. Moore's Modern: "Jack Moore; Andrews, Tex., Hobbs, N. M., 19-24.

Page Comb.: *Blackey Jones; Bessemer, Ala.

Parada: Joplin, Mo., 18-23. Penn Premier: *J. W. Gilman; Emporia, Va.

Peter Paul Ams.: Sanford, Fla. Poweison Ams: *Happy Poweison; Chillicothe, O. Reynoldsburg 18-23.

Reid's Golden Star: *Elmer Reid; Monroe, Ga.

S & W: Malvern, Ark., 18-23. Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 11-12.

Siebrand Bros.: *Don Hanna; Phoenix, Ariz. Smiley's Ams.: Great Falls, S. C.,

18-23. Strates, James E.: Washington,

D. C., 21-30. Sugar State: Coctaw, La. Sunset Am. Co.: Excelsior Springs,

Mo., 21-30. United Expo.: Irving, Tex.; Little Rock, Ark., 18-23. Williams Am. Co.: Monroe, N. C.,

Wolfe Ams.: *S. R. Holt; Greer,

S. C.

Miscellaneous

Matchstick Cities: Augusta, Ga. O'Day, Marie, Palace Car: Stamford. Tex., 11-12; Hamlin 13-14; Rotan 15-16; Aspermont 17-18; Rule 19; Knox City 20; Munday 21: Seymour 22-23.

Sun Players: Shenandoah, Ia., 11-16.

Arena Routes

Georgian State Dance Co.: (Opera House) Chicago, Ill., 14-17; (Aud) Minneapolis, Minn., 18; (KRNT Theater) Des Moines, la., 20; (Music Hall) Omaha, Neb., 22-23.

Legitimate Shows

Look Homeward, Angel: (Tower) Atlanta, Ga., 11-13; (City Aud) Savannah 14: (Memorial Aud) Greensville, S. C., 15; (Royal) Columbus, Ga., 16; (Lanier) Montgomery, Ala., 19-23. Sweet Bird of Youth: (Biltmore)

Ice Shows

Los Angeles, Calif., 11-16.

Holiday on Ice of 1960: (Reynolds Aud) Raleigh, N. C., 12-16; (Memorial Aud) Utica, N. Y.,

18-24. Ice Capades, 19th Edition: (Rogers Coliseum) Fort Worth, Tex., 12-17; (Coliseum) San Angelo

18-24. Ice Capades, 20th Edition: (Arena) Milwaukee, Wis., 16-24.

Ice Follies of 1960: (Arena) Minneapolis, Minn., 11-17; (Civic Ice Arena) Seattle, Wash., 20-May 1.

with Royal American.

SHOW NEWS

DUSTER WESTBROOK flew up to Henderson, N. C., from his Hollywood, Fla., home to join Penn Premier Shows in winter quarters. . . . Newell and Evelyn Taylor are dieting with considerable success, Newell having shed 29 pounds. . . . Augie Dentinger probably opening with the Prell Shows in Fayetteville, N. C., with his girl shows. ... John Vivona visited the new fairgrounds in Charleston, S. C., and helped lay out the lot. . . . Claude Sechrest turned gardener last week, planting 97 plants bought by Mrs. Sechrest. He has repainted his concession trucks for the trip to Cetlin & Wilson Shows Petersburg, Va., quarters. . . . Recent visitors with Johnny Canole included Mark Reilly with his new pickup truck, Lew (Bingo) Weinstein, of Eddie's Exposition Shows, and others. Helen and Erwin Eule, concessionaires, have a new 32-foot Franklin mobile home. Emmett and Priscilla Bejano, "the world's strangest married couple," took delivery of a new

Sorry: Harriet Lowenthal, daughter of novelty man Aaron Hymes, had a son, Robert, not a daughter as reported. It's the third son for her and her hubby, Dr. Arthur Lowenthal. . . . Jack Essner in Miami readying for the trip to Philadelphia and the annual carnival-circus date. . . . Johnny Tinsley equipment and title is being toured by Leo Bistany and Tommy Carson this season, opening in the Carolinas, then heading northward. . . . Bill and Ada Cowan converted to trailer life and will take one westward on the Thomas show. Vivona concessionaires Mr. and Mrs. Morris Friedenheim have a new Yellowstone trailer, Johnny Canole notes, and are leaving their larger one in Miami.

house trailer while playing Dade County Fair, Miami. They'll tour

Paul Miller will have his Scooter with the Coleman show during the season's early weeks, then joins King Reid Shows in Canada. . . Howard Drayer will manage the Bill Jones bingo with Coleman this year. Guy Markley, who operated the Jones unit with Royal American, is now managing the new office-owned RAS bingo. . . . Paul Smith will have some concessions on Coleman in addition to his Rock-o-Wheel. . . . Bucky Allen, World of Mirth front-end boss, made a lightning quick visit to New York two weeks ago. Louis Fox, well known in Eastern show circles, presented a beautiful stage to the temple in Revere, Mass., dedicating it to his mother.

Irwin Kirby

is being honored by Daylight Ma- E. Williams, Ah Hink, Ed Hoff- an as yet untitled show to play sonic Lodge 525, Detroit, which is man, Maurice Shiller, B. Parkinson Ohio - Kentucky - Indiana territory. naming its new class of candidates and F. J. Banley. after him. . . . Jake Kotzon, retired concessionaire, and longtime chairin Maybury Sanitarium, Northville, and Mound City Shows, is still con- bought from Becht a popcorn trail-Mich., and would like to hear from friends. . . . Louie Leonard, currently taking it easy in Chicago, will again work the front end at the Pacific National Exhibition, Vancouver, B. C., with two bingos.

Hank Shelby, secretary of the Showmen's League of America, was back in Chicago last week after in the Miami sun. . . . J. W. (Patty) Conklin passed thru the Windy City en route to his Brantford, Ont., home after a week's vacation in Hot Springs. . . . Lou Dufour, midway impresario, was a Chicago visitor last week, spending several days in the city on business. . . . sister, Mrs. Lessie Harris, recently.

Show Folks of America report from San Francisco that tickets for the Ladies' Bazaar will be on sale in the near future and that a long list of awards have been made up by Leona Stevens, chairman of the event. The club was saddened by the recent deaths of Jack Young, Jac Brown and Charles Auker. Art Craner notes that the club has view Hospital, Noblesville, Ind. had one of its best seasons so far as attendance is concerned. A new member, recently added to the rolls who put in the winter selling shoes, is Harley F. Larsen, 22-year-old plans to open the season in midshow owner. Mike Krekos reported May with a larger photo set-up on the recent Hi-Jinks drew close to a show in Michigan. . . . Geneva 350 who, in addition to all the Williams, ride owner of Miami. other entertainment, heard music and her sister, Vivian Allen, Birby Nikki and her violin and enter- mingham, are slated to leave April tainment by Mickey Hogan, 17 on a trip taking them to London, Awards were made to Joe LaMont, Paris and Rome.

Jack Dickstein, retired conces- Ralph Clinton, Estelle Smith, Chloe sionaire and past president of the Ghormley, Jule Blumenthal, Relley Michigan Showmen's Association, Castle Burglon, O. N. Craft, Peter Sam Abbott

Mrs. Catherine Oliver, widow of man of the Michigan Showmen's Charles Oliver, former owner of Association sick committee, is ill the Oliver Amusement Company sions and shows. He recently fined in DePaul Hospital, St. Louis. Mrs. Oliver suffered several strokes. Mrs. Elsie Calvert Kennedy, a life-long friend of Mrs. Oliver, spent a week here visiting her daily in the hospital and returned to her home in California this past weekend. . . . Charles Chan'ey, concessionaire, is currently in a Biloxi, Miss., hospital where spending a couple of weeks tanning he was rushed following a heart attack. According to his physicians, he will be hospitalized for at least a month. Frank Joerling

Virginia Laughlin, former owner of West Bros. Shows and a wheelchair patient for the past 21 years, is now losing her eyesight, accord-Mrs. H. L. (Mary) Rogers, well ing to Trixie Clark, who advises known among showfolk, lost her that the patient will observe a birthday April 20 and reminds Charlie Byrnes that a mailed greeting would be appreciated. The address is 1707 Sage Street, Houston 9 . . . While attending the Maple Festival at Meyersdale, Pa., Lloyd Schaffer and Tom and Al Zellers visited with Mr. and Mrs. Joe Constable, who had their popcorn trailer there.

> Hank Whitman, formerly of the J. A. Coburn Minstrels, is in River-Old-timers are requested to write . . . Bill Meyers, photo operator Al Schneider

FLASHBACKS: 15 Years Ago-The Michigan Showmen's Association set up a hall of fame roster for all members who participated in a fund drive designed to result in the presentation of \$100 in government bonds to each member in the armed forces. . . . Lou Dufour was touring Ripley's Believe-It-or-Not show. . . . General Manager Bob Lohmar was readying Cavalcade of Amusements in Tulsa winter quarters, assisted by Archie Wagner and Tom Sharkey. . . . J. C. McCaffery. Elmer Byrnes and Lew Keller went to French Lick Springs, Ind., for a week's rest. . . . North American Exposition Shows got a reported 8,000 at its opening in Panama City, Fla.

Pre-Opening Date Okay For Vivonas

SUMTER, S. C.—A pre-season date was played here last week by Amusements of America. Weather was much better than had been the case in recent weeks, and business was satisfactory. A large crew has been at work in quarters, with Tony Mason putting in a couple of night shifts to finish the work.

Art Lewis, manager, leaves Saturday (16) for Petersburg, Va., to prepare for the official opening in nearby Colonial Heights. John Vivona, president, went to Charleston to assist in laying out the new fairgrounds there.

Other Vivona brothers' activity includes Babe heading north to get the No. 2 unit ready, Phil assisting; Dom due in quarters shortly, and Morris completing the season's routing arrangements.

The new Scooter being built by Stacy Johnson is near completion. Kenny Moore was a recent visitor, picking up orders for considerable

Chas. Krekeler Frames Own Show

CINCINNATI-Charles Krekeler, formerly of Motor State Shows, last week announced formation of Krekeler, who also formerly trouped with the Lee Becht Shows, will carry eight rides plus conceser and candy floss stand. The show is scheduled to open May 1 near Cincinnati.

Pete Sutton Winds Up 57-Week Tour

Shopping Centers, Celebrations, Fairs Keep Shows Moving on Lengthy Route

ton's Pacific Coast Shows completed its 57th consecutive week on the road last week in Oxnord, Calif., where it followed its usual policy of playing in or near a shopping center.

F. M. (Pete) Sutton, owner-manager of the show which carries as a regular complement 12 major and six kid rides, free attractions and about 33 concessions, opened the first week in March, 1959, in Montebello, a suburb of Los Angeles. Since then, the route has taken the show as far as Las Vegas, where it was on the midway for the Las Vegas Fair over the Labor Day weekend. The show has a three-year contract to play this event.

Sutton, who formerly had a show in the Middle West and was connected with the Crafts Shows and Babcock United Shows on the West Coast, works thru the promotion director of shopping centers in booking a majority of his dates. When the carnival plays a date of this type, the merchants in the area distribute cut-rate tickets. Pacific Coast also plays community fairs and has nearly 20 of them lined up.

The show debuted in early 1959 soon after the film, "Some Came Running," featuring Frank Sinatra, was released. Sutton was technical director for the carnival sequence and was in charge of obtaining the rides and concessions for the sets. The assignment earned quite a sum for Sutton with the money being put into the organization.

Since hitting the road, Sutton's Pacific Coast has added a portable includes Harry Allen, assistant comfort station with a 2,000-gallon | manager and general agent; Ronnie septic tank for the public as well as show employees. Also carried is a Smith, electrician; John Thorpe, custom-built trailer with 14 bunks

WEST COVINA, Calif. - Sut- | for workingmen. Another innovation on the West Coast is a dispensary and infirmary with an industrial first-aid attendant in charge. She is approved by the State Industrial Commission and the Los Angeles Sheriff's First Aid Group.

Sutton is also adding power by means of 100, 75 and 371/2-k.w. generators. He uses incandescent as well as fluorescent lighting, carrying 15 light towers and one searchlight.

Stand of the show is generally from Wednesday night thru Monday night, the deviation from the usual Sunday closing being brought about because a number of shopping centers are open on Monday evenings until 9 p.m. The longest run for the show was in Downey at the Stonewood Center, where the show played 10 days. This extension came on Christmas and prevented Sutton from closing a few days as he had originally planned.

Current free attractions with the show are handled by Sport Matthews. They include Matthews' lion act and a high act. H. D. (Bob) Matthews is handling the Liberty pony drill for his son.

At this time, Sutton has no plans for closing the show. He is maintaining winter quarters in Baldwin Park with Walter Kreger, Sutton's stepfather, in charge. Because there is no let-up in traveling, quarters is always in action. During the first 44 weeks on the road, the show missed only five days because of rain.

The staff, in addition to Satton, Wald, concession manager; Louis

(Continued on page 113)

MATTER HOW AOU

AND HERE IS THE TRUTH— .

All Statements below can be very easily verified. MY EMPLOYEES DRAW THE HIGHEST SALARIES PAID . . .

Unemployment Compensation is paid by me to the State of Florida, and YOU, when unemployed, can draw up to the limit. All employees are covered.

We provide the finest Pullman accommodations in the world . . .

We carry a staff of 18 of the best trained porters to care for your wants, with 2 dining cars to feed you like a king at reasonable prices. You do not have to spend half of your salary chasing your job around the country with a car and a trailer.

Our Cookhouse does not cater to the public, but to show people only. It has the finest of modern equipment that meets the health and sanitation laws and specifications of the most advanced health departments. Food served in our Cookhouse is the best, supervised by Tom Blackwell himself, at a price you can afford to pay. YOU are a member of one of the strongest unions in the world—TEAMSTERS' UNION, LOCAL #447. We have just signed a new contract with benefits to all.

AT NO COST TO YOU

YOU ARE FURNISHED AN INSURANCE POLICY, WITH HOSPITAL, SURGERY AND DEATH BENEFITS . . (Those working the full 6 months' season are covered 12 months in each year.) You are covered 12 months in each year-NOT just when you are working. Our Employees do not have the worry and fear of sickness and death, if you should be so unfortunate as to need medical care—you enter the hospital as an honorable PAYING patient, and not as a charity case . . . In the event of death, the policy has a \$1,000 death benefit so that my Employees may work in peace, comfort and security . . . If necessary to enter a hospital, you do so with the knowledge and assurance that in the event of death, you will be buried with dignity at no cost to those you left behind . . .

TO MY KNOWLEDGE, NO OTHER MIDWAY CAN OFFER YOU SUCH SECURITY . . .

The Management of the

ROYAL AMERICAN SHOWS

have given much thought and time, have spent much money, and will continue to strive to make the lot of their Employees, safer, better and more enjoyable in every way, and remember, this costs you NOT one single penny.

DOES THE MAN YOU WORK FOR NOW THINK ENOUGH OF YOU TO PROVIDE YOU WITH ALL OF THIS? REMEMBER—I PAY FOR THIS INSURANCE MYSELF—and every Employee of the ROYAL AMERICAN SHOWS is covered with this same Policy, at a tremendous cost to the Show Management.

WE BELIEVE YOU ARE ENTITLED TO THE BEST OF SALARIES AND THE RIGHT TO LIVE AND WORK

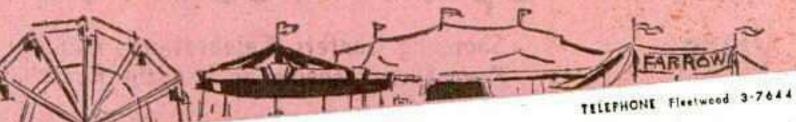
UNDER THE BEST OF CONDITIONS . . . -TO THIS ALL MEN ARE ENTITLED-DO YOU HAVE THIS SECURITY?

-DICK BEST-ROYAL AMERICAN SHOWS

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E. B. FARROW. Gen Meregen



PARROW A MUSEMENT P.O. BOX 10417

JACKSON 9, MISSISSIPPI

FAIRS - CELEBRATIONS - SHOFFING CENTERS

March 1, 1960

Dear Friends, Fair Members and Fellow Showmen:

Since 1933 when "America's Most Spectacular Midway" was organized, we have been known as Wallace Bros. Shows. We hope we have succeeded in all these years in concentrating our efforts in bringing you the finest in outdoor entertainment.

In the modern age we are living in now, we are constantly made aware of changes being made. Old landmarks with new faces, the old being put away and something new being added. However, it doesn't mean that the same good service and dependability is put aside.

It is indeed with great pleasure that we announce the change of the name, Wallace Bros. Shows to be known from this day as the Farrow Amusement Company. We think that twenty-seven years experience in this business entitles due honor to a name that founded and progressed the business to what it is now.

In a business where first are most important, we were first to bring you the Scrambler, the Mad Mouse and others. We will be first again this season to bring you the Flying Coaster and the Helicopter. This is in keeping with our tradition of offering you the finest in rides and equipment. This year we also have additional diesel plants, light towers, new shows and a brand new office wagon to

As it has been for the past twenty-seven years, this organization will be wholly owned and managed by the Farrow family. The staff remains the same, with better serve you. added assurance of serving you, with honesty and service our most important asset.

We wish to express our sincere appreciation for the wonderful friendship and confidence you have shown us in the past and hope we can be of service to you in

the future. Nothing has been changed but the name.

Very truly yours,

1960 ROUTE

- WEST LAND PLAZA Jackson, Miss., Now
- MEMPHIS, TENN., COTTON JUBILEE May 6-14
- SHOPPING CENTERS May 16-June 25
- MADISON, WIS., FESTIVAL July 4
- DELAVAN, WIS., FESTIVAL 7th Annual
- LAFAYETTE COUNTY FAIR Darlington, Wis.
- ROCK COUNTY FAIR Janesville, Wis.
- WISCONSIN VALLEY FAIR Wausau, Wis.
- JEFFERSON COUNTY FAIR Jefferson, Wis.
- MANITOWOC COUNTY FAIR Manitowac, Wis.
- WALWORTH COUNTY FAIR Elkhorn, Wis.
- DODGE COUNTY FAIR Beaver Dam, Wis.
- STOUGHTON FREE FAIR Stoughton, Wis.
- SAUK COUNTY FAIR Baraboo, Wis.
- DREW COUNTY FAIR Monticello, Ark.
- UNION COUNTY FAIR El Dorado, Ark.
- PINE BLUFF RODEO Pine Bluff, Ark.
- SUNFLOWER COUNTY FAIR Indianola, Miss.
- FRANKLIN COUNTY FAIR Winnsboro, La.
- TRI-PARISH FAIR Eunice, La.
- BYRUM COTTON FESTIVAL Byrum, Miss.
- HINDS COUNTY FAIR Jackson, Miss.

OPENING MEMPHIS, TENN. (COTTON JUBILEE) MAY ALL FAIRS AND CELEBRATIONS UNTIL CLOSING-NOV. I NOW PLAYING SHOPPING CENTER-JACKSON, MISS.

- SHOWS
- 10-In-1, Snake, Mankey, Fat, Glass House, Illusion, Motordrome, Monkey Drome, Athletic. Especially want small Grind Shows, liberal percentage.
- HELP
- (Jack Vanick, contact.) Want Foremen and Second Men for Kid Rides, Rock-o-Plane, Octopus, Ferris Wheel, Tilt, Mad Mouse, Chairplane, Merry-Go-Round, Scrambler, Coaster, Light Towers, Round-Up, Helicopter, Electrician's Helper.
- CONCESSIONS . . .
- Buckets, 6-Cats, Hats, Scales, Age, Photos, Coke Bottles, Balloon Darts, Short Range, Cork Gallery, Ball Games, Fish Ponds, Slum Blower, Pitch-Till-You-Win, Bear Pitch, Stock Games of all kinds.

All Replies: E. E. (ERNIE) FARROW. Mail Box 10417, Jackson 9, Miss. Phone FLeetwood 3-7644

FOR SALE

- Generator and G. E. Searchlight, 1952 Ford Truck, \$800.00 for both.
- 8-Car Auto Ride, \$500.00. No Top.
- Long Range Gallery on Tandem Trailer, \$500.00.

WANT TO BUY

- **DOWNEY Light Towers.**
- **JACK RABBIT Coaster**
- BULGY Kid Ride.
- ALLAN HERSCHELL Jolly Caterpillar Kid Ride.
- Late Model Dodgem.

E. E. FARROW, GEN. MGR. JEANETTE FARROW, Sec. EARL RIECKEN, Mech. & Electrician

LE ROY FINLEY, ASST. MGR. DOROTHY FARROW CAIN, Treas. CLARENCE WALTERS, Mail & Billboard Agent GENE CAIN, BUS. MGR. HENRY BUSH, Ride Supt. J. REESE, Publicity

30th SEASON

SHOW NEWS

30th SEASON

BILL LYNCH SHOWS LIMITED

CANADA'S PREMIER CARNIVAL SHOW

- WANTED -

Will book Side Show and Grind Shows not conflicting. Opening for a few more Concessions not conflicting.

OUR SEASON STARTS IN JUNE

Seven Provincial Fairs and County Exhibitions. Two Old Home Weeks and Bicentenary starting July 24th.

WE CARRY 21 RIDES, 2 BIG FREE ACTS Will arrange Bonding and Customs Duty to Canada.

Write, giving full details as to what you might have to offer. Will buy suitable Grind Show if not interested in booking.

Address: BILL LYNCH SHOWS LTD.

(W. P. Lynch, President)

P. O. BOX 582, HALIFAX, N. S.

JIMMIE CHANOS SHOWS

Opening at Muncie, Ind., April 29

CONCESSIONS: Want legitimate concessions of all kinds, Ball Games, Pitch-Till-You-Win, Balloon Darts, Scales and Age, Long and Short Range Shooting Galleries, Glass Pitch, Pottery Pitch, Bear Pitch, Fishpond, Jewelry or any other legitimate concessions.

SHOWS: Girl Show. Must have 2 or more girls, Monkey Show, Snake Show or any other family-type shows. For committee money only. Can use Penny Arcade.

RIDE HELP: Flying Scooter Foreman and Roll-o-Plane Foreman, Kiddie Ride Help. All must have driver's license. Would like to hear from Organ Repair Man. Ride Help report at Winter Quarters, Greenville, Ohio, April 26.

All replies to JIMMIE CHANOS, 709 East 4th St., Greenville, Ohio. This show has 14 office-

SURPLUS CARNIVAL EQ FOR SALE

An entire carnival can be purchased in whole or part. Includes Show Fronts built on trailers, as well as Tents and other paraphernalia needed for shows. Short Range Gallery built on truck, French Fry Trailer, 30' aluminum factory built Concession Trailer with sleeping quarters, hot water—suitable for Grab, Floss, Apples and Popcorn. 60" Searchlight with Generator, built on truck. Also includes 1950 #5 Eli Wheel with transportation. 3 abreast H-S Merry-Go-Round with transportation

KIDDIE RIDES-2 King Choo-Choo Rides, Roto Whip, Schiff Speedliner.

WHIRLER—Built on trailer—a money getting ride for adults and children. ALSO OTHER EXCESS CARNIVAL EQUIPMENT IN FIRST CLASS CONDITION. EVERYTHING PRICED TO SELL.

HOWARD SALES SERVICE

BOX 367, WINDBER, PENNA.

NTERTAINMENT"

OPENING MAY 14, MONROE, WASH.

WANT FOR PORTLAND, OREGON, ROSE FESTIVAL, JUNE 7 THRU 12-6 BIG DAYS AND NIGHTS - IN THE HEART OF PORTLAND, AT HOLLADAY PARK, LOYDS CENTER-800,000 SQUARE FEET OF EXHIBITS AND AMUSEMENTS.

CONCESSIONS

Want legitimate Concessions of all kinds, Bear Pitch, Bushel Baskets, Coke Ring, Glass Pitch and others.

RIDE HELP

Want Ride Help in all departments.

WINTER QUARTERS, MONROE, WASH., OPENS MAY I

All reply: K. R. (ANDY) ANDERSON, Owner-Mgr.

2710 Garfield Rd., Tacoma 3, Wash.

(Phone: Broadway 2-5969)

HARRY NELSON

STRIKING MACHINE & DOLL RACK BUILDER

2914 West 15th Street Brooklyn 24, N. Y. Tel.: ESplanade 3-6700



MOUND CITY SHOWS

OPENING EAST ALTON, ILLINOIS

April 28 thru May 8-American Legion Post 794, Annual Spring Carnival, Fish Fry and Entertainment

Want Ride Help on all rides, must be sober and reliable. Can place Concessions not conflicting, Hanky Panks only.

ADDRESS CLARENCE SLATEN, Owner-Mgr. 515 Sotier Place (Phone: CLinton 4-4707) Wood River, III. No Collect Calls Accepted

Nolan Amusement Co.

Opens April 15 thru 23

Fairs, Centennials, Celebrations and Choice Still Dates.

CONCESSIONS: Want Bingo, Arcade, Grab, Photo, Novelties, Hi-Striker, Gallery, Ball Games, Pitches and Jewelry. Straight sales and Hankies of all kinds. SHOWS: With own equipment. RIDE HELP: Want Foremen for Wheel, Paratrooper, Rock-o-Plane, M-G-R, Kid Rides, Loop-o-Plane, Funhouse and Glasshouse. Second Men on all rides. Chester, write again or call. HELP: Unit Mgr., Ride Supt., Carpenter, Builder, Mechanic, Welder.

FRED NOLAN, Route 2, S. Zanesville, Ohio

ROCK CITY SHOWS

Opening April 18

Can use Concessions of all kinds except flats. This show will carry 10 rides. Can use Ride Help in all departments. Anyone contacting me in the past, please contact again. GEO. ISENHOWER, ROCK CITY SHOWS, Fairgrounds, Winnfield, La. Replies to General Delivery.

WANTED

Have 41 contracts for 1960 season. 3 still spots, all the rest celebrations and fairs. Can use the following Concessions that work for stock: Strings, Clothes Pins, Short and Long Ranges, Hoopla, Dishes, Basket Ball, Coke Bottles, Penny Pitch and Bumper. Good opening for small Cook or Grab. Can use Ride Men that don't drink, top wages. Extra good proposition for Electrician for 10 rides, 25 joints and 3 shows. Good Shows for comm. money. Never been a Funhouse over this territory, need Agents for Dart Balloons, Heart Pitch, Baskets and Big Tom. Johnnie Howard route sheets ready. Show established 1912, same territory. Have all the good spots booked. Opening Kimball, Nebr., May 4. H. H. Gray, Chadron, Nebr., has #10 Eli with Trans. for sale, Both A-1 shape. Contact Carnival, Box 848, Kimball, Nebr.

RIDES FOR LEASE

Have Merry-Go-Round, #5 El! Wheel, Tilt-A-Whirl, Octopus, Electrical and other equipment. Will lease all or part for the coming season to reliable parties. Must have Security Deposit for equipment and references. Equipment now stored in Louisians. Write:

Box 4110, c/o Billboard Pub. Co., 812 Olive St., St. Louis, Mo.

OLSON SHOW

OPEN

HOT SPRINGS, ARK., JUNE 17

Attention

ALL FOREMEN
 ALL SECOND MEN
 ALL HELP
 ALL SHOWS

WINTER QUARTERS WILL OPEN IN HOT SPRINGS THE FIRST WEEK OF MAY

SHOWS BBBBBB Due to disappointment can place Side Show or Illusion Show; also Snake Show. Will also book any meritorious, non-conflicting Shows, either with or without equipment.

RIDES Will book any new Rides which do not conflict with our Rides.

■■■■Can also place Foremen for new Paratrooper and new Allan Herschell Roller Coaster. Our Trainmaster can use Help for Train. CONCESSIONS. Can place legitimate Concessions of all kinds. Will sell execusive on Glass

Pitches.

THIS SHOW WILL PLAY ONLY TWO STILL DATES-THEN, IN ORDER, THE FOLLOWING MAJOR FAIRS:

Anderson Free Fair, Anderson, Ind.

Fort Wayne Free Fair, Ft. Wayne, Ind.

Northern Wisconsin District Fair, Chippewa Falls, Wis.

Illinois State Fair, Springfield

Iowa State Fair, Des Moines

Kentucky State Fair, Louisville

Chattanooga-Hamilton County Interstate Fair, Chattanooga, Tenn.

Mississippi-Alabama Fair and Dairy Show, Tupelo, Miss.

Alabama State Fair, Birmingham

South Alabama Fair, Montgomery

South Texas State Fair, Beaumont

Contact

PAUL OLSON, Manager

1061 3rd Avenue, Riviera Beach, Florida.

(Phone Victor 4-4804) until May 1.

Thereafter Box 414, Hot Springs, Arkansas.

MARYLAND STATE FAIR (1960)

ATTENDANCE-250,000 AUG. 29-SEPT. 10

WANT: Shows of merit. (No Girl Shows.) Concessions of all kinds, merchandise only. No Racket. No Auctioneers. Can use Derby Caller, Bingo Caller (for season). Rides not conflicting: Wild Mouse, Round-Up, Paratrooper, etc.

HELP: Foreman needed for Tilt-a-Whirl, #5 Ferris Wheel, Octopus (for season). Will be available at Timonium Fairgrounds, May 14 and 21, 12:00 P.M.-2:00 P.M. Every Friday and Saturday, July thru August, 12:00 P.M. - 2:00 P.M.

GEORGE J. MARSHALL, JR. c/o GEO. J. MARSHALL & SONS, Carnival and Premium Supplies

CARNIVALS

Phone: Ridgeway 7-4913

208 W. Camden Street, Baltimore 1, Maryland

CHOICE LOCATION OPEN!!

For the first time in 14 years we have SPACE AVAILABLE FOR PORTABLE SKATING RINK AND 2 TO 4 MAJOR RIDES. For Season or Long Term Lease. ALSO HAVE A FEW CONCESSION STANDS OPEN.

Located on Owasco Lake, in Central New York

WE NOW HAVE 12 RIDES, ARCADE, GOLF, SPEED BOAT RIDE, AND REFRESH-MENTS. WE WILL BUY RIDES IF PRICE IS RIGHT.

OWASCO LAKE PARK

6 WHITE BRIDGE ROAD, AUBURN, N. Y.

Phone 3-5612

KEN-PENN AMUSEMENT CO. WANTS

CONCESSIONS—That work for stock. Photos, Hi-Striker, Age and Scales, Glass Pitch.

RIDE HELP-Foreman for Twin Wheels, Man to handle fiveride Kiddieland.

SHOWS-Motordrome, Wildlife or any good family-type Shows. Opening Brentwood, Pa., April 25. Reply

> RALPH D. SANDERS 619 Earl Ave., New Kensington, Pa.

LYNN HOLLAND

Wants Girls for large Girl Revue. Experience not necessary. Wardrobe furnished. Must be neat and attractive. Also want Strip Girls to work small show. Pat Paris, contact.

All Help contact me after April 17, Excelsior Springs, Mo., c/o

SUNSET AMUSEMENTS

RIDE HELP WANTED

First and Second Men for the following rides; Allan Herschell 3-Abreast Merry-Co-Round, No. 5 Eli Wheel, 16-Tub Octopus, new Paratrooper and Kiddie Rides. All replies to

TROY E. WILLIAMS, WILLIAMS AMUSEMENT CO.

e/o Fairgrounds, Monroe, N. C., or R. 7, Box 7. Phone: ATlantic 3-9223.

WAX FIGURES, PAPIER-MACHE MASKS AND HEADS

Wax Figures of all types, life size, made to order. Also Figures for outdoor displays. Outdoor Displays a specialty. Papier-mache Masks and Heads of all kinds. made to order for stage acts. Wax figures repaired like new.

KREWSON WAX FIGURE STUDIO

7022 Raymond

(Formerly B. W. Christophel) (Phone: PArkview 6-2744)

St. Louis 30, Mo.

BEAM'S ATTRACTIONS

OPENING SATURDAY, MAY 28, MASONTOWN

Want several Men to report to winterquarters capable of rebuilding and painting equipment. Buster Whitmore, please contact. Roy Smith, please call. Concessions and Shows can be booked. Contact

M. A. BEAM, Windber, Pa. (Tele. 784-J, eve. only)

SOL'S GREATER SHOWS

Opening April 15 at Washington & Tibbs in Indianapolis for 9 big days CONCESSIONS-All legitimate Merchandise Concessions, \$31.50 for this date. RIDE HELP-Foremen for Wheel and M-G-R, \$50 plus bonus, pay every week.

SOL ROSENFELD

905 S. Auburn St., Indianapolis, Ind.

Phone CHapel 1-0839

AGENTS Wanted Wanted

For the following: Milk Bottle, Duck Pond, Add-Ball, Punk Rack, Alibi-25 and 50 Swinger, Set-Up Coke, Buckets, Picture Frame. Only 14 Joints on Show, One-Of-A-Kind. Opens in Cleveland, Ohio, April 16. Can also place Agents in West Palm Beach, Fla., April 13-17, 5th and Rosemary; then North, seven State Fairs. Contact Wayne Snodgrass, Cara Garfield Hotel, 38 & Prospect. care Garfield Hotel, 38 & Prospect, Cleveland, Ohio. Ph. UT 1-2600. Will be there April 12; or Neal Carlin, VI 4-3837, West Palm Beach, Fla. Must be entirely reliable, no collect calls.

L. &. L. SHOWS

Calhoun City, Miss., April 11-16; Houlka, Miss., April 18-23.
CONCESSIONS: Six Cats. Nail Joint. Glass Pitch, Bear Pitch, Nickel Roll, Short and Long Range Shooting Galleries. Balloon Darts, Fish Pond, Slum Spindle and Cork Gallery. SHOWS: Any family-type Grind Show. RIDES: Tilt, Octopus or Coaster.

Contact MANAGER, per route.

WANTED

4 or 5 Kiddle Rides for good permanent location.

FREDDIE BLYTH

Magee Hotel

Bloomsburg, Pa.

FOR SALE

Caterpillar, 75 Kw. Diesel self-regulating Generator. Type K.B. with G.E. Transformer. 110-220 volt 1. T. E. 400 amp. Current Breaker, Mounted on GMC Tandem Truck with brand-new motor.

J & R INVESTMENT CO.

176 W. Adams St. Chicago 3, III.

HUTCHENS MODERN MUSEUM

Wants Side Show Attractions of all kinds, Ticket Sellers, Lecturer, Girls for Blade Box and other Acts, Knife Act, Sword Swallower, Juggler, any Freak. Will open in Armourdale, Kansas City, Kans., last week of April. Address: JOHN T. HUTCHENS 1206 Mill St., Cassville, Mo., until April. 22; then care of Heart of America Shows, Kansas City, Kans.

Wanted

Rock-O-Plane Foreman Jim Wheat, Junior Jenkins, Ronnie

and Jake, answer. E. L. SMITH Fairgrounds, Blytheville, Ark. (Phone: Poplar 3-7462)

AGENTS WANTED

FOR GAMES OF SKILL WALTER B. COX

c/o Strates Shows, Washington, D. C. Set up April 18, open April 21.

Coleman Readied for April 21 Conn. Opening

MIDDLETOWN, Conn.—Opening date for the Coleman Bros.' Shows is April 21 on the showowned lot here. Owner Dick Coleman, returned from a restful winter in Florida, reports all preparatory work completed under supervision of sons Bobby and Tody, who spent the off-season up north.

14 rides at Ocean Beach, New London, Conn., has been under way for a Sunday (10) opening. Weekend schedule will be pursued until the Blackie Weiner are included. weather breaks.

Gooding Buys Helicopter, Coaster Ride

NORTH TONAWANDA, N. Y. -Floyd E. Gooding, president of the Columbus, O., based Gooding Amusement Company, Thursday (7) purchased a Helicopter and a new Allan Herschell Roller Coaster from the Allan Herschell Company here. The purchase of the Helicopter will increase to three the number of such rides owned by the Gooding organization.

While here, Gooding also said that he plans to buy a Sky Wheel from Allan Herschell but had not decided when he would place the order for that device.

Strates Show 6 Generators All Renovated

ORLANDO, Fla. - Pre-season overhaul of the six Strates Caterpillar generators was accomplished prior to the date in Savannah, Ga., April 1-10. Work included a general reconditioning under supervision of Wayne Kingsley.

The units are four years old and were in good shape but were gone over thoroly as a precaution. Kingsley has been superintendent of the diesels for the last 10 years. Working with him was Hank Peterson of the John Fabick Tractor Company, St. Louis.

Manager Jimmy Strates said preparation in quarters here was the most extensive in several years. He said his intention is to field a unit in top mechanical and physical condition, to justify the faith of its many supporters expressed since the passing of the show's founder and namesake, his father, James E. Strates.

Coleman will open with at least 20 rides, the majority show-owned. Paul Smith is coming on with his Rock-o-Wheel, and a Scrambler is joining from Salisbury Beach, Mass. For the fair dates in Norwich and Altamont, N. Y., Bill Page is sending a Rock-o-Plane and Helicopter.

Most of the Coleman concession-Setting up of the organization's aires are returning this season. Eddie Horwitz, Bama Storey, Butch and Fay Rossito, Eddie Kubek, Rocky Dell, Tommy Woods and

Elsewhere. Dutch Alhausen returns with his Arcade, Flash Reed with the Motordrome and Stanley Zurick with the girl shows. Charley Burch will have a midget horse show. A fat boy unit is also booked.

Evans Devices Reorganized; Maps Games

CHICAGO - The Evans Park & Carnival Device Corporation has been reorganized under President Harold Berg and is developing new games for use on midways. Berg was formerly with Berg Sales Company, local merchandise firm.

Being developed are a small, portable, heavy-duty shooting gallery and a small hi-striker that is designed for use on regular midways, Kiddielands and at shopping centers, Berg disclosed.

The firm's factory operations have been revamped and new management is now at the helm. Stan Wasylik is vice-president of the new corporation and Clarence Balleras was recently named general sales manager.

SLA Meetings End April 28

CHICAGO - The final Showmen's League of America spring meeting will be held here April 28, Hank Shelby, secretary, announced at the Thursday (7) regular meet-

In addition to Shelby, who was welcomed back after a two-week vacation in Miami, officers on the platform included Ed Sopenar, Lou Dufour and Bernie Mendelson, Also on the dias were Fred H. Kressmann, Jack Duffield and Bill Carsky.

Abie Levine was in from out of town. Carl Hanson reported ill in Miami and John (Muscles) Dundee in Englewood Hospital here.

Max Brantman was back from Florida.

Va. Greater Adds Fairs in Zebulon, Snow Hill, N. C.

for the 1960 tour is just about rides will join for the opening. wrapped up in Virginia Greater Shows quarters. With most work of them good workers. Color restricted to ourdoor projects, the scheme this year is ivory with blue recent spell of snowy weather set trim. New canvas is on order from things back somewhat. Opening is Norfolk Tent and Awning Comset for Suffolk in mid-April, man- pany, including a Side Show top ager Rocco Masucci reports.

Two more North Carolina fairs will see 10 rides, 7 shows and Murray.

SUFFOLK, Va. - Preparation about 35 concessions. Two more

Sixteen men are in quarters, all and various concession tents.

Vistors have included local busihave been added to the route, nessman Larry Briggs, Jab Robinnamely Snow Hill and the Five- son of Robersonville, N. C., and County Fair in Zebulon, and the Wade Privette of the fair in Zebushow is also augmented by addi- lon. Winter projects are supervised tion of new equipment. Opening by general agent William C. (Bill)

Phoenix Shopping Marts Yield \$\$ for Capells

Shows have been doing better than okay at its early season route of shopping centers, according to H. N. (Doc) Capell, manager.

Show is carrying 15 rides, 5 shows and 32 concessions plus a circus program that does three free shows daily. Capell described the business thus far, which included six weeks around Phoenix, as the best the show ever had. In fact, they've already grossed more money in five weeks than they did

Light Plants Acquired for Ollis Midway

HARTFORD, Conn. - New light plants came into A-9 Attraction's quarters Friday (1) as winter quarters work nears completion. Opening date is April 25 in West Hartford, Manager Paul Ollis reports, altho a ride unit will be working as of April 11 in Manchester, Conn.

Connecticut celebrations and shopping centers lined up, including the Barnum Festival in Bridgeport, Sons of Italy Field Day, Hartford; St. Cecile's, Hartford, and Columbus Festival, Bridgeport.

cover conflicting dates, it was Federation Parades, Vandling, June added. The No. 1 Unit will carry 13-18, and Dupont, June 27-July 2; circus acts and work behind a free an American Legion July Fourth gate.

Tampa Ladies Get \$1,300 From Shows

Ladies' Auxiliary of the Greater sales. Tampa Showmen's Association was enriched by \$1,300 at its recent meeting.

the owner of Blue Grass Shows, turned over a check for \$1,100. profits from the jamboree held at the fair at Largo, Fla. James Cyr presented the ladies with a check

PHOENIX, Ariz.—Capell Bros.' | at any of the four fairs they showed last year, he said.

> Following two more weeks in this area the show will move to Tucson, Ariz., for more of the same type stands. Prior to opening at the shopping marts, the show was painted and much new canvas and lights were added. Employees are in uniform. Strong tie-ins thru television, radio and the newspapers has been an important factor, he pointed out.,

According to Capell, they played one plaza here to big business, then moved 20 blocks to another site where they doubled that business.

Garden State Adds Five Pa. **Dates to Route**

PHILLIPSBURG, N. J.-Five Pennsylvania celebrations and a fair have been added to the route of Garden State Shows, it was an-Ollis has an encouraging route of nounced by Owner R. H. Miner at quarters here upon the return from a booking trip by Manager R. H. Miner Jr.

The dates include a Memorial weekend celebration, May 30-June 4. under auspices of the Taylor A second unit will be framed to Lions Club; Northeastern Firemen's celebration at Newfoundland; the Great Bend Centennial, July 18-23, and Tioga County Fair, Tioga, Labor Day week.

At the same time it was reported that a Chairplane has been added to the ride line-up, and that Art Socks, Stroudsburg, Pa., has contracted his pony ride with the show. Matthew Roberts will handle TAMPA — The treasury of the the Chairplane and The Billboard

Projects under way here in preparation for the season's May 21-28 opener at McAdoo, Pa., un-Mrs. Esther Groscurth, wife of der Veterans of Foreign Wars auspices include construction of ticket boxes, entrance arches and lighting panels for rides, under the supervision of William Goodrich. Ride Superintendent John Johnson has for \$200 from the James E. Strates | charge of quarters and the repainting of rides and trucks.

Brodbeck-Schrader Map Fair, Celebration Route

Schrader Shows will open the sea- loween. Route at present is schedson at Guthrie, Okla., playing the uled to include 27 celebrations. 89'ers annual celebration. Following this date show moves to Guymon, Okla., for the Pioneer Day Celebration, then to McPherson, Kan., for All-Schools Day and then to Wichita, Kan., for the opening at Boeing Park.

route of celebrations, which include the Central Wyoming Fair, Casper; Cheyenne (Wyo.) Frontier Days; the Black Hills Exposition, Rapid City, S. D.; Black Hills Round-Up, Belle Fourche, S. D., and Oregon man. Trail Days, Gering, Neb. Cheyenne, Frontier Days has been increased one day to include Sunday and several other concessions; Mr. the week of that event.

Ford (Colo.) Watermelon Day, Kay wright, Frank Swartz, Mr. and County Fair at Blackwell, Okla.; Mrs. Lester Neiderhiser, Frankie Cherokee Strip Celebration at Pon- Culver and Mr. and Mrs. Vance ca City, and the fair at Guymon, Cook will be among the independ-Okla. Closing date of the show ent ride, show and concession is at the Arkallalah Celebration at operators.

KINSLEY, Kan.—Brodbeck & Arkansas City, Kan., on Hal-

Since all early dates are street celebrations, show will be streamlined until the last of June.

