

The Billboard

SPRING SPECIAL

APRIL 11, 1960



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE: 50 CENTS

RIAA-ARMADA Try For Disk Unity

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

By SAM CHASE
and PAUL ACKERMAN

CHICAGO—Executives of the Record Industry of America and the Association of Record Manufacturers and Distributors of America at press time were making strong efforts to pull together a committee to meet with a radio panel and prepare a set of proposals for Federal Communications Commission Chairman Ford. These proposals would be designed to ameliorate the present crisis concerning the promotion and broadcast use of records.

The attempt to form a joint RIAA-ARMADA group, however, 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—on 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 and agreed to work together so that a unified committee representing all of the record industry could meet with the NAB panel.

At this point Irving Green, RIAA president and Mercury Records chief, with the backing of Capitol Records President Glenn Wallichs (who was the first record exec to contact FCC's Ford relative to the plight of the disk industry) quickly sought to crystallize the formation of the record committee.

Difficulties developed at the legal level, as indicated.

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 of now.

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 style—all 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 preceding hour were supplied to station — without charge by the record manufacturers and distributors who serve — city. Also certain records were played in consideration of co-operation 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-and-so place in conjunction with so-and-so artist and such-and-such label."

Among those outlets who

(Continued on page 3)

Showmen Agree in Predicting Lusty '60 Outdoor Season

Base Opinion on High Employment Figures and Good Public Attitude

By HERB DOTEN

CHICAGO—Query almost any fair manager, amusement park operator, or carnival owner over 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 business are unclouded. Moreover, they are brighter than at the same point last year.

Unemployment generally throuth 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. The Ringling-Barnum show, playing indoors, pulled 27,000 persons in four performances at Montgomery, Ala., then went on to lure 22,000 in six shows at Greenville, S. C., and in turn piled up a thumping \$110,000 gross with 48,000 paveses in six shows at

Greensboro, N. C. For end-of-the-winter business, particularly in the South, where disposable amusement dollars hit highs in the fall, that is remarkably good.

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 Hamid-Morton Circus hit a new 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 fairs are designed largely for the family trade. So, too, are ice shows, and the icers were given strong patronage. They had bigger grosses than a year ago at almost every stand. "Ice Capades" No. 1 unit has shown increases at all but one 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 31)

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 ones. *Page 2*

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 con-

tinued to be an upsetting one for record manufacturers, distributors and publishers. *Page 3*

DEPARTMENT AND FEATURES

Amusement Park Operation	53	Music	2
Arena, Auditorium Newsletter	98	Music Pop Charts— Top LP's	32
Audio Products	24	Honor Roll of Hits	39
Bulk Vending	130	Hot 100	43
Carnival Confab	100	Tomorrow's Tops	43
Circus Trouping	94	Hot C. & W.	46
Classified Ads	127	Hot R. & B.	48
Coin Machines	130	Music Record Reviews— This Week's LP's	33
Fair Dates	60	Singles	43-44
Fair-Exhibition Management	96	Pipes	122
Final Curtain	99	Radio	1
Hot 100	42	Rodeo Dates	68
Letter List	129	Roller Rumbles	97
Merchandise	114	Routes	99
		Show News	50
		Taken on the Road	52
		TV-Music-Radio	2

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.

Unfortunately, the situation continues to be an upsetting one for 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 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 distributors 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, Columbus, O.; KSD, St. Louis; WCKY, Cincinnati; WCOV, Montgomery, Ala.; WHBL, Sheboygan, Wis., and WDOC, Prestonburg, Ky.