Personnel includes L. M. Schrader, manager; Lionel Strate, assistant manager; L. W. Wood, electrician and fleet supervisor; Earl Proberts, The show has booked its regular electrician; Fred Howey, concession superintendent; Mrs. L. M. Schrader, office manager; Susan Schrader, bookkeeper; Mrs. Fred Howey, concession auditor; Leroy Howbaker, winter quarters fore-

Mr. and Mrs. Andrew Crandall will have the Funhouse, the bingo and Mrs. Wayne Luganbeal, Wil-Later dates include the Rocky lard Cook, Mr. and Mrs. Bill Cart-

annum Show One of the Great Eastern Shows

OPENING NANTICOKE, PA., MAY 2-7

SHOWS: Family-type shows of all kinds, Snake, Monkey Drome, Wildlife, and Side Show. CONCESSIONS: Short and Long Range Galleries, Ball Games, Water Games, Photos, Hats, Jewelry, Scales, High-Striker, Bear and Glass Pitches, 2 Wheels and 2 Grind Stores. HELP: Can place Second Men on all rides. Some Foremen jobs open. Prefer drivers. Ride Men who closed season with us last year and all others, report to winter quarters, Elizabethtown, Pa., not later than April 25. All reglies to

MORRIS HANNUM, 934 Murdoch Road, Philadelphia, Pa.

Phone: (Philadelphia) CHestnut Hill 7-8176

NOW PLAYING WILLIAMSON, W. VA.

RIDE HELP: Want Ride Help in all departments. Dodgem, Wheels, Paratrooper, Merry-Go-Round, Kid Rides.

CONCESSIONS: Can place Concessions of all kinds, Hanky Panks only. Place Agents of all kinds for Hanky Panks.

SHOWS: Place Shows of all kinds. Rock and Roll, white troups only. Also Crind Shows and Penny Arcade.

Playing topnotch spots-Beckley, Bluefield, Welch, Clarksburg, Wheeling and Charleston (all West Virginia). First in on best locations.

CONTACT: L. I. THOMAS, Mgr., Williamson, W. Va., this week; then per route.

JACK LINDLE SHOWS

"BROADWAY OF THE MIDWEST"

OPENING DOWNTOWN BEARDSTOWN, ILL., MAY 13 (9 BIG DAYS), FOLLOWED BY THE MIDWEST'S FINEST FAIRS AND CELEBRATIONS THRU SEPT. 16.

This Show Will Carry a Portable Stage and Free Acts the Entire Season CONCESSIONS: ONLY ONE OF A KIND BOOKED-Want Arcade, Long and Short Range, Break the Record, Photos, Novelties, Hats, Diggers, Bowling Alley, Bird-Bear-Glass and Dish Pitches, Coke Rings, Ball Games, Derby, Darts, Pitch-Till-You-Win, String

Game, any Stock Games. NO FLATS OR GYPSIES.

RIDES: SORRY-HAVE 10 OFFICE OWNED SHOWS: ALL BOOKED.

HELP: Foremen and Second Men for new 32-ft. 2abreast Merry-Go-Round, Wheel, Spinaroo, Octopus, Coaster, New Frolic, 4 Kid Rides, Chauffeur's licenses a must. Need five more Agents for office-owned Concessions. Winter quarters opens May 1.

For Sale-P.D.Q. Camera and Booth, \$150.00. Will book on show. Merry-Go-Round Lover's Tub. \$25.00.

Write: JACK LINDLE, Mgr. BEARDSTOWN, ILL. (PHONE 632)

ATTENTION, COMMITTEES

Have July 18-23 open for Central or Southern Illinois or Western Indiana.

JAY STANLEY CO-OWNER





LYLE WELLS CO-OWNER

OPENING APRIL 16, MALVERN, ARK.

CONCESSIONS — Want Hanky Panks of all kinds, Bingo, Bear Pitch, Center Pitches, Alibi Concessions, Long and Short Range, Age and Weight, Photos, Derby.

SHOWS - Place any Novel or Family-Type Show, Snake, Monkey, Animal, Fun House.

RIDES-No Rides needed.

HELP—Second Men on all Rides, must be licensed drivers. Want First and Second Men for Kiddieland.

ATTENTION, PAUL MILLER, MRS. YOUNGBLOOD, SMOKEY JOE, GENE WOODS, please contact immediately. All replies

JAY STANLEY or LYLE WELLS

Box 235, A.P. Station, Hot Springs, Ark. (Phone: NAtional 3-2805) until April 12; Then Joe Greene, c/o Hotel, Malvern, Arkansas.

WANTED HEART OF AMERICA SHOWS

Reliable Couple to operate Sitdown Grab on 10-ride show. Also want Ride Foremen. Replies to

> PAT PATTERSON HEART OF AMERICA SHOWS Salina, Kansas

CAN PLACE

RIDE SUPERINTENDENT

ALSO OPENINGS FOR 2 RIDE FOREMEN

For railroad show-west. We have good equipment and offer attractive salary arrangement to capable Superintendent and one or two Foremen who have creditable records and who would like to get away from bad weather and troupe in good climate. Replies held in confidence. Write

BOX 1140, c/o The Billboard, 312 Olive Street, St. Louis 1, Mo.



OPENING MAY 2, SIKESTON, MO.

NOW BOOKING FOR 15 FAIRS AND A SOLID ROUTE ENDING IN OCTOBER.

Hanky Panks of all kinds, CONCESSIONS also Long & Short Range,

Novelties, Jewelry, Ball Games, Pitches of all kinds, Pronto Pups, etc. WANT GOOD COOKHOUSE AND GRAB FOR SEASON.

Will book one major Ride not con-

RIDES flicting.

To simplify the help situation, will sell one or two major Rides to be booked on show. Terms to reliable party.

M. E. REID, Owner-Mgr. Winter Quarters, Fairgrounds, Blytheville, Ark. SHOWS

Will book FUNHOUSE and Family-Type Shows.

HELP

Can place Foremen and Second Men for Dodgem, Wheel, Tilt, Kid Rides

and Octopus. (Rex, Loomis, Harry Ward and Buddy Blalock, get in touch.)

GEO. GLOYD, Asst. Mgr. (Phone: Poplar 3-7462)

OPENING MAY 9, HASTINGS, NEBR.

SHOWS: Due to disappointment want Dark Ride and Fun House. Any other family-type Grind Shows.

RIDES: Can place Flying Coaster or any other major Ride not conflicting.

CONCESSIONS: Can place Hanky Panks of all kinds.

HELP: Want Foremen for Octopus, Rock-o-Plane, Tilt-a-Whirl and Roll-o-Plane. Also Second Men who drive. Top wages and bonus. CONTACT:

BERNARD THOMAS, Mgr.

Box 438, Lennox, South Dakota

(Phone: Midway 7-2407)

WINTER QUARTERS OPENS MAY 1 (ALL HELP REPORT) SHOW OPENS MAY 28, PETERSBURG, VIRGINIA

NEW STILL DATE ROUTE WITH BONA FIDE FOURTH OF JULY CELEBRATION. FAIRS START AT IONIA, MICH., AUG. 8, ENDING IN JACKSONVILLE, FLA., NOVEMBER 19.

CAN PLACE FOR 1960 SEASON

SHOWS: Any Shows that do not conflict.

CONCESSIONS: Penny Arcade, Long and Short Range Galleries, American Palmistry, Photo Gallery and all Hanky Panks.

RIDES: Any new Major Ride that does not conflict with what we have.

HELP: Workingmen in all departments. Can place a Carpenter and Show Foreman.

Address: WINTER QUARTERS, BOX 787, PETERSBURG, VA.

AMUSEMENTS OF AMERICA,

LAST CALL! LAST CALL! BOOKED SOLID-HAVE 15 FIRST CLASS FAIRS IN THE EAST, OFFICIAL OPENING. COLONIAL HTS., VA. (ADJOINS PETERSBURG) APRIL 16-23, TWO SATURDAYS ON U. S. HICHWAY NO. 1.

CONCESSIONS

RIDES

Will sell exclusive on Long and Short Range Galleries, Derby Racer, Glass and Pottery Pitches, Photos, Age, Scales, Hats. Hankies of all kinds. Will place Agents for Six Cats, also for Long Range Buckets.

Will book any new, novel Ride not conflicting. Will book Scrambler for No. 1 Unit. Foremen wanted for new Scrambler, Jr. Hot Rods, Chairplane. Second Men on all rides, who drive and have chauffeur's license. No personal cars. Will use wives as ticket sellers. JOIN IMMEDIATELY IN SUMTER, S. C. SHOW LEAVES QUARTERS THERE APRIL 13 FOR COLONIAL HTS., VA., OR COME TO COLONIAL HTS.

SHOWS

Glass House, Monkey Show, Penny Arcade, any worth-while Grind Show with own equipment. Working acts for Side Show, contact Dick Hilburn. (Jerri Turner, contact Tony Mason-have show ready for you!)

Everyone wire, write or phone:

(No collects, please.) JOHN VIVONA OR ART LEWIS Hotel Petersburg-Petersburg, Va.

GOLD MEDAL SHOWS NO.

20 Fairs . . . Starting June 1

Can place for downtown, Marietta, Ga., \$10,000.00 payday, location opposite Sears Department Store.

SHOWS: Have complete outfit for Jig Show. Geo. Johnson, contact. Need Girl Show with own equipment. Clyde Davis, contact. Book Snake or Wildlife Show. CONCESSIONS: Sell Ex on Mug Joint, High-Striker, String Game and Mitt Camp. All other legitimate Concessions open. Contact JOHNNY DENTON, Douglasville, Ga., April 11-16.

\$500 CASH REWARD

for location of DON YARBER

Young ride man; wife, Margaret, and small child. One finger missing, slender, short haircut, last with Dobson Shows.

> For reward, call collect. GEORGE TURNER Victor 2-9888 Oklahoma City, Okla.

New Rides Augment Line-Up for Marks

on Marks Shows equipment is and business trips. One develophere, a departure from Marks' traditional winter quarters in Richmond. Show will open May 6 in Portsmouth, Va., then still-date until the fair season opens. Opening fair is Lynchburg, Va. A kiddie ride unit will work a couple of weeks here prior to the regular opening.

The route is a good one, John Marks estimated, and respectable weather ought to see solid grosses rolled up. The show got pretty good luck last fall when rainfall ruined Southern fairs for most out-

Charley Travers has been on hand to open quarters, and Marks

CLUB ACTIVITIES

Show Folks of America

SAN FRANCISCO — President Earl Leonard called the regular meeting to order. Other officers present included Leona Stevens, Al Rodin, Oscar Mattley, Charlotte Porter and Bonnie Townsend. Teddy Texiera was invited to the platform.

Mary Texiera was reported better after a recent illness. Loal Cox was absent for a couple of weeks due to illness and Cecil Martin expects to enter a hospital.

Clubrooms will close for the season April 18. Frank L. Schaller is a new member.

Leona Stevens, bazaar chairman, announced plans were shaping up well. New 1960-'61 membership cards are ready for distribution.

Caravans, Inc.

CHICAGO—Second Vice-President Alda McCue conducted the regular meeting. Also present were Frieda Rosen, third vice-president; Wanda Derpa, secretary, and Lillian Lawrence, treasurer. Invocation was delivered by Chaplain Irene Coffey.

Correspondence was read from Isabel Brantman who is in Florida with her husband, Max. Claire and Harry Cherniak are back from Florida. Sophia Carlos sent a thank you note for being remembered while in the hospital. .

Theresa Dundee's husband, John, is in Englewood Hospital here with a virus infection. Rose Jarboe's husband, Claude, is in VA Hospital and Anna Schmidt's husband is recuperating at home after being released from a hospital. Ann Sleyster was in Resurrection Hospital after being injured when she slipped on a waxed floor in her house trailer.

Caravans will celebrate their 16th birthday anniversary on April 19 in the Hotel Sherman.

Annual Spring Benefit Party will be held April 23 also in the Hotel Sherman. On the committee are Alda and Lois McCue, Lorraine Downs, Jeanette Martindale, Lillian Panno, Frieda Rosen and Eva Shrine.—LILLIAN LAWRENCE

Garrett Signs Taber, Alta., Rodeo

TABER, Alta.-Garrett Shows, of Medicine Hat, Alta., will be on deck for the annual two-day rodeo of the Taber Rodeo Association, May 21 and 23. No Sunday show w be held.

Consideration had been given to moving the event into the local arena, but it was decided this would be economically unsound because of the limited seating capacity and the cost of preparing the arena for the show.

FAYETTEVILLE, N. C.-Work | has spent his time between here buzzing along at the fairgrounds ment this season is the return of Vernon Korhn as office secretary, after spending several years with Royal American Shows.

> Marks will have his new Tilta-Whirl shortly, and a new Paratrooper is expected in ample time for the fair season. Additions during the next few weeks will include a number of smaller backend units.

> Others touring with Marks will include Kahn's bingo, out of Shamokin, Pa,, Jack Gallupo with the cookhouse, Clyde Davis, girl shows. Front-end management is not definite but may be overseen by Charley Travers, it is understood.

Kile Tours 8-Ride Unit

CLINTON, La.-Floyd O. Kile, owner of the show bearing that name, reports a ride unit will bow April 30 to start their 13th season in the vicinity of Baton Rouge, La., and will carry eight rides. Unit will play shopping centers and celebration dates for 15 weeks before starting the regular fair season.

Show has booked nine fairs starting August 15 and at that time shows and concessions will be added for a complete midway. Ride units and show midway will play Louisiana and Mississippi

Rides have been overhauled and painted. A new transformer truck is being built, which will comply with the National Electrical Codes.

Personnel will remain about the same as last year. Mrs. Kile will handle the office at fair dates, J. P. Schotzell will be the electrician and W. F. Wood will be in charge

GIRLS WANTED

For Rock and Roll Girl Show. Guitar and costumes furnished. Good salary. Will teach to play guitar. Write or wire collect.

LESLIE KIESTER

106 First St., S.E. Rochester, Minn. P.S.: No long distance calls accepted.

WANTED

A Carnival to play for Caton Vol. Fire Co., late June or July. Vicinity Corning, (Pop. 35.000) N. Y. Contact

KENNETH R. GRIDLEY, R. D. #2, Corning N. Y. (Phone Caton, N. Y. LA 4-6652).

FOR SALE

BINGO

In Excellent Condition H. ROSENBLOOM, 809 Monroe Avenue, Asbury Park, N. J. PRospect 5-7216.

panded metal fence; flashy Front with cut out Roses and Girl Heads, expanded metal fence for same. Cut out Palm Tree Front with fence. All in excellent condition and freshly painted.

BOB WICKS

ROYAL AMERICAN SHOWS Box 512, Tampa, Fla.

WANTED

RIDES — CONCESSIONS

May 25-30th Brookfield, Lions Club. July 29-31 Thiensville, Wis., Ltons Club. Popcorn & SnoCones booked. Contact A. W. STREHLOW P. O. Box 1, Waukesha, Wis. Liberty 2-6763

WANTED

Fully Experienced Dark Room Worker for Photo Trailer.

BOB WICKS

ROYAL AMERICAN SHOWS

Box 512, Tampa, Fla.

ATTENTION, AGENTS

Want Grind Store Agents, also Bucket and Hanky Pank Agents. Can use Up and Down Help. All those who worked for me before, contact. Will be with Smiley's Amusements opening April 18 at Great Falls, S. C. Those already contracted report no later than April 16. Contact FRANK SPINA

10600 Biscayne Blvd., Miami, Fla. Phone PLaza 8-3524 thru April 13. Will be at Great Falls April 15.

FOR SALE CRIME SHOW

(On the screen) Grind Show

"The Untouchables" — Dillinger, Pretty Boy Floyd, the Barkers, Bill Cook, Clyde Barrow and Bonnie Parker. "Untold Secrets of Gangland" Steel pipe banner line, Blowups, Life Size Standing Figures, Amplifier, Cooling Unit for tent, seats, everything except transportation and tent. Real money-maker, \$1,000.

CHAS. STANLEY

Coney Island Amusement Park Cincinnati, Ohio

TOBY YOUNG

Wants Agents for 2 units: Alibis and Hankys. Opening April 18 at Miami, Okla., and Hugo, Okla. Agents, contact.

Phone: Fireside 7-8670 Arma, Kansas

FOREMEN WANTED

For brand-new Tilt-A-Whirl and Kiddle Rides. Top salaries to capable and reliable men. Address:

ernie Allen, BAKER United SHOWS c/o Western Union or Box 21-1 Indianapolis, Ind.

Indianapolis, Ind.
Playing Eagle Dale Shopping Center thru
April 17.

CARNIVAL MERCHANDISE

Catalog.
GILBERT'S PLASTER SHOP
P. O. Box 632 Florence, Ala.

B. & K. AMUSEMENTS

Opening May 2, Cincinnati, Ohio.
Will book set of Kiddie Rides, two or more. Can place non-conflicting Hanky Panks. Only one of a kind on show. Can place Hanky Pank Agents. Contact CHAS. KREKELER

CHAS. KREKELER

Route 2, Box 40 Bethel, Ohio

Phone: ROckwell 3-2519

No collects.

FOREMEN & SECOND MEN

For Scrambler & new Flying Scooter, All report to Webberville, Mich., not later than April 18.

HAROLD J. LUCAS

WANTED

Experienced Man or Couple for Popcorn, Candy Apples and Floss under one top, Good deal to right party. Show opens April 18. Contact

MRS. ROSE KAHN

60 Parkside St. Springfield, Mass.

REpublic 6-0237

Thank You HELEN AND ERWIN EULE

Concessionaires
For your new Franklin Mobile
Home purchase.
"Save Money With Johnny"
JOHNNY CANOLE
8861 N.W. 18th Ave. Miami, Fla.
Phone: PLaza 1-0206

BIG SAVINGS

New Wells Cargo, Yellowstone, Avion Fan, Holiday Rambier, Franklin, Pathfinder, Contact me for discount on any make trailer.

"Save Money With Johnny"
JOHNNY CANOLE

8861 N.W. 18th Ave., Miami, Fla. Phone: PLaza 1-0206

FOR SALE

1 LARGE, 24 SEATS, CHAIRPLANE SWING

Cheap for cash. Call Macon, Ga., SH 5-9788 at Sawyers Lake.

Larsen Bows As Show Owner On April 21

SAN FRANCISCO—Harley F. Larsen, who at the age of 22 bought the Ritter's United Shows, announced that he will open his first season April 21 at the Idyllwild (Calif.) Bear Festival on the streets.

Larsen said the show will open with 9 rides, 2 shows and 18 concessions. He will carry 8 light towers. Larsen, a son-in-law of Alex Freedman, of Freedman Novelty Company here, and formerly associated with him, plans to increase the ride complement to 18 rides in 1961. Area to be played will include California and Oregon.

California dates already signed include the Livermore Rodeo, Willits Frontier Days, Lincoln Holy Ghost Celebration, Campbell's Old Settlers' Celebration, one of the oldest in California; Hell's Gultch Days at Central Valley, and the Eighth Annual Shasta Dam-boree.

In addition to these dates, he will furnish the midway at four Oregon fairs, including the Deschutes County Fair, Redmond; Columbia County Fair, St. Helens, and two others to be announced. Also signed is the First Annual International Trade Fair in Coos Bay, Ore.

Beam Charts May Opening; Outlook Good

WINDBER, Pa.—Beam's attractions will open in May, owner Merle A. Beam reports, and play its usual territory in Pennsylvania, Maryland and West Virginia. Recent booking trips, which included the Western Pennsylvania fair meeting in Greensburg, were productive.

The season will include a larger number of celebrations and auspices dates than usual, Beam said. Last year was a good one, and a repetition should allow for addition of several factory-new rides.

Alamo Set For Spring

SAN ANTONIO—With an early April opening just around the corner, Jack Ruback's Alamo Exposition Shows are getting the final touches here in winter quarters.

Larry Nolan has the route set and has a 10-ride unit out on shopping centers. He and Mrs. Nolan will have five concessions this year on the regular tour. Olga Von Fries has the show painted and new fronts for the monkey and girl show. The Funhouse will be managed by Don Ensminger.

Herman Reynolds and his crew have the rolling stock ready. Charles Murphy is assistant electrician. Joe Murphy will be back with two girl shows. Robert Vogt, business manager, is enjoying his new home.

People here in readiness for the season are Bill Carr, Emma Miller, Mr. and Mrs. Bill French, Mr. and Mrs. Floyd Stokes, Mr. and Mrs. Barton and the Lee Marvins.

Subscribe to The Billboard TODAYI

MAKE MORE MONEY

HAMES AMUSEMENTS, INC.

FAIRMEN AND CELEBRATION COMMITTEES IN TEXAS, OKLAHOMA AND LOUISIANA: WE HAVE A FEW WEEKS THIS SUMMER AND FALL.

CAN PLACE FOR SEASON

Several clean Shows and legitimate Concessions. Will also book Hanky Panks and Percentage. (Positively no flats.)

Playing Eastern Star Ladies' Shrine Celebration at Will Rogers Memorial Coliseum Stock Show Grounds, Fort Worth, Tex., April 12 thru Easter Sunday, April 17. Arlington, Tex., Fair, April 26-29. All address:

GENE HAMES

2301 Daisy Lane (Phone: TErminal 8-5356) Fort Worth, Texas.

HUNT AMUSEMENT CO.

Now booking for our fair route, starting June 20-25 at Parker, Ind., then Parkersburg, W. Va., on city park.

CONCESSIONS: Games of Skill of all kinds. Will sell Ex on Long Range, Short Range and Basket Ball.

HAVE ROUTE OF 11 FAIRS FOR BINGO.

All Straight Sales open except Cotton Candy and Apples.

NOTICE FAIRS AND CELEBRATION COMMITTEEMEN! We still have 2 open weeks. Contact us for your event. We carry 14 office-owned rides and 30 concessions.

RIDE MEN: Can use Ride Men in all departments. All replies to

RALPH HUNT, HUNT AMUSEMENT CO.

Route 1, Hebron, Ohio, or as per route.



WILMINGTON, ILL., FOR DECORATION DAY; STREATOR, ILL., FOR BIG JULY 4TH CELEBRATION; WITH ALL ILLINOIS FAIRS AFTER JULY 4TH, INCLUDING NEW ONES ADDED TO OUR ROUTE THIS YEAR AT KANKAKEE, PRINCETON AND CARROLLTON; MOMENCE GLADIOLUS FESTIVAL AND HOOPESTON NATIONAL SWEET CORN FESTIVAL FOR LABOR DAY. BOTH ALSO IN ILLINOIS—THEN INTO THE COTTON UNTIL NOVEMBER.

CONCESSIONS: Want Short and Long Range, Pronto Pups, High Striker, Photos, Novelties, Basketball, Age and Scales, Glass and Dish Pitches, Pitch-Till-You-Win, Bowling Alley, Balloon Dart, Bear Pitch, Hanky Panks, only, No flats or gypsies. (Exclusives sold on Popcorn, Cotton Candy, Sno Kones, Caramel Corn and Apples.)

SHOWS: Will book one more tamily-type Show. Due to disappointment will book Fun House for season. RIDE HELP: Want experienced Ride Help with chauffeur's licenses. (Art Clark, get in touch.) No Help with cars.

Address: D. J. ROHR, BOX 14, CHEBANSE, ILL. (Phone: Chebanse 11)

ROYAL AMERICAN SHOWS

Has Again Been Awarded the Contract to Furnish All Concessions for the South's Greatest Spring Festival—

THE MEMPHIS COTTON CARNIVAL, MEMPHIS, TENN.

STARTING MAY 7 THRU 14

THIS YEAR AGAIN ON THE NEW, CHOICE LOCATION ON THE RIVER FRONT

WANT PRIZE-EVERYTIME CONCESSIONS, HANKY PANKS OF ALL KINDS AND CONCESSIONS NOT CONFLICTING WITH OUR OWN.

CAN PLACE GAMES OF SKILL THAT WILL PASS INSPECTION. ALSO PITCHMEN, DEMON-STRATORS, GADGETS, SMALL GRABS, ETC. (NO JAM STORES.)

CONTACT: O. J. (WHITEY) WEISS, CONCESSION MGR., c/o Royal American Shows, Tampa, Fla., Now; Starting May 2 c/o Claridge Hotel, Memphis, Tenn.

FOR SALE

No. 5 Eli Wheel—white seats, red upholstery, gold star, V-belt drive, combination clutch lever, steel base plate. Will sell on terms—\$2,000.00 down, \$100.00 per month starting June 1, during operating season; no winter payments.

H. C. SWISHER

Box 125

Caney, Kan. Phone: 468

www.americanradiohistory.com

GEORGE CLYDE SMITH SHOWS

OPEN MAY 30 CUMBERLAND, MD.

WANTED—Cookhouse, Pitch-Till-You Win, Cork Cork Gallery, Penny Pitch, High Striker, Glass Pitch, Balloon Darts, Buckets, Swinger, Photos. Bear Pitch, Fishpond, Age and Scales, Slum Spindle, Hoop-La, Custard. Ball Games, Basketball, Penny Arcade.

SHOWS—Girl Show, Side Show, Monkey Show, Wildlife.
WANT—Ferris Wheel Foreman, Merry-Go-Round Foreman, Merry Mixer
Foreman, general Ride Help, Truck and Tractor-Trailer Drivers, Agents

for office Hanky Panks. Tom Kinder, get in touch with me. Winter quarters open. All replies to GEORGE CLYDE SMITH SHOWS, P. O. BOX 521, CUMBERLAND, MD.

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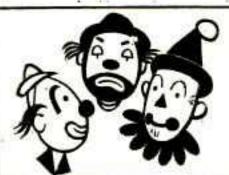
LUEHR'S IDEAL RIDES

Opening (Rides only) April 28 at Shopping Centers until May 30, then our reliable route of Celebrations and Fairs, starting at Veedersburg, Ind., Street Fair, May 30-June 4.

CONCESSIONS: Photos, Hi-Striker, Jewelry, Foot Longs, Pitch-Till-You-Win, Hoop-La and several other Hanky Panks open (no Camps or Alibi Joints).

RIDE HELP: Foremen for Wheel, Schiff Coaster and Kid Rides, must be licensed drivers. Cood treatment and pay. (No cars.) All replies to

HUB LUEHRS, 2314 N. 101st St., Milwaukee 13, Wis. (Phone: Glenview 3-6461), until April 16; then Winter quarters at St. Anne, III. (Phone: Kankakee, III., WE 3-3586.)



A NEW SERVICE

LENT-MART

See page 90

GALA EXPOSITION SHOWS

OPENING APRIL 22, WEST HELENA, ARK. Solidly booked through October and only six still dates, all in payroll towns. Can place First and Second Men who can drive to join April 20. Will book Pony Ride. Will place high-class show such as Snake, etc., NO GIRLS. Can place Hanky Panks, NO FLATS. If you want good territory that is proven and the South's largest Panks, NO PLATS. If you make, July 4th, call or write at once. Bald Knob, Ark., Winterquarters until April 18.. Phone: PA 4-3340. B. E. MILLER

PAGE COMBINED SHOWS

Last Call for Anniston and Huntsville, Alabama

ANNISTON, ALA., WEEK APRIL 18-23.

15,000 advance tickets sold. These are outstanding dates. CONCESSIONS: Concessions of all kinds that work for stock, Long Range Gallery and Derby Racer. SHOWS: Big Snake, Side Show and Fun House for season. RIDES: Dark Ride, Scrambler, new and novel Kiddle Rides. HELP in all departments. All replies to BILL PAGE, Bessemer, Alabama.

WANT RIDE MEN

Foremen and Second Men on new Tilt and No. 5 Eli Wheel; Second Men on Merry-Go-Round. Report to Winter Quarters, Caney, Kan. Quarters closes on April 15. Show opens Joplin, Mo., Annual Home Show, April 18-23, on downtown streets.

PARADA SHOWS

Box 125, Caney, Kan. Phone: 468

LAWRENCE CARR SHOWS

Want Help for Merry-Go-Round, 2 Ferris Wheels, Chairplane, Octopus, Tilt, Scrambler, Helicopter, Whip, Auto and Airplane at once. No collect calls.

LAWRENCE CARR

196 Wildwood St.

Wilmington, Mass.

AMERICAN BEAUTY SHOWS

Opening April 23, De Soto, Mo., 2 Saturdays

Can use a few more Concessions. Especially want Long and Short Range Galleries, Glass and Bear Pitch. Also want Second Men on Rides.

FOR SALE—3 Dodgem Cars, A-1 condition.

All replies to H. W. BARTHOLOMEW Box 29, Perryville, Mo. (Phone: Old Appleton, Mo., Sterling 8-2241)

WANT RIDE HELP

Wages \$50 to \$75 per week plus percentage and bonus

Playing two week stands at Shopping Centers all season around Washington, D. C. Want Foreman and Second Men for new Allan Herschell M-G-R.; Foreman and Second Men for #5 Eli Wheel; Foreman and Second Men for Tilt; Foreman for Roll-O-Plane and Scheff Roller Coaster. Want Foreman and Second Men for 10 Kiddle Rides. #1 Unit opens April 25. #2 Unit opens May 7. Address all mail and wires to

R. M. McSPADDEN, JR., 4342 Branch Ave., S. E. Washington 23, D. C. (Silver Hill, Md.)

LYNN'S MIDWAY SHOWS

3101 Dupont Ave., So. Minneapolis 8, Minn.

SHOWS—Can place Funhouse, Monkey, Snake Show.

HELP—Can place Foremen for Wheel, Coaster, Merry-Go-Round, and 1960 Tilt. Must have license and drive semis. Second & Third Men on all rides, license will help. Top salary to the ones who can cut it, plus bonus.

RIDES—Can place Paratrooper, Frolic Chairplane.

CONCESSIONS—Can place Photos. Age & Scales, String, Basket Ball, Fish Pond, Duck Pond, Coke Bottles, Hoopla, Pitch-Till-You-Win, High-Striker, or what do you have. Legitimate Concessions that work for stock.

Winter Quarters open April 20th, Spicer, Minn., Box \$4.

Show opens May 26th. All Celebrations & Fairs.

WANTED WANTED WANTED

Legitimate Concessions of all kinds, 26 weeks' work. Want experienced Ride Help Licensed and straight job drivers. Opening April 25, Ohio and West Virginia. Want Foremen and Second Men, semis and straight jobs. Must have license. Wheel Merry-Go-Round, Octopus, Flying Scooter and Kld Rides. WANT experienced Man for Live Pony Ride. Have bus for hauling and living quarters. WANT Man and Wife for office-owned Floss and Snow, Lopcorn, Apples. Must drive straight job. Ride Men with me last year, come on. Winter Quarters now open. Ollie Hansen. Floyd Miller, Joe Cole, Bill Porter, Red Hill and Little Jack. WANT Agents for office-owned Percentage Joints. Bill Whitfield contact me. Want Hanky Panks. Photos, Straight Sales. No Mitt Camp or grift. BUCKEYE STATE SHOWS, Tim Nolan, Mgr., Moxahala Park, Phone: GL 2-8252, So. Zanesville, Ohio.

WILSON FAMOUS SHOWS

Opening May 14, 1960, in Canton, Illinois

HELP: For Wheel, M.G.R. Kiddle Rides, Scrambler, Octopus, Tilt, Flying Scooter and Coaster. Men who have license to drive.

CONCESSIONS: Any good, clean, legitimate Concession that works for stock. SHOWS: Can use Funhouse or any nice show. Charles Dougherty, contact us. RAY WILSON, Owner Astoria, Illinois R. D. REID, Mgr.

ATTENTION, CONCESSIONAIRES!!

SMITH'S FUNLAND SHOWS

Opening April 23 (2 Saturdays) Powhatan Pt., Ohio, Firemen's Celebrations for the month of June and W Va.'s

BIGGEST 4th OF JULY, RIPLEY, W. VA.

Want Hanky Panks, Bingo, Grab, Photo, Ball Games, Shooting Galleries, Records, etc., No Mitt Camps nor Popcorn.

Write: New Matamoras, Ohio

Call: UNion 5-2276

TINTYPE

Goss Grounded But Is Still With It

CHARLES T. GOSS is grounded"—off the road for the first time in 55 years-but he keeps his house trailer ready while managing the Velare Bros. rides and attractions at Pacific Ocean Park, Santa Monica, Calif.

Goss has been at POP since 1958 when he was brought off the road by Curtis and Elmer Velare to take care of their interests at the park. Goss handles the Mirror Maze, Rotor, Flying Dutchman and a Paratrooper.

"This is almost like being on the road," says Goss. "There are plenty of show people around here. The only thing is that we take business as it comes to us. We don't move around to get it."

Goss manages some of the top attractions at the park. He is proud of the fact that the Maze is, he claims, the world's largest with 157 pieces of glass. Then the Rotor, joined Heinz & Wolf Shows and called the Whirlpool to fit into the nautical setting, is one of the two only two-story dark ride in the United States.

ago. His father was a postal work-Louis sometime before 1904. That 1929. was the year Charlie left home and became a roughneck and water boy at the World's Fair there. . . . In 1905 he joined the Andrew Lewis Balloon & Amusement Company which featured balloon ascensions and a track Merry-Go-Round.

Goss went to San Francisco in 1906 after the earthquake. . . . Says he had no business there but just wanted to see the damage. . . . That same year, he joined the John Robinson Circus and worked the Side Show. . . . Was on several shows in 1907, but the one he remembers was A. C. Bouscher. . . Next two years was with Lew Nichols and the Juvenile Stadium Show where he had concessions. . . . Joined Iim Atkins in a partnership deal in 1909 and was with him Bouscher.

and trouped with C. M. Goodell that statement. thru Illinois and Iowa. In the winter he was with Young Bros., and the Tubby Snyder railroad

Around 1915, Goss trouped with C. W. Parker, Tom W. Allen and C. A. Wortham. During World War I, he served overseas with the infantry. . . . After his discharge he

Detroit Club To Sponsor Midway Stand

DETROIT — The Michigan Showmen's Association will sponsor a carnival operation here May with proceeds to finance the orfor underprivileged children.

here Monday (4) at the final meetfor the privilege.

the chair for the men's meeting and | bama. Vice-President Marion Fodell presided at the women's portion of Henson, Bill Williams, Bill Collins the meeting.



CHARLES T. GOSS

was assistant manager of William Wolf Show from 1921 thru 1926. portable devices on the road. The Quit show business as such and Flying Dutchman, Goss adds, is the went into the show equipment business in St. Louis for more than 14 years. . . . Credited with lighting Goss was born in Cabool, Mo., such shows as Sol's Liberty and an undisclosed number of years was instumental in convincing show owners that dual wheels were the er and the family moved to St. thing after they were introduced in

> World War II returned Goss to outdoor shows. He had rides on Dee Lang, Dodson, Hennies Bros. . Joined Velares in 1954 and was on the road as manager of one of the Rotor units.

Married Grace W. Walker in 1912 in Crown Point, Ind., where he says "all show people get married." . . . Interested in show business and clubs. . . . Member of Showmen's League of America, Hot Springs, Greater Tampa, Miami, Dallas, and the Pacific Coast Showmen's Association in Los Angeles. . . . On board of governors of PCSA. . . . Last year represented club at SLA banquet and ball in Chicago.

"Nothing new as far as scenery until 1911. . . . Then back with is concerned," Goss says of his job at POP. If the Velares say the word, Goss went on his own in 1911 Goss will not be long in changing Sam Abbott

Frederick Buys Rides From Two Kiddielands

BELLEVILLE, Mich. - Joe Frederick, owner of Motor State Shows, recently purchased a 12-ride kiddieland in New Jersey and brought the devices here to winter quarters for overhauling. Rides have been put in three different parks. Eastland Shopping Center near Detroit; one in Minneapolis 9-15 to be called a Spring Festival and the other in North Carolina.

A second park was also purganization's annual Christmas party | chased, the equipment brought here and will be used on the No. 1 The announcement was made and No. 2 units, Frederick said.

Meanwhile, work on the equiping of the season. The midway will ment has been going at a good be on Peterboro Street, a block pace with an eight-man crew here. west of the clubhouse. Plans are A large Funhouse and a long range to have six major and four kid shooting gallery has been purchased rides and club members who oper- and a Side Show will be carried ate rides are being invited to bid with Ed Kulalea managing the unit.

Show will open early in May The final meeting was a joint near Detroit and then tour thru one with the Ladies' Auxiliary. Michigan, Ohio and Indiana with Vice-President Harry Stahl was in late fairs in Mississippi and Ala-

> Recent visitors included Omar and Whitey Bedard.

GAMES

Our new SHUFFLE-ALLEY SLOT RACK is one of the best stock stores to come out in years. One agent can handle four tables. Size 18x54 inches. Has all the appeal of the old-time slot rack and shuffleboard combined. Comes complete with easily adjustable average and instructions for operating.

Price \$145.00 pair.

Our new wrinkle on UNDER 11 OVER 30 TABLES adds the appeal of both pinball and skee ball to them. Size 24x48 inches. Lightning fast and one operator can handle as many as a dozen.

Price \$145.00 pair, with adjustable average.

Our new BASEBALL BAT SLUM SPINDLE has similar type games beat a mile. Price \$90.00 each, complete with case.

Excellent Air and Motor Freight service.

STAN BAKER ENTERPRISES (formerly Baker's Came Shop, Detroit)

R. B. 828, Venice, Florida Phone: Venice 2-1930

Over 30 years of making it easier for you to make a living.

SOUTH'S TWO BEST LATE FAIRS MID-SOUTH FAIR Memphis, Tenn.,

Sept. 23-Oct. 1 STATE FAIR OF TEXAS

Dallas, Texas, Oct. 7 to 23 Can Locate RIDES—SHOWS CLIF WILSON'S

ASSOCIATED EXPOSITION 190 N.W. 93rd St. Miami 50, Fla. Phone: Plaza 9-6536

NOTE TO RIDE BUILDERS, IMPORTERS: Memphis is America's best show for ride buyers, plus a big gross.

FOR SALE

Comet, portable, A-1 condition, air brakes, star in center, 4-cylinder Leroi motor, carries 20 adults or 30 children, 53,500. Kiddie Train, electric, 4 coaches, good condition, \$500. A unit of 12 Rollo-Ball Alleys with 2¢ slots, 9 ft, long, totals register electrically, \$250. Ten Pokerina Tables, \$300. All can be

New Rialto Park

Olcott, N. Y.

Phone Newfane: SPring 8-9417

WANT TO BUY-ELI SCRAMBLER FOR CASH

Contact:

Box 988, The Billboard 188 W. Randolph St. Chicago 1, III.

CALL

SYCAMORE, OHIO, 7-5552 BABY DUCKLINGS BARE'S HATCHERY

For Sale For Sale BUSINESS FOR YOURSELF

One Complete Custard outfit ready to operate. Ez-Freeze, Truck, has everything. Passes all State regulations. Guaranteed. First Class, show you how. Terms if we know you. Or trade for Rides. All answer DAVID B. ENDY Miami, Fla. 127 N.E. First Ave.

GOLD BOND SHOWS

Contracting Now for 1960

Want Rides, Shows and Concessions, Also Ride Help, Address:

P O. Box 229, Mt. Sterling, III. Winter Quarters—Fairgrounds

FOR SALE

ACCEPT REASONABLE OFFER. 1946, excellent condition. Write or wire P. O. BOX 282, Baltimore 3, Md.

ANYONE KNOWING THE WHEREABOUTS LAWRENCE MATURO

LILLIAN MATURO L'Angelus. Attractions

Please Contact:
Box 989, The Billboard
188 West Randolph St., Chicago 1, Mi.

CONCESSIONAIRES

FEETER COLICESS	CHAINESTEREE
SIX CATS—5 various styles. Ea\$10.00-\$12.00	SPOT BOARDS, Set of 3 Ea. \$25.00 ADD-'EM-UP DARY BOARDS,
PUNKS- 11 inch Doz. \$30.00	Sponge Rubber Ea. 20.00
PUNKS-13 inch Doz. 36.00	POP-IN BUCKETS, Short Range Ea. 65.00
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PENNY or COIN PITCH BOARDS, Ea. 60.00	GAME
UNDER 11 or OVER 30 ROLLDOWN	GAMOLINE UNDERHAND BALL
TABLES Ea. 40.00	GAME
THREE-LEGGED BOTTLE STANDS. Ea. 20.00	NEW DEVIL'S BOWLING ALLEY 300.00
THREE POUND ONE-BALL	HI-STRIKERS, Wood, 24 ft 400.00
BOTTLES	New Aluminum HI-STRIKERS, 26 ft. 600.00
	MUMBER WHEELS made to order.
SIX POUND ONE-BALL BOTTLES. Ea. 6.00	LIEBION KANOL GOWNER BOCKETS AND LIC
NEW STYLE BELL ONE-BALL BOTTLES,	TURE FRAMES made to size and order
3 lbs Ea. 5.00	
11/2 POUND THREE-BALL BOTTLES, Old Style	Aluminum SIX-CATS Ea. \$35.00 Minimum order of 6 sold to anyone
Old Style Ea. 5.00	- CE
DAM FAMILY PULL-UP SLATS. Ea. 60.00	
GAUCHO PULL-UP SLAT PUNKS. Doz. 54.00	3 FIR ROLL-INC-DALL GAPIL La. 330.00
or Complete Frames for	NEW BANK AND BOUNCEEa. 65.00
\$306.00 for 12 ft.; 14 ft 357.00	Terms: 25% deposit with
SWINGER BALL and PIN Ea. 25.00	
IEWELDY CHINNIES CO OO	

SONS Phs.: REdwood 6-9774; Nights: REdwood 6-5467

PAK GAMES, Complete Ea. 160.00

SEE ANDY FIRST

WE SPECIALIZE IN ALL FORMS OF SHOWMEN'S INSURANCE

AUTO-TRUCK-TRAILER RIDES-ANIMAL ACTS-CIRCUSES-CARNIVALS-AMUSEMENT PARKS

BUY YOUR INSURANCE ON TIME A. C. NELSEN AUTO & TRAILER SALES

CARS--TRUCKS--MOBILEHOMES--REPAIRS--RAMBLER SALES--TRAILER SUPPLIES FINANCING - - - LOANS

ATLANTIC 2424 2112 HARNEY ST., OMAHA, NEBR.

SOUTHLAND AMUSEMENTS

WRITE FOR FREE CATALOGUE

For Gulfport, Fla., 50th Anniversary & Gala Days on the Streets, April 20 to Sunday April 24, 5 big days & nights. Parades, Fireworks, Queen Contest and other events. Followed by the Zendah Grotto Spring Jamboree at Drew Park in Tampa. 40,000 advance tickets sold for this event. This show is booked solid for 30 weeks, with the Crestview Old Spanish Trail Festival and Billy Bow Legs Celebration in Ft. Walton Beach, Fla., and many other big Spring dates. With a big 4th of July Celebration in W. Fla.

Will book a few Hanky Fanks not conflicting. Can use Corks, Dart Balloons, String Game, High Striker. Chuck and Ivene can use Agents. Positively no gambling, Girl Shows. Gypsies or Alibi Stores. Can place Ride Help who can drive. All persons contracted for the season write. Will start setting up Monday, April 18. All address to

E. J. (ED) GORDON, Mgr., P. O. Box 8068, Tampa 4, Fla. Fair Secretaries, Celebration Committees, come look over one of the fastest growing and cleanest family-type shows in the South. Accepting inquiries for 1961 now.

HALE'S SHOWS OF TOMORROW

"PRIDE OF THE MIDWEST"

Want for 1960 season—opening April 21, Kansas City, Mo. Strong spring route Fairs and Celebrations, including one of the best July 4 Celebrations and Northwest Missouri State Fair, Bethany, Mo., Sept. 1-5; strong Labor Day and Kid Day. CONCESSIONS: Can place Photos, Basket Ball, small Cookhouse or Sit-Down Grab, any other non-conflicting legitimate Concessions. RIDE HELP: Foreman for brandnew Rock-o-Plane with power winch. Must be sober and reliable. Bonus, workmen's compensation, unemployment insurance. Must be licensed tractor-trailer driver. Reply by letter no later than April 16.