Other outlets which have noti-

fied record manufacturers by letter that they are no longer accepting record packages include KFXM, San Bernardino, Calif.; KAFY, Bakersfield, Calif.; WWDC, Washington; WJLD, Birmingham, Ala.; WRRF, Washington, N. C.; WAVE, Louisville, Ky.; the Crosley Broadcasting System; WHIO, Dayton, O.; WBNS, Columbus, O.; KPLC, Lake Charles, La.; WPRO, Providence, R. I.; WONE, Dayton, O.; KTRK-TV, Houston; KTTR, Rolla, Mo.; KIRX, Kirksville, Mo.; and WWVA (a Storer station, Wheeling, W. Va. Buy For Audition

Both the Metropolitan and Westinghouse station chains are

buying their records — accepting disks for audition purposes only. Westinghouse's Cleveland outlet, for example, is buying an average of 15 singles (three copies of each) weekly and more than 100 LP's (two copies of each) a month from distributors. They are getting disks at a slightly bigger discount than dealers because of quantity purchases. Other Westinghouse outlets are following similar patterns. Metropolitan's WNEW, New York, will audition only disks submitted by local distributors, from whom they also purchase those records they decide to play on the 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*

operate with the FCC. Secondly, executives of both RIAA and ARMADA, for the most part, showed a spirit of co-operation—a desire to thrust aside petty feuds in order that a united front might be achieved. Yet, and despite these strong motivations for the forma-

tion of a committee, concrete results were lacking at the end of the week.

Pressure for a united industry voice continues, with NAB now a factor, inasmuch as NAB realizes that the problem is one which 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.

Forum Sues On Name Use

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

The plaintiffs (Miklos Gafni, president) claim they started the Forum firms in 1953 and have since released eight opera packages under that label. They charge that the use of the name by Roulette (which launched its Forum line last year) is a form of deception, since they claim the name Forum is associated in the disk industry with their company.

Roulette representatives told the court that they had inquired of the Music Performances Trust Fund, and had not found any previous usage of the title Forum. The plaintiffs' move for an injunction was denied, and the case was remitted to plenary action.

BMI to Match New Air Fees

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

The disclosure was made at the NAB convention by Robert Mason, chairman of the All-Industry Radio Music License Committee, and was confirmed by Sidney Kaye of BMI.

Kaye said that broadcasters should write to BMI for new accounting forms. Under the temporary agreement, station owners now have the choice of computing BMI fees on the basis of past practices or the recently signed ASCAP scale.

Mason said the Music License Committee's next move would be to "explore" the possibility of a similar agreement with SESAC.

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 M-G-M and the Lion low-price "Ben Hur" sets.

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 practices.

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

88% Airers Disclaim Payola

WASHINGTON — Payola findings by the Federal Communications Commission, from answers to its December inquiry, were released rather startlingly 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 60 per cent said "no payola" of any kind, and about 30 per cent said they got only free records — making 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

FCC Brass Sheds Free Disk Light

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

By BERNIE ASBELL

CHICAGO — At last, light busted up the cloud hanging over the disk industry as a result of the March 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:

1. Chairman Frederick W. Ford said that, in his opinion, a station 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 announcements, said Ford, it would have "no problem" if the amount of payment approximated the going 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 continuing to send new releases to stations 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

The Billboard

The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford

Editors

Paul Ackerman Music-Radio-TV, N. Y.
Herb Dotten Show News, Chicago
Aaron Sternfield Coin Mach., Chicago
Wm. J. Sachs, Exec. News Editor, Cincinnati
Robert Rolontz Assoc. Music Ed., N. Y.
Lee Zhito Western Music Ed., L. A.

Managers and Divisions

L. W. Gatto Main Office, Cincinnati
R. S. Littleford Jr. Music-Radio Div., N. Y.
Sam Chase Asst. Publisher, New York
Herb Dotten Show News Division, Chicago
Hilmer Stark Coin Mach. Division, Chicago
W. D. Littleford President
M. L. Reuter Vice-Pres.
Lawrence W. Gatto Treasurer
John Ross Secretary

Offices

Cincinnati 22, 2160 Patterson St.
L. W. Gatto
Phone: DUnbar 1-6450
New York 36, 1564 Broadway
George Connell
Phone: PLaza 7-2800
Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: CEntal 6-9818
Hollywood 28, 1520 North Gower
Sam Abbott
Phone: HOLlywood 9-5831
St. Louis 1, 812 Olive St.
Frank B. Joerling
Phone: CHestnut 1-0443
Washington 5, 1426 G St., N.W.
Mildred Hall, Chief, News Bureau
Phone: NAtional 8-4749

Advertising Managers

Show News-Mdse. Robert Kendall, Chicago
Music Adv. Sales Dan Collins, N. Y.
Music Adv. and Prom. Andrew Csida, N. Y.
Coin Machine Hilmer Stark, Chicago
Music-Western Robert McCluskey, L. A.