NOTICE—NOW BOOKING AND RESERVING SPACE FOR NORTHWEST MISSOURI STATE FAIR, BETHANY, MO., SEPT. 1-5. Will take care of all people who have played this spot previously. Will book non-conflicting Kid and major Rides for Bethany, Mo., only. (Have all we need for other dates.) Also want Girl Shows with own equipment, Snake, Monkey, Wildlife, Little Horses or any other that I can use for Bethany only. All replies:

W. T. HALE, Mgr., Box 6, Lenox, Iowa. (No collect calls, please.)

CARPENTER BROS. SHOWS

Opening May 3 thru 7, Celina, Ohio

one block from Courthouse, Sponsored by Jaycees Want legitimate Concessions. Hi-Striker, Milk Bottles, Tip-Over Coke, Add-Up Darts, Cork Gun. Photos, Bowling Alley, Break Record. String Game, Long Range Gallery, Age and Weight, Pottery Pitch. FOR SALE: Speed Liner Ride, 28 passenger adult or children, bought new three years ago, transportation incl., \$2,600. Will book same for season.

1730 Celina Rd.

NORMAN CARPENTER Phone 4246

St. Marys, Ohio

WANT—ROGERS BROS. SHOWS—WANT

24 FAIRS AND CELEBRATIONS 24

CONCESSIONS: Hoopla, String Game, Basket Ball, Scales and Age, some Aliti, Anything new. Shows: Funhouse, any type family show with own equipment. RIDE HELP on all rides. Will send route cards. Winter quarters now open. We open

the season at Crosby, Minn., June 2, 75th Anniversary. All mail to

ROGER BROS., Pelican Rapids, Minn.

GARDEN STATE SHOWS

Opening McAdoo, Pa., V.F.W. Street Carnival, May 21 thru 28, with Lions Club Memorial Week Celebration May 30 thru June 4 to follow. WANT: French Fries, Floss, Waffles, Short Range, Cork Gallery, Milk and Coke Bottles, etc. Can place Bingo McAdoo only. All address

> R. H. MINER 161 Chamber St., Phillipsburg, N. J., until May 16.

NEW ENGLAND AMUSEMENTS WANTS

Opening April 18

Ferris Wheel Foreman, Helicopter Foreman, Foremen for Kiddie Autos and Planes.

Merchandise Concessions: Hanky Panks, Duck Pond, Jewelry, Gallery, Pitches. Centert

HARRY J. KAHN, Mgr. 60 Parkside St., Springfield, Mass. Phone: Republic 6-0237

SAN BERNARDINO, CALIFORNIA 45th NATIONAL ORANGE SHOW

FIRST MAJOR FAIR IN CALIFORNIA

Get Your Spring Bank Roll Here. April 28 to May 8 inclusive. All Paved Midway.

Uptown Location - 300,000 Attendance. Now Booking Shows and Concessions. CONCESSIONS AND SHOWS: Can join here for a long season in California. No rain, no mud, no blowdowns.

ROY SHEPHERD WANTS: Kiddieland Foremen, Foreman for Lusse Scooter, Truck and Ride Mechanics; Tilt, Wheel and Octopus Foremen; Ticket Sellers, Truck and Semi Drivers—must have Class A chauffeur's license. We can help you obtain license if you are a capable driver.

HELP WANTED: Crafts wants 20 experienced Ride Men to set up rides at National Orange Show, San Bernardino, starting April 20, or report to Winter Quarters.

WRITE, WIRE OR PHONE

CRAFTS 20 BIG SHOWS, INC., WINTER QUARTERS

Phone: POplar 5-0909 or POplar 5-0320 7283 Bellaire Ave., North Hollywood, Calit.

SONNY MYERS AMUSEMENTS

Opening May 10, Apple Blossom Festival, Downtown St. Joseph, Mo.

This is Missouri's largest spring celebration with over 50,000 attendance and space is limited. All people holding space please confirm this ad.

CONCESSIONS: Can place for this spot and balance of season, clean, well-framed Cookhouse that will cater to show people. Also place well-framed Hanky Panks; especially need Foot Long, Scales, Long and Short Range, small Arcade or any good, clean Stock Concession. AGENTS: Can place for the following-One-Ball, Buckets, Ball Games. Cork Gallery, Baskets, Coke, Glass Pitch, others open. Whitie, please call. Jack Slater, contact. McHenry can place Agent for Slum Concession. RIDE HELP: Can place Foremen for the following rides: No. 5 Wheel, set of four factory Kiddie Rides, Catlett-mounted Chairplane and Tilt. Murphy, who worked Wheel for Robinson, contact. Also Second Men for the above. This equipment is in excellent condition. Only top-flight Ride Men need apply. Winter quarters open now. Ride unit opens April 20. Good treatment and wages for men who can cut it. Concession people, please take notice! This is a 10-ride show playing 30 fairs and celebrations. If you have good equipment and like a Sunday show, you can make it here. FOR SALE: Allan Herschell Three-Abreast Merry-Go-Round, with or without transportation. Contact BILL DILLARD, Manager, 708 Randolph Street, St. Joseph, Missouri. Phone after 6:30 p.m., Adams 25746 or



OPENING THURSDAY, APRIL 21, EXCELSIOR SPRINGS, MO.

Closing Sunday, October 9, at American Legion Fair, Caruthersville, Mo. Playing Missouri, Iowa, Minnesota, Nebraska, Arkansas Fairs and Celebrations.

BOOKING CONCESSIONS

Buckets with Hanky Panks, Pitch-Till-You-Win, Break the Record, Punks, Dip. High Striker, Basketball, Coke Ring, Bushel Baskets, Roman Target, Six Cats with Hanky Panks, also Fish Pond and Cork Gallery.

* SPECIAL CONCESSIONS

Foot Longs, Age and Weight, Glass-Bird-Bear-Lamp Pitches, Derby, Photos, Short and Long Range, Arcade.

CATERPILLAR RIDE WITH TRANSPORTATION, READY TO GO, \$7500.00 CASH. Will sell on time payments if booked on the show in 1960.

INDEPENDENT SHOWS

Side Show, Athletic, Snake, Monkey, Animal, Motor-

HELP

T. J. McManus can use Pea Dealer. All rides filled

HAVE SCRAMBLER TO BOOK (on account of two) DURING FAIR TIME.

Address: 701 No. Main St.

Phone—Essex 2-2000

EXCELSIOR SPRINGS, MO.

NORTHERN EXPOSITION SHOWS

"NORTHWEST'S FINEST MIDWAY"

LAST CALL for well-proven spring route opening May 11, followed with early June North Dakota County Fairs, Wolf Point Wild Horse Stampede - plus entire Montana "B" Circuit of Fairs.

CONCESSIONS: Will give "ex" on Long and Short Range Shooting Galleries, Strings, Scale & Age, Novelties. Hi-Striker, Arcade, Basketball. Roman Targets or any good Hanky or Stock Joint not conflicting We book only one of a kind. (No Mitt Camps or Grind Stores.)

SHOWS: Mechanical, Snake, Ten-in-One, Freaks, Motordrome, Monkey Drome, Animal or any good show not conflicting, with own equipment and transportation.

RIDES: For sale, Parker 32-ft. Merry-Go-Round—beautiful wooden horses, entire ride first-class shape ready to operate, all fluorescent lights, \$2500.00 cash without transportation. HELP: We carry 20 office-owned rides-can place good, sober, reliable men on all rides-especially want

Wheel Foreman to handle one wheel. Top wages and bonuses. All previous help get in touch. Winter quarters now open. No collect calls.

MIKE SMITH, Owner

WORTHING, SOUTH DAKOTA

GRAND AMERICAN SHOWS

Want for 1960 Season—Opening May 5 in Iowa

Only 4 weeks still dates. Celebrations start June 6 and run thru to Fairs starting July 27 thru August and September

CONCESSIONS: Photos, Novelties, Short and Long Range, Pitches, Hanky Panks, and Alibi Stores that work for stock.

SHOWS: Wildlife, Monkey and Grind Shows not conflicting.
RIDES: Will place Scrambler, Rock O-Plane or any ride not conflicting.
RIDE HELP: Can place Ride Foremen for Octopus, Coaster, Merry-Go Round and Kill Rides, Second Men on all Rides, including Wheels and Till A-Whirl.

Winter Quarters: Queen City/Missouri.

L. O. WEAVER, Mgr.

FRED'S PLAYLAND SHOWS

Opening Atlanta, Ga. - Mason-Turner & Ashby Sts., April 16. Want Concessions-Diggers, Pitch-Till-You-Win, Nickel Pitches, or anything that works for stock.

Contact

FRED CANTRELL, Mgr. 1780 Stewart Ave., Atlanta, Ga. Pony Sale-Maryville, Tenn., Fairgrounds, April 16.1

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JEFF HARRIS ENTERPRISES

CARNIVALS

AUG. 5-6-7 NEW BEDFORD, MASS., FEAST OF THE BLESSED SACRAMENT-BIGGEST PORTUGUESE FEAST IN THE EAST.

Now booking Rides and legitimate Hanky Panks, French Fries, Popcorn, Snow Cones, Candy Apples. Restricted to 33 Concessions as space is limited. This event plays to 125,000 persons over weekend. Also booking same items for Sons of Italy Aquarama Show, on Club Grounds in Bruckton, Mass., May 29 to June 4, including three matiness. 20,000 tickets sold in advance. Located on Club Grounds. Answer:

JEFF HARRIS

103 WALNUT AVE., REVERE, MASS. ATlantic 4-3525.

Watch future ads for couple of surprise dates on the fire.

Cherokee Amusement Company

Opening date May 2, Spring Farm Show, Chanute, Kansas. Broken Arrow, Okla.,
Rooster Day. Also good year's route to follow.

Concessions Wanted: Cookhouse or Grab. Photos, Ball Games. Novelties, Short Range Lead Gallery. Scales or Age. Add or Color Darts, Penny and Cigarette Pitches,
Coke Bottles or any legitimate Concession not conflicting. Contact

J. W. MAHAFFEY ERIE, KANSAS. PHONE: CI 4-3624.

WANTED

Apple Blossom Festival, Winchester, Virginia, April 28 and 29

Straight Sales and Eating Stands only. 200,000 expected. P.S.: Dingers, stay away. Will be prosecuted.

Replies: PETE CLEMENTS, Workingman's Store, Winchester Amusement Co. Winchester, Va.

AMERICA'S BEST CARNIVAL & CIRCUS SIDE SHOW

FOR SALE-ARCTIC WHITE WHALE, CARDIFF GIANT

SNAP WYATT STUDIOS

Rt. 3, Box 480 (Phone: 44-2733) Tampa, Fla.

DRAGO AMUSEMENTS

OPENING APRIL 14 Want Concessions for both Units: Small Cookhouse, Hi-Striker. Ball Game, Balloon Dart, Glass and Bear Pitch and any Concessions working for stock and stock only. Absolutely no gypsies or strong games of any kind. Want Man to take charge of new Funhouse. Want Electrician for No. 2 Unit, Want some sober and reliable Ride Men who can drive for new Tilt, new Octopus, Flying Scooter, Merry-Go-Round, Coaster and Rolloplane. Payday every Wednesday plus bonus if you take care of your job. All replies:

your job. All replies:
PAUL DRAGO or CHET PIERCE, 1711 E. Markland Ave., Kokomo, Ind.
P.S.: All Concessions booked with No. 2 Unit report no later than May 8 on Paul Drago Showgrounds.

Want—CARROLL'S GREATER SHOWS—Want

OPENING May 16 at Spring Lake, Minn., a suburb of Minneapolis, with a route of good bona fide Celebrations & Fairs to follow. Route cards to those who are interested. GONCESSIONS: Cook House, Penny Arcade, Derby, Novelties, Photos, Pitches, Ball Games, Age & Scales, Short & Long Range, Roman Targets or what have you. No flats or mitt camps. SHOWS: Will book any Shows of merit, except Mechanical. HELP: Want Foreman for 25 Wheel, Allan H. Merry-Go-Round. Tilt, new mounted Paratrooper & new Eli Scrambler, also Second Men on all Rides, must have chauffeur license and drive. Top wages & bonus. Winter Quarters now open. FOR SALE: Two 14-ft, Concession Tops & Frames, good shape; also 2 Wis. Ride

CARROLL'S GREATER SHOWS, 10754 Central Ave., N.E., Minneapolis, Minn. Phone: SUnset 45018, no collect calls.

FLOYD O. KILE SHOWS

WANT RIDE MEN TO JOIN AT ONCE.

Want good Second Men, Semi Drivers preferred. Also Foremen for Eli Wheel, Merry-Go-Round, Caterpillar and factory Kid Rides. Good trucks, clean rides, long season. RIDE UNIT OPENS APRIL 27. (Kenny, Amos, others, come on.) FOR SALE-Super Rollo-o-Plane, new motor, newly painted, A-1 condition. In

the air for inspection. \$2.500.00 cash. Come see this one.

All Replies to FLOYD O. KILE, MGR., Fairgrounds, Clinton, La.

THE NEW ROMAN TARGET

One of the greatest stock concessions ever built.

Write for literature and prices. C. A. WOODIN

802 Walnut Ridge

Phone: Mayfair 4-5214

Joplin, Mo.

LEERIGHT MIDWAY SHOWS

Want for our proven spring route of Celebrations and Fairs in Utah, Idaho, Montana; start in May.

Want Grab, Popcorn, Snow Ball, Games, all Merchandise Concessions. No flats. SHOWS: Animal, Mechanical, or what have you? No girls. Will book Pony Ride. Need Ride Men, Concession Help that drive trucks. Wire, write (no phone calls):

J. R. LEERIGHT, 2017 North, Las Vegas, Nevada, this week; St. George, Utah, April 18-23.

FOR SALE

1948 = 12 Big Eli Ferris Wheel \$4,795.00

1949 Tilt-A-Whirl and one 28-ft. and 32-ft. Van Trailers 8,465,00 Clean, ready to go . . . MAKE OFFER.

BOX 987

Billboard, 188 W. Randolph, Chicago, III,

RIDES FOR SALE

42 Foot MERRY-GO-ROUND, 26 HORSES and 5 CHARIOTS. Completely recon-KIDDIE 21 Foot FERRIS WHEEL, 1959

For more information write THEEL MFG. COMPANY

Lawrence & Spruce Streets Leavenworth, Kansas Phone: MU 2-4351

FOR SALE

1945 Ideal, 30 horse, 36 ft. Herschell Merry-Co-Round and 32 ft, Trailmobile 1931 Rocco Jet Plane Ride . . . 1,565.00 Ready for operation BEST OFFER

BOX 986 Billboard, 188 W. Randolph, Chicago, Ill.

BINGO OPERATORS

Get The Best

VACUUM JET

BLOWERS

Write for bulletin

AMUSEMENT INDUSTRIES

Dayton 1, Ohio P. O. Box 2

FOR SALE OR LEASE Pony Cart Ride, Fluorescent Lights, a beautiful Ride in good shape, \$1,250. Kiddy Wheel, 14 ft., 6 open seats, cable

kiddy Wheel, 14 ft., 6 open seats, cable
drive, 2 horse motor. A good ride only
needs paint, \$650. Kiddy Chairplane,
needs some seats, \$175. 5 kw. Plant.
good as new. \$125. '52 Ford Stake, 12 it.
bed, 5 new tires, \$300. Sell all without
truck for \$2,000. with truck, \$2,250.
ELSIE DAVIS
R. 2, Alamo, Tenn. Phone OL 6-2148

AGENTS WANTED

For Hanky Panks, Cigarette Block and Spot The Spot. Can place Alibi Agents who can work for stock. Must be entirely reliable and dependable. Opening middle of April. Steady work till Nov. Wire, write or come on. No advances,

DICK MARCHANT 119 Pleasant St. Northboro, Mass. EXeter 3-8544

WANTED

Girls for two Girl Shows. Five Army pay days, then celebration. Also use man or women Geek. Good route for Geek Show. Salina, Kan., this week

FRENCHY BOUILLION

Heart of America Shows

Hub Luehrs Opens Tour On April 28

MILWAUKEE - Hub Luehrs' Ideal Rides will open the season the St. Louis area until the official May 30 opening at the Veedersburg (Ind.) Annual Street Fair.

bell Tent & Awning Company of bidding. Alton, Ill., and slimline for the The date will be the fifth straight

set-up.

Luehrs, wife of the owner, who its annual tour here. will be in charge of the secretarial duties; a son, Bill, home from Ripon College, bingo manager and concessions; daughter, Jean Anne, confections; a son, Jon, kid rides; Merriam Adds Ray and Herman Carter, electrician and light towers, and Cy Darlington, Merry-Go-Round.

to be back with their concessions. as well as Richard Marshall. Others wesley (Sarge) McNutt, Bill (Pappy) Williams, and Ike and Don Chapman and their families.

Oregon State Fair to Have Madal IIa model home

SALEM, Ore.—A model home will be shown for the first time at the Oregon State Fair here September 2-10, under the supervision of the Home Builders Association of the city, Howard Maple, fair manager, said.

Detailed plans have not yet been announced, but the model home will be placed in the center of the Fairground Greens, former location of the circular information

booth for years.

The information booth has been moved to the livestock area, where it will be converted into a special office for Mrs. Veva Poorman, livestock superintendent, and her assistant, Mrs. Harold Hauck. The office used by Mrs. Poorman will be divided into the veterinarian's offices and storage space.

Gordon Buys Interest in Cook Shows

DETROIT - Gerald Gordon, concessionaire, has purchased a major interest in the Cook Amusement Company, joining forces with Frank and Helen Cook. He has been a concessions operator for close to 25 years on Motor State Shows, Down River Amusement Company and others.

Gordon, who is associated with a Detroit department store, will be able to devote only limited time to the operation. The Cook organization was framed last year when the Cooks took over Wade Greater Shows.

Charles O. Stewart will remain as unit manager, and Cook will divide his time between the show and his concessions, which he operates on other shows.

FIFTH YEAR

Ariz. State Fair Pacts Siebrand

PHOENIX, Ariz. — Siebrand Bros.' Circus & Carnival has been awarded the midway contract for on April 28 for annual celebrations the 1960 Arizona State Fair to be and fairs in Indiana and Illinois, held here November 4-13, Charles The rides and confection trailer H. Garland, executive secretary of will operate at shopping centers in the State Fair Commission, said last week.

Siebrand was the highest bidder with a guarantee of \$85,000. Near-Fluorescent light towers, an elec- est bidder, almost a toss-up, was tric drive unit for the Merry-Go- West Coast Shows. Crafts 20 Big Round, new canvas from the Camp- Shows was also represented in the

Wheel and Jenny will enhance the year that the Siebrand organization, which winters here, will have held Staff includes Mrs. Winifred the contract. The show completes

n, Merry-Go-Round. Ralph and Ruby Wysong plan

OGDEN, Iowa—Merriam's Midway Shows will have a new Frolic in its ride line-up when it opens the season May 12 on the streets of Perry, Ia., Alva Merriam. manager, announced here at winter quarters.

The ride was recently delivered here from King Amusements and will bring the total number of devices to an even dozen. The Merriams also took delivery of a new Cadillac, the same color as the snow that has delayed some of the preparation work here in quarters. In addition to lowa the show will play stands in Minnesota and Nebraska.

Dale Merriam, son of the owners, will complete his third year in the engineering school at Iowa State, Ames, and will again go out as general foreman and agent for The Billboard. Their daughter, Margaret, will help with tickets and in the office.

Mr. and Mrs. A. B. Cundiff, who have had the cookhouse for 10 years, have decided to remain Miami this summer. Kenny Spurgeon again will handle the electrical department and Hubert Heeron the twin Ferris Wheels.

MORE BANKS NOW FINANCE **NEW TRAILERS**

THE availability of financing for the retail purchase of mobile homes and travel trailers is becoming broader each year, according to the Mobile Homes Manufacturers' Association.

Some 30 years ago, when the trailer business was in its infancy, financing was difficult. Not so today, says the NHMA. According to officials of that group there are between 1,400 and 1,600 banks and finance companies that carry paper on retail sales.

NHMA figures that trailers depreciate from 20 to 25 per cent the first year. Prices on 1960 models have a wide range. They can be bought new for as little as \$995 and up to \$5,500, the latter being de luxe models that range up to 35 feet in length.

GATTO AMUSEMENTS

Opening Darby, Pa., April 28-May 7

RIDES: Can use Tilt, Octopus, Scrambler, Paratrooper.

HELP: Ride Help. Foremen on Merry - Go - Round, Ferris Wheel, Chair-O-Plane. Top salaries, long

CONCESSIONS: Hanky Panks, Popcorn, Apples, Grab, French Fries, Bingo open.

Mike Gatto wants Agents for Concessions, Semi-Driver, Up and Down Help, All replies:

ROX GATTO

13 Church Lane

Fernwood, Pa.

WORLD'S LARGEST "ONE-STOP"

EQUIPMENT · SUPPLIES SERVICE

Rain Bo Sno-Cone Syrup Dispenser, Kandy King Floss Machine and a 1,000 and one money makers. Open House Week of April 25-Lunch.



3916 Secor Rd. Toledo 13, Ohio Ph.: GR 4-2408



ROYAL AMUSEMENT

Wants First and Second Men for Wheel. Wants First and Second Men for Wheel, Merry-Go-Round, Swing. Book 1 or 2 Rides. Hanky Panks not conflicting. Agents for Buckets, Swinger, Six Cats and Hanky Panks. Open April 18. This show has been around Birmingham lots for 15 or 20 years. Pop. call.

4836 Terrace S. Cp., Birmingham, Ala. Call MABRY, STate 5-1174.

No collect calls.

FOR SALE

Smith & Smith Boat Ride with portable steel tank, \$1,000. Come and get it.,

ATLAS BAZAAR CO. New York, N. Y. 413 West 41 St. CHickering 4-1736

RIDE HELP WANTED

Poremen for Wheel, Chairplane, Coaster: Second Men for Tilt, Wheel, Coaster: want Funhouse Operator. All men must be able to drive trucks and have valid licenses to drive. Contact J. W. MAHAFFEY Cherokee Amusement Co. Erie, Kansas

32d Annual **Bradford Pumpkin Show**

October 11-15 Incl., 1960. Concessions welcome. COMMUNITY FESTIVAL ASSOCIATION Bradford, Ohio

PETE NORMAN

Wants Agents and Dealers

For Six-Cats (inside), Long Range Buckets, Cigarette Block and Mouse Game, for Battle of Flowers opening April 18. Will be at Robert Lee Hotel, San Antonio, Tex., April 14.

WANT TO BUY ROLLOWHIRL

State all in first letter, price cheap for cash.

KING REID SHOWS Phone: 444 Manchester, Vermont

Copyrighted materi

Seattle Expo Starts Plant Construction

this month in the new \$4,000,000 Coliseum Century 21, theme building of the Century 21 Exposition to be held here from April 21-October 21, 1962.

State of Washington and will cover

Boston Flower Show Succeeds At Dog Track

REVERE, Mass.—The Massachusetts Horticultural Society's 89th annual Spring Flower Show closed an eight-day stand at Wonderland Dog Track here and found the experience of running the event at the race course pleasant enough to announce that it would again be the scene of next year's exhibition.

The move to the greyhound rac-Ing strip was necessitated by the to make way for the \$50 million Calgary Ex Prudential project, a Radio Citylike structure now being erected in the heart of Boston. The 1959 Flower Show was staged in two adjacent halls in Boston, Horficultural and Symphony Hall, but this was found to be an inadequate arrangement.

The Commonwealth Armory, Boston's only remaining auditorium, was considered, but the space was not considered adequate and the heat of the building was too great to allow the flowers to stay fresh over the eight-day period. Some dog track officials, who also appeared as flower lovers, offered the use of the track. It was with some trepidation that some of Boston's dowagers approached the dog track, but the results allayed their

Attendance which soared to record heights on the opening day tailed off to bring a total of more than 90,000 persons at \$1.25 a ticket to the track. This compared with 103,000 two years ago at Mechanics Building, which covered four acres as against the track's two. The society broke even on the deal, but this included the installation of special heating systems; a huge plastic covering for the grandstand floor and roof as well as the clubhouse.

All of this equipment was figured in the final accounting. However, it is being stored until next year and it is believed that a reasonable profit should be realized on next year's event. An added expense this year was chalked up when the society had to pay for digging out hundreds of cars caught in the 8,000-capacity parking lot in the blizzard that hit the Boston area during the show.

Cedar Rapids, la., Fair Home Show Set for April 21-24

CEDAR RAPIDS, Ia. — The eighth annual Cedar Rapids Home Show will be held here April 21-24 under the co-sponsorship of the All-Iowa Fair and the Cedar Rapids Home Builders Association. Event is set for the fairgrounds.

Andrew Hanson, manager of the fair and the show, announced that Homer and Jethro have been booked to provide the entertainment. An additional lure will be the giveaway of a 1960 Simca and groceries.

SEATTLE —Construction starts three and one-half acres under a roof rising to the height of an 11-story building.

Next on the program is the Federal Science pavilion which is The building is financed by the now in the design stage and will house the United States Government's \$9,000,000 program of participation.

> Of the 84 nations invited by President Eisenhower to participate in the expo, at least 30 are expected to take part. Firm commitments are due by fall of this vear for locations on the 74-acre

> Signing is expected soon for the erection of a monorail system between downtown Seattle and the fairgrounds.

Advance Tic Sales Up at

CALGARY, Alta,-Mail orders for reserved grandstand seats for the Calgary Exhibition and Stampede, July 11-16, are running ahead of the 1959 figures. The average has been around \$1,650 a day for more than two months, with orders arriving from all parts of the world. The "over the counter" sale of tickets opened Friday (1).

Cancellation of the Roy Rogers show, scheduled for the Corral, is expected to mean the return of thousands of dollars worth of mail orders for tickets for the indoor

\$25,000 Fire Hits La. State Fair Stand

SHREVEPORT, La. — Damage estimated at \$25,000 was caused by a fire which burned a storage and concession room under the grandstand of the Louisiana State Fair here Sunday (3). The estimate was made by Joe T. Monsour, secretary-manager of the fair.

Of undetermined origin, the fire destroyed several thousand seat cushions and caused smoke damage to offices and concession rooms. The blaze was discovered shortly before midnight.

The grandstand had been the scene on Sunday of a program of auto races.

CHOCOLATE APPLE DIP

PHILADELPHIA—Chocolate-coated apples will make their debut at amusement parks, carnivals, fairs, Kiddielands and a vast array of other outdoor amusement centers this season.

Recently introduced by Poppers Supply Company, the dip is a sweet-tasting imitation chocolate. According to officials, the dip needs no refrigerating or freezing, adheres easily, doesn't sweat and holds up indefinitely for the life of the apple.

Continental Shows

Opening April 28, Winsted, Connecticut

All Concessionaires Booked and Regular Help Take Notice

WANT CONCESSIONS: Hanky Panks of all kinds. Ball Games, Photos, Pitches, Age and Scales, Glass Pitch, Derby, Short Range, Bird Pitch.

WANT SHOWS: Girl Show Operator with girls. We have beautiful new show built on trailer. Good deal to right man. Can also use 10-in-1, Monkey or Snake Show with own equipment.

WANT RIDES: Any major or kiddie ride not conflicting with our own.

WANT: Ride Help. Must be truck drivers and sober.

Can use Fascination or other type of group game, liberal percentage. Do not need Grab Joint, Floss, Corn, Apples.

Contact: FRED FRITZ, 3 Courtney Lane, Lowell, Mass.

Tele.: GL. 2-0803 Lot will be laid out in Winsted April 25. Pignatelli, contact

Steele's AMUSEMENTS

"The New Show-The Show Beautiful"

OPENING LADD, ILLINOIS, MAY 19—CLOSING LATE SEPTEMBER

LADD, ILL., May 19-22, Big Street Celebration VALPARAISO, IND., May 24-30, Seven Big Days EAST GARY, IND., June 1-5, Celebration GARY, IND., June 7-12, Kiloroy Stadium Lot ROCKFORD, ILL., June 14-19, Business Men's Celebration SOUTH BELOIT, ILL., June 21-26, Lions' Club Celebration WAUKESHA, WIS., June 28-July 4, Legion Celebration FORT ATKINSON, WIS., July 6-10, Firemen's Celebration CARBON HILL, ILL., July 13-17, Big Homecoming Celebration LUXEMBURG, WIS., July 21-24, Fair

HELP

Come on.

First and Second Men on most Rides. Winter quarters opens May 1.

SHOWS

Want to book any worthwhile Shows. Glass House, Monkey, Walk-Thru, etc. (No Girl Show or Gypsies.)

PORTAGE, WIS., July 27-31, Free Fair WOODSTOCK, ILL., Aug. 3-7, Fair WILMOT, WIS., Aug. 11-14, Fair PECATONICA, ILL., Aug. 17-21, Fair PEOTONE, ILL., Aug. 24-28, Fair MINERAL POINT, WIS., Sept. 1-5, Fair, Labor Day and Centennial

LANCASTER, WIS., Sept. 7-11, Fair FORRESTON, ILL., Sept. 15-17, Free Sauerkraut Celebration

CONCESSIONS

Photos, Novelties, Coke. Hoop-La, Roman Targets,

Add-Em-Up Darts, Slum Spindle, Ice Cream, Lemonade Shakes or any worthwhile Hanky Panks. (No flats or alibis.)

ALL CONTACT

RAY STEELE, Manager-Lot Supt. ALBERT STEELE, SR., Pres. R. R. #4, Valparaiso, Indiana

ALBERT STEELE, JR., Secretary-Treasurer (Phone: HO 2-1568)

JOHN H. MARKS SHOWS

MILE LONG

OPENING PORTSMOUTH, VA., MAY 6-14. TWO FRIDAYS, TWO SATURDAYS, FOLLOWED BY EXCELLENT ROUTE OF STILL DATES AND 14 WEEKS OF SOUTHERN FAIRS.

SHOWS: Can place Family-Type Shows, with or without equipment. RIDES: Scrambler or any other major ride not conflicting. CONCESSIONS: Hanky Panks of all kinds, Long and Short Range Galleries. HELP: Foremen for Wheels, Scooter, Tilt-a-Whirl. Second Men for all rides. Show Carpenter, Painter. Top salaries. WINTER QUARTERS NOW OPEN AT FAYETTEVILLE, N. C., FAIRGROUNDS. FOR SALE-Allan Herschell Dipper, Mangels 8-car Adult Whip, both in good condition. All address: FAYETTEVILLE, N. C. JOHN H. MARKS, Prince Charles Hotel

MEEKER SHOWS **WANT WANT** CONCESSION AGENTS

Vanaranan maranan maranan maranan maranan maranan maranan maranan maranan marana marana marana marana marana m

for office-owned Hanky Panks

OPENING

WASHINGTON STATE APPLE BLOSSOM FESTIVAL WENATCHEE, WASHINGTON, APRIL, 25.

RALPH MEEKER

3848 East B Street, Tacoma, Washington

Phone: GReenfield 4-5237 - or Central Washington Fair Grounds, Yakima.

CAN USE

For coming season, opening week of 21st at Strawberry Festival in Tennessee, Pitch-Till-You-Win, Age & Weight, Popcorn, Snow, Cotton Candy, also small Grab or Cookhouse, any Prize-Every-Time and Stock Concessions. RIDES: One major not conflicting, Help on Wheel and man who knows factory Kiddle Rides. SHOWS: Any family-type. Playing Illinois, Iowa, Wisconsin. Small but good spots. Billy Betts, contact. Mitchell, wire or send D. P. All others contact MANAGER, fill May 10, 1712 Southwest Road, Sanford, Fia.

WANT CONCESSIONS

April 18-23, Six Day Annual Home Show, Joplin, Mo., Downtown Streets in front of Memorial Hall. Hanky Panks, Alibis that work for stock, Pitches, Prize-Every-Time, Straight Sales, Novelties, Jewelry, Demonstrator, Agents for Short Ronge Gallery, Sets, Bee Hive, Darts, Nickel Pitch. All reply to Winter Quarters, Caney, Kan., until April 15; then Joplin, Mo.

PARADA SHOWS



Opening-May 27 (two Fridays and Saturdays) thru June 4. Opening large industrial locale in Southern Alabama, Followed by three (3) Downtown Spring Celebrations, then July 4 Rotary Annual City Park Celebration, car give-away. Ten Local Church Eating Stands handled 35,000 last year. Followed by 24 fairs, closing November 19, with 2 weeks tentatively to follow, weather permitting. Just some of our Annual County Fairs (no State as yet) to be played this season-Columbus, Huntingburg, Darlington, Danville, Brownstown, all Indiana; Charleston and Pinckneyville in Illinois; Bowling Green, Ky.; Union City, Tenn.; Scottsboro. Cullman, Anniston, Decatur, Dothan, Andalusia, all Alabama; Marietta, Elberton, Cordele, Fayetteville, Greensboro, Thomasville, all Georgia; Easley, S. C., with Brewton, Ala., and Ft. Walton, Fla., fairs to follow. Two units will operate to play this amount of fairs. Printed Route to interested parties.

RIDES

Really, we have plenty. All new and the latest.

CONCESSIONS Place large sit-down table Cookhouse, EXCLUSIVE. Office place Agent for Pronto Pups. Ted Woodward wants Agents for Percentage and Hanky Panks. (Fats and Shag, contact.) Jack Owens wants Spindle Agents—Little Don or Middle, contact. Harry Harris wants Beehive Agents. SHOWS

Place Grind, Wildlife. All must be family

HELP

Foremen: M.G.R., Tilt, Dodgem, Paratrooper and Kid Rides. Second Men on Wheels and Rockoplane. Everyone drives. We pay top salaries, unemployment and Blue Cross, Blue Shield coverage bonus. Old help, contact.

Address all mail and wires to JOHNNY PORTEMONT, CO-OWNER, GEN. MANAGER

P. O. Box 105, Gantt, Ala. Phone 23-No collect, please.



Last Call OPENING APRIL 20, 38TH ST. & SHADELANE DR. (Rts. 67 & 100), INDIANAPOLIS, IND. Last Call ALL PEOPLE CONTRACTED, PLEASE ACKNOWLEDGE CALL. HAVE 2 MORE INDIANAPOLIS LOCATIONS TO FOLLOW.

CONCESSIONS: Can place, due to disappointment, Cookhouse. Also want Foot Longs, Pronto Pups, Custard, Balloon Darts, Short Range, Cork Gallery, Pitch-Till-You-Win, Hoop-La, Ball Games, Bird Pitch, Glass Pitch, Duck Pond, Coke Bottles or any clean, legitimate Concessions that work for Stock.

RIDE HELP: Can place Ride Foremen and Help in all departments. No Cars.

SHOWS: Can place Fun and Class House, Snake, Fat or any family-type Show.

RIDE UNIT PLAYING EAGLEDALE SHOPPING CENTER THRU APRIL 17.

Contact: ERNIE ALLEN, MGR. c/o Western Union, or Write P. O. Box 21001, Indianapolis, nld.

OPENING APRIL 14 IN DOWNTOWN NORTH KANSAS CITY, MO.

Followed by Liberty, Mo., on the streets. Then good locations until July 4.

CONCESSIONS

Have openings for a few more legitimate Concessions, Duck Pond, Strings, Photos, Long and Short Range, High-Striker, Scales, Glass Pitch, Grab, Hoop-La, Bumper and several others. (No racket and no gypsies.)

HELP

Can place a few more experienced Men on rides. Must drive. (Blackie, call or come on.)

SHOWS

Want Fun House. Have openings for good Shows with own equipment.

Contact: MANAGER, on lot (19th & Erie Sts.), North Kansas City, Mo. Show leaves winter quarters April 11.

DENN PREMIER SHOWS

OPENING LYNCHBURG, VA., SHRADERS FIED, APRIL 18

CONC. HELP

Shooting Gallery, Must drive truck. Babe Westbrook can use man to up and down concessions and drive semi.

place Second Men who drive semis. Use wives in ticket boxes. Scooter and Hot Rod Help contact Harry (Buster) Westbrook.

Scoater Foreman, King Scooter on two trucks. Good pay RIDE HELP and treatment to right man. (Bill Anderson, contact) Harry, call Buster. Junior Hot Rod Foreman, (Whitey, call Buster.) Wheel Foreman, Rock-O-Plane Foreman, Allan Herschell Kiddie Ride Foreman, also

Buster Westbrook can use man to operate Long Range CONCESSIONS

Photos, Novelties, Age & Scales, Class Pitch, Basket Ball, Hanky Panks for both #1 and #2 Shows, #2 Show will play solld celebrations. Big advance ticket sales. Contact at once, space will be limited. #2 Show opens middle of May.

SHOWS

Wildlife, Monkey Circus, Jerry Lipko can place Acts for Cir-cus Side Show.

RIDES

Can place Scrambler. We own all the rest.

All wires, letters and phone calls to LLOYD D. SERFASS, Phone ME 4-3171, Emporia, Virginia, or Harry (Buster) Westbrook, Manager, phone between 6:00 and 7:00 p.m. Phone Jarratt, Virginia, 2326.

G&B SHOWS

LAST CALL

LAST CALL

OPENING APRIL 15, MASON CITY, W. VA., ON LOT APRIL 13. Want Class Pitch, High Striker, Penny Pitch, Six Cats. Any Concessions working for stock. Want Live Pony Ride. Will book Girl Show with own outfit. Can place Ride Help; no cars, please. Must be entirely reliable. All replies to

GEORGE BROAS, 627 30th St., Parkersburg, W. Va. Phone: CArfield 2-1254.

NOTICE!

Mr. and Mrs. Red McCullum, Roy Mc-Curdy, Jack Berry, James Ayres or any person on PEPPERS ALL STATE SHOWS the last week of June or first week of July in 1947, please call me collect.

Important. FRANK W. PEPPERS Phone: CR 7-6122 Mobile, Ala,

TRAILER SALES RISE SHARPLY DURING 13-YEAR POST-WAR ERA

THE MOBILE HOME and travel trailer business has been a booming one since 1947. In that year retail sales amounted to \$146 million. In 1959 the figure was over \$690 million. Of this latter figure, travel trailers alone accounted for \$61 million and many of these are being used in outdoor show business.

The latest models are just that—the latest. Most now range from 12 to 25 feet in length and contain refrigerators, ranges and lights which are operated by either electricity or bottled gas.

Interiors of many new units now feature gay cotton curtains and plywood walls. They have double beds with bunks over them, dinettes which make into beds, closets, cupboards, drawers and storage space. Larger units boast toilets, showers and separate bedrooms.

Trailer Permits

Continued from page 99

Commission, Assistant Chief Engineer, Raleigh.

North Dakota: State Highway Department, Permit Office, 17th Floor Capitol Building, Bismarck, Ohio: State Highway Patrol, Co-

Oklahoma: Department of Public Safety, 210 N.E. Fourth Street, Oklahoma City.

Oregon: Oregon State Highway Department, Transportation Permit Division, Room 121, State Highway Building, Salem.

Pennsylvania: District Office in charge of the State Highways, 610 Wood Street, Pittsburgh.

Rhode Island: Division of Roads and Bridges, Department of Public Works, State Office Building, Providence.

South Carolina: State Highway Department, Highway Engineer, Columbia.

South Dakota: State Highway Department Engineer, State Highway Commission, Pierre.

Tennessee: Tennessee Depart-States Building, Nashville.

Texas: District Office, U. S. 81 Interregional, North Five-Miles,

Utah: Utah State Highway Pa-

trol. Salt Lake City. Vermont: Commissioner of Highways, Department of Highways, Montpelier.

Virginia: State Capitol, Permit Section, Richmond.

Washington: Director of Highways, State of Washington, P. O. Box 327, Olympia.

West Virginia: State Road Commission. Division of Weight Enforcement, 1340 Smith Street, Room 209, Charleston.

Wisconsin: State Highway Commission. State Office Building, Madison.

Wyoming: Wyoming Revenue Department, (First county seat upon entry of State.)

British Columbia: Department of Highways, Victoria.

Province of New Brunswick: De-

partment of Public Works, Highway Division, Toronto.

Province of Ontario: Motor Vehicles Branch, Ontario Department of Transport, Parliament Building, Toronto.

Province of Saskatchewan: Department of Highways and Transportation, Mr. Reavly, Permit Clerk, Regina.

Toll Roads

Northern Illinois: Illinois State Toll Highway Commission, 22d Street and Midwest Road, Hinsdale.

Kansas Turnpike: Kansas Turnpike Authority, Box 3002, Southeast Station, Wichita.

Maine Turnpike: Maine State Highway Commission, Maintenance Division, State House Annex, Augusta.

Massachusetts Turnpike: Massachusetts Turnpike Authority, 80 Boylston Street, Boston.

New York State Thruway: Director of Operations, New York State Thruway Authority, P. O. Box 189, Albany,

Dallas-Fort Worth Turnpike: Texas Turnpike Authority, Operations Office, P. O. Box 126, Arlington.

Beam Awarded

BLOOMSBURG, Pa. - Ward Beam Associates of Goshen, N. Y., was awarded the Bloomsburg Fair's grandstand contract last week, it is announced. Several other agencies bid for the date. held in recent years by Willard Alexander of New York.

Beam will provide a revue-type show with featured name artists and a line of dance girls. Details are not yet revealed.

What's in A Name?

NEW YORK - "Bandstand" and "Dance Party" are tied for first place as the two most popular ment of Highway and Public titles for record and dance party Works, Office Engineer, 816 Cotton shows, according to The Billboard's study of 74 TV deejay programs.

> The titles are used by 30 of the listed shows-15 utilizing "Bandstand" and 15, "Dance Party." Runnerup title is "Hop," featured in one form or another by 10 of the jocks. The jockey's name is another popular title form. Other titles include "Record Wagon,"
> "Teen Time," "Boston Ballroom,"
> "Club 21," "Seventeen," "Bandwagon," "Platter Party," "Dansorama," "Jive at Five," "Spin Time," Roll 'n' Scratch," "Jump Town" and "Teen Town." "Rockin' With the Deuce," "Rock,

LIVE TV SEES PAT ANTHONY'S **CUBS CHEW 2**

INDIANAPOLIS — Two five-month-old tiger cubs played starring roles in an unrehearsed drama Friday (1) which almost became a tragedy for two TV performers.

As a promotion for Polack Bros.' Circus, the two animals appeared on George Willeford's local TV show.

The cubs, drifting away from the camera, were exploring the mechanized mysteries of video.

Willeford made an attempt to capture them. So did their trainer, Pat Anthony, and all the brave TV technicians. But they were not to be had without a cost. An assessment of the damage after the cubs were finally collared showed a badly chewed bass fiddle; a nipped right leg and knee-Willeford's; a bitten left leg belonging to Murray Horn, a vocalist.

The station reported thousands of calls from thrilled viewers, some of whom acclaimed it as one of the funniest shows they ever saw. Willeford and Horn were receiving treatment at a clinic.

MOTORDROME.

OPTIMISTIC

Prices Edge Higher on Show Gear

BUSINESS on general show equipment and supplies, the type that's used by many, looks excellent, according to a cross-section survey conducted by The Billboard.

The outlook for rental of theatrical display and lighting equipment looks good to Stewart S. Romans, president of Olesen Company, which handles much of this year in the California area. Prices are edging up, however, and will be about 10 per cent above those of last season.

Neal Walters, veteran owner of the poster firm bearing his name, is another who looks for a good season and here, too, prices are up in some instances. Just a fair season is looked for by Siro Pellegrini, who makes plaster novelties for front-end use. And prices remain unchanged, he reports. New in his line are pixie and bulldog banks and large beer barrels.

Bowling has become a competitor of the shooting gallery business, according to H. W. Terpening, veteran maker of the galleries. Prices are unchanged. A good season is anticipated by Victor L. Mussio. who manufactures statuary, stuffed toys, slum, etc., under the name of Indianapolis Statuary Company. Prices hold to last year's levels.

An increase of from 7 to 10 per cent is anticipated in business on power plants, generators and converters handled by Kato Engineering Company. Matt Williams, official of the firm, says prices remain unchanged. William C. King, King Show Print, looks for a good season in Canada with prices about 5 per cent up.

Prices on carnival, circus and park merchandise handled by Casey Company, are about 5 per cent over last year, according to Bill Carsky. Prospects are for a banner year, he says.

17 Acts Play Minneapolis Sports Show

MINNEAPOLIS - A 17-act stageshow was a highlight of the 27th annual Northwest Boat, Sports and Travel Show at the Auditorium here April 1-10. Included in the show were Neal Lynch, Ann Strobel, Ben Dova, the Poodle Symphony, the Julindas, Hopkins Swanettes, Chuck and Linda Lewis, Billy Fontana and Peppy, Evy and Everto, the Four Bogdadis, and Flipper the Seal. Joe McKenna was master of ceremonies.

Stageshows were featured twice daily at 3:30 and 9:30 p.m. Admission to the show, which was produced by Nick Kahler and sponsored by the North Central Marine Association, Inc., is \$1.25 for adults and 65 cents for children, with reserved seats 50 cents extra.

All booths for exhibitors had been sold. Kahler said he could have had at least 30, perhaps 40, more exhibitors for this year's show if they could have found the space.

Remington, Ind., Cele

REMINGTON, Ind.—This city Chester B. Biddle.

TOO MANY SKIP INSURANCE ON PRODUCTS, FOOD

TOO many showmen overlook the importance of products liability insurance, in the view of most insurance brokers.

This is the insurance that protects against damage claims resulting from possible food poisoning, frum such things as glass or other items that might get into food products, and from other injury or loss resulting from liability arising out of use or consumption of products. It covers injury resulting from not only food but also other show "products" such as novelties.

From time to time any business serving large numbers of people is rocked by reports that many persons have become ill at some installation or event. These incidents have occurred in recent years at highly respected, well-operated a m u s e m e n t organizations. They can happen to anyone.

Most showmen don't have products liability insurance, in the estimate of one insurance broker. Yet it is available at nominal cost and provides protection against an everpresent danger. The insurance can be added easily to the coverage already in force on any show, he points out.

Chitwood Unit In Five Dates; Sets Fla. Debut

READING, Pa.—Season's tour for the Joie Chitwood Hell Drivers gets under way May 14 at Fort Myers (Fla.) Speedway, Chitwood reports. This marks Chitwood's return to the road following a layoff in 1959 during which he developed other business activities. Personnel is basically the same as that of 1958.

Five pre-season dates have been played in the South, business for which is reported satisfactory. Two featuers are the giveaways of kidsized Chevrolet Corvair cars, and addition of Barbara (Bobby) Bundy as a leading stunt driver. She joined after winning a compact-car race staged recently at Daytona

Both features were used at the Southern dates, five of the little Corvairs being given to youngsters. Played were Waycross. Ga., and Jacksonville, St. Petersburg, Daytona Beach and Sarasota.

Pete Sutton

• Continued from page 100

building superintendent manager: Donald Hull, truck superintendent, and Russ Paul, lot superintendent.

Concessionaires include Cecchini and Levaggi, 5; Blash and Hilligoss, 3; Ronnie Wald (office), 5; Sandy Sanberg, 5; Ross Phipps, 3; Bob Vaughn, 3; Sol Breetwor, 2; H. P. and Lillian Enfield, Kent Taylor, Paul Kaufman and Sports Matthews, one each.

Shows include Vanteen's Side Show with Torchy Lee, snake charmer, and Bll Unks, fire-eater; Crazy House, George Thompson, and Glass House, Blash and Hilli-

A Baby Coaster on the show is will celebrate its 100th anniversary owned by Norman Schue. New June 22-25. Harry Bahler heads attractions soon to be added inthe steering committee planning clude a new Funhouse, gorilla the centennial. He is assisted by show, monkey circus and a Mickey Ronald Gillam, Lowell Jones and Mouse circus. Each will be built

on a trailer.

World's Finest Shows

55 Railroad Cars-CANADA'S LARGEST MIDWAY-55 Railroad Cars

OPENING BRANTFORD, ONT., CANADA, APRIL 29

10 BIG FAIRS STARTING AUG. 2 AT LEAMINGTON, ONT., AND ENDING AT SIMCOE, ONT., OCT. 8.

SHOWS: Want Girl Show (will furnish complete out fit). Also first-class Fun House. RIDES: Can place any new modern Rides."

HELP: Want Foremen for Scrambler, Moon Rocket, Scooter and Round-Up. Second Men on Octopus, Tilt-a-Whirl, Roll-o-Plane and Rock-o-Plane. Want capable Man to take charge of North America's biggest Traveling Kiddieland (12 rides). Assistant Electrician (all diesels). DON PORTER WANTS TALKER FOR

CONCESSIONS: All legitimate Concessions open.

FOR SALE:

Reconditioned Hi-Ball, \$2,000.00. Fly-o-Plane, \$4,000.00.

Address: J. P. (JIMMY) SULLIVAN, P. O. Box 442, Toronto, Ont., Canada.

Want for 1960 season, opening at Battle of Flowers, San Antonio, Tex., April 18-23, to be followed by Corpus Christi, Tex., then our stellar route of Celebrations and Fairs in Texas.

Show leaves Ft. Worth Saturday, April 16

Want capable Ride Help who drive. Also general Help to report to Ft. Worth immediately.

HAVE FOR SALE; Tilt-A-Whirl, like new, A-1 condition. Also Wurlitzer #165 large Pipe Organ. Contact

BILL HAMES or GENE LEDEL, Box 1377, Ft. Worth, Tex., Phone: WAlnut 3-8911.

J. CARL SHOW

OPENING APRIL 21, ECORSE ROAD & HARDING, TAYLOR TOWNSHIP, AS SCHEDULED.

Don't be misled by an earlier advertisement placed by a would-be show manager. Want Photos and Cookhouse. Can use all Hanky Panks except Ring Pitches and Water Games. Need Ferris Wheel, Merry-Go-Round and Tilt-A-Whirl Foremen for #2 Unit, also Second Men who can appreciate clean, modern equipment. Must be licensed drivers. Nick Boersma, get in touch. Contact A. J. CARL by mail at 12211 Twenty-Five Mile Road, Utica, Michigan. Phone Washington, Michigan, STillwell 1-4276 before 9:00 A.M. and after 10:30 P.M. Call in person at Green Acres Shopping Center, Thirteen Mile and Mound Road

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Albert Lea, Minn.-FREEBORN CO. FAIR Owatonna, Minn.-STEELE CO. FREE FAIR Sioux Falls, So. Dak.—SIOUX EMPIRE FAIR Lincoln, Neb .- NEBRASKA STATE FAIR Fayetteville, Ark.—WASHINGTON CO. FAIR Muskogee, Okla.—OKLAHOMA FREE STATE FAIR Okmulgee, Okla.—OKMULGEE CO. FAIR Tulsa, Okla.—TULSA STATE FAIR & EXPOSITION

RIDE HELP: Can place Foremen and Second Men for Twin Wheels, Rock-o-Plane, Scrambler, Tilt-a-Whirl, Octopus, Rollo-o-Plane, Round Up and Helicopter. Must be sober, reliable and have chauffeur's license. Top wages and bonus. Ticket Sellers and useful people in all departments.

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Attention, Show Folk!!

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John Corley Roy James Ward Lydia Dawn

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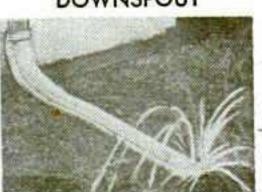
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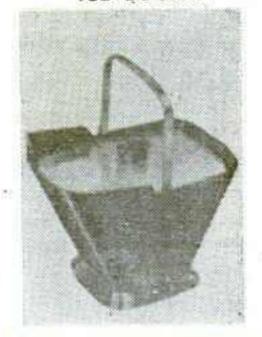
Automatic attachment for the end of a downspout. Remains coiled up until it rains. Then the spring uncoils the 48-inch hose out onto the lawn where the water is sprinkled. After the rain the unit recoils automatically. Said to replace gravel pits and concrete blocks used to prevent erosion of soil. Retails for \$4.95. - H. D. Campbell Company, Rochelle, Ill.

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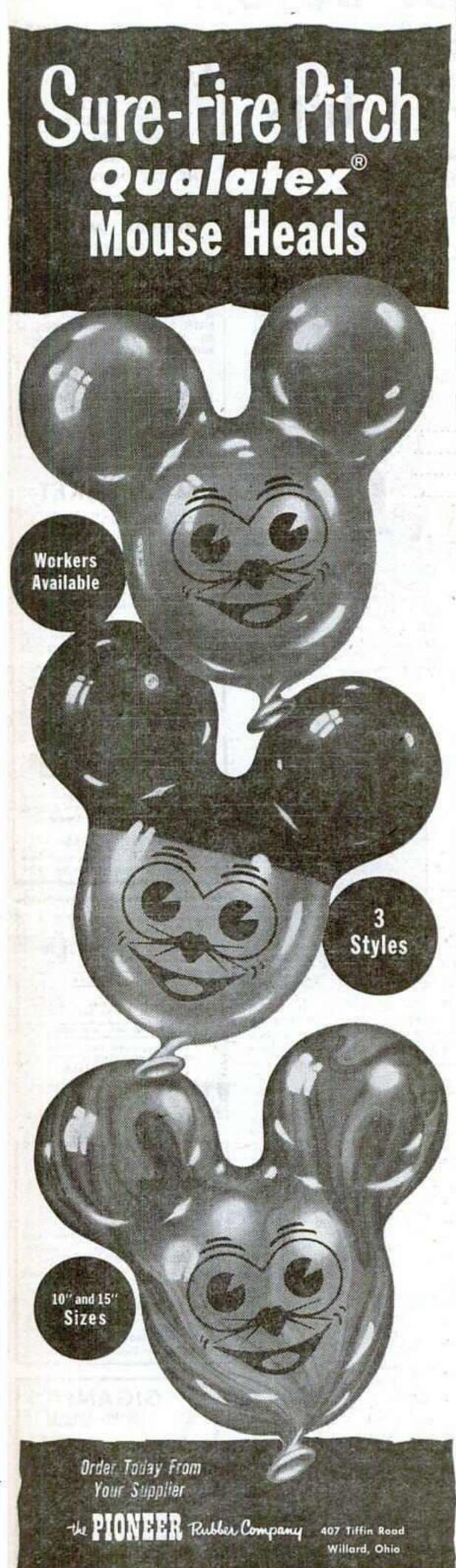


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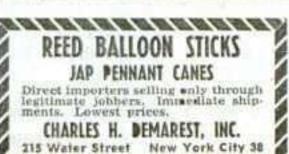
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Sitting black & white PANDA BEAR \$3.60 dz.





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FRENCH POODLES \$3.75 dz. \$42.00 gr. Poodles-squeak head \$4.50 dz—\$50.00 gr. arge French Poodles \$5.75 dz.—\$65.00 gr.





25 Prism type Binoculars 7" Jumbo w/compass nd shoulder

Special



PLUSH SKUNK fan tell \$5.75 dz.

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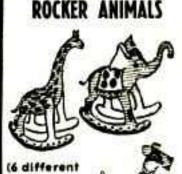
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SNOW WATER BALLS w/bambl, seal, stork, fish or penguin



DANGLING SPONGE DICE \$1.75 dz.



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1¼ x 3½ 2.50 dz. 4 x 4 3.50 dz.

METAL BREAK ACTION CORK PISTOL



12" break action cork pistel shoots cork and sparks \$3.50 dz. \$39.00 gr

10" Metal Pistols shoots cork & sparks \$3.00 dz. \$33.00 gr.

20" BREAK ACTION CORK RIFLE



21" smoke and spark cork rifle .. 5.25 dz.



SPECIAL SLUM ASSORTMENT-\$5.50 per 1,000

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includes razzers, fans, watches, rings, etc.

GRAB BAG ITEMS 3" Harmonicas \$3.00 gr.

Cigar fans	2.75	gr.
Chinese small plastic fans		gr.
Rubber Snakes	3.50	gr.
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Miniature Packet Knives	3.60	-
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Rubber Hot Dogs w/Snake	6.00	
Plastic Push Button Knives	4.50	
Double Mustache w/Blowout	3,50	
Dart Pistol Sets	7.50	
Assorted western badges, carded		
Private Eye Badges	1.75	
Hawaiian Leis	1.50	
Paper Folding Fans	3.00	
Assorted Key Chains	2.50	
Indian Head Brooch, carded	1.75	
Indian Headress	3.00	
Water Shell Flowers	1.50	
Comic Hat Bands per 100	1.50	-
Feather Balloon Squawkers	1.50	gr.
Feathered Suction Birds	3.50	
Plastic Bird Warblers	3.75	
Mexican Kiddie Straw Hats		352)
w/elastic	3.00	gr.
7" Rubber Dagger		
Plastic Cigarette Holders		
BELL 18 3 3 5 6 6 1 B - 12 12 5 6 6 6 6 1 B - 12 12 12 12 12 13 13 13 13 13 13 13 13 13 13 13 13 13		1,311

Double Heart Kiddie Bracelet . . 2.75 gr SLUM JEWELRY

Purse Mirrors-Picture Back ... 1.75 gr

4" Fur Monkeys 3.50 gr



Ident Bracelets	\$3.60 gr
Heart Pendant Bracelet	3.00 gr
Clover Pendant Bracelet	3.00 gr
Disc Pendant Bracelet	3.00 gr
Heart Pendant Necklace	
w/15" chain	3.50 gr
Clover Pendant Necklace	3.50 gr
Disc Pendant Necklace	
Double Heart Kiddie Bracelet	2.75 gr

RAYON PARASOLS

w/floral designs 21" spread .. \$2.25 dr. 25" spread .. 2.50 dz. 29" spread .. 3.00 dr. 33" spread .. 4.00 dz.





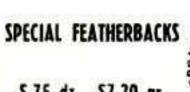


w/leather sheath.....\$1.25 dz.-\$14.00 gr

Stag Handle Cub Knife w/sheath 4 .90 dz .- \$9.40 dz.



. \$.75 dz 1.10 dz. 1.60 dz





GRAB BAG ASSORTMENT

Toys & Novelties, 10c assortment \$6.00 per 100, \$55.00 per 1,000 includes Panda Bears, Telescopes, Dart Pistol Set, Pop Pop Boats, Ball Point Pens, Singing Bird Cages, and many other valuable item

MICCELL ANEQUE ITEMS

AND TO SECOND	Dz.	Gr.
10½" decorated wood Pop Guns	\$1.60	\$18.00
Red, White & Blue Batons	1.75	18.00
Lash Cowboy Whips	1.50	17.50
Maple Walking Canes	2.00	22.50
12 x 18 Pirate flags, imp	1.60	17.50
12 x 18 Rebel flags, imp	1.60	17.50
6 x 9 Pirate flags, Imp	.60	6.00
12 x 18 U.S. 50 star flags	1.60	18.00
8 x 12 U.S. 50 star flags	1.00	10.50
Colt-7 metal Cork Pistols	1.80	21.00
Jumbo Fur Tails	200000	1-Mesiano
●w/comic tag		54.00
1/2" Bamboo Walking Canes		16.00
3/4" Bamboo Walking Canes 12 x 18 Checker	1.00	10.80
Speedway Flag	2.00	22.50
Wee-Gee plastic Water Pistol.		14.00
Fur Dogs, inside whistle	1.00	10.80
Jumbo Rabbit Feet		
w/key chains	.60	6.50
Miniature Flashlight w/key chain	1.80	21.00
Miniature Cigarette Lighter		25.00
5" Plastic Chinese Fans	.85	9.00
Trick Arrow thru Head	. 153.53	9.00
The Mark of the second state of the first section of		100000
Trick Dagger thru Head	1.00	9.00

8.50 8,50 10.80 54.00 w/bridle chain 1.50 17.50 Flying birds w/stlcks.....

Prices F.O.B. New York. 25% deposit w/order. Send for catalog.

Special Prices to quantity buyers where possible

FUR MONKEYS



. \$.80 dz. 1.40 dz 2.40 dz. 15" Feather Monkey 3.50 dz

RUBBER BUBBLING

SQUIRT BOY

double action squeeze bulbs

BALLOONS

#10 Mousehead ... \$5.00 gr.

=15 Mousehead ... 7.50 gr.

#11 Patriotic Flag & Uncle Sam 5.00 gr.

Polka Dot Paddle Balloon 5.50 gr.

Kat balloons 6.00 gr.

mousehead balloon

\$27.00 gr.

\$2.50 dz.

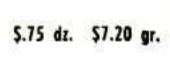
LARGE SHRUN HEAD

Replica of the Amazon

\$3.75 dz.

HI HAT FEATHER DOLLS





MISCELLANEOUS	ITI	EMS
or word with the property of the property of	Dz.	Gr.
10½" decorated wood Pop Guns	\$1.60	\$18.00
Red, White & Blue Batons	1.75	18.00
Lash Cowboy Whips	1.50	17.50
Maple Walking Canes	2.00	22.50
12 x 18 Pirate flags, imp	1.60	17.50
12 x 18 Rebel flags, imp	1.60	17.50
6 x 9 Pirate flags, Imp	.60	6.00
12 x 18 U.S. 50 star flags	1.60	18.00
8 x 12 U.S. 50 star flags	1.00	10.50
Colt-7 metal Cork Pistols	1.80	21.00
Jumbo Fur Tails ●w/comic tag		54.00
1/2" Bamboo Walking Canes	1.40	16.00
3' Bamboo Walking Canes	1.00	10.80
Speedway Flag		22.50
Wee-Gee plastic Water Pistol.	200	14.00
Fur Dogs, inside whistle	1.00	10.80
Jumbo Rabbit Feet w/key chains	.60	6.50
Miniature Flashlight w/key chain	1 80	21.00
Miniature Cigarette Lighter.		25.00
The state of the s	.85	9.00
Trick Arrow thru Head		9.00
		0.0000000000000000000000000000000000000

Small Bird Cage W/Singing Bird80 Nudie Girlie Key Chain..... .80 Gi Gi the playful Pup 1.00 Rodeo Bull Whips 4.80 Vinyl Skullhead, glittering jewel eyes 2.40 27.00 **Vinyl Devil Head** w/horns-jewel eye 2.40 27.00 Palomino metal Horse

6.00

SCOTTY DOG w/beret



Vinyl Pony Tall

Drink & Wet Doll in tub w/towel, soap, brush & baby bottle. Individually packaged in cellophane Display Bag.\$5.75 dz.





15" BLACK & CHROME TELESCOPE w/gold trim

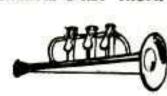
\$4.20 dz. \$47.50 gr.



TAIL DOLL



ideal for beach wear or home



\$1.80 dz.

	Metal Kazoo trombone		
	Musical Accordions	3.50	dz.
١	Ukulele or Banjo	4.80	dz.
1			



PLAID DESIGN

w/24" stick . \$16.50 gr



PANDAS \$1.75 dz. \$20.00 gr.

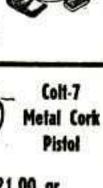
Assorted color Panda

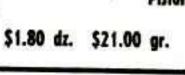






and envelope \$8.40 gr. printed





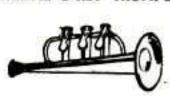


w/Zipper bag. \$3.60 dr.



Children size\$3.50 dz. Women size 4.80 dz. Men size 5.40 dz.

CHROME 3-KEY TRUMPET



[선물()] - 발생	
Musical Accordions 3.	50 dz.
Metal Kazoo trombone\$2. Musical Accordions 3. Ukulele or Banjo 4.	80 dx.

10" PEARL TELESCOPES



15" black telescope, gold frim \$4.20 dz.



8" Jocko Monkey \$1.80 dz. 10" Jocko Monkey 3.00 dz. 12" Jocko Monkey.... 5.40 dz.



Field Glasses w/compass



344 x 3\$2.00 dz. 4 x 4 3.50 dz. 4% x 4 4.50 dr. 5 x 41/2 6.00 dz.

72" RODEO BULL WHIPS



Copyrighted mater

Big Season Eyed By Balloon Makers

loom as big sellers for the 1960 new balloons on the space age, acseason.

The brightly colored novelties, whose sales at one time were convender or the corner candy store, are now big and profitable sellers.

The business has kept pace with other successful industries. Packaging is up-to-date, smart and colorbeen broadened by the designing of lieves. balloons for many occasions and age groups. Even popular kid char- SOLID SELLER acters from the comics and TV are being utilized to make balloons even more attractive.

C. W. Freer, general manager of the Mohican Rubber Company, Ashland, O., reports they have added what are called new Krazy Balloons with new display cards and some new penny numbers. Freer points out that due to competition from foreign as well as domestic makers, prices are on the decline by about 10 per cent.

New Packages

year, Myers added.

the Toy Products Division of the is an enhancing side of its appeal. Pioneer Rubber Company, Willard, | As in all phases of the bargain two-color print. Prices are slightly material costs.

Giant 36-inch dolls and animal featured by the Anderson Rubber Company, Akron, J. F. Anderson, vice-president, announced. Prices on selected items have increased from 5 to 10 per cent.

line of Van Dam Products, Inc., New York, is the Three Stooges number with Moe, Larry and Curly imprinted on punching balloons with rubber bands. Others portrayed in many ways are Popeve. Man in the Moon and animals of many types. Prices are 5 to 10 per cent higher due to increased cost of materials and labor. The firm's two-in-one balloons continue to keep their popularity.

Some items in the line of the Eagle Rubber Company, Ashland, O., are higher, others are lower, according to J. H. Nearhood, assistant sales manager. He terms the general outlook as very good. Sales are on the increase and with new merchandising aids, our business should continue to increase. Nearhood concluded.

Business Good

From the California area. George G. Stineman, general manager of Pacific States Rubber Company, Los Angeles branch of the Pioneer Rubber Company, looks for a big year. "We have experienced an increase every year without exception, 1950 to 1960. We anticipate an increase this year greater than our average per cent of increase.' Stineman said. Prices are up on some articles, down on others.

B. W. Smith, president of Smith Rubber Craft, Inc., Hattiesburg, Miss., reports prices are unchanged this year. H. A. Greene, president of M. L. Snyder & Son, Philadelphia, also quotes unchanged prices. He says prices should have been increased but they weren't. They may be later in '60, Greene pointed out. Firm is holding to its general shapes, sizes and types with no new ones lately.

BALLOONS in a myriad of The Ashland (O.) Rubber Prodcolors, shapes and themes again ucts Corporation, is themeing its cording to E. H. Walters, president. Rockets and satellites are featured, and many new and colorful packfined to the horn-blowing street ages and display cards are being used on the merchandising end. Prices are moving upward with about a 3 per cent increase shown, he said. This is due to material and operating costs. Business, howful. Styles are keeping up with the ever; should be excellent, altho extimes, and the potential market has tremely competitive, Walters be-

Personalized Jewelry Sales Still Strong

DERSONALIZED jewelry items, No new balloons as such are I highly popular among all age being offered by National Latex groups, will roll their merry way Products, also of Ashland, but this year while earning satisfying C. W. Myers, vice-president, points profits for stands at fairs, parks, out that new packaging, both poly- resorts and along midways. So long ethylene bags and printed boxes, as an item can be embellished with are being used to attract the eye. a name or initial, or with some Prices are being maintained and all personalized sentiment, it is assured signs point to greater sales this of continuous popularity, and the fact that it is cheap-say, as low Betty Wolfe, sales manager of as 50 cents including engraving-

O., says the general outlook is good. jewelry industry, engraving items New in the firm's line are Crazy are seldom new. This year, as in Cats with huge inflatable ears and recent years, there has been an awareness of the teen-age market higher due to increased labor and springing from the quick flurry of sales that occur when the group takes a fancy to some decorative and bird toss-up balloons are being item. They are usually short-lived fads, but there is a good dollar in them if alertness is followed.

Oversized giant disks and hearts, in yellow or white finish, are popular now. These are two and one-One of the latest additions to the half inches in diameter and dangle from necklaces. So-called "virgin pins," simply metal outline circles with clasp, have been seized upon by teeners of late. Ranging in price from \$1 to \$10 retail, they come in gold, gold plate and gold filled

Tools Simple Simplicity of engraving makes for quick turnovers and profits, and this obvious principle has stimulated equipment sales. The most commonly used engraving tool is the pencil-type Burgess vibrator. electrically motivated and inscribing in metal surfaces having bases of brass or nickel silver. The new Hermes machine is also widely employed, coming with interchangeable letters and working on a steneil principle. Both are quick and convenient to use.

With the disks and hearts, popular for many years, a range of five sizes is necessary to cater to regional as well as personal tastes. In fact, an oddity of the business is that in some parts of the country miniatures are snapped up eagerly while the oversized convex items are virtually ignored.

The engraving surface should be flat. Thus we find success of disks, hearts, squares, keys, hexagons, clovers, dog tags, sheriff badges and silhouettes. The last named are heads of boys and pony-tailed girls which are good sellers when affixed to key chains or grandma bracelets. Moving nicely at Easter, Christmas and Mother's Day, these are bracelets from which dangle a series of the small silhouettes. The silhouettes, as well as any of the flat items, can come embellished with affixed, simulated (Continued on page 120)

FAST SELLING NOVELTY HATS

BEST MADE PORKIE PIE HAT w/feather



\$5.00 dz. LIGHT WEIGHT FELT ... \$4.00 dz



REBEL GARRISON CAP (Reprocessed felt). \$4.20 dz. \$45.00 gr.

FELT NOVELTY HAT w/plume \$6.00 dz.



PRINTED NOVELTY GOB HATS



"1-2 Cha Cha" Bowl of Cherries" "All Hands on Deck"

\$5.25 dz. \$57.00 gr.



TWILL WHITE GOB HATS \$4.20 dz. \$45.00 gr.

REBEL or YANKEE OFFICERS HAT \$7.20 dz.





WHITE TEXAN FELT **COWBOY HAT** \$6.00 dz.



BLACK FELT COWBOY 10-Gallon Type \$6.00 dz.



WESTERN STRAW COWBOY HAT

w/chin cord and adjustable bead \$4.80 dz.



MOTORCYCLE HATS-\$6.25 dz.



STRAW KIDDIE ETON CAP w. pompon

\$2.75 dz.





\$5.50 dz.

LARGE PONY

TAIL GIRL

ON BIKE



ribbon \$6.50 dz.

CALYPSO BIRD NEST HAT



\$1.50 dz. \$17.00 gr. 2 gross bale \$30.00

HATS





STRAW GONDOLIER Exclusive new straw with kerchief and

matching ribbon \$9.60 dz.

KIDDIE STRAW PINCH COWBOY HAT wistar decoration \$2.50 dz.





COOLIE HATS

12" ... \$1.50 dz. \$16.50 gr. ... \$1.80 dz. \$20.00 gr.

FAST SELLING MECHANICAL TOYS



ROLL OVER CAT \$3.25 dz. \$36.00 gr.

RABBIT ON BIKE \$3.25 dz. \$36.00 gr.





BOY ON BIKE \$3.25 dz. \$36.00 gr.

PRICES F.O.B.

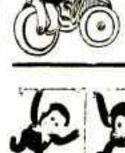
NEW YORK

25% DEPOSIT

W/ORDER



HOPPING FUR DOG \$3.00 dz. \$35.00 gr.

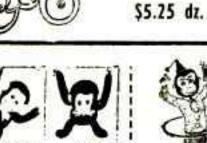


MONKEY ON TRAPEZE



DANCING COUPLE \$3.25 dz.

\$36.00 gr.



MONKEY w/Hula Hoop \$6.00 dz.

BRONCO \$6.25 dz. CRAWLING BABY

LARGE BUCKING





\$3.25 dz. \$36.00 gr.

Magic Ice Cream Truck	\$ 6.25 dz.
Magic Boat	6.25 dz
Swimming Doll, Swims in Water \$3.25	dz; 36.00 gr.
Merry-Go-Round w/chicks	3.50 dz
Flip over Puppy \$3.25	
Knitten Kitten	
Walking Collie	The second second
Walking Dog	6.25 dz.
Begging Cat	6.25 dz.
(自然是有限的 (AREA INCIDENCE TO A TO	

SCHATTUR NOVELTY CO.

144 PARK ROW NEW YORK 7, N. Y. SPECIAL PRICES TO QUANTITY BUYERS WHERE POSSIBLE

WORKERS! NEW!

Sell fast cutting high quality imported Franch spiral hack saw blades. No adapters needed-fits any frame-cuts everything — steel, formica, non-ferrous metals, wood fast!

3 blades-Fine, medium & coarse per package. Low Prices.

> VARCO, INC. 91 Broadway Jersey City 6, N. J.

Send 50c for samples.

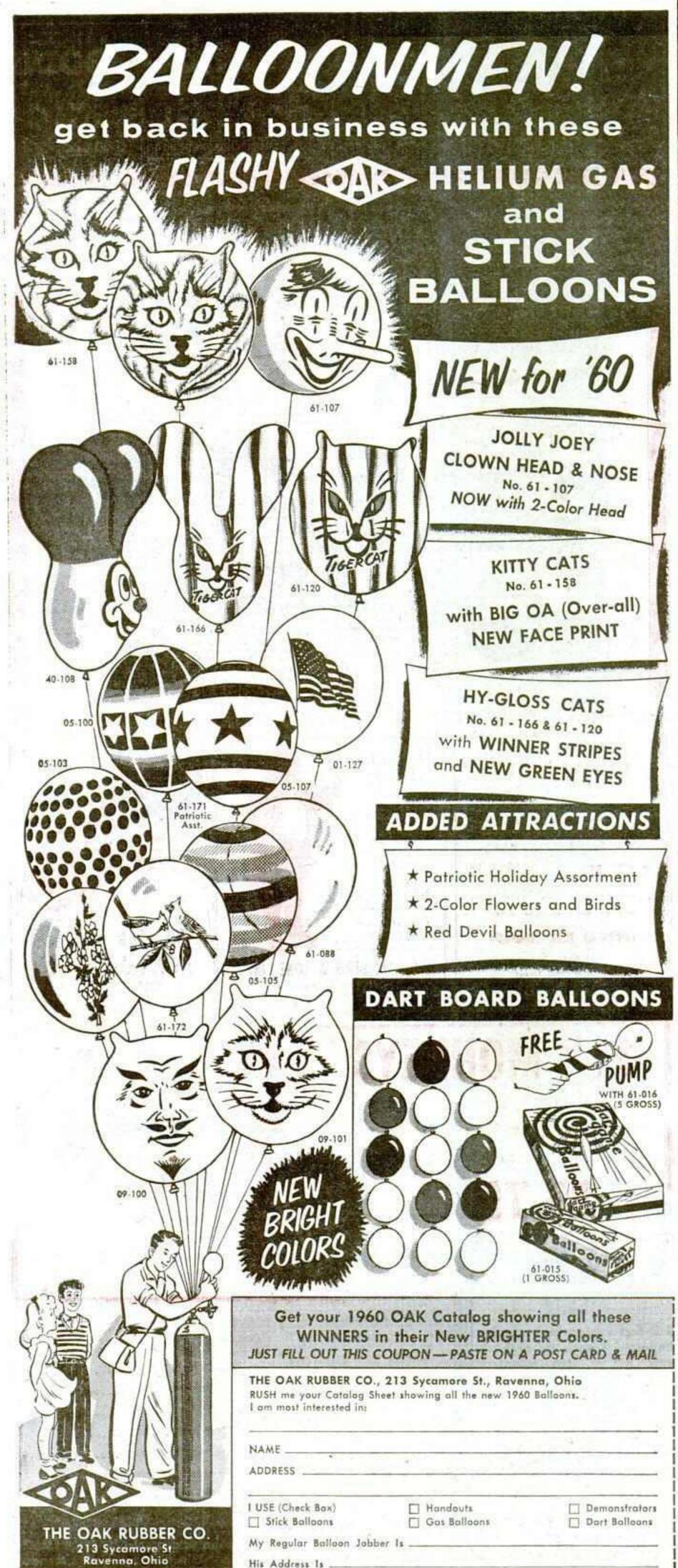
HERE AND SAVE!

Plain Wood Milk Bottle, Ea. . \$ 1.00 8" Celluloid Doll, Doz. \$1.60 1 Lb. Loaded Milk Bottle. Ea. . 1.50 #4 Darf Balloons (Box, 5 Gr.) . 3.75 Bingo Cage, Balls, Master Card. Balloon Darts, Gross 4.00 Set 10.50 Imported Leis. Gross 1.65 Bingo Cards (100 card unit). . Tinsel Flying Birds. Gross..... 7.75 Carnival Baseball, Doz. .90 4" Fur Monkey, Gross 4.00 Hoopla Rings, 4, 5, 6, 7". Doz. 1.60 7" Fur Monkey, Gross 9.00 Beachcomber Hats. Doz.

New Spring Catalog just off press. Copy sent with order on request. All prices F.O.B. Terre Haute. Send sufficient postage. 25% DEPOSIT MUST ACCOMPANY C.O.D. ORDERS.

LEVIN BROTHERS

Established 1886 TERRE HAUTE, INDIANA MERCHANDISE



GOOD AS NEW

Rebuilt Watches Continue Surge

THE rebuilt watch industry this season continues its steady surge of sales, reinforced by national acceptance of branded merchandise.

In the watch field the storekeeper, concessionaire and auction operator have their best profit potential because of the extremely low wholesale cost and unregulated sale price. Combining these factors with displays of attractive, dependable, branded merchandise, one sees instantly what the possibilities are.

The watch is rebuilt. At one time this was a condition to be shielded, but now it can be polished up and offered as the item's chief sales point. It is rebuilt, yes, but it is also a lot more than that, for the word "rebuilt" opens up a wide subject for exploration.

Virtually every reconditioned timepiece can unflinchingly be labeled "good as new." This is because it has a new crystal, new case, new expansion band, new dial, new hands, new staff, new mainspring, and thoroly cleaned works. Every part requiring replacement is replaced. It is turned out in a glittering, branded presentation box and stands forth in shimmering glory to enhance any display of merchan-

138 Different Models

As an example of what kind of money can be turned with these glittering items, note that for \$9 a person can obtain a 15 or 17-jewel timepiece bearing a recognized name. For only \$6.50 he can buy a seven-jewel Elgin. Others reconditioned include Gruen, Benrus, Bulova, Hamilton and the complete range of nationally known brands. One firm trafficks in 138 different

With the thoro knowledge that he holds in his hand a watch every bit as dependable as the factory-new article, the clever salesman can swing these elements of the reconditioning process to his advantage, and there is an even longer list of credits, for the watch comes with a one-year guarantee. To protect the source of supply, the guarantee bears a postal box number rather than a company name and address, but there is no trouble there, since watches returned for servicing are always taken care of in a responsible manner.

Is there more to the credit list of rebuilt watches? Yes, for in most instances the watch is not released by its rebuilder until it has been electromagnetically timed to a tolerance of one and one-half minutes in 24 hours. It is waterproofed, anti-magnetic, and fully deserving to be called every bit as good as

The business has been increasing steadily. It hits a stopper once in a while, when a watch is sold as brand-new and widespread indignation results. The safe way has been proven the best way, for misrepresentation in such matters is an indefensible charge. Costs are low and markups are potentially high, and anyone refusing to let his enthusiasm get the better of him can grind out a smooth, steady profit by dealing in rebuilt watches.

Used item sources are the tradedin and pawned merchandise houses. Few people realize that the watches they dispose of in that way can be renewed and sold again as part of an expanding, successful industry.

EARN EXTRA \$\$\$!

DRUG SUNDRIES RAZOR BLADES COMBS . BALL PENS DRUG SUNDRIES FOR RESALE TO GAS STATIONS, DRUG

STORES, TAVERNS, ETC.

BUY DIRECT FOR QUICK EASY RESALES BEST PROFITS

Send \$2.00 for a sample kit of complete line or request FREE CATALOG

FEDERAL PHARMACAL SUPPLY, Inc. 6640 N. Western Ave. Dept. B4 Chicago 45, III.

JUST A REMINDER! MOTHER'S DAY IS JUST AROUND THE CORNER

Beautiful Austrian Necklace Hand-Painted Pearl.



Specify Necklace or Pin. 25% deposit money order or check with order. MONEY BACK GUARANTES

JEWELS BY ELMA 254 West 34th St., New York 1, N. Y. BRyant 9-5719

CLOSEOUT!



TORCHIER Eye-catching, color-ful! Very effective prize or premium!
22K fired Gold decorated black and
white bases. Linen

shade. overall. Only \$12 Dox. Min. order 2 doz. asstd. Wt., 30 lbs. 25% dep. with order, bal. C.O.D., F.O.B. Chicago. Sample \$1.50

postpaid. SEND FOR LATEST CATALOG. BERKELEY MFG. CO. DAnube 6-1415

ENGRAVERS AND DEMONSTRATORS: ATTENTION!

Girls', Boys' and Kiddle's Expansion Photo Idents from \$4.00 dz.

Boys', Girls'. Men's, Ladies' Expansion Idents from \$3.75 dz.

FOR NEW CATALOG

WRITE

Largest assortment of Plated Gold Filled and Sterling Rings. 25% deposit with all C.O.D. orders. Include postage with prepaid orders.

MADE IN U.S.A. Heart or Round Necklace \$24.00 on 24" chain. Nickel or \$24.00 or.



McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.

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...stencil duplicating that looks like printing!

Now . . . the simplest and most economical of all duplicating methods . . . stencil . . . has been modernized like a printing press. Stencils can be prepared electronically as well as manually. Your office girl can turn out your forms, bulletins, advertising literature, and even illustrated catalog pages . . . in color, too! Gestetner costs no more than the old-fashioned mimeo.

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Gestetner Corporation 216 Lake Ave., Dept. 34 Yonkers, N. Y. Please send descriptive literature and specimens

COMPANY..... ADDRESS

CITY.....STATE.....

WE HAVE UNLIMITED QUANTITY

Men's Jeweled watches - Swiss made - anti-magnetic sweep second hand-electronically timed-diamond tooled metal expansion band included.

\$36.00 dozen

(Sample \$3.50)

Spray perfume—all scents (C) (A) (MS) (WS)

(Sample dozen \$4.75)

Beautiful assortment stone cuff links and tie bar sets. Individually boxed. \$36.00 gross (Sample dozen \$3.75)

Imported 3-piece cannister sets-\$3.00 list.

\$12.00 dozen

(Sample \$1.25 each)

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20-424 W. Fairmount Avenue

Philadelphia 23, Pennsylvania

MEXICAN PINATAS

Over-all size, approx. 24"\$ 8 to the carton, weigh about 12 lbs.	12.00 dz.
Mounted animals	84.00 dz.
Hand painted full swing skirts	30.00 dz.
Hand painted full swing skirts with sequins	120.00 dz.
Hand painted full swing skirts	58.00 dz.
Metal Mexican Heavy Rings, Assorted	36.00 gr.
Sleeveless Jackets, Std. Size	33.00 dz.
Mexican Coin Bracelets	70.00 gr.

All kinds of Pottery, Feather Cards, Hand Carved figures, 18" high; Blouses, Palm Hats, Tule Chairs, Whips, Onyx Book End & Figures, Hand Blown Glass Figures, Laced Blouses & Dresses, all kind Palm Figures, etc. The largest and widest stock on this side of the Border. Import duties paid, f.o.b. Laredo, Texas. Request Catalog, 25% with order, bal. C.O.D. Telephone No. RA 2-2823, Laredo, Texas. U. S. A.

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GIVEAWAYS FOR GAMES—HANKY PANKS, GRAB BAGS AND JEWELRY SPINDLE, EACH ONE ON A CARD, GOOD FLASH, GOOD VALUE, PRICED LOW. BIG STOCK ON HAND, SAME DAY SHIPMENTS. WE HAVE ENGRAVING MDSE., SETS, RINGS, RELIGIOUS JEWELRY, EXPANSION IDENTS, SHERIFF BADGE. SEND FOR 1960 CATALOG.

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25' strings, 12 poly-plastic 12"x18" Pennants per string.

BILLBOARD SPECIAL

12 strings \$10.00

25% deposit with order, postage prepaid on payment with order.

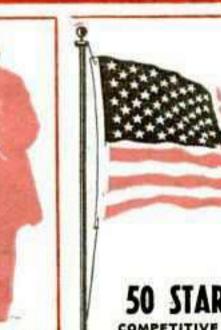
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WM. LEHMBERG & SONS, INC. 138 N. 10th Street, Philadelphia 7, Pa. WAlnut 2-2044

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FLAGS

STRING PENNANTS LETTER BANNERS

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Brightly DRESSED - SOFT VINYL HANDS AND FACES - FLEXIBLE HANDS HANG FROM ANY-THING!!

Available for Immediate Delivery

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Assorted Boys & Girls

JOBBERS! Write for Jobbing Price. SEND \$2.00 FOR SAMPLE PAIR, POSTPAID, SEND \$7.50 for L dx. pieces, postpaid, All orders C.O.D. 25% deposit w/order.

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Buy your Display Fireworks from a Showman.

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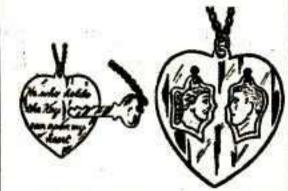
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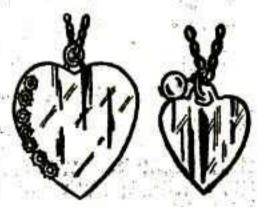
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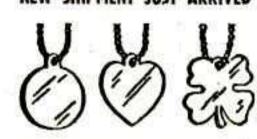




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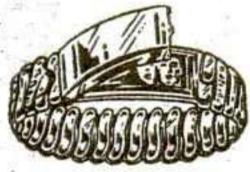
Ladies' Aluminum Idents \$3.60 Gross



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Indian Theme Invades Low-Priced Ring Field

for years on a diet of easily cata- experience, the successful Indian loged styles. Basic styles, the birthstones, engagement rings and wedding bands have always provided this industry's backbone, with support from an ever-changing range of novelty items.

In the entire world, as is well known, there is no place so firmly identifiable with low-cost jewelry, rings included, as Providence. Both Western Germany and such a cheap-labor nation as Japan do not, in combination, provide the American with more such jewelry than does Providence. The large number of manufacturers located there, thru competition both international and intramural, have driven costs down to where the ultimate winner is the retail purchaser.

Rings seldom have their number joined by a new line. The totally new line, in fact, is a relative rarity. So when the most recent development, Indian-style jewelry, hit the market, the band wagon grew in astonishing fashion. This was because of Providence's impotence in the field of style and price protection. Exactly the opposite situation resulted from competition to turn out a product the public was responding to.

Indian Catches On

What is this phenomenon? Simply a line of rings and other decorations with Indian implications. Exotic, appealing, off-beat in apdistinctly different female styles of dised. No midway, shore resort or And for the men and boys another gaudy, but appealing panorama of half dozen styles exist. The cornucopia of production has even more ways in which the turquoise Indian rings are available - friendship rings and ladies' twist rings.

Carry the trend further: A totem pole ring consisting of joined totem pole figures. Rounding out the collection are lariat with jeweled slide, tie bar-cuff link sets and bracelets, all executed in effective American Indian themes.

Presentation benefits greatly from the method of display, and in this vein the tepee is adopted as a background. A curved card has mounted on it a dozen rings. There is a range of rings on a bearskin display card; another on an eight-sided, rotating display structure. Various shapes of cards and trays round out the collection.