Circulation Department

B. A. Bruns, Director Cincinnati
Send Form 3579 to

Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio
Subscription rates payable in advance. One year, \$15 in U.S.A. and Canada; \$30 in all foreign countries. Subscribers, when requesting change of address should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1960 by The Billboard Publishing Company. The Billboard also publishes the monthly magazine of automatic merchandising; one year, \$5; The Billboard International; Funspot, the monthly magazine of amusement management; and High Fidelity, the magazine for music listeners.

Printed by WORLD COLOR PRtg. CO., St. Louis
Vol. 72 No. 15

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30.

Payment enclosed

Bill me

861

Name _____

Occupation _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

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 two-track field, however, concentrating its future activities on four-track, 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 a request by Capitol Records to be removed from an antitrust suit of four Chicago retailers had been overruled. According to an attorney for Capitol, the retailers' legal staff had asked 56 questions concerning the relationship of Capitol Records to Capitol Records Distributing Corporation. Capitol objected to one question as not being material to the basic question of venue—and it was that objection that was overruled. The basic question of court jurisdiction concerning Capitol Records, Inc., has not yet been ruled upon by the judge.

In reporting a victory by the defendants, the story understated the case, according to the attorney. The dealers were not only ordered to furnish income tax records, as reported, but also a great deal of additional financial information concerning prices, discounts, rebates, freebies, etc. The demand for this information was made by all the defendants, not only RCA Victor, as reported.

Dealers Set D-Day For Disk Buy Co-Op

NEWARK, N. J.—May 1 has been set as the date for the official opening of shop of a new dealer buying co-operative here. The co-op, for which warehouse space has 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 Randolph 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 dealers in from any part of the country," said Randolph, "and that could mean as many as 200 dealers. Last week we received appli-

HALL OF FAME

N'awleans Plans Jazz Museum

NEW ORLEANS — Ground-breaking 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 on-lookers, 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 Johnny Wiggs, did some swinging of their own to the tune of the traditional "Silver Bells."

Cole Set for Europe Tour

HOLLYWOOD — Nat King Cole starts a month's European tour Saturday (16) during which he will appear in 10 countries. He will perform in Germany and Italy for the first time in his career, appearing in Berlin, Hamburg, Munich, Frankfurt, Rome and Milan. Tour, his first of Eur-

(Continued on page 19)

Liberty Seeks Okay On Public Stock Issue

HOLLYWOOD — Liberty Records, Inc., last week applied to the Securities and Exchange Commission for permission to float a public stock issue. According to a registration statement filed with SEC, Liberty asked the commission to register 150,000 shares of common stock for public sale. Par value is listed at 50 cents per share. SEC approval is expected by the end of May. Initial offering price will be around \$8 per share level. Sale will be underwritten by Crowell, Weedon & Company, Los Angeles.

Label told SEC "It is anticipated that approximately \$200,000 of said proceeds" (from the stock sale) "will be used to increase the number of master tapes which

Liberty creates and produces and which will augment its catalog for future releases. Approximately \$70,000 may be used in acquiring two companies." Firms are: Music Concessions, Inc. of Seattle which owns Dolton Records (currently distributed by Liberty) and half interest in Cutie Radio, Inc., (Radio Station KQDE, Renton, Wash.); Cornerstone Song Publishing Company (BMI), also of Seattle.

Liberty told SEC that if negotiations for acquiring the above firms are successfully concluded, it intends to pay Dolton "the net book value of Dolton's liquid assets, 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 follows: \$40,000 in Liberty's common

(Continued on page 22)

Label told SEC "It is anticipated that approximately \$200,000 of said proceeds" (from the stock sale) "will be used to increase the number of master tapes which

Billboard Profiles TV's Disk Dance-Party Shows

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

NEW YORK — The TV record and dance party show format is one of the most discussed, yet least understood, programming concepts in television. In an effort to remedy this situation, The Billboard has compiled what it believes to be the most exhausting study ever made on TV record and dance party shows, covering some 74 programs in 61 cities representing 32 States.

This figure includes the only two network airers featuring disks—ABC-TV's Dick Clark Show and "American Bandstand."

The study, soon to be made available by The Billboard in published form, provides information on every aspect of each record and dance party show — production credits, time period, format background data on star and history

of program, list of advertisers, regional, local and national, names 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 emcee. 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 emcee spot in June, 1956, and the show went network on ABC-TV, August 5, 1957.

Clark Spark

The surprise network rating success of the Clark show sparked a flock of similar shows on local stations across the country. Whereas

(Continued on page 22)

Joe Carlton To Issue Scott Album

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 worked 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.

Wieland to Coed Label

NEW YORK — George Paxton's Coed Records has appointed Norm Wieland to the post of international director of sales and merchandising. The step is a reflection of the label's move toward a major expansion.

Wieland, a disk business veteran and former Billboard ad staffer, previously headed the Whitehall division of Westminster Records. Prior to that he served as merchandise manager for 20th Fox Records.

Coed is currently represented on the Hot 100 chart by Adam Wade's "Ruby," (number 66) and "Step by Step," by the Crests (number 18). Wieland's initial project will be the immediate release of Adam Wade's first LP, "And Then Came Adam."

NARM PANEL FORUM

Tempers Flare Over Dump, Cut-Out Issue

LAS VEGAS, Nev.—A spirited, no holds barred panel discussion airing such industry problems as "dump" merchandise, decreased EP production, pilferage and the need for more promotion climaxed the three-day convention here of the National Association of Record Merchandisers. Panel, moderated by NARM Veepee Edward Jay, included rack jobbers Al Driscoll, Harold Goldman, Ed Snider and Pete Wambach. On the firing line representing the manufacturers

were Liberty Records' Prexy Al Bennett, Warner Bros.' Sales Veepee Hal Cook, Columbia's Sales Veepee Bill Gallagher, Design's Cy Leslie and RCA Victor's Sales Chief Irwin Tarr.

Hottest issue of the discussion and one that took the most time concerned "dump" or "cut-out" merchandise. Explosive-laden issue flared into the open when the question, "Is cut-out merchandise harmful?", was tossed into the hopper for discussion. Rack jobber Snider asked Columbia's Gallagher to explain his firm's promise "to go to rack jobbers first with cut-outs before going to the 'graveyard' dealers. Gallagher confirmed that it has instructed its distributors to offer cut-out merchandise to the racks. John Rand (Denver) charged from the floor that the distributors were competing with the racks by offering cut-outs to rack locations for as much as jobbers themselves are required to pay. Distributors, jobber claimed, never offer cut-outs to the racks but instead are interested in pushing regularly-priced wares. Salvos turned from distributors to the "dump" merchants.

Gallagher said tighter reins are

(Continued on page 19)

Elvis Cuts 12 New Sides For Victor

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 Sunday evening, wound up about 8:00 a.m. Monday.

The singer boarded a special bus at Victor Studio's front door 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 which lasted about an hour between songs. During one number, all studio lights were turned off to set the mood for the song, a weeper which was in sharp contrast with some of the rockers he turned in during the 12-hour date.

RCA Victor's Steve Sholes was in town from New York and he and Nashville's Chet Atkins a.&r.d the Presley session.

Presley reportedly took all the songs with the possible exception of one or two which may not be released. It was a good session, better than his first one, according to musicians who played both the sessions.

Elvis was backed by the Jordanaires who have sung with him since his coming to RCA Victor.

'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)

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 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.

Somerset is the first low-price line to up its price, and Somerset only bumped its monaural price to \$2.98, leaving the price of its stereo label, Stereo-Fidelity, at the same \$2.98 price it has always been. Miller claims the reason he is raising his monaural price \$1 is that in spite of the great increase in LP sales "... all manufacturers, if

they will be honest, are in a profit squeeze position." Miller also said that "this is the only industry in the world with such a phenomenal growth and consumer demand that has suffered by its own lack of realism and stupidity." "We don't give a damn if we don't press a record for 60 days! We're going back to the laws of natural demand. The manufacturers are responsible for the dumping production by their unrealistic production. They have been striving for unit quotas with no relation to the category of product."