50-Cent-to-\$1-Range In keeping with basic philosophy

Solid Seller

Continued from page 117

pearls, colored stones and mustard seeds.

Engraved items retail from a low of 59 cents up to \$3, depending, as a rule, on the piece to which the flat surface is linked. Also included in this range are expansion identification bracelets, chain idents and photo idents. Relatively new on the scene and winning acceptance is a series of bracelets and key chains from which hang miniature bowling balls and pins, plus an ident disk. The disks are also adaptable to little baseballs, footballs, religious crosses, chapel bells and other items of personal significance. They are seen on tie bars, earrings and pins -anywhere a personalized piece of jewelry is used.

As in the case of rings, personalized jewelry makes an invaluable - in fact, indispensable - part of the jewelry stand display, its glitter serving to pull patrons and earn profits.

THE LOW-PRICED ring busi- about cheap jewelry, certainly ness has existed and thrived practice which has developed thru rings fall in the 50-cent and \$1 retail category. Most rings shown at jewelry stands and in chain (syndicate) stores are so priced, altho there are foreign rings scaled as low as a dime. This is not to indicate that American ring manufacturers are bound to the halfdollar level, for they have 25centers also, but the predominance is the 50-cent-to-\$1-range.

> Stones in the low-price line are widely varied and are both natural and artificial, domestic and imported. There are half-tins, dentelles, chaton rhinestones, zircons, barodas and spinelles. The metal is slush (lead), stamped brass and anodized aluminum. For the most part the salesman is more concerned with appearance and acceptance than with geology and minerology, and he finds himself making decisions based on experience. He does benefit, tho, from the industry's inescapable competitive situation. To repeat the point made originally, this helps the jobber obtain merchandise at lower prices and, in turn, to offer it more cheaply to the jewelry stand operator. John Q. Public reaps the benefits.

The last decade has seen refinement of techniques making possible the onslaught of cheap materials, whereas prewar years saw the industry dominated by sterling and gold-filled rings. Now there are pearance, they feature an irresisti- hundreds of numbers available in ble simulated turquoise matrix a wide choice of finishes, all of stone. There are no less than 54 them flashy and cleverly merchanpresentation of these rings, 36 in downtown store has been complete, women's styles and 18 for misses, or ever will be, without a broad, rings on display.

– SPECIAL! – HOT PROMOTIONAL ITEMS MEN'S DE LUXE WALLETS

Ind. Cellophane and Boxed \$4.25 Doz.

Asstd. Grains — Removable Pass Case With 8 Windows. Send for free price list on FISHING EQUIPMENT, POWER TOOLS and other fast-selling items. 25% Dep., Bal. C.O.D., F.O.B. Chicago.

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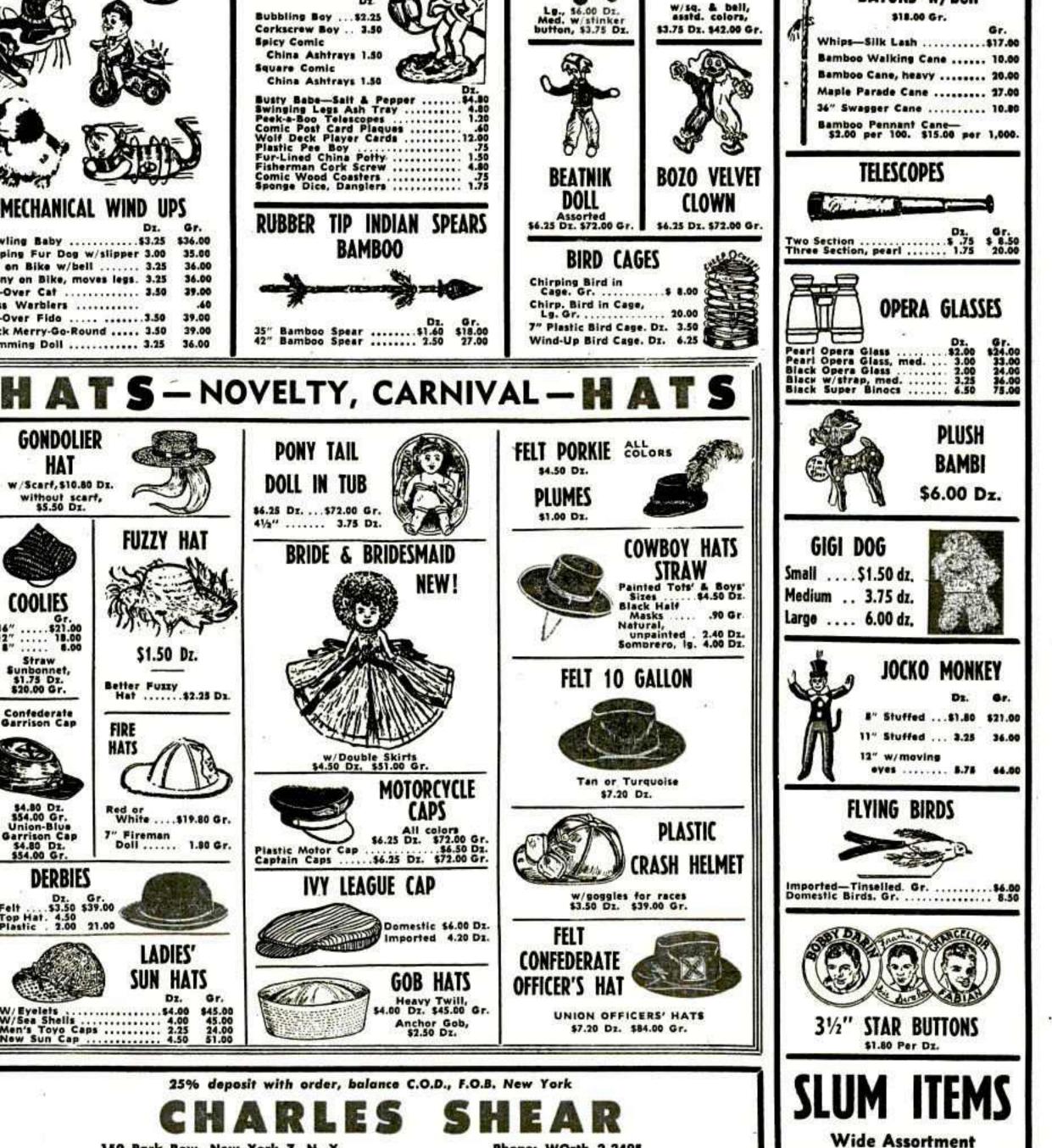
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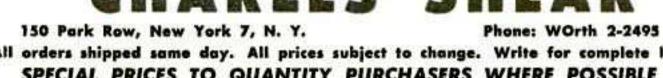
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demonstrators. The Mouli Salad Maker (gaining in popularity every year, still \$4.98 retail).

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Write now for full profit prices on the new Mouli Triple Grater and other Mouli Tip-Builders. For a sample of the Triple Grater send \$1.00 to cover postage and handling . . . 50 cents for the two new Drums only.

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The Mouli Julienne (still going

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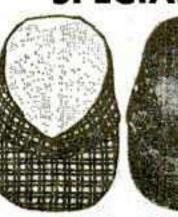
JERSEY CITY 6, N. J.

Pipes for Pitchmen

A HOST . . .

of visitors have called on Robert and Mae Noell, former show med folks who in recent years have had their Noell's Ark Gorilla Show with carnivals, in recent months at the Noell's Targon Springs, Fla., winter headquarters. Among the callers were Mr. and Mrs. Gilbert Cornelius, Mr. and Mrs. Atherton, Mr. and Mrs. Art Riley, Sam Harris, Jean and Ben Davenport and sons, George D. Barrett, Ruth and Harry Failor, James R. Martin, Mr. and Mrs. Sailor Katzy, Mrs. F. J. Lindserry, Gerritt J. Fredericks and Charles Beal, of the Cincinnati Zoo: Jackie and Marty Smith, Clarence and Sonia Giroud, Doc and Mrs. Little Beaver, Harry and Bea Fee, Ed and Dotty Burt. Phil Carroll, Mr. and Mrs. Carl K. Wilt, Orillo Van, Roger Boyd, Whitey Ford (the (Continued on page 124)

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> \$1.80 Per Dozen In case lots of 24 dozen \$1.60 Per Dozen In case lots of 72 dozen \$1.45 Per Dozen In case lots of 120 dozen \$1.30 Per Dozen In case lots of 240 dozen \$1.15 Per Dozen In case lots of 480 dozen \$1.00 Per Dozen In case lots of 720 dozen

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COMING EVENTS

Arkansas

Des Arc-Prairie Co. Livestock Show, Oct. 3-8. Graham Mullen.

DeWitt-Arkansas Co. Livestock Show, Sept. 19-24. Harold Kendall, Box 551, El Dorado-Union Co. Livestock & Poultry Show. Sept. 19-24. E. W. Weiss, P. O. Box 1067.

Hope-Third Dist. Livestock Show. Sept 19-24. R. N. Holt, P. O. Box 437. Pine Bluff-Southeast Ark Dist. Livestock Show. Sept. 27-Oct. 1. Harvey Hewitt, P. O. Box 585.

California

Hollister-San Benito Co. Saddle Horse Show, June 24-26. J. M. Leonard, 616 San Benito St.

Long Beach-Pacific Coast Boat Show (Pierpoint Landing), Oct. 16-25. Civic Productions.

Los Angeles-Western Regional Material Handling Show & Packaging Cavalcade (Great Western Exhibit Center), May 11-13. A. Byron Perkins, 2807 Sunset Blvd. Napa-Napa Valley Horse Show, May 1 George Lawrence, P. O. Box 726.

North Highlands-Sacramento Riding Club Jr. Horse Show, May 7. Curtis Nelson, 3001 Longview Drive. North Highlands-Sacramento Riding Club

Horse Show, June 11. Curtis Nelson. Oakland-Calif. Spring Garden & Home Show (920 Pallon St.), April 29-May 8 John L. Hennessey, Hotel Claremont,

Berkeley 9. Ross-Marin Art & Garden Show, June 30-July 4. Marcelle B. McCoy, P. O. Box

Sacramento-Calif. State Horsemen's Assn. Convention & Horse Show, Oct. 5-9 Ivo Vollmer Jr., 16225 Alum Rock Ave. Sacramento-Exposition of Modern Living (Fairgrounds), April 19-24, Bill Bien, P. O. Box 1113.

Santa Barbara-Home & Decorators' Show (Civic Aud), April 20-24, Patrick J O'Toole.

San Francisco-San Francisco Home Show (Cow Palace), July 22-31, James Logan. San Francisco — San Francisco Flower Show, Aug. 26-28. Walter P. Gibson, 2255 31st Ave.

Santa Barbara-Santa Barbara Nat'l Horse Show & Flower Show, July 8-16. Allen Ross, P. O. Box 3006. Santa Monica-Santa Monica Home Show (Civic Aud), May 11-15, Patrick J.

O'Toole. Turlock-Far West Turkey Show, Dec. 6-8. Robert G. Gorman.

Connecticut

Bridgeport-Barnum Festival, July 1-9.

Idaho

Blackfoot-Snake River Valley Horse Show (Fairgrounds), July 7-9. Dess Lauder, Route 1, St. Anthony. Boise-Ada Co. Sheriff's Mounted Posse (Fairgrounds), June 11-12, Carl H. Smith, Box 1774.

Bolse-Western Riding Clubs Association Field & Race Meet (Fairgrounds), June 19. Grace Rambo, Route 1. Meridian. Emmett-Emmett Cherry Festival, June 20-25, Melvin Chandler, A. L. Comdr., Box

Meridian-Meridian Dairy & Stock Show, June 2-4. Herald J. Cox. Box 838.

Illinois

Chicago-All-Wisconsin Resort & Travel Show (Hotel Sherman), April 13-17. Art Huebner. Chicago-Chicago Intl. Trade Fair (Navy Pier), June 20-July 5. Richard Revnes. Evansville—Celebration, July 4. Ladd—Street Celebration, May 19-21.

Peoria-Home Show (Exposition Gardens), April 27-May 1.

Shawnestown—Sesquicentennial, July 1-4. A. Keith Phillips.

Indiana

Columbia City-Old Settlers' American Le-gion Celebration, Aug. 9-13. Stuart D.

Huntingdon-VFW Street Pair, July 18-23. W. O. Randol, Markle, Remington-100th Anniversary Celebration,

June 22-25. Harry Bahler. St. Paul-Pair-O-Rama, July 20-23. Harry Case, Box 148.

Iowa

Cedar Rapids—Cedar Rapids Home Show, April 21-24, Andrew C. Hanson. Creston-Crestonian Club Celebration, July

Sibley-Osceola Co. Livestock Show, Aug. 15-17. Gene Alexander.

Kentucky

Anchorage—St. Luke's Horse Show, June 4. T. H. Pike Jr., Route 3, Fordsville—Fordsville Lions Club Horse Show, June 24-25, Charles R. Mason,

Henderson — Sesquicentennial & July & Celebration, June 27-July 4. Lewisport—Lewisport Lions Club Charity Horse Show, June 11. O. T. Young. Louisville-Rock Creek Horse Show, June 9-11. Herman R. Miles, 568 Garden Drive. Middlesboro-Tri-State Horse Show, Aug. 6. R. B. Johns, Box 74. Owingsville-Lions Club Horse Show, July 3-4. Joe R. Thompson.

Louisiana

Gonzales—East Ascension Strawberry Fes-tival, April 23-24. John D Gonzales, 302 Caldwell St.

Crowley-Inti. Rice Festival, Oct. 20-21. Rupert P. Cisco, City Hall. Delcambre-Iberia Shrimp Festival. Aug. 18-19. Ferry Paul LeBlanc. Leesville-West La. Forestry Festival. Sept. 26-Oct. 1. Mrs. C. E. Lawrence, Box

Morgan City-La. Shrimp Pestival, Sept 5-10. Alfred K. Brizzard, P. O. Box 429. Opelousas-Louislana Yambilee, Oct. 26-27. Vernon E. LaCour, P. O. Box 110.

1. Abe C. Goldberg, P. O. Box 1485. Maine

Portland-Cumberland Co. Centennial, Aug. 15-27. R. E. Peterson, P. O. Box 678.

Maryland

Timonium-Eastern Natl. Livestock Show, Nov. 12-17. Dr. John E. Foster, University of Maryland, College Park.

West Friendship - Spring Feeder Cattle Sale & Tri-Breed Bull Sale (Baltimore Livestock Auction Market), April 14.

Massachusetts

Boston-New England Home Furnishings Show (Commonwealth Armory), April 18-24. J. W. Daly, Boston Club, 46 Beacon New Bedford-Feast of the Blessed Bacra-

ment, Aug. 5-7.

Michigan Detroit-Windsor - International Freedom Pestival, June 25-July 4. Detroit-National Automobile Show (Cobo Hall), Oct. 15-23.

6-8. Geo. Ridley, 6750 Dix. Hillsdale — Hillsdale Celebration (Fair-grounds), July 2-4. W. K. Farquharson,

Detroit-Detroit Jr. Livestock Show, Dec.

9 Union St. Livonia-Livonia Exposition (Detroit Race Center) April 28-May 1.

Minnesota

Zumbrota-VPW Convention & Loyalty Day Celebration, April 30-May 1. Ray San-

Missouri

Aurora-Tri-County Jr. Livestock Show, Sept. 17. John R. Buckley, P. O. Box 146. Bolivar-Kiwanis Jr. Livestock Show, June 15-16. Robert Houk.

Carrollton-Carroll Co. Jr. Livestock Show, Sept. 16-17. Eva Chaney. Gerald-Franklin Co. 4-H Livestock & Home Economics Show, July 2-3, Herbert

Grannemann. Hermitage-Hickory Co. Jr. Livestock Show, June 12. Dorothy Bybee. Joplin-Home Show (Memorial Aud.), April 18-23.

Kansas City-American Royal Livestock Show, Oct. 18-26. C. M. Woodard. Linneus-Old Settlers' Reunion, Aug. 4-6. Donald Barnett.

Lucerne-Lucerne Stock Show, Aug. 25-27, K. K. Blanchard. Marceline-Jaycees Celebration, July 2-4. Jerry Clark. Maryville-Nodaway Co. 4-H Fat Lamb Show, June 7. Kenneth Walkup.

Maryville-Nodaway Co. Jr. Livestock Show, Sept. 19 Kenneth Walkup. Purdin-Linn Co. 4-H Fat Lamb Show, June 3. Eugene Thurlo. St. Joseph-Buchanan Co. Dairy Show, July 23. Webb Embrey. St. Joseph-Interstate Jr. Dairy Show, July

29. Webb Embrey. St. Joseph-Buchanan Co. Livestock Show, Sept. 17. Webb Embrey. St. Joseph-Interstate Livestock & Home Economics Show, Sept. 20-22. Webb

St. Joseph-Interstate Baby Beef & Pig Club Show, Sept. 20-22. H. M. Garlock. Sedalin-Pettis Co. 4-H Livestock Show, Aug. 12. Owen Fox.

Stover-Stover Fall Festival, Sept. 15-17. K. R. Roland, Box 512. Warrensburg-Johnson Co. Jr. Livestock

Show, July 13. Jack Jennings. Mississippi

Booneville-Prentiss Co. Dairy & Livestock Show, Sept. 15-17. W. T. Smith. Liberty-Amite Co. Livestock Show, Sept. 28-Oct. 1. Clinton McGehee. Louisville-Winston Co. Livestock Show, Aug. 15-20. Claude E. Ming. Magnolia-Pike Co. Livestock Show, Sept.

26-Oct. 1. Mrs. A. Harrison. Newton-Newton State Dairy Show, Sept. 12-17. Paul W. McMullan.

Nebraska Omaha-Celebration (Municipal Stadium), July 2-4. L. M. Baker, American Legion Post No. 1.

Omaha—Ak-Sar-Ben 4-H Livestock Show & Rodeo, Sept. 23-Oct. 2, J. J. Isaacson. Omaha-Motor Sports Auto Show (Civis Aud), April 30-May 1. L. Wm. Baker.

Nevada

Carson City-Admission Day Celebration, Oct. 31. Chamber of Commerce. Las Vegas-Helldorado, May 19-22, Gor-don L. Shelton, P. O. Box 872.

Reno—Nevada Jr. Livestock Shop, April 22-24. W. C. Behrens, Max Fleischmann College of Agriculture, University of Nevada. Reno—Reno Home Show (Civic Aud), June 5-10. Patrick J. O'Toole, c/o Civic Aud, Santa Monica, Calif.

New Jersey Asbury Park-Eastern Ceramic Show (Convention Hall), May 5-8.
Asbury Park—Jersey Coast Imported Auto-Show (Convention Hall), April 20-24.

New York New York-International Auto Show (Collseum), April 16-24. New York-U. S. World Trade Fair (Coliseum), May 4-14.

New York-British Exhibition (Coliseum), June 10-26. New York-New York Health Show (Coll-seum), July 16-24.

North Carolina

Asheville-Antique Fair, Aug. 8-12. Beaufort-251st Anniversary Celebration, July 3-10. Blowing Rock-Blowing Rock Horse Show, Chadbourn-Strawberry Festival, May 18-

Charlotte-Charity Horse Show (Collseum), June 9-11. Greensboro-Greensboro Horse Show, May Kernersville-Fourth of July Horse Show & Parade, July 4. Lenoir-Optimist Club Horse Show, Aug.

12-13. Oak Ridge-Horse Show, April 18. Sedgefield-Sedgefield Horse Show, May

Tryon-Tryon Horse & Hound Show, Waynesville—N. C. Dogwood Blossom Pes-tival, May 26-29.

Ohio

Bradford-Bradford Pumpkin Show, Oct. 11-15. Mrs. Hazel Eherwine. Shreveport-Holiday in Dixte, April 27-May Cincinnati-Zoo Food and Home Show, Aug. 17-28. Jack Heusser Circleville—Circleville Pumpkin Show, Oct. 19-22. Ned H. Dresbach, Box 228. Defiance—Northwestern Volunteer Piremen's Assn. Convention, June 13-18. Parma-Parma's Pun on the Fourth, July 4. L. Robert Parker, 5815 Haverhill Ave. Reynoldsburg-Firemen's Celebration, April 18-23.

Tuscarawas-Tuscarawas Celebration, July 4. Chamber of Commerce. (Continued on page 124)

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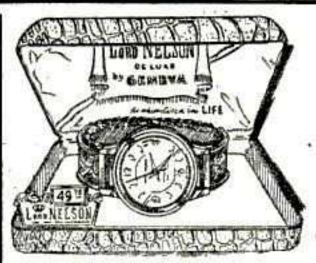


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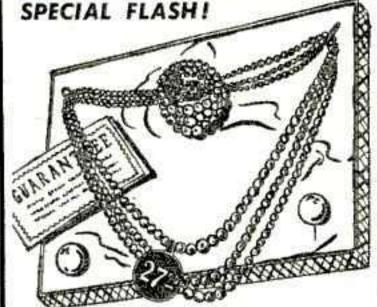
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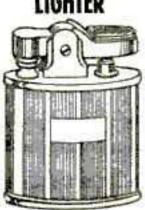
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COMING EVENTS

Continued from page 122

Oklahoma

Hugo-Spring Festival, April 16-28. Chamber of Commerce.

Oregon

Canby-Oregon Corn Show, Dec. 2-3. Oilve Cook.

Gresham-Multnomah Co. Parade of Gardens, April 27-May 1. Duane Hennessy. The Dalles-Mid-Columbia Livestock Show, June 5-8, Elmer Lierman.

Union-Eastern Ore. Livestock Show, June 2-4. Ray O. Baum.

Pennsylvania

Chambersburg-State Plowing Contest & Conservation Field Day, Aug. 10. Dupont-Northeastern Firemen's Federation Parades, June 27-July 2.

Great Bend-Great Bend Twp. & Baras Centennial, July 17-23. E. E. Empett. Newfoundland-American Legion Celebra-

tion, July 4. Philadelphia - Recreation World's Fair (Convention Hall), April 18-24. Thomas

Taylor-Lions Club Celebration, May 30-June 4. Vandling-Northeastern Firemen's Federation Parades, June 13-18.

South Carolina Great Falls-Jaycees Spring Festival, April

South Dakota Custer-Gold Discovery Days, July 22-24.

Dupree - 50th Anniversary Celebration, June 17-18. Elkton-Harvest Festival, July 11-12. Faith-Tri-County Stock Show & Rodeo. Aug. 12-14, Kieth M. Tidball. Kadoka-Labor Day Celebration, Rodeo & Barbecue, Sept. 4-5.

Lake Andes-Fish Day Celebration, June Lead-Labor Day Celebration & Barbecue,

Sept. 5. Mitchell—Corn Palace Celebration, Sept. Presho-Progress Celebration, June 3-4.

Sioux Falls-Natl. Soil Conservation Field Days & Plowing Matches, Sept. 22-23. Sioux Falls-South Dakota Sports, Vacation & Outdoor Living Show (Coliseum), April 29-May 1. Bill Morton, P. O. Box

Sisseton-Kiwanis Horse Show, Sept. 5. Tabor-Czech Days, June 26-28. Timber Lake-Golden Jubilee, Aug. 19-21. Vermillion-Clay Co. Old Settlers' Picnic, Aug. 21. Wakonda-75th Anniversary Celebration,

June 17-18. Woonsocket-Celebration, July 4.

Tennessee

Humboldt-Strawberry Festival, May 2-7. Memphis-Memphis Ootton Carnival, May

Maryville—Maryville Celebration, July 17-21, John L. Clark, 1612 Jenkins. Memphis—Shelby Co. Livestock Show, Aug. 11. William G. Brown.

Texas

Beaumont-Spindletop Charity Horse Show, Burkburnett-Boomtown Celebration, June

16-18. Marjorie Hofacket. Corpus Christi-Buccaneer Days, April 28-May 8. Bob Pinke, Memorial Coliseum. Cuero-Pioneer Days Celebration, May 16-

Port Arthur-Port Arthur CavOILcade, Oct. Fort Worth-Eastern Star-Ladies' Shrine

Celebration (Will Rogers Memorial Coliseum Grounds), April 12-17. Fort Worth-Southwestern Expo. & Fat Stock Show, Jan. 27-Feb. 5, 1961. Raymond E. Buck, P. O. Box 150.

Fredericksburg-Fourth of July Races & Horse Show, July 2-4. Mrs. Bill Pet-Kaufman-Kaufman Co. Livestock Show, Aug. 25-27. Wm. D. Percy, 114 S. Jack-

Kerrville-Tex. Angora Goat Raisers' Show & Sale, Aug. 4-6. P. E. Gulley.
Odessa-Independence Festival (Ector Co. Coliseum), July 2-4. Odessa-Odessa Oll Show (Extor Co. Coltseum), Oct. 20-24. San Antonio—Battle of Flowers, April

18-23. Yoakum-Yoakum Tom Tom, June 11-14. Walter Coldewade, Box 591.

Virginia Winchester - Shenandoah Apple Blossom

Pestival, April 28-30.

Washington Dayton-Dayton & Livestock Show, April

22-23. Art Sunderland. Olympia - Washington Jr. Dairy Show, Sept. 17-25. Bert Brown, Box 97. Seattle-Washington Jr. Poultry Show, Oct. 4-5. John G. Wilson, 814 Second Ave. Bldg. Spokane - Spokane Jr. Livestock Show, May 3-6. P. R. Gladhart, Box 2184, Old

Union Stockyard. Toppenish-Central Wash. Jr. Livestock Show, April 25-27. Dorothy Peterson.

West Virginia Kingwood-Preston Co. Buckwheat Festival, Sept. 29-Oct 1. Neil A. Reed.

Wisconsin Appleton-Civic Celebration, July 1-4. Jr. Chamber of Commerce. Green Bay-Green Bay Home Show, May

Madison-Celebration, July 4.

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Wyoming

Fort Bridger-Pony Express Celebration, Gillette-Annual Mixer Day Bar-B-Q, Aug.

Greybull—Days of '49, June 11-12, Lander—Pioneer Days, July 3-4. Laramie-Laramie Jubilee Days, July 6-10.

Sheridan-All-American Indian Days, Aug. Thermopolis - Gift of Water Pageant, Aug. 7.

CANADA

Ontario North Bay-North Bay Old Home Week, Aug. 1-6. Tom Ringler, P. O. Box 582, London.

St. Thomas-St. Thomas Old Home Week, July 18-23. Tom Ringler, P. O. Box 582, London. Toronto-Royal Agrl. Winter Fair (Royal

Collseum), Nov. 11-19. C. S. McKee. Toronto-General Motors Motorama, Nov. Walkerton-Walkerton Old Boys' Reunion, July 1-4. Tom Ringler, P. O. Box 582,

Quebec

London.

Montreal-Eastern Canada Better Home Builders' Show (Show Mart Bldg.), April

Saskatchewan

Saskatoon-Interprovincal Bull Show & Sale (Exhn. Grounds), April 13-14.

Pipes for Pitchmen

Continued from page 122

Duke of Paducah), Hugh Wellington, Bob Snowden, Judy Spiller and Beatrice Dante. In quarters with the Noells most of the winter was Uncle Gabe Harrell.

A BIT .. of advice is passed on by Robert and Mae Noell, Tarpon Springs,

Fla., to showfolks who plan on wintering in their trailer in Florida next winter. "It would be wise," they advise, "to check with county fathers to determine whether permits are needed for parking your own trailer on your own lot. Certain counties have zoning and health laws that make it mandatory to build a full-fledged trailer park. Recently they have passed new laws in certain counties that make it necessary to have at least 10 acres before you can build a park. So, before you invest, investigate, would seem to be good advice to prospective trailer park builders."

Five Years Ago In Pitchdom

Bill Newman, Al DeZure and Morris Cooper were reportedly doing well via Pedi-Stone demonstrations in department stores. . . . C. D. Newsome reported that Doc Clyde Forkner was getting money at tobacco markets around Danville, Va. . . . Joe Barker and Joe Hally were sighted in Fort Wayne,

Eddie Gillespie was pushing rug braiders in the Windy City, and Harry Dempsey was cleaning up with rug cleaner at a Sears store in Chicago. . . . Big Al Wilson made the home show in Boston. . . . Happy (the Clown) Owens was located in Denver. . . . J. J. Arnold reported from Sarasota, Fla., that preparations for the new season were well under way at quarters of the Bardex Medicine Show.

Doc Paul Hunt, retired, announced plans for a return to the road. . . . Billy (the Kid) Dietrich was working in the vicinity of Harrisonburg, Va. . . . E. C. Pardee and George Lunsford reported they were doing well in the Kentucky-Tennessee territory. . . . Frenchy, the med man, was also in the Blue Grass State.

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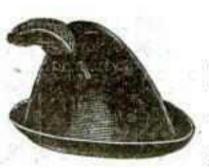
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HEART DISC NECK, 24" CHAIN ... \$2.25 Dz. \$24.00 Gr. **REW BRIDAL NECK.** 2.75 Dz. 30.00 Gr. 24" CHAIN BOX CROSS HECK, 24" CHAIN 2.75 Dz. 30.00 Gr. BOX CRUCIFIX NECK, 3.00 Dr. 33.00 Gr. 24" CHAIN RELIGIOUS MEDALLION NECK, 18" CHAIN 4.50 Dr. 51.00 Gr. TINY HEART NECK .. 1.75 Dz. 18.00 Gr. STONE HEART HECK, 24" CHAIN 3.00 Dz. 33.00 Gr. KIDDIE BIRTHSTONE 18.00 Gr. HEART NECK 1.75 Dz. IDENTS KIDDIE PLAIN IDENTS, CARDED . \$2.00 Dz. \$21.00 Gr. GIRLS' PEARL IDENTS, CARDED, Gold Finish 2.25 Dz. 24.00 Gr. BOYS' IDENTS, Nickel Finish ... 1.75 Dz. LADIES' IDENTS.

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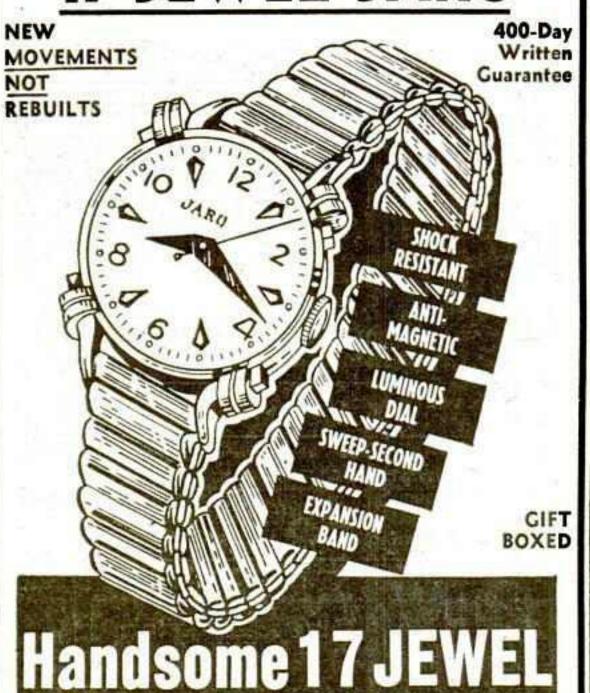
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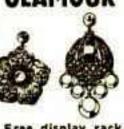
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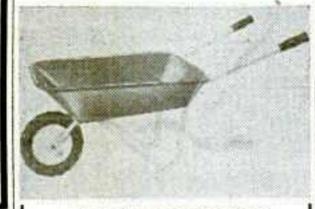


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25% With Order—Value Guaranteed

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ch-np

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(Continued on page 128)

Continued from page 127

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Andrew Marsh, Jesse B. Medlin, Mrs Ruth Meyers, Louis O. Crowe, W. J.
Dearing, Mrs. R. B. Morton. Janet
Dennison, Mrs.
Tommy
Dion, Ted
Dion, Ted
Dion, Ted
Dion, Ted
Dion, Ted Odle, Buster
Owens. Buck
Price. Bob M
Ray. Bernard W.
Ray, Leonard W.
Hhoades. Stephen H.
Schwab, Vernon
Shearer, Mrs. W V.
Smith, Mr. & Mrs.
Jack E.
Stewart, James M.
Trenholm, Joseph A. Stewart, James M.
Trenholm, Joseph A.
Trels, John C.
Waters, Joe
West, Ralph
Williams. Mrs.
Rebecca

Young, Roger

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CHICAGO Lies

Bozzo, Tom
Hustrels, Al &
Virginia
Lea, Jane
Lea, Jane
James
Wheelock's Rides &
Concessions
G. M. Manning Shows, Inc. R & H Equipment Co. Lea, Jane
McBride, James
Montgomery, Mrs.
Frances
Zimz, Mrs. G. M.

> MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36. N. Y.

Barber, Donna Jean Lee, Bob Berkhelmer, C. S. O'Dea, Shannon Biziak, Tony R. Caprio, George Ford, Ceell Jabara, E. L. Provencher, Lucien Smith, M. L. Stewart, James M. Wright, Wilbert A.

Wapakoneta Mails Fair Prem. Books

WAPAKONETA, O.-With issuance of what is believed to be the first fair premium book of 1960, Harry Kahn, secretary of Auglaize County Fair here, August 6-12, announced that the fair board is spending \$10,000 this year for the repainting of all buildings on the grounds and an addition to the junior fair building. The latter work is to be completed by July 15, The 1959 run was the best, finan-Stribling Thomas Stringer Wm S Stuart, Herbert Lee cially, in the history of the fair, said Kahn.

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Communications to 188 W. Randolph St., Chicago 1, 111.

AMCO

Bulk Vending Operation Is Family Project

By NICK BIRO

COUNCIL BLUFFS, Ia.—Bulk vending is more than just a business to Ralph A. Ellsworth, it's a family project. The Council Bluffs operator has a route of some 875 Ford branded ball gum machines thruout Western Iowa and both his wife, Edna, and his son, Ralph Jr., pitch in to run the route.

done, Ellsworth packs up his station ice, it calls the civic group, not wagon with machines, his wife gets him. behind the wheel, and together with Ellsworth Jr., they take off.

what different, tho, than the usual from 15 to 20 per cent of the operator-owned bulk route. Altho machines' gross. Ellsworth gets the Ellsworth owns the machines out- remainder. The location receives from Ford, and the machines are space to the civic organization. placed by a local civic organization The machines carry a familiar When there's servicing to be that is also a partner in the venture. placecard atop the globe with the done, the Ellsworth family trio

way partnership between Ellsworth, nated to whatever charity is inthe Ford corporation and the civic volved. Typical groups that are coorganization. The operator buys the operating in Ford ventures are which, in turn, contacts the civic Lions, Rotary and other local busiorganization thru which Ellsworth ness organizations. will work.

cations for Ellsworth and is, in When there's servicing to be Whenever the location wants serv-

The civic group generally has a ball gum committee that handles Their Ford route is set up some- the business and receives anywhere right, he operates thru a franchise nothing, since it is donating the

Basically, the set-up is a three- legend that the space is being do- takes off in the station wagon with

Ellsworth describes the operation The civic group obtains the lo- as one of the "cleanest and most trouble-free set-ups in the busifact, the sales and service contact. ness." He has little or no grief from locations and seldom worries about new spots, since the civic group's ball gum committee is always active.

Ford incidentally also carries the product liability insurance for the operator, giving him little or no overhead. Ellsworth, for example, operates out of his home, with his basement and garage for a work-

half a dozen or so full machines.

Mrs. Ellsworth does the driving and navigating, while Ellsworth Jr. machines and ball gum from Ford, Kiwanis, American Legion, Elks, hauls the fresh machine and stand into the location and brings out the

> Ellsworth Sr. stays in the car and does the servicing, which consists of emptying the machines of money and fill, sanitizing the globe and working parts with an antiseptic solution and refilling.

Globes Globes hold from 650 to 800 balls of gum, which incidentally come in sealed boxes, 100 to a package.

Ellsworth emphasizes the sanitary aspect of his operation. The ball gum is never touched and the sanitizing with antiseptic solution is a mist, making everything as hygienic as possible.

Servicing is done on schedule. Ellsworth knows pretty well from past experience how long it takes each machine to empty and he has worked out a routine of stops.

Schedule

Better locations are hit every two or three weeks, with the poorer stops being serviced on about a sixweek schedule.

Generally, Ellsworth has a single machine in a location, since ball gum is the only commodity vended. (The family has a number of drink and candy machines, but these are operated separate from its Ford ball gum route). For exceptionally fast moving stops, an extra machine will be installed, but this is rare.

Starting in 1949 with an original route of 500 machines, Ellsworth could be considered a veteran of the business. In 1952, he added 400 more units in the Sioux City territory, which together with the original 500 machines, now make up his bulk route.

Family Active

His wife was always active with him, and his son joined the operation in 1955 after service and school was over. Born and raised in Council Bluffs, Ellsworth is active in many of the civic organizations with which he does business. Among his interests, he numbers the Elks, American Legion, Kiwanis. Davey Jones Locker, a Navy veterans organization; Masonic Lodge (he is a past patron of the Eastern Star) and is active in local politics, having served as a councilman for his district.

The activities extend to the whole family, all of whom participate fully in community life, a factor, incidentally, that Ellsworth points out gives him an excellent public relations program of his

Ellsworth Jr. is also a member of the Masonic Lodge, Davey Jones Locker and is active in local theater work in addition to taking some part-time courses at the University of Omaha.

Mrs. Ellsworth, not to be outdone by her family, is a past matron of the Eastern Star, secretary of the women's Quota Club, second vice-president of the Women's Club and together with her husband is an avid bridge and pinochle player.



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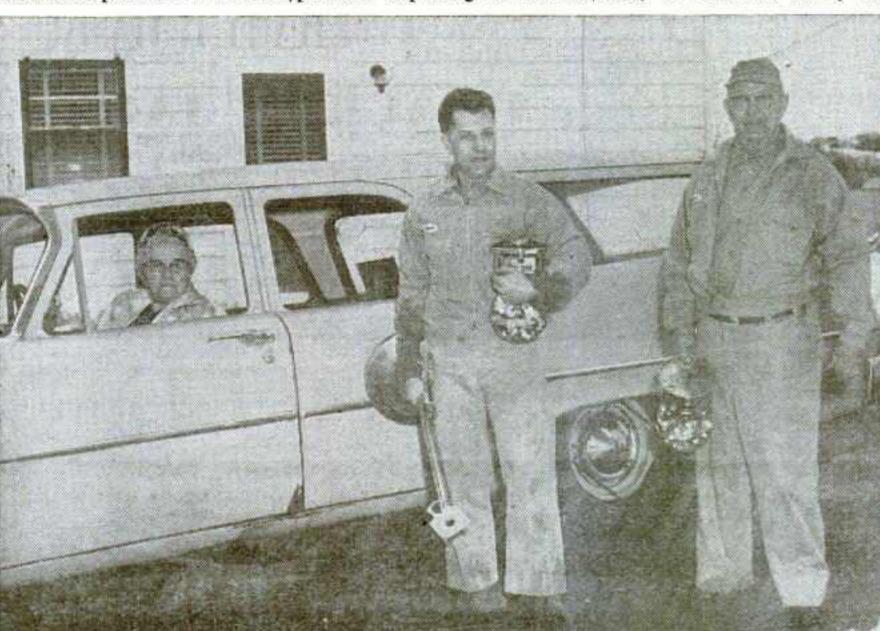
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vac. pack fins, per lb \$.85
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Pistachio Nuts, Large Tulip65
Pistachio Nuts, Vendor's Mix 61
Pistachio Nuts, Sheik
Cashew, Whole
Cashew, Butts
Indian Nuts
Peanuts, Jumbo
Spanish
Baby Chicks
Rainbow Peanuts
Boston Baked Beans
Jelly Beans
Licorice Gems
M & M, 550 Ct
Hershey-ets
Rain-Blo Gum, 72 ct
Malf-effe, 100 ct., per 100
Main-Bio Ball Gum, 140 ct., 170 ct.,
210 ct30
Rain-Blo Ball Gum, 100 ct
300 lb. minimum prepaid on all
Rain-Blo Ball Gum.
Adams Gum, all flavors, 100 ct\$.45
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Minimum Order, 25 Boxes, assorted.
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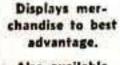
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SAVE MORE MONEY-MAKE MORE MONEY Subscribe to The Billboard TOTAY!

Oak Unveils 4-Col. Hobby Card Vender



CULVER CITY, Calif.-A new four-column hobby card vender. suitable for counter or stand, with nickel vend, was announced recently by Oak Manufacturing Company here.

The machine holds 550 six-card packages (135 per column), has fool-proof mechanism with four 5cent A.B.T. coin chutes and a separate coin box.

Unit measures 25 inches high, 14 inches wide and 7 inches deep. It is constructed of drawn steel, in gun metal color, one-piece case and lists for \$42.50.

Oak plans to show the unit along with several other items at the National Vendors Association forthcoming convention on Grand Bahama Island April 21-24.

Candy Salesmen's Council Will Form Nat'l Organization

NEW YORK—The Candy Salesmen's Council of America plans to set up a national association with a national office, a paid secretary and for the confectionery manufacturers' representatives of the country. This announcement followed sion plans. recent meetings in Cleveland and New York.

council retained Fairbanks Associates, management consultants, to work out a salable package of membership services and benefits, and an organization bearing the proper relationship to the National Confectionery Salesmen's Association Salesmen's Association.

First report will be made to the council at its next meeting in Washington, June 23-24.

Formation

The Candy Salesmen's Council of America was formed at the meeting of the National Confectionery Salesmen's Association at Kiamesha Lake, N. Y., last summer. Its announced objectives at that time

1. To establish a united national voice for the candy salesmen of

2. To establish a closer relationship among all candy salesmen's organizations thruout the country.

3. To encourage greater understanding between the salesmen and other branches of the confectionery industry.

4. To co-operate with all organized efforts for the increased sale and consumption of quality confectionery products for the public good.

In its recent New York meeting, the council took cognizance of the formation of the joint committee pledged its enthusiastic support for on public relations for the candy the public relations effort and indiindustry and passed a resolution cated that it expects to provide a asking for full representation on paid secretary soon to serve with the committee for the manufac- other industry association executurers representatives' branch of the tives on the candy public relations industry. At the same time it steering committee.

CHARMING

Showmanship **Works Cactus** State Magic

PHOENIX, Ariz. - Putting an extra touch of showmanship into each multiple machine location pays in solid sales increases, particularly where charms are concerned, according to Fred Millard, bulk operator here.

Millard not only designs and builds exceptionally sturdy piperack stands for his machines, colors them brilliantly and keeps them at maximum eye appeal, but uses insert posters to catch attention.

Neat white posters are slipped inside of each globe to display samples of the charms which every machine vends, including penny and nickel units. Printed in with red and blue lettering on a black background, the insert cards show as many as a dozen examples. Scottched-taped to the surface of each card, the charm samples get a lot of attention which simply doesn't exist where the charms are piled indiscriminately into a globe.

Typical A typical charm poster shows midget paint brushes, rings, imitation watches, athletic figures, tiny spectacles, telescopes, and field

Impronto to **New Quarters**

BALTIMORE-Impronto Vending Machine Corporation, bulk vending distributors here, moved recently to new spacious quarters in the city's commercial area.

The location gives Impronto some 5,000 square feet of modern showroom, office and servicing space and is located at 2305-09 North Charles Street.

Company executives Anthony a program of services and benefits Iannone, Cal Fradkin and Vincent Iannone indicated the move was in line with the firm's current expan-

Service

Servicing facilities will be di-At the New York meeting the rected by veteran mechanic Roy Peeler. Besides handling Maryland, Virginia and Washington for Oak, Impronto is a jobber for juke boxes, pins, games, cigarette and candy venders, plus a full line of bulk machines and fill.