The interesting aspect of the price increases is that so many

firms have upped monaural prices. Supposedly monaural records were — due to the introduction of stereo — to become the least wanted type of record, according to the thinking many months ago. Instead, the demand for monaural has continued to hold up, and even now, almost two years after the introduction of the stereo disk, monaural unit sales are still 75 per cent of all LP sales. Obviously manufacturers are convinced that even with a higher list price monaural records will continue to sell.

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

NEW JOCK PASTURES

Program Upheaval Spurs Jazz Spins

NEW YORK — Jazz, folk and other heretofore specialized categories are benefiting from the general programming upheaval on the local station level these days.

Station WINS here, formerly one of the most ring-a-ding "Top 40"-type rock and roll outlets in the area, is now featuring a folk music segment "Folk Song 15" from 10 to 10:15 p.m., across the board, with Bruce Morrow as emcee. "Musical Museum," a roundup of 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," two hours devoted to albums cut by Shelley Berman, Mort Sahl, Dave Gardner, etc.; "A Salute to Cole Porter," featuring Porter Broadway and Hollywood musical items exclusively; "Sinatra and Strings," (a long-time feature on WNEW, New York) "Broadway's Best," current hit original-cast albums; "Memory Lane," a weekly Friday roundup of all-time hit disks.

Rock and roll disks are taboo at new Station KVIL, Dallas, which went on the air March 1. The station features uninterrupted 15-minute musical segs, concentrating on album selections and the prettier pop singles.

Another Texas station — WBAP,

Fort Worth — has had so much success with its pretty-music format "Refined Radio"—introduced last July, via an experimental hour show—that today the format is spotlighted 55 hours a week. Selections include show tunes — "heavy on strings, light on brass"—with jazz—traditional and mod-

(Continued on page 19)

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-and-roll, 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 kids at Joe's Sweet Shop. I would shape my program to fit with the advertising commercial instead of against it."

He asserted that an adult market buying LP's have come to account for 90 per cent of the industry's dollar volume. Buyers of LP's, he said, are the same kinds of people who buy products advertised on the air.

Goldman Elected New NARM Prexy

LAS VEGAS, Nev. — Harold Goldman, St. Louis rack jobber, was elected new prexy of the National Association of Record Merchandisers at the Association's convention here. Glenn Becker of Los Angeles' Music City Racks was named vicepre. Washington's Ed Snyder was re-elected secretary and Minneapolis' Don Belzer was returned to the treasurer's post.

Re-elected to the board were outgoing prexy Jim Tiedjens (Milwaukee), Eddie Jay (Buffalo) and George Berry (New Orleans). Newly elected officers will also serve on the board.

VICTOR DEBS NEW 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.

Fountain Push Coral Winner

NEW YORK — Pete Fountain 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, on-location album, "Pete Fountain Day," and a single, "A Closer Walk," which was taken out of the "New Orleans" album.

Fountain has also picked up a number of club bookings including the Blue Note, Chicago, and the Roundtable, New York, since the campaign kick-off. Special radio and press coverage and deejay parties will herald his openings here and in the Windy City.

18 New Sets On Columbia April Agenda

NEW YORK — Columbia Records 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 deluxe packaging. There is a new album of the Shostakovich Concerto for Cello and Orchestra, with the Philadelphia Orchestra and Russian cellist Mstislav Rostropovich. There is a new LP featuring Pablo Casals and the Festival Casals Orchestra of Puerto Rico, a new recording of Beethoven piano-violin sonatas with Zino Francescatti and Robert Casadesus. Key pop item is the new Doris Day LP, "What Every Girl Should Know." Other new releases include popular sets with the Norman Luboff Choir and Mahalia Jackson, jazz sets and one "Adventures 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 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.

Celler Cautions Solons On B'dcast Legislation

WASHINGTON — Surprisingly it was Rep. Emanuel Celler who last week warned Congress that payola and quiz fraud scandals in broadcasting must not blind legislators to the many fine contributions of broadcasters. Celler, who has frequently lowered the boom on network practices, and broadcast-music licensing, said any corrective legislation must be considered calmly, with full awareness of the good side of broadcasting.

A study of programming in the public interest by nine New York stations, both radio and TV, was an eye-opener for the Congressman. He was delighted with the "significant contributions" the broadcasters were making to their community, and to international peace efforts; the time given to planned public service programs, Civil Defense, and the many other services, which may have been taken too much for granted, Cel-

ler said. He found "imagination and creative energy" in a variety of services to the public by the stations, which compiled dossiers of their programming activities for the Congressman.

Statistically, Celler learned that in the past year, radio stations WQXR, WMCA, WCBS, WNEW, WABC, WRCA and WOR, and TV outlets WRCA-TV and WOR-TV, had donated time for community service programming valued at over \$10,000,000; free airtime for public service spot announcements, valued at over \$6,500,000; and public affairs programs totaling over 700 hours, valued at \$1,300,000.

Getting back to the disciplinary aspect, Celler pointed out that he still believes laws are needed, to put networks under regulation, to end certain of their "restrictive" pressures on the too-friendly Fed-

(Continued on page 19)

Disk Suit Settled Out Of Court

NEW YORK — A legal melange of suits and countersuits involving the Platters, Mercury and King and Federal Records has been settled out of court according to papers filed in N. Y. Federal Court.

The original action filed by King Records, on behalf of its subsidiary Federal, against Mercury and the Platters manager Buck Ram, stated that the group had recorded "Only You" in 1954 for Mercury contrary to a prior agreement made in 1953 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 companies for the fiscal year ending December 31, 1959. The entire amount was contributed by 3,388 licensed diskeries. That's 365 more than last year, but of this total, only 460 reported sales of records. Of the 460 active companies, 15 did 98 per cent of the business.

Money allocated to musicians for Fund projects and performances amounted to nearly \$5,732,000, which was spread among 408,600 musicians. In 1958, 375,800 musicians received \$5,184,000.

FTC Cites Merc, 3 of Own Distribs

WASHINGTON — Mercury Records of Chicago, and three wholly owned subsidiary distribution outlets have been cited by the Federal Trade Commission for alleged payola to TV and radio deejays for pushing records. Subsidiaries are Mercury Record Distributors, Inc., of Ohio, in Cleveland; Mercury Record Sales Corporation of New York and Midwest Mercury Record Distributors, Inc., of Chicago.

FTC says the concealed payments deceive the public and constitute unfair competition.

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



1E1
S1E1

WINNER OF 11 FILM ACADEMY AWARDS

M-G-M's BEN-HUR, sweeping all before it in the 32nd Annual Academy Awards, now receives breathtaking 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 picture—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.

Darin Off to Home Shores

LONDON — Bobby Darin flew home today (11) after a three-week 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 McPhatter and Bob Miller's Miller-men, 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.