Impronto also recently developed and the Western Confectionery a cookie machine conversion for cigarette venders, the firm announced, and is now readving a new candy machine conversion for nickel and dime operation.

OAK CO. WINS PATENT CASE

LOS ANGELES - Oak Manufacturing Corporation won a patent infringement suit against the Northwestern Corporation here last week. The United States District Court entered an interlocutory judgment of infringement against the Northwestern Corporation and other defendants because of the manufacture and sale of the Golden '59 vender. The judgment was entered on patent number 2,537,317 covering Oak's Acorn vender. The case has been referred to a special master to determine damages to be awarded to Oak.

set within the globe contrasts sharply with the charms, every machine gets more attention—particularly from the all-important toddler set, Millard has found. . .

the posters himself, changing them promotion program.

glasses. Because the white panel in- | regularly as every new item is introduced in charm fill. One of the advantages of the program has been that charms which normally required several weeks to reach full popularity begin selling in a matter The Arizona operator makes up of a few days with the poster-



GOLD MEDAL PRODUCTS CO.

CINCINNATI 2, OHIO 308-18 E. THIRD ST. For over 25 years the most respected name in the Concession Industry.

"A NEW OPPORTUNITY IN VENDING"

CRACKER JACK

Now for the first time this famous product that has been on the market for 63 years is available to the public in vending machines.

This is one of few confections that has always been popular with young and old alike. Sales through retail outlets in 1959 approx, 200 million packages. Every city, town and village in America have locations waiting for some operator to install a vendor for CRACKER JACK.

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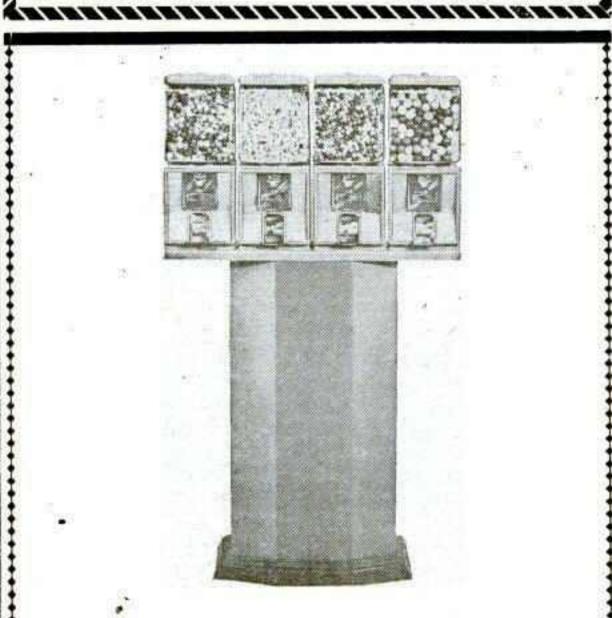
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5 & M 6-Col. Tab, 1c	
Select-A-Vend 8-Col. Tab, 1c.	9 95
POPCORN MACHINES	2100
Popcorn Sez, 10c Vend	55 00
JUMBO BALL GUM	33.00
	12.50
Acorn Model 400, 1c	9.05
CAPSULE MACHINES	0.72
	2.50
Acorn Model 400, 5c	
NW Jets, 5c	8.95
BULK MDSE.	-
NW Model 33, 1c (porc.)	
	12.50
NW Model 49, 5c	
	15.00
Asco Hot Nut, 5c	8.95
Col. Model ZM, 1c	7.50
Col. Model ZM, 5c	8.50
Victor Model V, 1c, Globe Type	8.50
NW Standards, 1c & 5c	8.50
1/3 deposit, balance C.O.D.	
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Coast Ops Plan Per-Machine Tax Fight

By SAM ABBOTT

LOS ANGELES-A concerted fight on taxes and licenses on bulk venders will be launched by the Western Vending Machine Opera-

lick, National Automatic Merchandising Association Western regional representative. The announcement came from William Siegle, WVMOA president, and Leo Weiner, chairman of the tax committors with the assistance of Sid Kal- tee, at the regular monthly dinner



WILLIAM SIEGLE, president of the Western Vending Machine Operators Association, left; Leo Weiner, WVMOA past president and chairman of the tax committee, and Sid Kallick, National Automatic Merchandising Association Western representative for 12 States, confer on the tax situation.

taurant Tuesday night (29).

Arnold Provisor, vending industry attorney, keynoted the meeting with a brief talk on taxes. He advised the members to alert themselves to impending taxation and to continue the battle for reduction or elimination.

Siegle turned the meeting over to Weiner, who has been working on the tax situation for several years, including two as president. He advised the members to contact their council representatives in the hope of obtaining a reduction of the retail assessment that was upped from \$10 for a \$5,000 gross to \$16. In addition to this, a 25-cent decal per machine is required. If the decal is not used, the machine is subject to being sealed with a \$10 penalty required for its removal.

Basic Relief

Weiner brought up the question as to what basic relief should be sought. He said that in some cases the venders had operated under a retail license as high as \$25. Operators with only a few machines have complained of this, while the larger operators had considered it fair. Herb Goldstein suggested that a per-machine tax be sought not to exceed a set amount similar to that paid by small businesses in the municipality.

Following a lenghty discussion, Kallick suggested that in all instances a per-machine assessment be fought. He pointed out that it had been the experience of NAMA to seek a retail license rather than a per-machine assessment.

Kallick offered his co-operation in fighting municipal taxes, with the local association to name a

meeting held at the Nickabob Res- | committee to study various licensing acts for business. After a study and prior to meeting with that particular council, details on approach and goal will be worked out.

Vote Thanks

Daniel F. Lally, association treasurer, was given a vote of thanks for his work. Sam Abbott of The Billboard was also extended a similar vote for various endeavors for the group.

A decision was made to continue the meetings at the Nickabob Restaurant. The next session will be April 26.

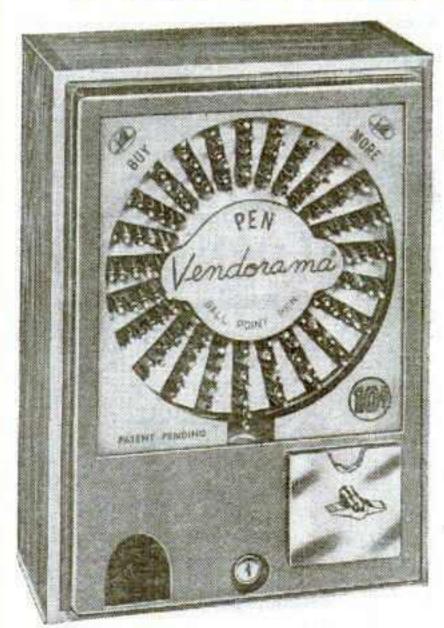


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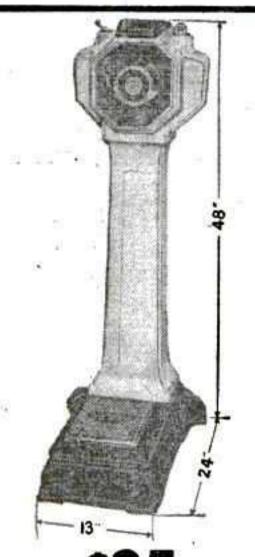


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Bulk Banter

By JOHN HICKS

ST. LOUIS-Joe Hoedel and his wife, Jean, had planned on taking a vacation which would have included attending the National Vendors' Association convention at the Grand Bahamas Island, April 21-24, but they will miss the trip and the meeting for a good reason. Their daughter, Judy, six-year-old first grader at Immaculate Heart of Mary Parochial School, will receive her first communion on Saturday (23) and her parents will be among those at the mass that day. The Hoedels are referred to as the 'J" family. In addition to Judy, Joe and Jean Hoedel have three other daughters whose first names begin with the letter J. They are Jill, eight; Janice, four, and Joy, six months.

Mrs. Samuel J. Phillips, wife of the owner of a bulk vending and charms and supplies distributing firm, is the St. Louis regional president of Women's American ORT (Organization for Rehabilitation Thru Training), which recently staged a fashion show for its 1,200 members at the Tropicana. ORT is devoted to providing vocational education to refugees in 20 coun-

erators at the NVA convention will ting rough.

be the Koritz family - Mr. and Mrs. Jason Koritz and their son, Mark-to greet all their friends. They will leave St. Louis on April 14, driving to Miami where they will stay until April 19. The following day, the Koritzes will take the boat from Fort Lauderdale to the Grand Bahamas.

"If we like it here, and I am sure we will," says Koritz, "we will stay in the Bahamas three or four days after the convention closes." If not, he said, they will return to Miami and spend some extra time. Mrs. Koritz has a brother living in Miami. In all, the Koritz family plans to be away for two and onehalf weeks. Adds Koritz, "we had to plan a month ahead to do this."

One of Samuel J. Phillip's bulk vending machines has been borrowed by Stix, Baer & Fuller Company, one of the leading department stores in St. Louis. The machine will go with an Easter display of shows in a display window at the department store. . . . Ted Mueller has added a few more machines to increase his route to more than 500. His activities are confined primarily to St. Louis County. Mueller is still optimistic about the future of bulk vending, but said Among St. Louis area bulk op- competition in the county is get-

CHARM PACKAGE

Rings & Car Light Featured In Eppy Monthly Promotion

Company's latest "deal of the sealed beam, operates on six-volt month" features a chrome, duallight car lantern with the purchase of 6,000 assorted charm rings.

The car light is valued at \$12.95 and together with the rings, the package is valued at \$91.70. Eppy's price for the works is \$66, f.o.b., Jamaica, N. Y.

The deal is the sixth in a series of Eppy promotions started at the first of the year. The current offer extends thruout April.

Charms

The charm assortment includes: 1,000 World's Greatest rings, eight styles, valued at \$15; 1,000 Sea Pearl Rings, eight styles, valued at \$15; 1,000 Ball o' Fire rings, four colors, valued at \$15; 1,000 Diamond Chip rings, four styles, valued at \$13.75; 1.000 "Eight-Assorted" rings, eight styles, valued at \$10, and 1,000 Snake rings, valued at \$10.

The auto lantern, called Radar-

SUNSHINE & SWIMMING PARTIES & ENTERTAINMENT FRIENDS & EXHIBITS and truly . . .

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The Best We've Ever Made at the . . . N. V. A. BAHAMA CONVENTION

> SAMUEL EPPY & CO., INC. 91-15 144 Place

> > Jamaica 35, N. Y.

NEW YORK-Samuel Eppy & Lite throws a 40,000-candle power multi-cell batteries, has steel construction, revolving head and a rear signal light.

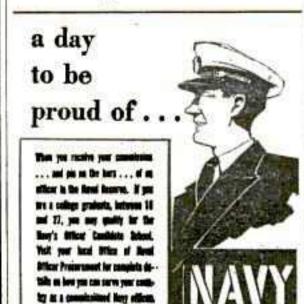
Natl. Rejectors Building Mfg. Plant in Ark.

ST. LOUIS-National Rejectors, Inc., here, is constructing a new manufacturing plant at Hot Springs, John L. Wilson, chairman of the board, announced last week.

Wilson said St. Louis manufacturing operations as well as engineering and development divisions of National will continue in the home plant, with the new plant to help meet "greatly increased demands" for the firm's coin handling equipment.

Said Wilson, "Shipments for the first quarter were far in excess of the company's expectations and over 40 per cent greater than the same period of 1959."

National, a wholly owned subsidiary of Universal Match Corporation, will break ground at Hot Springs for a plant with a capacity equal to that of the St. Louis plant. Wilson said the new plant will have "the most modern type of manufacturing equipment to be found" and is expected to be in operation in about eight months.





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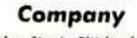
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Gotham UJA Drive Hits Home Stretch

Appeal drive. The meeting fea- into action next week. The comquet, to be held in the Hotel Com- in Israel. modore, Saturday evening, April The distaff side was in consid-

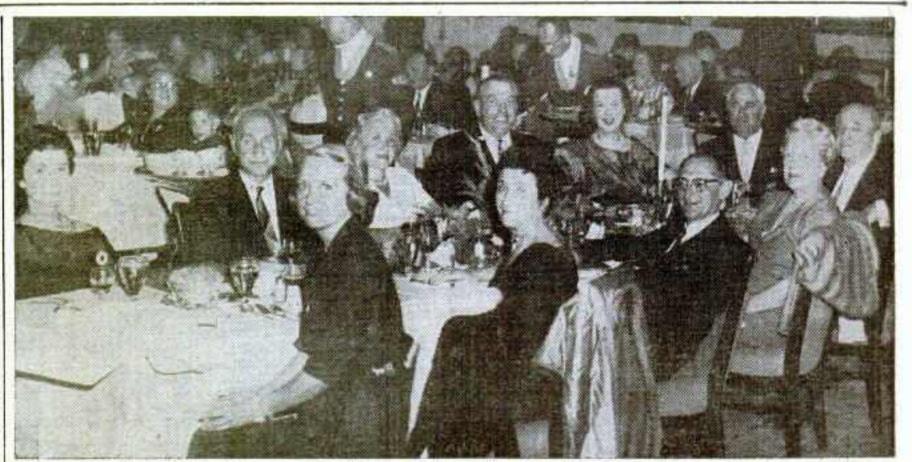
Moore, who had previously been from her household money. named.

man, who stressed that time was for Thursday (14).

NEW YORK - The Yacht growing short on the campaign and Room of the Hotel Astor provided called for a powerful drive down a nautical setting for the meeting to the wire. In order to bring this week of the coin industry com- out the heaviest possible participamittee for the 1960 United Jewish tion, a telephone squad will go tured the official introduction of mittee is pledged to raise \$30,the three guests of honor for the 000 plus an extra \$6,000 to procoin industry's annual UJA ban- vide quarters for two family units

erable evidence at the meeting The three guests include Tom with the presence of Mrs. Al Bod-Greco, prexy of the New York State kin, Mrs. Harry Sisskind, Mrs. Bar-Coin Machine Association: Jack ney Sugarman and Mrs. Bloom Wilson, prexy of the New York Op- along with their husbands. Mrs. erators Guild; and Carl Pavesi, Bodkin made one of the warmest prexy of the Westchester Opera- gestures of the meeting when she tors Guild. The group was named presented committee chairman for the honor last week following Holzman with her own private the withdrawal of Sanford (Sandy) donation to the cause of \$15 saved

The committee will meet weekly The meeting was again helmed from now on until the culmination by the industry's best-known and of the campaign at the April 30 most jocular emsee, Irving Holz- dinner, with the next meeting set



A GROUP OF GOTTLIEB DISTRIBUTORS and their wives were guests of the David Gottlieb family in Miami's Americana Hotel recently. From left to right are Roberta Gottlieb, Mr. and Mrs. Joe Schwartz, Chicago; Mr. and Mrs. Joe Mangone, Miami; David Gottlieb, Mr. and Mrs. Louis Morris, St. Louis; Mr. and Mrs. Hymie Zorinsky, Omaha, and Mrs. Dorothy Gottlieb.

Seeburg European Move Seen

BINGEN, Germany—The visit here of Delbert W. Coleman, president of Seeburg, has prompted speculation that Seeburg plans to acquire a German subsidiary.

Seeburg's president spent several days conferring in Bingen with Gert W. Schulze and Herbert Nack, proprietors of NSM coin machine manufacturing company.

NSM, which has Europe's largest and most modern plant, is also the Continent's biggest producing firm. Schulze and Nack operate Loewen Automaten.

NSM-Loewen is the Seeburg distributor for West Germany,

Coleman and Seeburg Vice-President George Gilbert are on a European trip which is taking them to London, West Germany, Paris and

Coleman has emphasized Seeburg's intention to expand its production out that this strong distributor orof vending machines, to expand into background music and to expand Seeburg's international operations.

"Expand," in fact, is the word summarizing the Coleman interviews. He left no doubt that Seeburg is on the threshhold of big things in the European market, and that his trip will result in putting Seeburg into this market—and big.

Coleman's visit, has been receiving close attention by the German industry as the producer of a background music machine playing 1,000 tunes before repetition.

Distributor Network

that Seeburg's distribution system America.

In interviews on his travels, parallels as an asset the firm's manufacturing capacities. He pointed ganization could be used to put Seeburg quickly into merchandisevending equipment lines.

APRIL 11, 1960

German trade circles reported after Coleman's visit that "it is an open secret Seeburg in the near future plans to merge with the American Steel Export Company of New York with the aim of expanding its European distributor Seeburg, in connection with organization and branching further into the vending machine business.'

The German industry is drawing a parallel between Seeburg's reported plans for the European market and the recent purchase of the Tonomat Company at Neu Isenburg, near Frankfurt, by the Coleman has been emphasizing Automatic Canteen Company of

Silbert Sees Need for **European Coin Financing**

NEW YORK — There is great | is doing his radio and TV musical ment sales financing on coin ma- instead of the U. S." chine equipment thruout Western veepee of Standard Financial Cor- made pinball machines thruout their own distributor organization, poration. Silbert has just concluded a month-long tour of various European nations.

Silbert indicated that the country currently of most interest in this respect is England, where trade restrictions on coin equipment have recently been lifted. "It would be the logical country to get such a financing operation under way," said Silbert, "since the language barrier does not exist, and since there is so much interest evident in coin equipment, especially juke boxes."

Silbert noted that one problem standing in the way of the advancement of the juke trade in other nations in Europe is the fact | ment for foods by storekeepers afthat live music is still so relatively inexpensive, compared to rates in weather was often far below freezthe United States. "Musicians can | ing but the units seemed to work | be found instead of juke boxes in many locations in Paris and other continental cities," Silbert asserted. "And for that matter I guess a lot of people know already how much everywhere there was evidence of recording work Americans contract | film vending. On the other hand,

here on May 9-11.

potential for commercial install- commercials in Paris and London

One fact that impressed Silbert Europe, according to Art Silbert, was the profuseness of American-Paris. "I saw at least one and sometimes more than one pinball unit in every location I visited and the equipment was new, not second hand. This, I'd say, is a reflection of the greatly improved economy in France, over what it was five years ago. The present government there has certainly improved the lot of the people. They have money to spend now."

In Switzerland, Silbert observed, there were few pinball machines in evidence but the vending techniques were impressive. He noted that the Wittenberg (Danish) machines were much in evidence there with frequent examples of the use of outdoor vending equipter closing of the store. "The perfectly," Silbert said.

The same techniques of outdoor vending of foods were observed in Rome and Silbert added that for over there because their rates in Israel, where life as yet holds are lower. I even know of an few luxuries, there was little coin American beer manufacturer who machine activity to be seen.

Collections Up 20% in Omaha; General Business Boom Cited

By NICK BIRO

OMAHA-Juke box and game operators here are having a banner year, cashing in on a general business boom in the city. Collections are up as much as 20 per cent across the board, and operators are looking for the situation to con-

Distributor sales, too, are up, tho somewhat behind the collection hike. Biggest item with the distributors is music. Stereo has helped the situation, and operators are buying to get their routes in shape with the new binaural sound.

Game sales, with the absence of a hot new item, are doing little better than holding their own.

Pool Revival

Ironically, tho, operators point to a game, and not a new one enjoying a revival thruout the city's taverns and lounges.

Most operators and distributors agree, however, that the pick-up in business is due to general business conditions in the area rather than anything spectacular in the coin machine field.

Lou Singer, Central Distributing Company, juke box and game distributor with routes thruout Nebraska and Iowa, points out that the number of operators in the area has remained the same, tho collections have steadily gone up with Omaha experiencing its first economic boom since the war.

Singer credits an aggressive

Omaha Industrial Foundation for A good labor market, which likehelping arrange land tracts and wise has improved during the past other inducements to lure big in- five years, has attracted large numdustry to the area.

Singer cited several: A Western revival. Electric plant, employing about 15,-000 persons; Vickers' new plant for pump production, plus several old standbys and expansions, including the meat packing industry, Union Pacific Railroad's home office, U. S. Air Force and Strategic Air Command Headquarters, plus numerous smaller manufacturers and suppliers.

stagnating for years, has suddenly healthy growth, too, operators become a dynamic industrial area.

bers of persons to add to the city's

Labor Peace

There's been a relative lack of labor trouble, too, adding to the prosperous outlook. A recent Wilson meat packing company strike is the first major labor trouble the area has had for years.

It's only natural then that the juke box and game business should Omaha, most people agree, after ride with the tide, and it's been a

(Continued on page 149)

Jack Wakefield to Emsee either, as being their chief earner. Westchester Operator Fete

PORT CHESTER, N. Y. - Jack Broadway in "Catch a Star." ceremonies for the forthcoming sev- chester group at the May 17 party. enth annual affair of the West- having filled a similar role in the chester Operators Guild. Guild group's annual affair in 1958. secretary, Seymour Pollack, who is general chairman of the affair, made the announcement jointly erators Guild has voted to become with entertainment chairman Nat associated as a group with the pub-

in Canada in the early fifties, and since has played prominent spots Chamber of Commerce and the United States. He appeared on tion index.

Wakefield, prominent nightclub Wakefield will be making his seccomic, has been named master of ond appearance with the West-

On another front, it was announced that the Westchester Oplic relations program of the MOA Wakefield, who is Brooklyn Coin Machine Council. A check born, first broke on the club scene has already been sent to the council. The Westchester Guild members also are supporting their local United Jewish Appeal drive on across the Dominion and the close to a 100 per cent participa-

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January indicate juke box and game exports ran slightly ahead of December's, but behind the 1959 monthly average of \$1,567,305. January shipments totaled \$1,354,043 in dollar volume compared to \$1,261,822 in December. Full details in next week's issue.

Bulletins

MOA Confab to Mull Tax Problems

Americas National Tax Council, this week disclosed that location expense, depreciation and salvage will be the principal points to

be covered at the tax forum to be held at the MOA convention

account for entertainment expense in a location, how to figure

juke box depreciation for the greatest tax savings and how to

Hotel Morrison this week to complete arrangements for the con-

vention. Miller said that only half a dozen exhibit booths are still

open, and he added that based on current reservations, the 1960

figure salvage will be examined in detail.

convention could well set a new attendance record.

Jan. Coin Exports Below Par

CHICAGO-Leo Kaner, head of the Music Operators of

Kaner said that answers to such operator problems as how to

Meanwhile, MOA President George A. Miller moved into the

CHICAGO-U. S. Department of Commerce figures for

Announcing

Billboard



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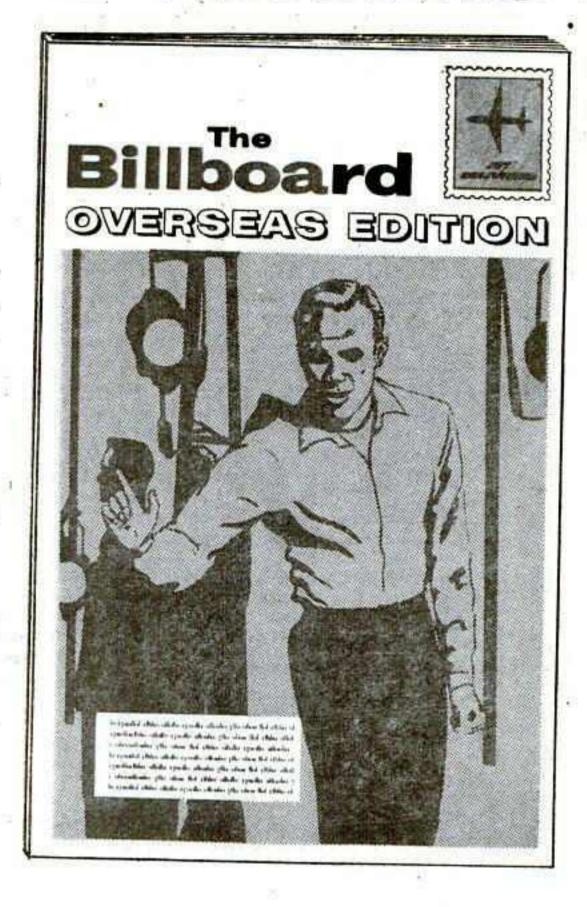
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- ... Activities of
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 songs and records in
 key European centers
- ... Important U.S.

 music-record and coin

 machine news
- ... Used Coin Machine Price Index
- ...Reports of new U.S.
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COIN MACHINES

The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition intro-duced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised dis-tributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in differ-

		3						(V)			H. 17200	
MUSIC	King Pin Bowler 9/55		Regulation 11/55 S Royal Bowling		Sunshine 9/58 \$ Stagecoach 11/14	65	THE STREET STREET STREET STREET	90	Pinch-Hitter (Wms) 3/59\$	200	AUTOS Austin Racer (Cap)\$	175
	Lucky Alley 8/58	605	Alley 12/57	375	2 Super Circus 9/57.		Big Top (Gen) 11/54.	200	Polar Hunt (Wms)	Entrare	Capitol Auto (Cap)	175
AMI	Lucky Shuffle 9/59 Magic Bowler 12/54.	3 7 3 3 3 3 5 5 6	Select Play 6/58 Shooting Star 4/58		4 Super Jumbo 10/54 2 Toreador 6/56		Bike Race (Mun) 5/58 Bing-O-Reno (Sci)	490	4/55	185	Hot Rod (Bally) King Car (King)	375 150
D-40 (40), 1951 75 D-80 (80), 1951 185	Mystic Bowler 12/54.	110	Shuffle Targette 8/54	90	Twin Bill 1/55	65	3/55	350	9/55	TOPIC	Meteor Hot Rod	
E-40 (40), 1953 135	Pan American 6/59 . Rocket Bowler 8/54 .	1 1 1 1 2 1 1 1 1 1	Simplex 4/59 Six-Star 11/57	the beautiful and the second	2 Whirlwind 2/58 Wishing Well 9/55	255 90	Bull's Eye (Bally) 3/55	195	(Barrier 1971년 1일	130	(Meteor)S	190
E-80 (80), 1953 205 E-120 (120), 1953 215	Speed Bowler 11/58 .	410	Super Bonus 9/55	The second second second	World Champ 8/57 .	and the second second	Burp Gun (Dale) 5/57		Rifle Gallery	24242	(Paydun)	300
F-40 (40), 1954 275	Star Shuffle 9/58 Strike Bowler 11/57 .	375	Team Shuffle Alley 2/54	60	UNITED		(Un) 10/54	125	(Gen) 6/54 Rock n Roll (Múto)	125	(Bert Lane)	225
F-80 (80), 1954 315	Super Bowler 1/58	the state of the s	Top Notch 11/55	185	Brazil 9/56	95	Champion Baseball	- 11	5/56	40		2/3
F-120 (120), 1954 325 G-40 (40), 1955 320	Trophy 4/58		Venus 4/55	125	Caravan 1/58	80	(Gen) 7/55 Circus Rifle Gallery	105	St. Christopher	200	BOATS Bally Boat (Bally)\$	258
G-80 (80), 1955 350	Victory Bowler	85	Zenith 5/59	515	Havana 1/54 Hawaii 8/54	25	(Gen) 3/57	235	(Muto) 12/56 Safari (Wms) 1/55	205 175	Meteor P.T. Boat	
G-120 (120), 1955 380 G-120-1 (120), 1956 385		-			Manhattan 3/55	40	Coon Hunt (Seeb)	100	Satellite Tracker		(Meteor) Miss America	150
G-200 (200), 1956 415	CHICAGO COIN	- 1	PINBALLS	8	Mexico 4/54	25	2/54		(B-L) 12/58 Scramball (Keen)	CTALL.	(Bert Lane)	250
G-200-1 (200), 1956 415 G-200-2 (200), 1956 415	All Star Team		BALLY	77	Monaco 7/56 Nevada 8/54	25	Criss Cross Hockey	500	8/58	30	Scientific Boat (Scientific)	150
G-200-3 (200), 1956 425	Bowler 11/55 S Blinker 8/55	155 205		625	Playtime 6/57	135	(CC) 9/58 Cross Country	235	Shooting Gallery (Exhib) 5/54	80	Sea Skate (Exhib)	250
G-200-4 (200), 1956 425 G-200-5 (200), 1958 425	Bonus Score 5/55	210	balls-A-roppin 10/36	70	Pixies 9/55 Singapore 10/54	25	Keen 1/56		Shortstop (Wms) 4/58.	305	Speed Queen (Bally). Tug Boat (King-Pin).	300 175
H-200 (200), 1956 625	Bowling Team 10/55. Bowling League 7/57	275	Bally U. S. A. 7/58 Beach Beauty 11/55 .	205	South Sea 5/56	80	Crossfire (Wms) 3/57 Dale Pom-Pom	250	Sidewalk Engineer (Wms) 4/55	2000	LOCOMOTIVES	
H-120 (120), 1956 560 H-100 (100), 1956 475	Bull's Eye Bowler	parents.	Beach Time 9/58	300	Stardust 11/56 Starlet 11/55	55	(Dale) 4/59	450	Sky Raider	Sec. 18	Choo Choo	17,
H-200M (100), 1957 500	1/33	205	Big Show 9/56 Big-Time 12/54	110	Triple Play 6/55	85	(Gen) 10/56	175	(Un) 10/58 Sky Rocket	290	*(Bert Lane) S King Choo Choo	250
I-200 (200), 1957 750 I-120 (120), 1957 675	Criss Cross Target	12.7	Broadway 12/55	75	Tropicana 1/55	25	Deco Grandma	SHOWN THE	(Gen) 5/55	145		225
F	1/55 12/58 Double Feature 12/58	425	Carnival 10/57	130	WILLIAMS		(Deco) 8/54 Deluxe 4-Bagger	210	Softball League (Exhib) 12/57	395	Old Smokey Train	
I-200M (200), 1958 635	Feature Bowler 7/54.	70	Carnival-Queen 11/58 Circus 8/57	375 85	Arrow Head 7/57 S	95	(Wms) 3/56	195	Space Age	333	(Retail or Marvel) Toonerville Trolley	250
J-200 (200), 1958 895 J-120 (120), 1958 845	Fireball Bowler 11/54 Flash Bowler 10/54	165	Crosswords 1/56	170	Big Ben 9/54 Casino 8/58	50 185		445	(Gen) 3/58 Special Deluxe Base-	240	(Bally)	325
	Holiday Bowlers 9/54	150	Cypress Gardens	255	2 Circus Wagon	100	Deluxe Ranger	445	ball (Wms) 1/54	75	MERRY-GO-ROUNDS Bert Lane MGR	
ROCK-OLA	Hollywood 4/55 Lucky Strike 1/58	170	Double Header 8/56 .	105	10/55	90	(Keen) 3/55 Deluxe Skill Parade	155	Spook Gun (Bally) . 9/58	19335	(Part Tanal	275
1438 (120), 1954\$ 280	Miami Shuffle 10/56.	60	Gay Time 6/55 Gayety 4/55	35	Crossword 5/59	250		190	9/58 Space Gunner	260	Capitol MGR (Cap)	235
1442 (50), 1955 320	Monte Carlo 1/59	140	Hi-Fi 6/54	35	Cue Ball 4/57 Daify Derby 8/54	10.31 10.01	Deluxe Vanguard		(Bally) 5/58	315	Centerpost MGR (Lee)	275
	Player's Choice 9/58 Rebound Shuffle	6/3	Ice Follies 1/54 Key West 12/56	140	4 Star 7/58	115	(Wms) 10/58 Derby Roll (Un) 5/55	100	Sportland Shooting Gallery (Exhib)		Deco MGR (Deco)	250
1452 (50), 1956 395	11/58		Miami Beach 9/55	65	Dealer 21 4/54		Deuces Wild (Kaye)	100	11/54	90	Lee MGR (Lee) Texas MGR (Texas	275
	Red Pin 3/59 Rocket Ball 2/59		Miss America 1/58 Night Club 3/56	195	4 Fun House 10/56 4 Gay Paree 6/57	85 130	10/58	135	Sportsman (Keen)	105	And the second of the second o	235
14558 (200). 1957 475	Rocket Shuffle 2/58 .	180	Parade 6/56	85	Gusher 9/58	165	6/54	290	Squoits Water		PONIES	
1458 (120), 1958 600 1465 (200), 1958 645	Rocket Shuffle Two Player 4/58	200	Sea Island 2/59 Show-Time 4/57	510 155	Hi-Hand 6/57 Hot Diggity 8/56	90	Dodge City (Fran) 12/58	105	Polo (Aqua) 5/57 Star Slugger	375	Big Beauty (Lee) 5 Big Bronco Pony	325
ANNOTATION AND THE PROPERTY OF	Score-A-Line 9/55	155	Sun Valley 7/57	215	Jig Saw 12/57	130	5th Inning (Un) 6/55	105	(Un) 4/56	125	(Exhib)	350
SEEBURG	Shuffle Explorer 6/58 Skee Roll 1/57	200	Surf-Club 4/54	30	Kings 8/57 Lazy Q 2/54	115	Golf Champ (Bally) 8/58	145	State Fair (Gen) 7/58 Steam Shovel	200	Bright Eyes (Cap)	300
M100B (100), 1950\$ 255	Star Lite 5/54	75	Variety 9/54		Lulu 12/54	50	Grandma Fortune	52,6152	(CC) 5/56	95	Champion Pony (Bally)	375
Mf00C (100), 1952 300 100W (100), 1953 390	Super Frame 3/54 Thunderbolt 12/54	170	GOTTLIEB	_	2 Naples 9/57 9-Sisters 2/54		(Gen) 5/58 Gun Club (Gen) 1/58		Super Big Top	225	Deco Medium Pony	50000
HF100G (100), 1953 . 420	Tournament Ski	- 1	Ace High 2/57 5	120	Perky 11/56		Heavy Hitter	330	Super Home Run	235	Control of the Contro	275
HF100R (100), 1954 490 V200 (200), 1955 375	Bowl 12/56 Triple Strike 1/55	125	Add-A-Line 7/55 2 Atlas 5/59	355	Peter Pan 4/55 2 Piccadilly 5/56	60	(Bally) 3/59 Hercules (Wms) 3/59	400	(CC) 3/54	75	Lancer (Bert Lane)	325
100] (100), 1955 560	TV Bowling League	1	Auto Race 9/56	100	4 Race-the-Clock 4/55		Hindu Fortune	403	Super Pennant Base- ball (Wms) 1/54	95	Palomino (Lee) Pinto Pony (Bert	225
X200 (200), 1957 610 L100 (100), 1957 580	11/57 Twin Bowler 10/58		2 Brite Star 4/58 4 Contest 10/58	265	Regatta 10/55 Reno 10/54	80	Teller (Mun) 11/54.		Super Slugger		Lane or Deco)	225
201 (200). 1958 850	(Initial run)	693	2 Continental Cafe		Satellite 6/58		Hi-Fly (Gen) 4/56 Horoscope Fortune	30	(Un) 7/55 Super Star Baseball		Pony Boy (Carousel). Pony Express (Exhib)	200 150
161 (160), 1958 795 101 (100), 1958 650	22 - 12		7/57	150	Screamo 7/54	50	Teller (Gen) 9/57 .	235	(Wms) 1/54	75	Rainbow Crusader	
222 (160), 1958 1.005	UNITED		Daisy Mae 7/54	65	2 Shamrock 1/57 Skyway 9/54		Hydro Duck (B&W) 10/54	125	Swami (Muto) 4/55 Target-Roll (Bally)	595	(Memphis Metal) Range Rider	325
220 (100), 1958 925	Ace Shuffle Alley		Derby Day 5/58 Diamond Lil 12/54	85	Smoke Siganl 9/55	65	Jet Fighter (Wms)		1/58	115	(Range Rider)	275
WURLITZER	Advance 6/59	710	2 Double Action 1/59	315	Soccer Kick-Off 3/58. Starfire 3/57	140	Jolly Joker (Wms)	105	Test Pilot (Cap) 12/57		Rawhide (Exhib) Royal (Royal)	275 300
1250 (48). 1950 S 65	Atlas Shuffle Alley 9/58	205	Dragonette 6/54 2 Duette 3/55	65	Star Pool 10/54	50	10/55	70	10 Commandments		Thunderbolt	300
1400 (48), 1951 95 1500 (104), 1952 100	Banner 8/54		Easy Aces 12/55	75	Steeple Chase 11/57. Super Score 9/56	160	Jr. Auto-Test (Cap) 12/56		(Muto) 12/57	210		300
1500A (104), 1953 130	A 11 A 7 / EO	77.75	2 Fair Lady 11/56 4 Falstaff 11/57	150	4 Surf Rider 7/56	115	Jungle Gun (Un) 7/54	95	3-D Kiddie Theater (Rite) 3/54	and the said	CDACE CUIDO	250
1600A (48), 1954 185 1700 (104), 1954 305	Bowling Alley 11/58.	1500000	3 Flag-Ship 1/57	175	3-D 11/58 Three Deuces 8/55	200 80	Jungle Hunt (Exhib) 7/54	180	3-D Theater (Rite)		Atomic Jet (Congt) S Junior Jet (Exhib)	150
1800 (104), 1955 385	Build-Up 5/56 Capital Shuffle		4 Belles 10/54	50	Tic-Tac-Doe 1/59	235	Kaye Hockey (Kaye)	100	3/54	170	Meteor Rocket	110
1900 (104), 1958 480 2000 (200), 1958 535	Allen C/SS		Frontiersman 11/55 . 2 Gladiator 1/56	120	Tim-Buc-Tu 1/56 Thunderbird 5/54	50	Kiss-O-Meter	140	3-D Pix (Cap) 2/54	160	(Meteor)	150
2100 (200), 1957 605	Clipper 4/55		Gold Star 8/54	50	Top Hat 2/58	195	(Exhib) 12/56	80	(Exhib) 7/55	2011/03/2015	Space Patrol (Exhib).	200 150
2150 (200), 1957 560	Comet Shuffle Targette 10/54		2 Gondolier 8/58 Green Pastures 1/54.	50	Turi Champ 8/58 Wonderland 5/55	185	King of Swat (Wms) 5/55	130	Twin Washer	3.5.5	Space Ranger (Deco).	250
2250 (200), 1958 670 2240 (104), 1958 695	Cyclone 10/58	460	Gypsy Queen 2/55 .	75	Wonderland 5/55 iii		League Leader	130	(CC) 5/56 Two-Player Basket-	175	Space Ship (Bally) Super Jet (Chi Coin).	200
2200 (200), 1958 825	Alley 7/57		Harbor Lites 5/56 Hawaiian Beauty	80	Contract of the Contract of th		(Keen) 4/58 Lucky Horoscope	150			VARIETY	2020
	Deluxe Flash 6/59	570	5/54	40	ARCADE & NOVELT	IES	(Mar) 12/56	45	United Deluxe Base-		B & R Dog (B & R) S	
BOWLERS & SHUFFLES	Deluxe Mercury 11/54	85	Hi Diver 4/59 Jockey Club 4/54	240	All-Star Baseball		Major League (Wms)	2	The state of the s	360	Bull Ride (Lee) Dopey Duck (Lee)	160
BALLY	Deluxe Shooting	(27)(2+10	4 Jubilee 5/55	175	(Wms) 4/54S	85	4/54	85	Vacuumatic Card Vendor (Exhib)		Elsie the Cow (Cap)	190
THE PARTY OF SHEET	Star 6/58 Dual Shuifle 1/59		Lady Luck 9/54 Lovely Lucy 2/54	50	Aquq Duck (Coins)	145	(Gen) 2/54	55		130	Fire Engine or Puffer Wagon (Bert	
ABC Bowling Lanes	Duplex 11/58	645	4 Majestic 4/57	At A St present the	Auto Test Turnpike		Model 500 Shooting Gallery (Exhib)		Voice-O-Graph (Muto) 2/57	905	Imal	375
AND	Eagle Shuffle Alley 5/58		2 Marathon 11/55 Mystic Marvel 3/54.	125		1 205	3/55	125	Voice-O-Graph	303	Fire Fighter (Bert Lane)	350
ABC Super-Deluxe	Flash 6/59	3/12/20/20/20/20	2 Picnic 6/58	ALCOHOLD STATE OF THE PARTY OF	Auto Photo Model 9.	1,160		285	(Muto) 11/54	160	Flying Saucer	III STATE
Bowler 9/57 255 ABC Tournament	Handicap 9/56 Hi-Score 6/57	285	Queen of Diamonds 6/59	200	Auto Photo Model 11. Auto Test (with sound)	1,980	Motorama (Gen)		Wild West (Gen) 2/55	100	(Conat)	150
	Jumbo Bowling	200	2 Race Time 3/59	325		560	10/57	210	Vankas Bassball	(500)	(Meteor)	125
All-Star Bowler 12/57 105 All-Star Deluxe 2/58 125	Alley 8/57 Jupiter Shuffle	490	Rainbow 12/56	A CALL PROPERTY.	Auto Test (without	460	1957 Baseball (Wms) 4/57	255	(Un) 2/59	335	Motorcycle (Bally) Pete the Rabbit	350
Bally Shuffle 1/59 50		225	4 Register 10/58 Rocket Ship 5/58	145	Balloonomat (Cap) 9/56	450	Pan O-Rama 800		Zig-Zag (M&T) 5/54 .	10	(Exhib)	125
Blue Ribbon 4/55 190	League Shuffle	(0)	Roto Pool 7/58	205	12/54	115	(Cap) 12/56	260	Zipper (Binks) 1/54	15	Reindeer (Exhib) See Saw (Lane	185
Champion Bowler	Alley 2/54 Lightning 2/55		Royal Flush 3/57 2 Sea Belles 9/58	135	Bang-O-Rama (Muto)	105	Peep Barrels (Exhib) 12/56	60	Zodiac Chart (Mun) 12/55	55	The state of the s	125
Club Bowler 2/59 525	Midget Bowling	\$50.00 A	Silver 10/57	175	Bat A Score (Evans)		Person the Clause	90	*	000	Twin Rabbit (Exhib)	150
Congress Bowler 7/55 260 Deluxe Club Bowler	Alley 3/58 Niagara 11/58		Sittin' Pretty 11/58 Sluggin Champ 4/55.	70	2/54	190	(Wms) 12/56	190	KIDDIE RIDES		Twin Zoo (Bert Lane)	0
3/59 575	Playtime 6/58	600	Southern Belle 6/55 .	70	Big Inning (Bally)	967	Photomatic (Muto)	245	Rolling of Francisco	enissis.	Western Exr	22
	Pixle Bowler 7/58 Rainbow Shuifle	200	Straight Flush 12/57. Straight Shooter 2/58	190	5/58	275	Pirate Gun (Un)	243	Active rides of all years included in the foll	4.7.0 5.7.0		
Jumbo Bowler 9/55 275		60				120		225	THE PROPERTY OF THE PROPERTY O	and the second	200	

Starts Coast Juke Schools

LOS ANGELES - Wurlitzer's West Coast factory branch here started a series of Tuesday evening service schools which will last 10 weeks. First session got under way March 24, with 25 in attendance.

The instruction is under the direction of Walt Peteet, Wurlitzer field service engineer and Leonard Hicks, head of the Los Angeles games.

service department.

Crowley, Chuck Rowe, Ernie Lu- and-go games. ciero, Manley Cartwright, Dick Mack, Don Febela, Joe Mitchell, Francisco Maldonado.

da, Walter J. DiRoche, Lee Walk- quirements under the new law. er, Daniel Mack, H. L. Crutts



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SAVE MORE MONEY-MAKE MORE MONEY

Wurlitzer Co. N. J. Game Commission Sets Rules

sey's Amusement Game Commission took control last Monday (28). Three days before, the new commissioner, William Howe Davis, worked out the rules of his controlling body and filed them with a 5 per cent interest or more will the State attorney general.