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

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 Week	This Week	Title	Label
1	1	MY OLD MAN'S A DUST-MAN — Lonnie Donegan (Pye)	Pye
4	2	FALL IN LOVE WITH YOU — Cliff Richard (Columbia)	Columbia
7	3	HANDY MAN—Jimmy Jones (M-G-M)	M-G-M
5	4	THEME FROM A SUMMER PLACE — Percy Faith (Phillips)	Phillips
3	5	FINGS AIN'T WOT THEY USED T'BE—Max Bygraves (Decca)	Decca
2	6	RUNNING BEAR — Johnny Preston (Mercury)	Mercury
—	6	STUCK ON YOU — Elvis Presley (RCA Victor)	RCA Victor
11	8	DO YOU MIND? — Anthony Newley (Decca)	Decca
10	9	BEATNIK FLY—Johnny and the Hurricanes (London)	London
9	10	YOU GOT WHAT IT TAKES — Mary Johnson (London)	London
8	11	WHAT IN THE WORLD'S OVER YOU? — Jack Scott (Top Rank)	Top Rank
19	12	CLEMENTINE—Bobby Darin (London)	London
13	13	WILD ONE — Bobby Rydell (Columbia)	Columbia
6	14	DELAWARE — Perry Como (RCA Victor)	RCA Victor
12	15	POOR ME — Adam Faith (Parlophone)	Parlophone
21	16	H'LL HAVE TO GO — Jim Reeves (RCA Victor)	RCA Victor
23	17	COUNTRY BOY—Fats Domino (London)	London
17	18	BE MINE — Lance Fortune (Pye)	Pye
14	19	SUMMER SET — Mr. Acker Bilk and Paramount Band (Columbia)	Columbia
21	20	WILLIE AND THE HAND JIVE — Cliff Richard (Columbia)	Columbia
28	21	FOOTSTEPS—Steve Lawrence (HMV)	HMV
26	22	LOOKING HIGH, HIGH, HIGH — Bryan Johnson (Decca)	Decca
16	23	ON A SLOW BOAT TO CHINA—Emile Ford (Pye)	Pye
17	24	WHY? — Anthony Newley (Decca)	Decca
—	25	SWEET NOTHING — Brenda Lee (Brunswick)	Brunswick
24	26	COLETTE—Billy Fury (Decca)	Decca
15	27	HIT AND MISS—John Barry Seven (Columbia)	Columbia
27	28	STAIRWAY TO HEAVEN—Neil Sedaka (RCA Victor)	RCA Victor
20	29	WHO COULD BE BLUER?—Jerry Lordan (Parlophone)	Parlophone
30	30	MY HEART—Gene Vincent (Capitol)	Capitol

Best Selling Pop Records in ITALY

Week ending April 2, 1960
(Courtesy Musica E Dischi di Milan)

Last Week	This Week	Title	Label
2	1	MARINA—Rocco Granata (Bluebell)	Bluebell
4	2	DANNY BOY—Conway Twitty (M-G-M)	M-G-M
1	3	ROMANTICA—Tony Dallara (Music)	Music
5	4	WHY—Frankie Avalon (Chancellor)	Chancellor
7	5	IT'S TIME TO CRY—Paul Anka (Columbia)	Columbia
3	6	QUANDO VIEN LA SERA—Joe Sentieri (Juke Box)	Juke Box
10	7	ENCHANTED SEA—Islanders (Top Rank)	Top Rank
12	8	KRIMINAL TANGO—Piero Trombetta (Columbia)	Columbia
9	9	MR. BLUE—Fleetwoods (Top Rank)	Top Rank
6	10	LIBERO—Domenico Modugno (Fonit)	Fonit
11	11	MONA LISA—Conway Twitty (M-G-M)	M-G-M
14	12	PERSONALITA—Caterina Valente (Decca)	Decca
8	13	E' VERO—Mina (Italdisc)	Italdisc
19	14	BELIEVE ME—Royal Teens (Capitol)	Capitol
13	15	OH CAROL—Neil Sedaka (RCA)	RCA
20	16	SANDY—Craig Douglas (Top Rank)	Top Rank
—	17	MORGEN—Eddie Calvert (Columbia)	Columbia
—	18	COCCINELLA—Ghigo (Primary)	Primary
—	19	BAD BOY—Robin Luke (London)	London
18	20	ERI PICCOLA—Fred Buscaglione (Cetra)	Cetra