It is still up to the individual municipalities, however, in which the games were made legal by approving a referendum last November, to issue their own licenses for

The rules, which run about 20 Among the 24 men and one pages, set forth five categories of woman who attended the first games that will be allowed in the session were Catherine Walker, Joe State, if licensed. They are throw McGann, Harry Burdmer, Johnny games, Arcade games, non-draw Flynn, Bob Hathaway, H. B. raffles, competitive games and stop-

Exact Requirements

The one concerning coinmen Emil F. Nelson, Jim Payne and most, of course, is the group under the heading, "Arcade Games." Also William Hoffer. Barney This is the first time The Billboard Smith, Walter Rozanski, Paul Oje- has been able to learn exact re-

Listed under Arcade games are L.-M. Bobins, and William Baird, crane digging machines, pinball machines, pokerino, rotary arm digging machine, shuffle bowling and skeeball.

It was emphasized that no more than 50 machines of any one type may be covered by one license. Additional machines will require another license for every unit of 50

\$100 License

Each license issued by the State will cost \$100, with the municipal license costing at least \$10. This can go as high as each town sees The licenses shall be good for

In issuing a license, the local municipality will set forth the hours between which the games may be operated. No license shall be granted to any premises which is also licensed under any alcoholic

TRENTON, N. J. - New Jer- license. A separate license shall be issued for each specific type of a license if the fingerprint check

Careful Check

have to be fingerprinted by the local police chief and a copy of the prints sent to the FBI and State Police Bureau of Identification. After they check the files, they will notify the chief, who will inform the local government of any information he learned. He will also forward any information of convictions obtained from other sources.

BULLDOG HELPS PICK DISKS FOR CLEVELAND OP

CLEVELAND - When Joseph Lukins' J & L Music Company installed a new stereo juke box in the Ohio Cocktail Bar, one of the habituates put up a long, loud howl. Spike, a bulldog that hangs around the bar, threw back his head and bellowed painfully whenever records were played. It was the dog gondest situation! Owner Bob Svilik and his bartending brother, Joe, wanted the juke box but were also attached to the "barflea" Spike. After torturous hours of trial and error experimentation. Sviliks decided it was stereo guitar music that piqued Spike. At the Ohio Cocktail Bar today. Spike sleeps while the band plays on. But guitar platters in the juke box have been plucked out and patrons will have to settle for music that "sooths the savage beast."

The applicant will not be granted shows he is not of good moral character, has ever been convicted Each applicant or partner with of a crime; has ever violated a liquor, narcotics or games law, or has ever been convicted of any offense involving misrepresentation, fraud, deceit, violence or public disturbance, even tho such conviction was not a conviction of crime.

> The new law limits the fee charged for any one player to play any one game to 25 cents. Prizes will be limited to merchandise with a retail value of not more than \$15.

Employees

Licensees may not hire anyone to work on the premises who would not meet the licensee qualifications, under the fingerprinting section, altho an employee must not subject himself to such a fingerprint test.

Each licensee must keep exact records, which are subject to inspection by the Games Commission at any time. They must also keep all receipts for one year. Each Licensee shall file not later than the 10th of a month a full report on the previous month.

The commissioner has the authority to subpoena any licensee or his records. Failure to appear will result in suspension of the license. Testimony taken at such hearings will be able to be used in court.

Appeal An applicant may appeal to the commissioner a refusal by a local government to issue him a license or such a body revoking a license already held. Such an appeal will

serve as an automatic stay. The New Jersey Office of Amusement Games Control is located at 1100 Raymond Boulevard, Newark 2, N. J.



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MUSIC OPERATORS AND EXHIBITORS ARE WORKING TOGETHER TO MAKE MOA CONVENTION GREATEST OF ALL TIME

George A. Miller General Chairman John Wallace Co-Chairman Louis Casola Co-Chairman

EXHIBIT SPACE

The 1960 MOA Convention's exhibit space is nearly all filled. Right now, only six booths are available. Exhibitors can still get space if they make immediate reservations. Based on reservations so far, the attendance at the 1960 convention could set a new record. AMI and United are cooperating by giving 1960 model phonographs as door prizes.

AMUSEMENT DEVICE MANUFACTURERS

Some of the amusement device manufacturers will contribute door prizes, on a voluntary basis, in the way of shuffle alleys, pool tables, etc. Names of contributors will be released in the next news bulletin. It is not compulsory for any exhibitor to donate a door prize, but it most certainly will go a long way toward

building up the attendance for the convention. The officers and directors of MOA are highly appreciative of the exhibitors' co-operation.

BANQUET AND FLOOR SHOW

Top recording stars will be featured with a well-balanced all-star show, Wednesday night, May 11, 1960, arranged by Buddy Basch and Paul Wittenmyer of the Robert Agency. Tickets for this affair can be purchased through Howard Ellis, 1430 South 13th Street, Omaha, Nebr., ATlantic 0425, or at Convention time.

LADIES' LUNCHEON

Those in attendance will again be the complimentary guests of MUSIC OPERATORS OF AMERICA at the Ladies' Luncheon, Tuesday noon, May 10, 1960. A real outstanding Floor

Show, equal to last year's show, will be presented by Paul Wittenmyer. Tickets for this affair can be secured at the Registration Desk.

RECORD COMPANY FORUM

Record companies will hold a Forum Meeting between music operators, sales forces and others. More on this meeting at a later date.

OTHER FORUM MEETINGS

Other Forum Meetings of great interest are being arranged by the committee headed by J. Harry Snodgrass, chairman; Norman Gefke, Joe Lederman, Louis Casola, Albert Denver and Jack Friedman, on all matters vital to the automatic phonograph industry. Professional moderators will be secured for these Forum Meetings.

WATCH THE TRADE PAPERS FROM THIS DATE ON FOR ALL INFORMATION PERTAINING TO THE MOA CONVENTION

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FIT FOR FUN BOOM?

Arcades Can Fizzle Or Sizzle in 1960's

By KEN KNAUF

(The second in a series of five articles on the modern amusement Arcade.)

CHICAGO — There are strong indications that the number of Arcades located in the nation's funspots has increased by one-third in a year's time.

What this could mean to the amusement machine operator, distributor and manufacturer is obvious. What it could mean to the whole future of the Arcade and coin game business is well worth looking into.

Depending on individual outlooks, men in the Arcade and coin amusement industry can be pleased, confident or shocked by such figures. As to the future, one thing is clear-the opportunity and the challenge is there for the takers.

Grow With Funspots A comprehensive picture of the continuing growth of the amusement-recreation industry by Funspot magazine (sister publication of The Billboard) reflects a surge in Arcade operations. The magazine estimates that the number of funspots in the U.S. jumped from 22,000 to 24,000 in the past year, (Included are amusement parks, kiddielands, recreation centers with participation activities, drive-in theaters, theme parks, roller and ice skating rinks, tourist attractions

provide a good indication of the ment attractions. recreation facilities offered at these spots. It is interesting to note that 15 per cent of the respondents in the 1959 survey indicated they inof 3,300 funspot Arcades in operaover one-third in a year's time!

definition.

It is further significant that the majority of funspot Arcades operthus run and managed by Arcade

operators. This means that the operator-the Arcade specialist-is to date far from losing his place in the recreation picture.

Family Fun Image

For decades the Arcade has been a popular and successful amusement park and kiddieland facility. It has also been a landmark—tho sometimes an eye-sore-on city streets. But the most encouraging aspect of the Arcade today is that it has begun-in the past five years -to branch out to the outlying areas and funspots, and to create for itself a new kind of "family fun" image.

Operators in recent years have taken the basic idea of the Penny Arcade and made it into an entirely new kind of fun attraction for the whole family.

Two types of new attractions are standouts:

1. The new recreation centers featuring play on coin-operated bowling games.

2. The new amusement machine playlands located in specially arranged areas of department stores, discount houses and shopping centers.

Good in Group

In addition to these, the old idea of the amusement park and kiddieland Arcade has been embellished by new versions of Arcades at participation funspots: Golf driving and government parks which in- ranges, archery ranges, skating clude revenue-producing facilities.) rinks, mini golf spots, batting Arcades are included within this ranges, bowling alleys and other high-traffic funspots, most of which Responses from a random sam- offer more than two and some as ple of funspot operators (over 500) many as five or six separate amuse-

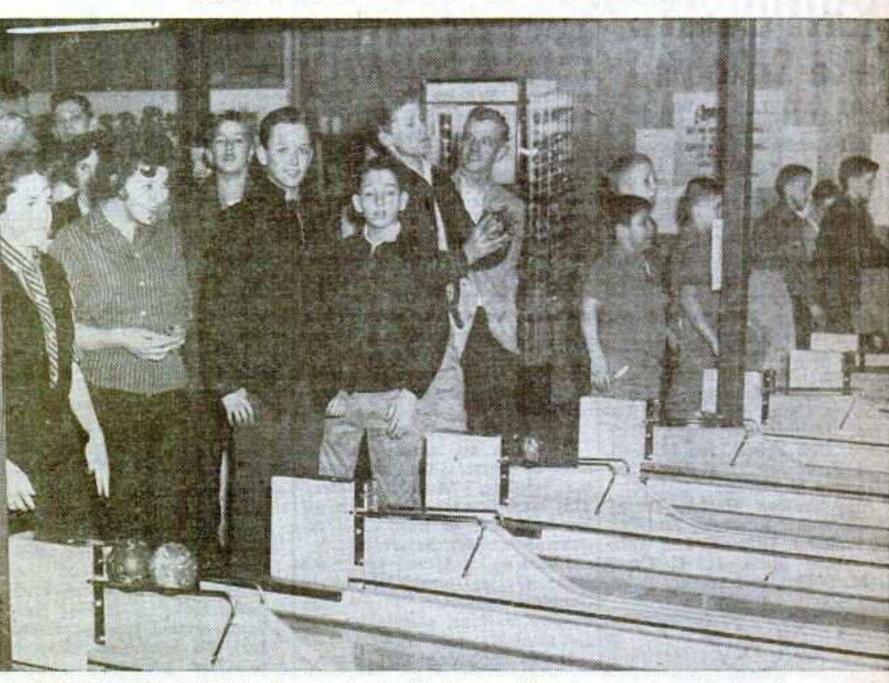
The first of the new coin-operated miniature bowling centers was opened in St. Louis in late 1958 by Jack Rosenfeld, a coin machine clude Arcades. Roughly, this distributor, and in 1959 the idea would amount to a projected figure caught fire around the country. By of 3,300 funspot Arcades in operation. The figures jumped to rough-ly 18 per cent, or 4,320 Arcades one per week, and the number of in 1960—an apparent increase of new centers is still climbing, tho probably not at 1959's high rate. Strength of the bowling game

center lies in the fact that it serves ate on a concession basis and are a community need-a parent-ap-(Continued on page 148)



given to top mother-daughter, father-son teams.

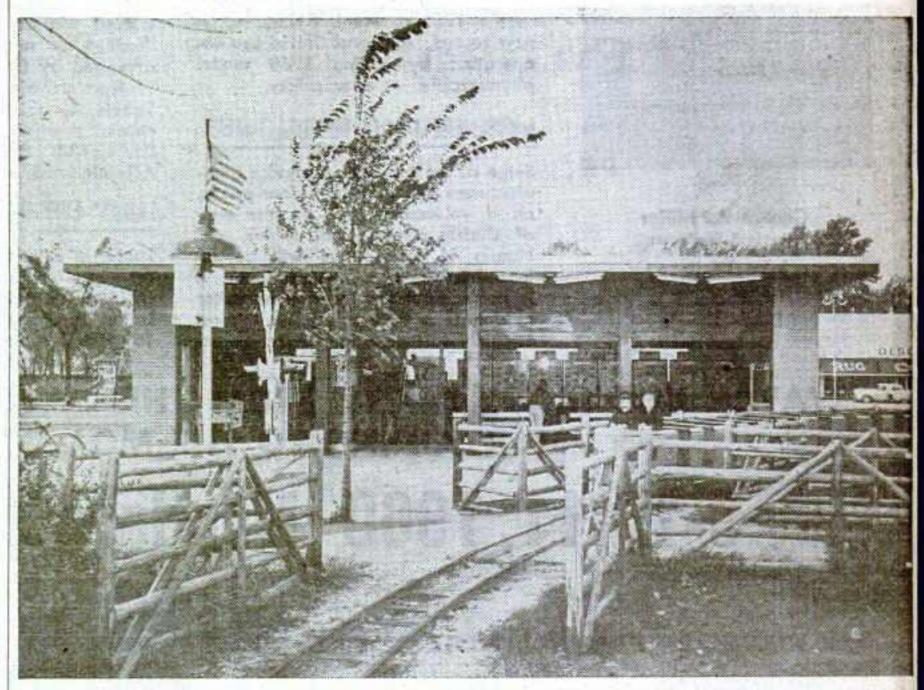
The New Look in 'Arcades'



McKENNA'S BOWL-O-FUN in East St. Louis, III., jams with teen-agers eagerly bowling on coinoperated miniature alleys. Spot is typical of new-type rec centers that sprouted around the country over the past year and a half. This one is combined with drive-in restaurant.



BALLY PLAYLAND in Great Eastern Mills highway shopping center at West Paterson, N. J., is specially decorated and designed for shoppers and their families. It was set up by Runyon Sales of New Jersey, coin machine distributors.



MOTHER-DAUGHTER TEAM competes at league play in the FUNSPOT ARCADE at the Fun Fair, Skokie, Ill., is combined with golf-driving range, major rides Bowl-O-Fun coin bowling spot, East St. Louis, Ill. Prizes are and refreshment stands. Arcade building (in background above) is spotted at edge of kiddie railroad attraction. Arcade is run by Donan Distributing.

Baltimore Seeburg Outlet to Begin Contract-Service Operation in May



MARY STEIN

PHILADELPHIA—Eastern Distributors, Inc., the newly formed Seeburg distributorship in Baltimore, will probably start into the contract-service phase of the business by next month.

This is the word from Bill Adair. partner in the new company and also in Eastern Music Systems here.

"It will probably take another month before we get into that," he replied when asked about the deal ices an operator's route.



BILL ADAIR

"We will gradually institute all of the programs that have turned out so well for us here in Philadelphia in Baltimore," Adair said, "but it will take a little time to get all of the details of our new operation ironed out.'

In a little more than two years, Adair, along with his two partners, Nat Solow and Mary Stein, have gained national recognition for the work they have done here.

This trio is joined by Zaven under which the distributor serv- Hovsepian, a former salesman for the Philadelphia outlet, who will

become vice-president in charge of sales for the Baltimore distributorship. He will be joined there by Solow while Adair and Stein will remain here.

Eastern Seaboard

Between the two firms, they have the entire Eastern Seaboard -from Northern New Jersey to North Carolina-tied up as far as Seeburg is concerned.

As for the contract-service idea, Eastern Music pioneered it upon taking over the Seeburg outlet in Philadelphia. Under this agreement, the distributor handles service calls for the operators for an agreed sum each week.

"This has worked out tremendously well for all concerned," Adair said. "The operator is left free to develop sales contacts on the street and devote more attention to getting more locations.

Top Service "And the machines are getting the best service available," he went on. "It just isn't some mechanic going in and working on them, but a factory-trained man who knows all about them."

How long does Adair think it will take him and his partners to get everything set up and smoothed out at Baltimore and have the distributorship functioning like the outstanding example in Philadelphia?

"It should take," he replied, "about a year."

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South

MISSISSIPPI NEWS NOTES

A. B. Fort, Fairway Amusement Company, Columbus, recently bought three new El Camino Chevrolet pick-up trucks and reports they work fine as service vehicles for his route. . . . Grady Wallace, Wallace Amusement Company, Columbus, went to Hot Springs recently for a day at the races. . . . Vernon Vandervander, Red's Music Company, Booneville, has had a new building erected and is renting it to an auto parts company as a sideline income. He's also at work acquiring more income real estate.

Lavaughn Johnson, Johnson Amusement Company, Corinth, a real gone fishing enthusiast, reports the bass were biting recently at Pickwick Lake nearby, where he has a cabin. He says crappie start

biting when the Dogwood trees start blooming. . . . Emil E. Steed, Automatic Amusement Company, Tupelo, was in Memphis recently and reported good weather in his area has stimulated business.

Carlton Collins, Crystal Amusement Company, Grenada, recently recovered from mumps, is putting out a coin-operated bowling alley. There are no regulation bowling alleys in Grenada and he believes this miniature

alley will go well. . . . Pete Manos, PM Music Company, Greenville, planning a trip to New York to visit relatives now that good weather is here. . . . Carl King, King Amusement Company, Leland, in the heart of the rich Mississippi Delta cotton land, is expanding his route.

Abe Malouf, LeFlore Music Company, Greenwood, seen adding some new phonographs to his route. He's placing them in top locations. . . . Mahon Jones, Jones Music Company, Holly Springs, completed conversion of his route to 45 r.p.m. Some phonographs were 78's. . . . Ted Combs, Taco Amusement Company, Oxford, reports an increase in business. The University of Mississippi is at Oxford. . . . Johnny Allegrazza, Ace Music Company, Shaw, finishing up remodeling of a drive-in restaurant he purchased.

Elton Whisenhunt

MIAMI BREEZE

E. E. Steed

Mr. and Mrs. Gene Rogers and cousin. Bill Rogers, all in Miami getting a supply of records. Bill was laid up for more than a week with the flu, so Gene was stuck with collecting and servicing the E. C. Rogers game and music route from Fort Myers east to Lake Okeechobee. . . . With all the rain the West Coast area had, Ozzie Truppman, Bush International president, had one word to say about his fast trip to Tampa-"wet."

Good to see Dave Engel, Venders, Inc., up and about. Dave entered the hospital for a check-up recently, and wound up staying for some needed repairs. He says he feels fine, and looks better than he has in a long time Another coinman recovering from a rough time in the hospital is Max Lebow, Automatic Vending Company. Max is now just about doing everything on his route, but still has to watch that he doesn't overextend himself.

Good to have with us Jules Varady, of Capitol Records Corporation. New York. Jules is with the export division. He was down here for a short stay with his wife and son. They were planning to visit Puerto Rico from here, and then back to the cold climes. . . . Congratulations to Jerry Greenspan, Budisco International. Jerry has been promoted to assistant manager in charge of servicing out-of-the-country juke box operators, and is doing a good job, too. Happy birthday to Linda Stone, whose dad operates Stone Distributing Company. Linda threw a sweet 16 party that will long be remembered in Coral Gables.

One of the nicer visitors from New York this season was Ruth Michaleson, a veteran coinwoman. Dont know how serious Ruth was about her golf lessons from Joe Issenberg the other early morning, but if she was being more than polite, you New York golfing coinmen better watch out: Incidentally, Issenberg is one of our finer golfers, if he can find time between running his music, cigarette and vending route.

Ralph Cribbs, Perry Music Company, Fort Pierce, calling in to say things are humming in his area. Another guy not complaining (Continued on page 142)



NO HOOKY PLAYING

Distributor's Door-to-Door Service School in Session

ty Company, Rock-Ola distributor ning. We take care of the rest."

According to Sales Manager Or- boxes. ville Carnitz, "We think we will cut into attendance and thus limit Carnitz, Badger sales boss. the effectiveness of the program. Weather can cut down the attend- ers who attended included Coance, or sometimes operators and Owner Ed Beck, General Manager

we make definite arrangements and servicemen: Frank De Sautel, with the operator. Then he makes Paul Weyandt, Eddie Kaye, Cliff certain that all of his service and Cothiel, Elmer Garrison, Leo Gehroute workers are on hand at a ring and Andy Hood.

MILWAUKEE-Badger Novel- specified time-usually in the eve-

for Wisconsin and Upper Michi- First of the new "mountain to gan, is breaking in a new service Mahomet" service schools was conschool technique. Instead of sched- ducted Tuesday evening (8) at the uling classes in its own headquar- Mitchell Novelty Company. Inters, Badger now brings the schools structions were given on servicing directly to its operator customers, the new Rock-Ola Tempo juke

Richard Wegner, head of Badgget better results this way. When er Novelty Company's service dewe held service schools in our own partment, handled the teaching building a number of factors can chores. Also on hand was Orville

Mitchell Novelty Company stafftheir personnel forget to show up. Erv Beck, Sales Representative Dan Using our new plan, however, Mattys, and the following route



the Ground."

*Funspot

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60 Ops Attend Service School At Milwaukee

MILWAUKEE—Turnout of operators and service personnel at the March 28-30 Wurlitzer service school in the United, Inc., headquarters was "highly gratifying," according to Harry Jacobs Jr.

Nearly 60 men attended, the bulk of them from out of town firms. Five class sessions were presented by C. B. Ross, Wurlitzer field service engineer.

Donald Nardi, U. P. Novelty Company, Ishpeming, Mich., traveled the longest distance to attend the school.

Out of Towners

The list of students included these out-of-towners: Steve Grant, Fessler Coin Machine, Sheboygan; Ray Schmitz, Hilbert; William Yaeger, Oshkosh; Floyd Bidwell and Marvin Robinson, Central Wisconsin Progressive Amusement Company, Wisconsin Rapids; Jack Krueger, Advance Novelty, Kenosha; Charles Hanke, Winneconne; Joseph Hupfer, Butte des Morts; Casper Sittig, Cap's Amusement, Racine; George Fix, Point Music, Stevens Point; Robert Martin and Phil Smith, Vogue Music, Kenosha; Ralph Klatt, Beaver Dam; Ray Jenner and Ray Allen, Ray's Amusement, Waupaca; Bob Edwards, Baraboo Coin Machine, Baraboo; E. Gerrow, Green Novelty, and Bill Lehman, both of Wausau; J. Robbins, Kermit Balthazer and Chuck Miller, A. & M. Distributing, Racine; Donald Nardi, U. P. Novelty, Ishpeming, Mich., and Gary Reier, Tru-Gar

Novelty, Mukwanago. Local coinmen who signed the roster: Glenn Grubb, Pat Savosta, T. Welch and Paul Nadaly, Kendou, Inc.; Paul Weyandt and Andy Hood, Mitchell Novelty; Bob Marshall and Morris Fuhrmann, Morry's Amusement; Irv Shimon, Your Fixit; Milan Bosanec and Jim Sudy, B. & H. Novelty; Joe Hillar, Joe's Coin Machine Service; Dick Saulig, Hastings Distributing; Don Jacobs, Angel Enterprises: Abraham Roof, Johnson Service; Erv Hoeth, American Coin Machine; William Zajc, Studio Phonographs; Erv Siwiecki, John Branks and Maurie Evling, P. & P. Distributing; Bud Wagner, Cisler Music; Ed Gronowski, Red's Novelty, West Allis; Jim H. Graykewicz, Kewpie Novelty, Cudahy, and Tony Lewkowski, John Pertile, James Blanck and Edgar Whiteley, G. & W. Vendors, South Milwau-

United, Inc., staffers on hand were Mark Case, Bob Harding, Sylvester Kindler, Willie Litsey and Woody Johnson.

CROSSETT, Ark.—Guy Morgan, owner of Crossett Amusement Company, said last week he had lost another phonograph and pin game in a location fire, the fifth fire in which he has lost equipment so far this year.

Morgan, whom bad luck has plagued in fires since the beginning of the year, said he had lost more equipment in fires so far this year than the three years he has been in the business.

In addition to the loss at locations, Morgan lost several pieces of equipment, parts, records, tools. etc., when fire broke out in his rented building two months ago.

\$10,000 Loss In each of the location fires he lost a phonograph and a pin game, for 10 machines burned. In the shop fire, he lost four machines. Estimated total loss was \$10,000.

Morgan has re-stocked supplies and equipment and had to go in debt for the replacements. He said if the good spring weather keeps up he can get it paid off, as collections have been steadily increasing since winter ended.

Wisconsin Ops Go to School



C. B. ROSS, Wurlitzer field engineer, recently conducted a threeday service school for Wisconsin operators at United, Inc., Milwaukee distributor. Ross, left, puts Dick Saulig, Hastings Distributing Company serviceman, thru a quick quiz during a class session. Ross likes to ask questions "just to see if they are awake."



REFRESHMENTS always play an important role in planning a successful service school. Chowing up between classes at the Wurlitzer school are, left to right, Don Nardi, U.P. Novelty, Ishpeming, Mich.; Kermit Balthazar, A&M Distributing, Racine, Wis.; Jim Hunter, Wurlitzer home office, and John Robbins, A&M Distributing.



TOUGH QUESTIONS come after class. Asking a stickler is Morrie Furhman, left, Morrie's Amusement, Milwaukee. Others are left to right, Ross; Gary Reier, Mukwango, Wis., and Kermit Balthazar and Chuck Miller, both of A&M Distributing. According to Ross, "the toughest job is getting the fellows to ask questions."

Capehart to Make Stereo Amplifiers

NEW YORK - The Capehart Corporation, manufacturer of de luxe packaged high-fidelity equipment, has been contracted to produce the specially designed amplifiers recently developed by Stereomonic, Inc., of Columbus, Ga. The stereomonic amplifiers are designed to produce a stereo or depth effect from monaural records in juke boxes.

The Stereomonic operation in Columbus, has been bankrolled by the Martin Theater Chain of Georgia. So far the amplifiers have been offered to operators thru Peach State distributing in Atlanta; F.A.B. Distributors in New Orleans and the Bilotta operations in New York State. Capehart will produce the amplifier and its Stereomonic units will also be on adaptor cables, to sell at \$89.50 display at the upcoming Music

NEW YORK - A! (Senator) Bodkin has accepted an invitation extended by MOA prexy, George Miller, to speak at the forthcoming MOA Convention. Bodkin will address the assemblage of operators on the subject of public relations for the coin industry at the grass roots level. Bodkin, who was recently named by The Billboard as one of a group of Coinmen of the Year, is chairman of the public relations committee of the New York State Coin Machine Association. Easily one of the most respected coinmen, the well-known Senator is expected to deliver a fiery lecture on the need for publie relations and how to get it.

dled thru juke distributors across the nation.

It was learned this week that complete. The units will be han- Operators convention in Chicago.

European News Briefs

Franco-Russian Coin Trade Seen

PARIS-Premier Nikita Khrushchev's visit to France may eventually lead to co-operation between the coin machine industries of France and Russia.

On his visit, Khrushchev remarked that Russia is pressing production of vending machines. Food service automation has been made a virtual priority Soviet industrial undertaking, Khrushchev disclosed.

The premier told his French hosts that Russia, over the next decade, expects to be merchandising nearly 25 per cent of its gross consumer goods production via venders.

Khrushchev boasted of a newly developed automatic snack bar, which the Russian leader said can be installed as a single unit

Later, B. F. Bocharov, the Soviet vending machine expert, explained that Khrushchev's automated snack bar vends hot and cold beverages, sandwiches and pastries.

The Soviets propose initiating Franco-Russian co-operation in the coin machine industry with an exchange of Khrushchev's automatic snack bar against French juke boxes.

The deal so far is only in the talking stage. But the Soviets propose that they assist the French in produicing their snack bar automat, in return for which the French would help the Soviet set up juke box production in Russia.

Several times on his French tour, Khrushchev stopped to. admire French juke boxes, once exclaiming, "We need these in Russia—lots of them. They help to brighten life, and that is what we all need, a brighter, gayer life."

20% Tariff Reduction Set

BRUSSELS—The European Economic Commission or Common Market will change the internal tariff reductions scheduled for July 1 from 10 per cent to 20 per cent.

This is the result of decisions taken by member governments at Strasbourg, France, this week. It is acclaimed by the West German coin machine industry with reservations as to its effect upon the industry's competitive position in the British and Scandinavian markets, which are affiliated with the rival European Free Trade Association.

The Strasbourg decision is aimed at telescoping the time required for creating the Common Market, the single U. S.-type market of West Germany, France, Holland, Belgium, Italy and Luxembourg.

Internal tariffs among the six nations will be wiped out. At the same time, however, the six nations will proceed with the erection of a common tariff wall against outside states.

The decision was taken at Strasbourg to begin the building of this common tariff wall July 1, when the internal tariff cuts take effect, instead of 18 months later, as originally planned.

This means that while German coin machine producers will gain facilitated access to the national markets of the EEC countries-most of all France, Belgium and Italy-they face discrimination from Britain, Scandinavia and possibly the United

While welcoming the EEC internal tariff reductions, the West German coin machine industry fears that the Common-Mark speed-up will hasten the division of Europe and introduce significant discrimination into European tariffs much earlier than had originally seemed likely.

500 New Coin Games for Tivoli

COPENHAGEN-The Tivoli, one of the world's largest concentrations of coin-operated equipment, is preparing for its biggest season ever in 1960.

It is estimated that some 500 new coin-operated games will be put in operation this season. There has been a mass renovation and replacement of equipment during the winter months.

Last season was the Tivoli's biggest since the war, and most concessionaires have ploughed their profits back into new and improved equipment, much of which had not been replaced since pre-war.

Located in the heart of the hotel and amusement district, the Tivoli is a natural coin machine mecca—the world's best site. This season the grounds will open at 9 a.m. and attendance surveys last season indicate that coin equipment receipts should

be increased 12 per cent by moving up the opening hour. All Tivoli concessionaires are expanding into coin-operated games this season. The average concessionaire is branching into sub-concessions at various areas in the Tivoli, these concessions featuirng coin-operated equipment requiring little or no active supervision. The concessionaire is thus able to operate a series

of such satellite concessions from his main concession. Based on last season's figures, it is anticipated that Tivoll attendance will top 1,000,000 persons for the 1960 season. The peak months of July and August are expected to draw nearly double this figure.

German Juke Box Exports Up

WIESBADEN-The Federal Statistical Office reports that West German juke box exports almost doubled in January as compared with the same month in 1959.

In the first month of 1960 West Germany exported 423 juke boxes with a total value of \$245,000. This compares with exports in January, 1959, of 272 boxes worth \$143,000. The January export figures are the first so far released for 1960.

Italy was Germany's best juke customer, taking 123 boxes, followed by Britain, 112; Austria 51, and The Netherlands, Belgium and Switzerland, all under 50 boxes.

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Un. Bowling Alley (11 or 14 ft.)	245
Bally Bowling Lane (11 or 14 ft.)	245
CC Rocket Shuffle (1 player)	125
CC Rocket Shuffle (2 player)	175
CC Classic (13 or 16 ft.)	395
Un. Jumbo (13 or 16 ft.)	425
CC Star Rocket	275

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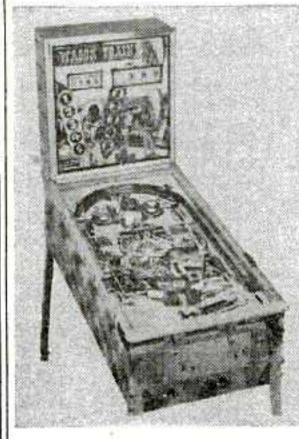
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Gottlieb Ships WURLITZER | Wagon Train



WAGON TRAIN

CHICAGO — Wagon Train, a new single player five-ball pin game, is in shipment by D. Gottlieb & Company.

Featured is a "score to beat" backglass panel which challenges players to top a previous high the Miss Annabelle model.

Also featured are light up numbers running vertically down bright colored Indian feathers-one white, one red-on the backglass. Object is to light up all numbers in red or white feather, or all in both.

Feather numbers are lighted by hitting ball targets and roll-overs. Numbers are spotted two at a time on wide-view roto targets near playfield center. Roto targets spin and lations for the industry. change numbers when other spots on the playfield are contacted.

Wagon Train has match play. replay, single-player panel scoring (plus the flashing score-to-beat panel) and two cyclonic kickers.

RICHMOND, Va.—R. H. (Bob) Minor, popular president of the Music Operators of Virginia, is heart attack.

J. D. Chandler, MOV director, reports that while Bob is doing very well, he is still unable to receive visitors.

By BINGO BEAUFORT

alleys are beginning to make the

grade in the United Kingdom. The

impetus is coming from the big 60-

foot bowling alleys which are being

promoted by the cinema interest

here in conjunction with the U. S.

bowling alley manufacturers, Brunswick and AMF.

being promoted with prizes, and

healthy collections are reported.

One operating company, with 60

shuffles on location, says that the

games are topping juke boxes in

are being operated by new blood,

with only light interest on the part

of juke box operators. But this is

expected to be a temporary situa-

BRIGHTON—What is probably

the only juke box in the world on

ice is on a skating rink location

here. The juke box, a Rock-Ola.

Workers Skatetime here.

is normally located in the fover of

lunch break. So the juke box is sales service.

Curiously, most of the shuffles

collections in many cases.

tion.

The coin versions of bowling are

LONDON-Bowlers and shuffle

Campaign to Organize Tenn. Ops Gains Steam

ciation committee to organize the out pay, he proposed. music and game operators of Ten-

He said he had at press time heard from 11 of them expressing interest. Dixon said he believed others would reply and by the time the association is organized others would come in.

Dixon said he believed the association should have election of temporary officers until operators from all over the State are in it.

Three Sections

Then the State-wide membership should elect officers for oneyear terms, he added. He said he believed there should be officers from each section of the State. Tennessee is generally divided into Tennessee, Middle Tennessee and long, narrow State.

On the committee with Dixon to Miller, MOA president. organize a State-wide group are Parker Henderson, general manscore. It is the second Gottlieb pin ager of Southern Amusement Canipe Amusement Company.

Dixon said the two major purposes of forming the organization

1. To give State-wide, organized opposition to bills introduced in the Legislature which are unfair, confiscatory to the industry.

2. To work at better public re-

trally located city.

should be organized by January 15, 1961, if possible, when the next Legislature convenes. Dixon now confined to Johnston-Willis said eventually it would probably Hospital as the result of a recent be necessary for the State group to employ a full-time paid executive secretary to administer the group's business and keep permanent records.

Officers of the association and

moved from the fover to the rink.

box, says the management puts in

enough money to cover the session,

and the skaters select their own

operates a number of wall ma-

chines, a Bally Club Bowler, a Gen-

co Motorama and a Kick Off foot-

LONDON - Auto-Slot (Sales),

Ltd., West Croydon, London, has

been formed to sell West German

coin games here. Directors of the

firm are T. V. Adams and A. B.

Equipment includes Novamat,

Beromat, Suomat, Orion, Golden

Zwoff, Moulin Rouge, Monte

Carlo, Roulomint, Rotamint, Ca-

converted to British coinage,

Adams and Young say that about

half of their business is with opera-

tors who have mechanics capable

of doing the necessary conversion.

of the German 10-pfennig piece

The firm also sells slugs the size

While none of this equipment is

On the same location, Katz also

tunes on the house.

ball table.

Young.

However, the Tuesday and for use in the machine and Zeis-

Thursday sessions, held between sikon key blanks for cutting to fit

12:30 and 2 p.m., attract a large the German range. Auto-Slot car-

number of teen-agers during their ries spare parts and provides after-

sino and Ultra.

Johnny Katz, who operates the

REPORT FROM BRITAIN

MEMPHIS-Alan Dixon, mem- the board of directors would all ber of the Memphis Music Asso- be full-time operators serving with-

Dixon made a progress report nessee into a State-wide association, on the organizing effort to the said last week he had mailed monthly meeting of Memphis letters to 35 operators in West Music Association Tuesday (22)

Who Said That?

 "Advance reservations for the 1960 MOA convention are coming in faster than in any year in three sections by geography, West MOA's history. I wouldn't be a bit surprised if more operators attend East Tennessee, because it is a this year's show than any convention in our history"-George A.

 "Operators who have been with this feature, first bowed on Company, and Jack Canipe, asking why the coin machine industry doesn't take steps to get a fair break in the mass media now have a chance to provide the answer. The Coin Machine Council for Public Relations will stand or fall on the basis of operator participation. I think it will stand." -Herb Jones, vice-president of the discriminatory, unreasonable and Bally Manufacturing Company and CMC membership chairman.

Dixon said the letter stated that • "Juke box operators who fail dues would be kept low so all op- to keep accurate records for locaerators could join, and if interest tion expense are asking for trouble. was sufficient a meeting would be The Internal Revenue Service recalled in the near future in a cen- quires that complete information be provided for these deductions. This Dixon said the State-wide group matter will be discussed in detail at the MOA Tax Forum at the forthcoming convention." Leo Kaner, chairman of the MOA National Tax Council.

 "Posters appearing next to coin rides are 'sugar-coated' safety messages. They do a lot to promote highway safety, particularly among teen-agers." An official of the National Safety Council commenting on Capitol Projectors' Auto-Test safety campaign.

 "Musicians can be found instead of juke boxes in many locations in Paris and other Continental cities."-Art Silbert, Standard Financial Corporation vice-president, commenting on the competition European juke boxes face from live, inexpensive music.

Thoelke, Casola Trips

CHICAGO — United Manufacturing Company roadmen John Casola and Al Thoelke are making their final rounds before the MOA show. Casola, in Birmingham, will travel to Atlanta; Columbia, S. C., and Raleigh, N. C. Thoelke, currently in Wisconsin, is headed for the upper and lower penninsula of Michigan.

N. C. Distrib Sets School

CHARLOTTE, N. C. -LeStourgeon Distributing Company here has slated a one-day operator service school on Rock-Ola phonographs for Sunday (24). Jack Barabash, of Rock-Ola, will conduct the school, which begins at 10 a.m. All area operators and servicemen are invited.

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Fun House 95	Jumbo Ten
Gusher 140	Strikes 1
Reno 100	Spot Pool 16
Snafu 58	Piccadilly
Steeple Chase 140	Tic Tec Tee . 20
	Club House 19

GOT	TLIEB
World Champ \$110 Hi Diver 225	Miss Universe \$250 Annabell 240
Queen of Diamonds 255	Sunshine 210 Straight
Sitting Pretty. 215	Shooter 218
United Star Dust	

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Continued from page 139

too loudly these days is Frank Brady, Lake Music Company in Pahokee. With spring crops coming in, business is brisk. . . . Jim Manning, Manning Music Company, West Palm Beach, wondering out loud if the new Presley record is going to help collections as much as his former releases. From the way the ops are grabbing the platter, this boy is still hot, and in most any location.

Raoul Shapiro

TAMPA TOPICS

Bobby Schwartz, B & B Vending, Miami, was finally laid low by the flu. This is the first time in over 10 years that Bobby has missed a day of collections. Bobby's wife making his record purchases. . . . Mel Schwartz, Mello Music Company, back on the route after a couple of weeks' vacation. With Mel back, maybe partner Willie Levey will find time to enjoy his grandchildren, who are down here with his daughter, Joyce, from Philadelphia. Willie says he expects his son-in-law, Larry Finn, to be down here shortly for a couple of weeks. Larry is a former coinman from the Miami area.

Art Gerhardt, Lauderdale Amusement Company, Fort Lauderdale, in town getting some set-ups of records for some new locations. Art says business is good, tho with the opening of Gulfstream Park. play dropped off a little. Art says that with the horses, dogs and jai alai all going at the same time, there is just so much money folks have to spend. Raoul Shapiro

West

OUT COLORADO WAY

Jerry Harris, of Mountain Distributors, AMI Center in Denver. is spending a lot of his time touring Nebraska. Harris was accom-

panied on his February junket thru the Cornhusker State by John Hoffman, factory serv-

ice representative.



Pete Geritz

Frank Huber and Glen Pierce, partners in Century-Supreme Music Company, are attempting to expand sales revenue at each phonograph location. Huber and Pierce, incidentally, have replaced miniature radioequipped foreign cars for the routes with larger American-made models. . . . Pete Geritz, Mountain Distributors head, has announced his appointment as distributor for Du Grenier cigarette and candy vending machines. The new department got off to an auspicious start when Pete sold 150 machines on a single order.

Jim Hall, of Rocky Mountain Coin Machine Company, Pueblo, reports excellent results during the past six months when he made an aggressive entry into background music. Building his sales program around the Seeburg, he has leased installations in two banks, a bowling lane, country club, two restaurants and currently has one unit on lease at a Pueblo hospital, representing complete success with every prospect contacted to date. Demonstration consists simply of delivering the set, installing a few speakers and letting the customer use it for a few days. Invariably "they won't give it back," Hall reported. Incidentally, despite the fact that the Southern Colorado city suffered economic paralysis during the 1959 steel strike, Hall ex-perienced his best business year since he first entered the juke box field. In fact, because of the diversification of his operations and the successful business year referred to above, Hall's accountant has suggested incorporation.

C. J. Streit, Fort Collins, was visiting in Denver, extolling the virtues of his Fort Collins Pizzaroma. . . . Vern Byers, Fort Collins, is taking a well-deserved rest. Byers triples his route each summer with many locations in the high Colorado Rockies, and during the winter handles a king-size maintenance and rehabilitation job on several hundred pieces of equipment.

Velma Cook, of Vee Music Company, Laramie, Wyo., is making the 300-mile trip into Denver rather regularly of late to visit distributors. Other Wyoming commuters include Harold Manders, Casper, and Paul Scott, Lander. Manders, incidentally, has sold his route in Lusk, Wyo., to Mike Miller.

Mountain Distributors, AMI phonograph distributors in Denver, held a service school in February which brought in 36 operators and



BRUCE -GREGG, RIGHT, newly appointed sales manager for American Shuffleboard Sales, Seattle Rock-Ola distributor, leaves with Les Lystad, American Shuffleboard Sales president, for a swing around the territory.

tempo

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14 ft	\$395
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Bally A B C Shuffle Bowler	
Bally DeLuxe Shuffle Bowler	
Bally Rebound Shuffle	
United Bowling Alley, 14'	195
United Bonus Alley, 13'	445
United DeLuxe 11th Frame	
Shuffle, 9'	95
Chicago Coin Rocket Shuffle	115
Chicago Coin Rocket Shuffle (2-pl.)	175
Bally Heavy Hitter, fp., 10-3-25.	
Bally Big Inning, fp., 10-3-25	295
Bally Die Innine (Nevalty) 40 2 25	100

FIVE BALLS

Gottlieb	Buccaneer \$ 60
Gottlieb	Sea Belles (2-pl.) 135
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Gottlieb	Continental Cafe (2-pl.). 185
Gottlieb	Criss Cross 195
Gottlieb	Super Circus (2-pl.) 225
Gottlieb	Brite Star (2-pl.) 235
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Wurlitzer 1900
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AMI C-40 (cenv. te 45 rpm) 75
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Peter Pan

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mechanics from the territory. John Hickman, factory service representative, was on hand to teach the classes, and called on Denver AMI operators in company with Jerry Harris. The pair left following the week-long service school for a trip to Omaha.

A new one-stop, the Music Box, has been opened in Denver and is showing good results. The one-stop is part of a chain operating in Dallas and other Texas cities. . . . Frank Schaumberg, Colorado Springs operator, has taken over the contract for cigarette vending at the United States Army's big Fort Carson south of Colorado Springs. His first move, in order to guarantee enough equipment to cover the huge base, has been to purchase 150 new Du Grenier cigarette vending machines. Schaumberg operates the firm as Gil's Cigarette Service, with complete music, game and vending equipment lines.

Greeley operators who have been beefing up their routes in anticipation of a busy summer include Jack Wyscaver and Stanley Bennett. Both have spruced up existing equipment and bought new phonographs for new locations. . . . Herb Roggow, phonograph operator who headquarters in the tiny hamlet of Las Vegas, N. M., has invited "a few close friends" to visit some of his top-notch fishing spots in the rugged country east and west of Las Vegas. Among the guests will be Jim Hall, of Pueblo. Roggow operates many elderly 78 r.p.m. phonographs in tiny roadside taverns and grocery stores scattered over several thousand square miles of territory.

Elton Deines, Boulder, is piling up extra mileage on his car in commuting daily over the new Boulder Turnpike, covering the 22 miles between Denver and the Colorado University city. . . . A new entry in the Denver phonograph operating field is Bill Hastings, formerly a salesman for Midwest Music Company, who has set up his own operation in mid-town Denver under the title of Stereo High-Fidelity Service. The name closely resembles that of another new operation under management of Marshall Pack, formerly an R. F. Jones Company employee, who bought the old Bell Music Company routes and named his new firm Stereo Music Company.

Shorty Caudler, veteran Denver coin machine mechanic, has been relegated to a Denver hospital with a persistent case of flu. . . . Condolances to Lou Shulman, prexy of Modern Music Company, Denver, whose mother-in-law passed away recently.

Bob Latimer

LOS ANGELES ANGLES

Walt Hemple, of First National Music in San Fernando, opened a restaurant in that city recently. A number of operator-friends attended the event. Among them was Glenn Wolcott, of Montrose. First National recently moved to new and larger quarters in that city. Firm is now located in 1421-23 San Fernando Road. . . . Jimmy Wilkins, of Paul A. Laymon, Inc., recently underwent surgery in his

> hometown of Whittier. Paul A. Laymon, of the company bearing his name, recently observed a birthday. . . . Gene Wasson, AMI district sales manager, in town for a brief time and spending what was remaining, after conducting a service school for Badger Sales, with his family at his home in Buena

Jimmie Wilkins Park. He left Tuesday (5) for the Northwest. Ralph Rogers, Oceanside operator, in town to pick up equipment at the C. A. Robinson Company. . . . Jack Neel, of G. F. Cooper Music, Riverside, made one of his bi-monthly trips into the city for supplies.

Charles Koskl, Long Beach operator, got a good view of the eclipse recently while visiting his mountain cabin near Wrightwood. He said the air was clear and he and his family had a front row view of the event. . . . Bill Yedlin, Sherman Oaks operator, is back from a hunting and fishing trip in Mexico. . . . Walter Cook will leave his home in Palos Verdes Estates in June to drive to Alaska via the Alcan Highway to visit his daughter and her husband, who is a geologist for Union Oil Company. His daughter is now visiting in Palos Verdes. . . . Al Cicero and Norman Hayes were in town from Santa Maria, making the trip in Cicero's new sports car.

Tom Wall, of California Games, left recently for Washington, D. C., to visit his sister who is ill. . . . Hally Stires, of Tucson, Ariz., where she has the AMC Amusement Company, was in town on a buying trip. . . . S. L. Griffin, of Valley Coin Machine, Pomona, was sighted recently on West Pico.

Bill Bradley made his usual look-see trip from his bailiwick in Covina. . . . The many friends of Mrs. Tom Catana will be happy to learn that she is recovering from a recent illness. Catana is a Los



SGT. JON WRIGHT receives a Commendation Award Medal from Maj. Gen. T. L. Sherburne just before his discharge from the U. S. Army. Sergeant Wright had spent two years in Germany, where he had been in charge of the Troop Information Program. Immediately after his discharge he joined Western Distributors, Portland, Ore., Rock-Ola distributor, as sales manager. Western is owned by Budge Wright, Jon's father.

Angeles operator. . . . Perry Irwin in town from Ventura. . . . Fred Williams has recovered from recent surgery and is back in the business in South Gate.

Don Radenbaugh visited Los Angeles from his headquarters in Long Beach. . . . Jack Neel, of G. F. Cooper Music, Riverside, was accompanied to Los Angeles on one of his recent bi-weekly trips by Carl Klein, of Indio. Klein handles that end of the Cooper Music (Continued on page 145)

ROSEN HAS THE BEST BUYS IN

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We have a very large

VENDORS	Avenco Coffee & Hot Choc
Automatic Popcorn \$125.00 Pop Sez Popcorn 65.00 300 Baby Grands 6.50 200 brand new	Cole 3 sel. Cold Drink 495.00 Apco 3 sel. Cold Drink 525.00
Victors 12.50 DuGrenier 8-col.	ARCADE EQUIPMENT
Candy 200.00 Shipmans 6-col.	Auto Photo #9\$995 Mut. Photomatics 395
Candy 95.00	Mut. Voice O Graph 295
U-Select-It Candy 65.00 Ball Point Pen	Harv. Metal Typer 210
Vendors 12.00 Nat. 9M Cig.	Projector Panorams 325
Vendors 125.00	Midget Movies 125 Sidewalk Engineer 135 Wms. Peppy 195 Balloonomats 145
	Goales 95 Miniature Golf 85 Miniature Football 85
	Gallery 195 Ex. Space Gun 95

selection—you name it, we have it. Price Right. Also LOTTA-FUNS. MUSIC Seeburg V 200 \$295 Seeburg C 100 250 Wurlitzer 2000 395 Wurlitzer 2000 395 Seeburg Library Units 395 KIDDIE RIDES Capital Ponies \$275
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Bally Champion 425
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RECONDITIONED—REFINISHED!...... LIMITED QUANTITY . . . First-Come, First-Served

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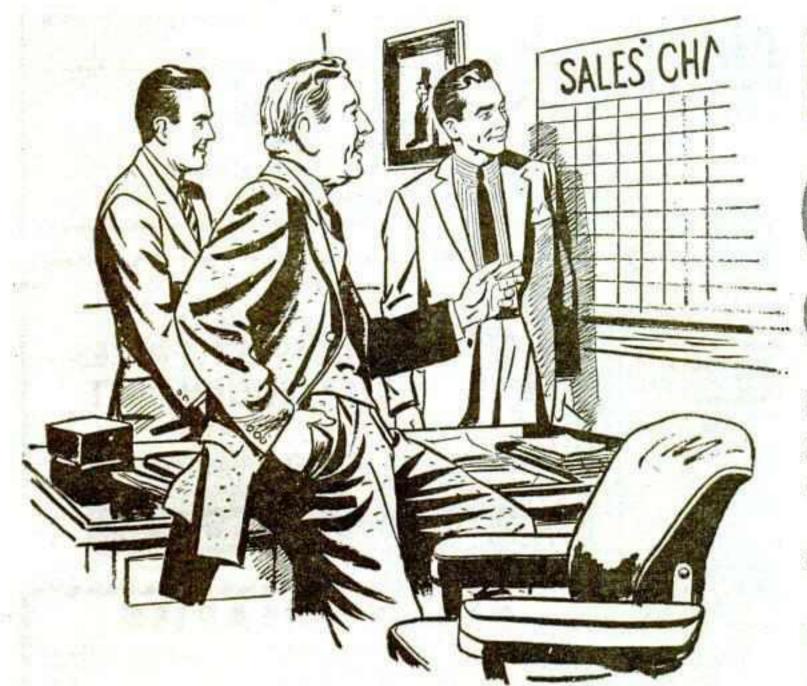
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SALES CHAPTORE SALES CHAPTORE

into your sales effort at the time when you can reach the largest buying audience of the year. Use. . . .

The Billboard's

M.O.A. Convention Issue

Dated: May 9, 1960. Advertising Deadline: Wednesday, May 4

Your ad in this important M.O.A. Convention issue will take your sales message to more than 7,500 key coin machine operators who buy 95% of all juke boxes, amusement games, vending machines and supplies bought by the coin machine industry . . . and it reaches them when the are primed to buy!

INVESTING YOUR ADVERTISING DOLLARS

Coin Machine Manufacturers, Distributors and Suppliers invest their advertising dollars, instead of just buying space, and they expect a solid return on every dollar invested. Week after week, month after month, year after year, Coin Machine Distributors continue to place more than 80% of their advertising in The Billboard and less than 20% in other trade publications. Why? RESULTS!!!

Music Operators of America Convention will be held May 9-10-11 at the MORRISON HOTEL, Chicago

Start Planning Now!!! Have your advertising sales messages ready to appear in pre-convention, convention and post-convention issues of The Billboard.

Remember . . . The advertising deadline is Wednesday, May 4, for The Bill-board's M.O.A. Convention issue. Prepare your copy early.

Make your reservation for advertising space today!

Contact your nearest Billboard office listed below for complete information and rates.

Chicago T, III. 188 W. Randolph CEntral 6-9818 Dick Ford Jack Sloan New York 36, N. Y. 1564 Broadway PLaza 7-2800 Dick Wilson Hollywood 28, Calif. 1520 N. Gower HOllywood 9-5831 Sam Abbott St. Louis 1, Mo. 390 Arcade Bldg. CHestnut 1-0443 Frank Joerling

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100 Names, \$10.00 per 100 Cards 200 Names, \$15.00 per 100 Cards

MUSIC SHOPPED 1455 Rock\$425.00 1500 Wur. 85.00

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140 East 2nd South Salt Lake City 11, Utah

WORLD FAMOUS EXPORTER

-Inquiries Invited-

AMI 1-200M	\$650.00
2 AMI G200	400.00
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1 Rock-Ola 1465	. 450.00
1 Rock-Ola 1455 (Stereo)	500.00
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	2031
2 Gally Beach Club	.\$30.00
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7 Assorted Rebound Shuffle	****************************
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THE SECURE WAY **TO A SECURE BUSINESS**

- Thousands of locations available New customers every minute.
- Use the same rides year after year - Life-like in appearance, our animals never become out of date.
- No supplies to replenish or buy Collect once a month.



ESTABLISH A KIDDIE RIDE ROUTE

Write, wire or phone





Continued from page 143

operation. . . . Ray Brandenburg made one of his infrequent trips to Los Angeles from his home in LaHabra.

Bob Young has opened his new coin machine repair headquarters at 2704 West Pico. Located at the same address is Ray Walsh, whose transportation service is aimed directly at the coin machine industry. . . . The grandson of Dorothy and Jack Leonard, of the Badger Sales Company parts department, recently marked his first birthday. The mother is their daughter, Terri.

The rearrangement of space at the C. A. Robinson Company is giving the firm a more organized operation, says Al Bettelman of the firm. They recently took over additional space and now occupy all of the West Pico property purchased years ago by Robinson.

Sam Abbott

Midwest

MILWAUKEE MENTIONS

The date of the Milwaukee Coin Machine Operators' Association Victory Banquet will have to be rescheduled, according to the

group's president, Sam Hastings, Hastings Distributing Company. It was originally set for May 9, but the date conflicts with the big MOA show in Chicago. "We are waiting to hear from Doug Opitz, Hilltop Coin Machine Company, about a new date," says Hastings. Opitz is on the committee in charge of this event. The Victory Banquet is intended to herald the completion of the group's successful membership drive.

There's a new man on the P. & P. Distributing Company staff. He is Al Wagner, being trained in service and maintenance work. . . . Herb Geiger, Geiger Automatic Sales, reports that the Wisconsin Cigarette Operators' Association may hold a meeting

late in April. "It all depends on how the elections turn out," says Geiger. "We are almost positive that another bill will be introduced in the Legislature to add more taxes on cigarettes."

Mrs. Margaret Messler is the new office girl in the United, Inc., headquarters. . . . According to Sam Cooper, Paster Distributing Company, ground breaking has begun for the expansion project at the AMI distributorship. Plans call for adding 14,000 square feet of basement and ground floor space. Both the coin machine and premium departments will be expanded. "Target date for completion is some time in July," says Cooper.

SAGINAW, MICH.

Doug Opitz

Attending an AMI service school recently for operators in the Northeast Michigan area were Cliff Betting, AMI; Jack Gallagher, Miller-Newmark Distributing Company; John Holley, Vince Crinzi, Bill Crinzi and Wally Rathbon, Melody Music Company; Bill Dennison, Saginaw Coin; Regie Nejinski, Ross Ballor and Gerald Kishmerska, Harry's Amusement; Charles McNally, Ed Stevens and Nick Trogan, L & M Amusement; Lester Sutton, Globe Amusement; Earl Edwards and Ross Edwards, Michigan Amusement, and Frank Sural, Ted Snyder and Gordon Roper, Century Coin. The school was sponsored by Miller-Newmark and presided over by Betting, an AMI-engineer.

Benn Ollman

CLEVELAND CLOSE-UPS

Soaring into an orbit that skirted Florida for two weeks, Lester Glezerman, president of Northeastern Automatic Products Company, successfully managed the re-entry problem and arrived back in town Sunday. But he was only refueling before launching himself into an Ohio orbit that ended in Cincinnati for several days.

(Continued on page 146)

INFORMAL GROUP WITH NO OFFICERS WORKS IN COLORADO

PUEBLO, Colo.—By setting up an informal association of phonograph operators, which has no officers but which holds regularly scheduled meetings, six leading firms have enjoyed far better profits the past two years.

Operating in conjunction with the State-wide organization, Colorado Music Merchants, Inc., the Pueblo group is called the Pueblo Music Guild and includes as members Sam Salardino, Frank Cash, George Salardino, Bill Haeffner, Nick Pazutti, Jim Hall and Dominic Pilletteri.

Representing 95 per cent of the phonograph installations in the Southern Colorado steel-manufacturing town of 100,000, the guild meets at sporadic intervals, usually whenever there is a question of major interest to each of the member firms.

Dime Play

One excellent example of the co-operation which has been brought about by this informal program has been 100 per cent establishment of 10-cent play.

The association has no officers whatsoever and is moderated in every meeting by the host. Meetings are held in the offices of the members, with the host providing refreshments and whatever entertainment is scheduled, according to the season.

Almost every firm has hosted the group at least three times, according to charter member Jim Hall of Rocky Mountain Coin Machine Company. Any question which arises on taxes, licensing costs or pricing is sure to be reviewed.

SPECIAL!

CHROME SIDE RAIL MOLDING FOR **BALLY BINGO GAMES \$5 PER SET OF 2.**

Write: SUPERIOR SALES CO.

Room 6

7855 Stony Island Avenue Chicago 49, Illinois



Joe Ash says . . . Active's the Choice for

THE LOWEST PRICES— BEST EQUIPMENT

ALWAYS!

You can ALWAYS depend ON ACTIVE ALL WAYS

AMUSEMENT MACHINES CO. 666 N. Broad St. Phila: 30, Pa. POplar 9-4495 Write or wire for price

BINGO CHEAPIES

Showtime \$85.00	Gaytime \$60.00
Key West 85 00	Bright Lites 50.00
Big Show 75.00	Big Time 50.00
Double Header 90.00	Big Time
Broadway 60.00	Night Club
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SPECIALS for SPRING from WORLD WIDE

BOWLERS

Un. 13' SIMPLEX \$59
Un. 16' ROYAL 34
Un. 13' JUMBO 42
Bally 11' TROPHY 42
Bally 11' A.B.C 22
Bally 14' A.B.C 22
United HI-SCORE 14' 24
C.C. 16' T.V 37
C.C. 14' BOWLING LEAGUE . 22

BASEBALLS

Wms. PINCH HITTER \$325
Bally HEAVY HITTER 325
Wms. SHORTSTOP 275
Bally BIG INNING 255
Wms. 1957 BASEBALL 225
Wms. 4-BACGER 155
United STAR SLUGGER 145
United SUPER SLUGGER 125
Genco Hi-FLY 75

BINGOS

BEACHTIME			0	2								\$295
SUN VALLE	۲		4				٠	ı				. 195
MISS AMERI	C	A	1						į.			. 145
SHOWTIME	ু	į			ૄ	:						. 110
KEY WEST												. 95
BIC SHOW .	1			-						Ĺ	1	. 85

NITE CLUB BIG TIME STARLET

SPECIALS! FISCHER'S PARTY POOLS

w/Slate Top LIKE NEW Only \$155

Williams VANGUARD GUN\$375 HERCULES GUN 445

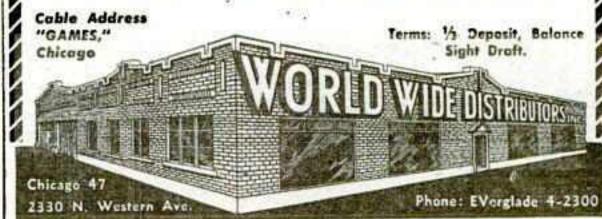
PHONOS

SEEBURG HF-100JLS	545
SEEBURG HF-100L	595
	745
ROCK-OLA 1465-200	545
	545
	445
	495
The second secon	375
	275
	375
	395
	345
	375
	295
	225

ARCADE

C.C. CRISS CROSS HOCKEY \$245	Bally SKILL PARADE \$145.00 Bally SKILL ROLL 95.00 C.C. REBOUND SHUFFLE 49.50 Genco 2 PL, OFFICIAL
C.C. EXPLORER 145	Bally SKILL ROLL 95.00
United SHOOTING STAR 125	Genco 2 PL. OFFICIAL
C.C. ROCKET SHUFFLE 110	SKILLBALL 95.00

THOROUGHLY RECONDITIONED! ORDER TODAY-CALL COLLECT!





New LUCKY 5c, 10c or 25c PLAY

- MATIONAL COIN REJECTOR in each chute
- NOW has TWO coin returns and other new features. ,,,,,,,,,,,,,,,,,,,,,,,,,
- EASY TO LOAD.

Size: 18"x8"x6". Shipping Wgt.: 20 Lbs.

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GAME HOLDS APPROX. 1,000 NUMBERED OR STAR TICKETS

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ATLAS . . . Music and Vendors

MUSIC SPECIALS!

A. M. I. 6-200	SEEBURG 200 Sel. WALLOMATICS \$110
A. M. I. E-120	SEEBURG 100A 95
WURLITZER 1600 95	SEEBURG 200 Sei. WALLOMATICS. \$110 SEEBURG 100A
In Worki	ng Order

USED CIGARETTE VENDORS

CONTRACTOR OF THE PROPERTY OF	
SEEBURG 800E-1	250
9-Col DugRENIER (Mechanical)	45
22-Col. EASTERN MARK II 12-Col. EASTERN	145 115 75
9-Col. NATIONAL (Slant Front)	95 175

Contact Us for PARTS for ALL BERT MILLS COFFEE VENDORS.



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SEEBURG 161 (Half Dollar). \$825 SEEBURG VL HIDEAWAY.... 445 ROCK-OLA 1448 375 ROCK-OLA 1438 325 A. M. I. G-120 395 A. M. I. F-120 375 WURLITZER 2300 795 WURLITZER 2150 495 Reconditioned—Refinished

WANT TO BUY SEEBURG 3W-1 WALLOMATICS (100 Sel.-Chrome Covers)

Exclusive Seeburg Distributors

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ATLAS MUSIC COMPANY Quarter Century of Service

when answering ads . . . Say You Saw It in The Billboard

2122 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.



NEWLY BUILT SHOWROOMS of the Port Arthur Novelty Company, four-month-old Texas juke box operators, are filled with the firm's initial phonograph order—10 Rock-Ola Tempo II phonographs. Pictured are Joe Anthony Durso; his father, Joe, owner, and Walter McLain, manager and coowner.

Wurlitzer Sues Moore Corporation

NEW YORK — The immediate future of Gibraltar Amusements, Ltd., juke box route in Nassau and Suffolk County, was clarified in a limited way via a court proceeding this week in U. S. District Court, Brooklyn. The Wurlitzer Company has brought about a petition of invountary bankruptcy of Gibraltar last month.

Gibraltar was one of numerous corporate properties operated by Sandy Moore, who has been the Wurlitzer distributor in this area for several years. At the time of the bankruptcy petition. Wurlitzer removed its distributorships from Moore. There was no indication at press time as to how distribution in this area would now be set up.

sided over by Judge Zavatt, a It was noted that Security Nachange in a previous agreement tional had placed stickers on a numentered in the court under which ber of machines on the Gibraltar Christ, was effected. It is understood now that Christ will actually run the company pending further being handled by his attorney, court developments.

Besides the Wurlitzer Company, it was understood that other large Whiteside and Wolfe. The recreditors included Standard Finan- ceiver's counsel is the firm of Bleak-

At the hearing in Brooklyn, pre- National Bank of Nassau County. Moore would operate the company route for which it held the paper. jointly with the receiver. Halstead The stickers noted the units as being the property of the bank.

Moore's interests in court are George Becker. Attorneys for Wurlitzer are Chadbourne, Parke, cial Corporation and the Security ley, Platt, Gilchrist and Walker.

Continued from page 145

"The industry needs a good 5-cent cigar," said Norman Goldstein, vice-president of Monroe Coin Machine Exchange. This graphical statement sums up Goldstein's appraisal of the coin machine business here and thruout the nation. The 5-cent cigar that Goldstein alludes to is an inexpensive but smashingly popular amusement game that will flush the dust gathering change from customers' pockets.

Hershel Herzig, formerly of Cosnak Distributing Company, has joined Shaffer Music Company's subsidiary, C. C. Record Company. . . . Leo Simone, former Shaffer salesman, left for Los Angeles at the end of March. Altho he hated to leave Shaffer, a family illness forced the westward trek. Simone hopes to latch a similar job there. He doesn't want to leave the coin machine industry.

Joe Stone, Shaffer salesman who just returned from Toledo, will cover the Youngstown territory that includes Trumbull, Mahoning, Seneca and Huron counties.

DETROIT NOTES

Philip Chokreff, who used to run a route of tab gum machines, has switched to juke boxes and cigarette venders, with the organization of Phil's Music Vending Company in Northeast Detroit. He has a partner, John Gregory. Headquarters are at the Koss Hamburger Bar, making possible 24-hour service calls. Chokreff is actively in charge of the route, with his brother. Tom, lending a hand as record buyer. They plan to go into bowling machines and other amusement games later in a program of expansion.

Mrs. Grace Ziegler, widow of the late showman, Charles Ziegler, and herself head of Ziegler Music Company, juke box firm, is

returning for the summer to Island Lake, where she will operate a novelty stand for the 23d year. Irwin Baldridge, formerly of Detroit, who makes his home at Island Lake, will again operate the large Penny Arcade there. . . . Auto City Candy Company, operating cigarette venders, has completed reconstruction of its building (the second) floor was destroyed by fire several weeks ago) and is fully back in business, reports Julian Lefkowitz. Ben Lefkowitz, Julian's father and a founder of the company, has been vacationing in Florida. . . . Carl Angott, Wurlitzer distributor in Detroit, has appointed a new general manager. He is Harold Christiansen, a veteran on the Detroit coin machine scene. Hal Reves



Carl Angott

Davis Suarantee Worn Parts Replaced Amplifier Reconditiones Sound System Tested Speaker Examined

YOUR SPRING LOCATIONS DESERVE PHONOGRAPHS WITH THE DAVIS 6-POINT GUARANTEE

SEEBURG

G-AGC.		127			
201					\$850
KD200			٠		595
					575
HF100R					495
HF100G					395
100W					375
M100C					350
M100B					275

ROCK-OLA

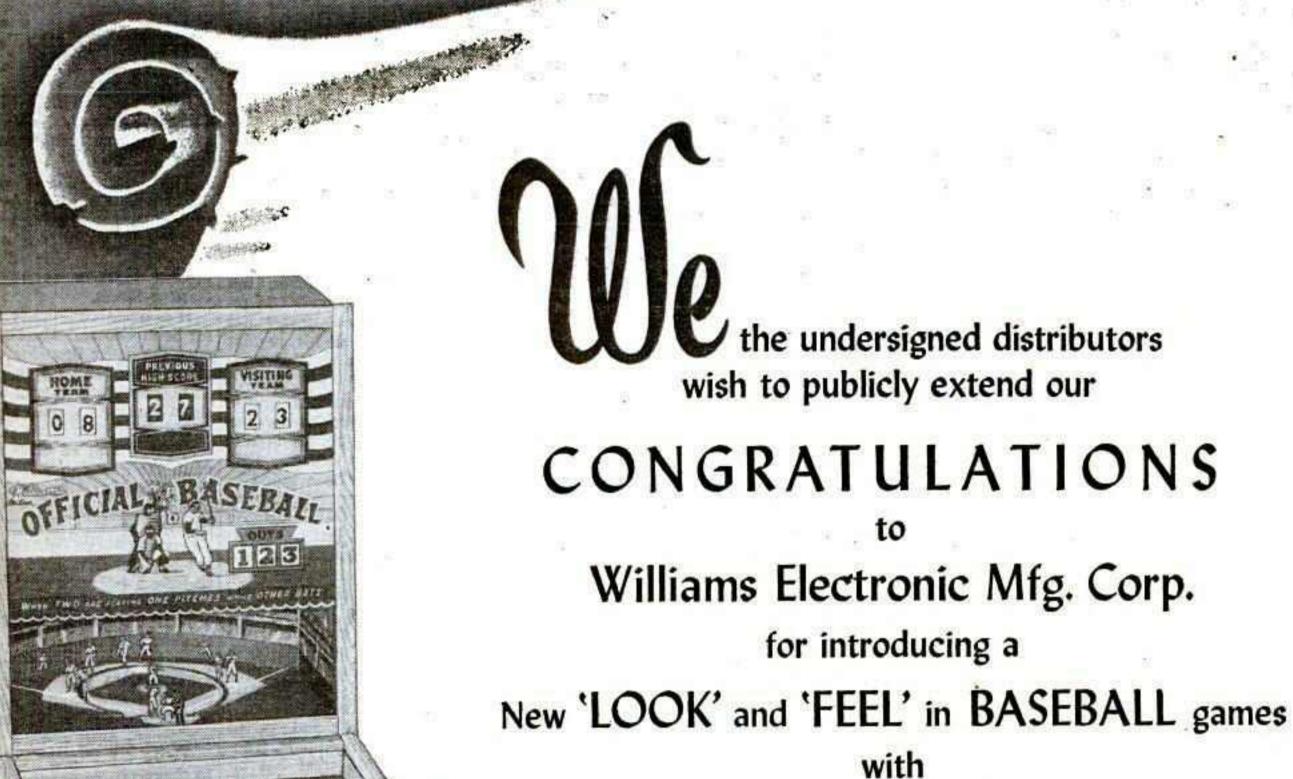
1455\$449

AMI G120 \$395 1200\$595 F120 325 E120 175 595 1120 H200 495 E80 175 H120 495 D80 125 WURLITZER 2150\$429 2250\$549 2000 349

Cigarette Vendors: Complete and Working Fastern Mark II

Edsieili Mark II	0
Eastern Electric, 12 column	8
Eastern Electric, 10 column	6
Rowe Commander 11-column "E"	8
Rowe 8 Column, reconditioned, refinished	6

Terms: 1/3 Deposit EXPORT Required WESTERN EXPORT DISTRIBUTING Exclusive Seeburg Distributors 738 Erie Blvd., East, Syracuse 3, N. Y. Phone: GRanite 5-1631



"OFFICIAL BASEBALL"

This game answers a need for a NEW Baseball Game. The new "Faster Play" board design-the new "Batting Skill" required by the "Changing Lites" feature, combined with all of the PROVEN features of the past years, produces a game that is PROOF POSITIVE

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BILOTTA DISTRIBUTING CO. 224 N. Main St., Newark, Wayne County, N.Y.

> CENTRAL DISTRIBUTORS 2315 Olive Street, St. Louis, Missouri

COMMERCIAL MUSIC COMPANY 1550 Edison Street, Dallas, Texas 1415 S. Flores St., San Antonio, Texas

EMPIRE COIN MACHINE CO. 1012 N. Milwaukee, Chicago, Illinois 7743 Puritan, Detroit 38, Michigan

GENERAL VENDING SALES CORP. 237 W. Biddle at Howard St., Baltimore 1, Md.

LIEBERMAN MUSIC COMPANY 257 Plymouth Ave. N., Minneopolis 11, Minn.

MIDWEST DISTRIBUTORS 709 Linwood Ave., Kansas City, Missouri

C. A. ROBINSON COMPANY 2301 W. Pico Blvd., Los Angeles, Colif

DAVID ROSEN, INC. 855 N. Broad St., Philadelphia 23, Penn.

ROANOKE VENDING EXCHANGE, Inc. 4930 W. Broad St., Richmond 26, Virginia 63 Commonwealth Ave., Bristol, Virginia 625 Ohio, Charleston, West Virginia

SEABOARD NEW YORK CORP. 843 Tenth Avenue, New York, New York 171 Park Avenue, East Hartford, Conn. 772 High Street, Newark, New Jersey

SOUTHERN AUTOMATIC MUSIC CO. 1535 Delaware Ave., Lexington, Kentucky 129 W. North St., Indianapolis, Indiana 735 S. Brook St., Louisville, Kentucky 1000 Broadway, Cincinnati 2, Ohio

SOUTHERN MUSIC DISTRIBUTING CO. 1453 S.W. 8th St., Miomi, Flo. 503 W. Central Ave., Orlando, Fla. 2465 Harper St., Jacksonville, Fla.

TRIMOUNT COIN MACHINE CO. 40 Waltham Street, Boston 18, Mass.

UNITED DISTRIBUTORS, INC. 902 W. Second Street, Wichita, Kansas

DISTRIBUTORS FOR WILLIAMS ELECTRONIC MFG., CORP.



Arcades Can Fizzle, Sizzle

COIN MACHINES

Continued from page 138

for teen-agers and for the whole store's entrance, it was specially family to go for an inexpensive designated and decorated as a coin afternoon or evening of fun. The game fun area for shoppers and centers have drawn the praise of their families. community leaders, police, PTA groups, recreation boards and the playlands have opened, altho, besupport of practically every type cause of higher investment costs of community organization.

Fun While Shopping

amusement game playlands was Mills highway discount store in West Paterson, N. J., in late 1958. Set up by Runyon Sales of New Jersey (coin machine distributors)



ROCKET SHUFFLE

\$125.00

Reconditioned like new!

ANNER

SPECIALTY COMPANY FIFTH ST. ABOVE GIRARD, PHILA. 22, PA. 1508 FIFTH AVE., PITTSBURGH, PA.

proved, supervised recreation spot in a 2,000-square-foot area at the

Since then, many other such and more intricate arrangements, they do not offer as widely appeal-First of the new store-area ing a business venture as the recreation center-type spots. But they opened with a new Great Eastern are even more profitable. One confident businessman, Dave Rosen, Philadelphia coin machine distributor, already has more than 30 such playland-type operations in Eastern discount centers and supermarts and has some of the recreation center-type spots in operation as well.

Along with the newer-type of Arcades are equally successful older types that, while more or less conventional, are still far removed from the stereotyped image of the Penny Arcade on "Honky Tonk Avenue."

Bowling Alley Big

In the forefront of this group is the bowling alley game room. Asked what type of "new location" they most wanted to develop in the future, game operator respondents to a recent Billboard straw poll put the bowling alley location at the top of the list. This was hardly its high traffic and free-spending tion for coin games.

One Philadelphia firm, Variety Vending, coin machine operators and distributors, has games spotted overhead. in over 40 bowling alleys, and most



OFFICIAL BASEBALL, the new Williams game, is the first standard baseball game of the year. Featured are brand new pitching and fielding ideas. Pitcher, in field, actually throws the ball at plate, and lights flash at fielding position to provide safe hit targets to the batter. (See story in The Billboard, April 4).

theme of the bowling alley loca-

The bowling alley game room is often now specially earmarked for this purpose. The operator who gets there first-when the surprising. This type of spot, with plans for a new bowling alley are being drawn-will reap the beneatmosphere, is a ready-made loca- fits. The sales argument is an easy one-a clear percentage of the gross to the alley owner without the usual service and upkeep

large operators have at least a few the "Arcade on wheels," which rooms or recreation centers. While such spots. The fact that coin travels the fair and carnival circuit, the schools and plants generally bowling games are widely popular setting up in a tent and moving recognize the need for student and today fits in perfectly with the over the ties. Such an Arcade is worker recreation facilities, they

often put up in six to eight hours and taken down in three to three Scott Crosse to cities in a six-month run.

The "tenting out" idea is also carried out in seasonal Arcade operations at parks and funspots and at summer resort spots.

The resort business has been a big attraction, especially for operators of regular game and juke box routes, who cash in on the extra summertime business by junketing up to the North country with their spare equipment, often setting up full-fledged temporary Arcades. Not only are such operations usually profitable in themselves, but they often ease the drop-off in receipts that the city operator has learned to expect at his regular locations during the stuffier summer days.

One of the original branch-offs of the Penny Arcade idea was the setting up of game rooms at airports, bus and train depots. Few fresh wrinkles have been noted in this area, but such operations have at least expanded with the increase in transportation facilities. These spots are almost always run and serviced by coin machine operators who pay the owners of the premises a flat rental or a pre-arranged share of receipts. Some operators make a specialty of such locations, operating on a volume basis much as large kiddie ride firms operate in store and food chains.

Despite the many and varied forms of the modern Arcade, frontiers still exist, and what has already been developed can be expanded and improved.

One fresh field for potential coin game installations is the plant and school area. Few amusement machine operators have yet crashed Other types of operations include this barrier with Arcades, game

Move May 30

PHILADELPHIA - The Scott Crosse Company will move to newer and larger quarters here by Memorial Day.

The new building on Broad Street near Columbia Avenue is a former Sears, Roebuck structure and is only a few blocks from the amusement machine distributor's present location at 1432 Spring Garden Street.

It is being completely renovated for Scott Crosse. The firm will occupy the entire first floor and basement which add up to a total of 15,000 square feet, with ample offstreet parking for customers.

Bill Witsen, a Scott Crosse official, said that an open house will mark the occasion.

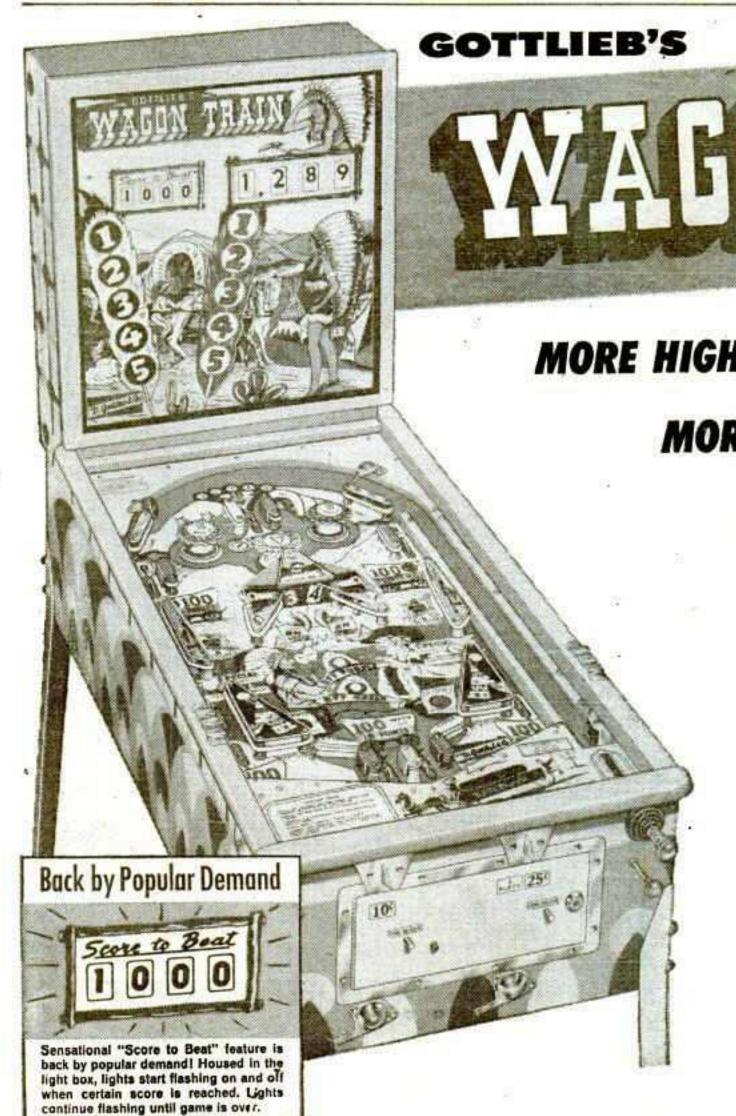
"At present," he said, "we are planning a close-out sale to help cut our inventory before we move. Anyone buying a new machine during our last days here will be able to have a ticket entered in a drawing for some prizes."

Scott Crosse is the distributor in this area for Bally.

are quick to project the old stigmas of "slot machines" and "honky tonk" onto the modern amusement equipment operation.

These old stigmas are not easy to shake off, as any operator in the business knows. But the new Arcade operations of the 1960's-the family funspot types—should do much to dispel them and open up new vistas.

Next week: "Your Arcade -Should You Run It or Rent It?" The advantages and disadvantages of concession arrangements.





- · Lighting all numbers in both Feathers lights top rollover for specials
- · Hitting top rollover and "Wide-View" Roto-Targets light corresponding number in Red or White Feather
- "Wide-View" Roto-Targets allow 2 numbers to appear at same time
- Bumpers light green and purple pop bumpers and side rollovers for high score
- Score to Beat Panel

Match Feature

- Single Player Panel Scoring
- Four places to spin Roto-Targets
 - 2 Cyclonic Kickers
- And coin-box with locking cover

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dections Up 20% in Omaha

the future. Some, like Witt, are

playing a wait-and-see game, con-

centrating on their current business.

will earn, given good records and

of personal contact with his loca-

tions, plus a heavy fare of new

records to keep his routes on a solid

He relies on a strong program

good equipment.

Cinued from page 134

grewith music and legal type ators have mixed feelings about imfoing the jobs.

Ine pins haven't been used eity for more than 10 years, Witt feels the juke box business it operators relying solely on boxes, pool tables, shuffle s, bowling alleys and five-balls, er points out.

Other Areas

iterestingly enough, the good footing. We'll always have taverns entered the background music busis in Omaha haven't blanketed surrounding areas. The situain outlying areas has been ed and largely dependent on loconditions.

n Columbus, for example, some niles away, industry has boomed business has been good. The 's population has climbed from estimated 12,000 to between 000 and 35,000 in less than 10 rs. The coin machine trade has spered.

Other nearby areas with crop ures or declining business have n less fortunate. In many cases e box and game collections have ped way down, and many operrs have been forced to relocate.

Big Cities if a generalization could be de, it would be that the bigger es have grown at the expense the smaller towns.

Good highways and more attrace shopping areas in the larger ies have drawn people from the aller business areas.

For distributors, in sales at least. music business has been the big mer. "Operators seem to be lookfor some new-type game to tch hold," Singer points out. lying it slow.

Music Sales

nother Omaha juke box and me distributor, Hymie Zorinsky, hos his feeling. While our route llections have gone up about 20 r cent, Zorinsky says, our big les item is music.

"Games sales seem to be slower, ghtly up, but slower. Operators e looking for something new to ick."

The operator, however, has no uipment sales worries, and collecons are the only criterion. These e good. Jerry Witt, one of the ty's largest music and game opcators with some 150 locations, oints to a better than 10 per cent ike over last year's collections, and usiness has been climbing for the ast several years.

Pool Halls

Witt credits his pool tables as eing the work horses in earning oin. "There are only three pool alls in Omaha," says Witt, "and he coin-operated pool games have nade virtually every tavern into a ool hall to fill the need."

Witt says he has about 100 pool tops that average about \$20 a veek (his share of gross). His music ollections are about even with ast year, with over-all machine iverage (his share) running near 115.

Stereo, Witt feels, has not helped collections. It's just something you nave to have.

Collections

Another Omaha operator, Howard Ellis, with stops in both Neoraska and nearby Iowa, says colections are up about 15 to 20 per cent from the same time last year.

Ellis credits good labor conditions, a general business boom and the inclement weather. Record snows have forced people to stay indoors, and the juke boxes and

games have prospered. "Both music and games are up," Ellis says. "but my pool games have done best of all. It's a time-consuming pastime which people love to play when it's snowy and cold

Future "Business is the best we've had for five years," Ellis stated.

Looking ahead, however, oper-

games, he points out. Stabilized

Some other operators, however, feel the juke box and game business has stabilized and that the socalled boom is over.

good, but that the number of potential locations has leveled out. General feeling with this group is find a juke box or game there," that for an operator to grow, he diversify.

and people to play music and ness, feeling his juke box and game to cigarette vending or major vendhim in good stead.

Business Different

However, while servicing has similarities, he notes, the business itself is entirely different. We cater They feel collections will be good to different locations entirely with if general business conditions are our background installations. "So

has to either buy more routes or substantially separated from our game earnings.

Still other operators have turned future carefully.

mechanical know how will hold ing equipment. At the recent Nebraska Music Guild convention in Omaha, several manufacturers showed lines of cigarette venders, candy machines, popcorn machines and the like.

Other Income

And at business forums and infar, supermarkets and restaurants formal gatherings, operator talk are the big users-you'd never inevitably turned to other sources of income with which they could The business will have to be supplement their juke box and

juke box and game route, he feels. Omaha, like other sections of Ellis, for example, has recently yet it's a necessity for our growth. the country, is eying the operating





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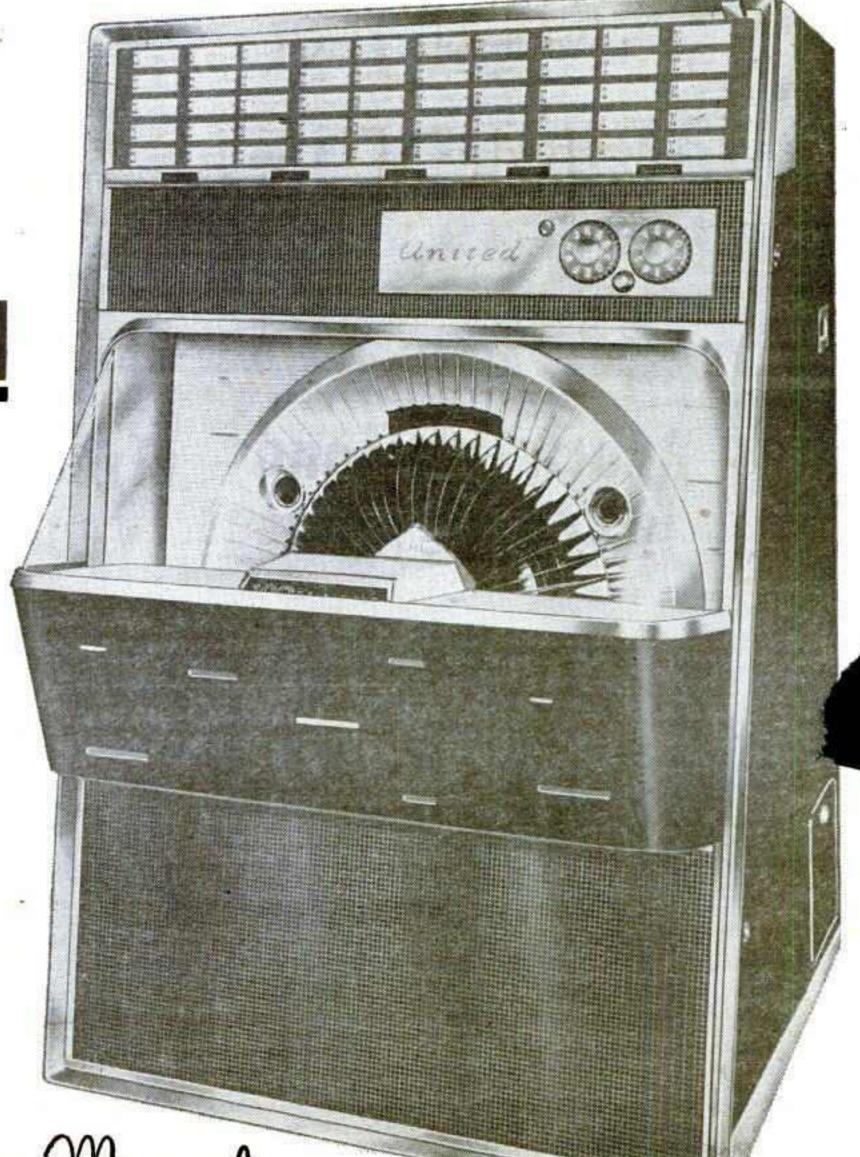
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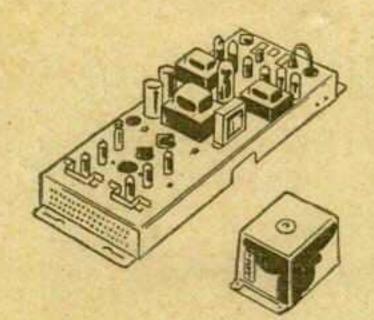
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