Best Selling Pop Records in BELGIUM

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

Last Week	This Week	Title	Label
1	1	MUSTAPHA — Bob Azzam (Barclay)	Barclay
2	2	EEN HUTJE OP DE HEIDE —Bobbejaan Schoepen (Decca)	Decca
3	3	PUPPY LOVE — Paul Anka (ABC-Paramount)	ABC-Paramount
4	4	OH CAROL — Neil Sedaka (RCA Victor)	RCA Victor
5	5	IT'S TIME TO CRY — Paul Anka (ABC-Paramount)	ABC-Paramount
6	6	MILORD — Edith Piaf (Columbia)	Columbia
7	7	LA BELLA—Rocco Granata (Tonalty)	Tonalty
8	8	RED RIVER ROCK—Johnny and the Hurricanes (London)	London
9	9	PUT YOUR HEAD ON MY SHOULDER — Paul Anka (ABC-Paramount)	ABC-Paramount
10	10	MARINA — Rocco Granata (Delahay/Tonalty)	Delahay/Tonalty
11	11	NE JOUE PAS — Colette Dereal (Polydor)	Polydor
12	12	PILOU PILOU HE — Gilbert Beaud (Columbia)	Columbia
13	13	SALADE DE FRUITS — Bourvil (Pathe)	Pathe
14	14	MARCHAND DE BONHEUR —Dario Moreno (Philips)	Philips
15	15	CAFE SANS EXPORT — Bobbejaan Schoepen (Decca)	Decca
16	16	DIEP IN MIJN HART — Jo Leemans (Philips)	Philips
18	17	SUGAR BABY—Peter Kraus (Polydor)	Polydor
—	18	REVEILLE ROCK — Johnny and the Hurricanes (London)	London
—	19	ACH VADERLIEF—Zangeres zonder naam (Philips)	Philips
—	20	UNTER FREMDEN STERNEN — Freddy (Polydor)	Polydor

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 Ramke 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 Lagos September 26 for a fortnight in Nigeria during the independence celebrations. . . . Jacqueline Boyer has cut an English version (new lyrics by Marcell Stell-mayer) 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 Discoun 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" Jan 23. . . . The County Basis 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. "Harlem Heatwave," the floorshow at the Pigalle Restaurant, London, specially scored by U. S. songwriter Benny Davis, (Continued on page 8)

Belgian Newsnotes

By JAN TORFS

Juke Box Magazine, Mechelen, Belgium

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 "Romantic," 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.

See Page... **20** ...for Details

ALL EYES WILL BE ON... **YOU AND YOUR AD** in

Complete MUSIC INDUSTRY DISTRIBUTION

Plus FULL DISTRIBUTION to the entire attendance at the **JUKE BOX OPERATORS' CONVENTION**

Billboard's **MAY 9 JUKE BOX CONVENTION ISSUE**

MAY 9-10-11 MORRISON HOTEL CHICAGO

NEW MILLION SELLER!

**Ricky
NELSON**

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



IMPERIAL RECORDS
6425 Hollywood Blvd., Hollywood, Calif.
In Canada • LONDON Records, Ltd.



This One



8QL3-KNF-XXH9

Copyrighted material

Col. to Cut TV 'Mikado'

NEW YORK — Columbia Records will record the new TV adaptation of Gilbert and Sullivan's "The Mikado" starring Groucho Marx. The new "Mikado" will be presented on TV on the

Bell Telephone Hour on Friday, April 29. It has been adapted for TV by Martyn Green, the vet Savoyard, and he will stage and direct the entire production. In addition to Marx, the stars will be Helen Traubel, Stanley Holloway, Dennis King, Robert Rounseville and Barbara Meister. The Norman Luboff Choir will back the singers. Goddard Lieberson, Columbia prexy, will supervise the waxing.

January Disk Sales Boom In Britain

LONDON—Record manufacturers produced 52 per cent more 45 r.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 form.

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 May 30—the first time a rock package headed by an American has visited 'Eire.

Preston was due to open at Southend Odeon on Sunday, and begins a week in variety at Liverpool Empire today (11). On April 25, he moves for the first time to

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 spot 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 two-week tour—which includes the Dublin visit—after they have fulfilled some separate one-nighter dates.

EMI was planning to borrow a bear from a London zoo to give added interest to the party they scheduled for Saturday in Preston's honor. Firm will release his "Cradle of Love" April 14.

L. A. NARAS Elects Officers

HOLLYWOOD — National Academy of Recording Arts and Sciences last week elected **Sonny Burke** as prexy of the Los Angeles Chapter. **Voyle Gilmore** was 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.

high fidelity
THE MAGAZINE FOR MUSIC LISTENERS

ADVANCE

TRADE

EDITION

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



Ringling in the Sales

DANNY VALENTINO

Sings

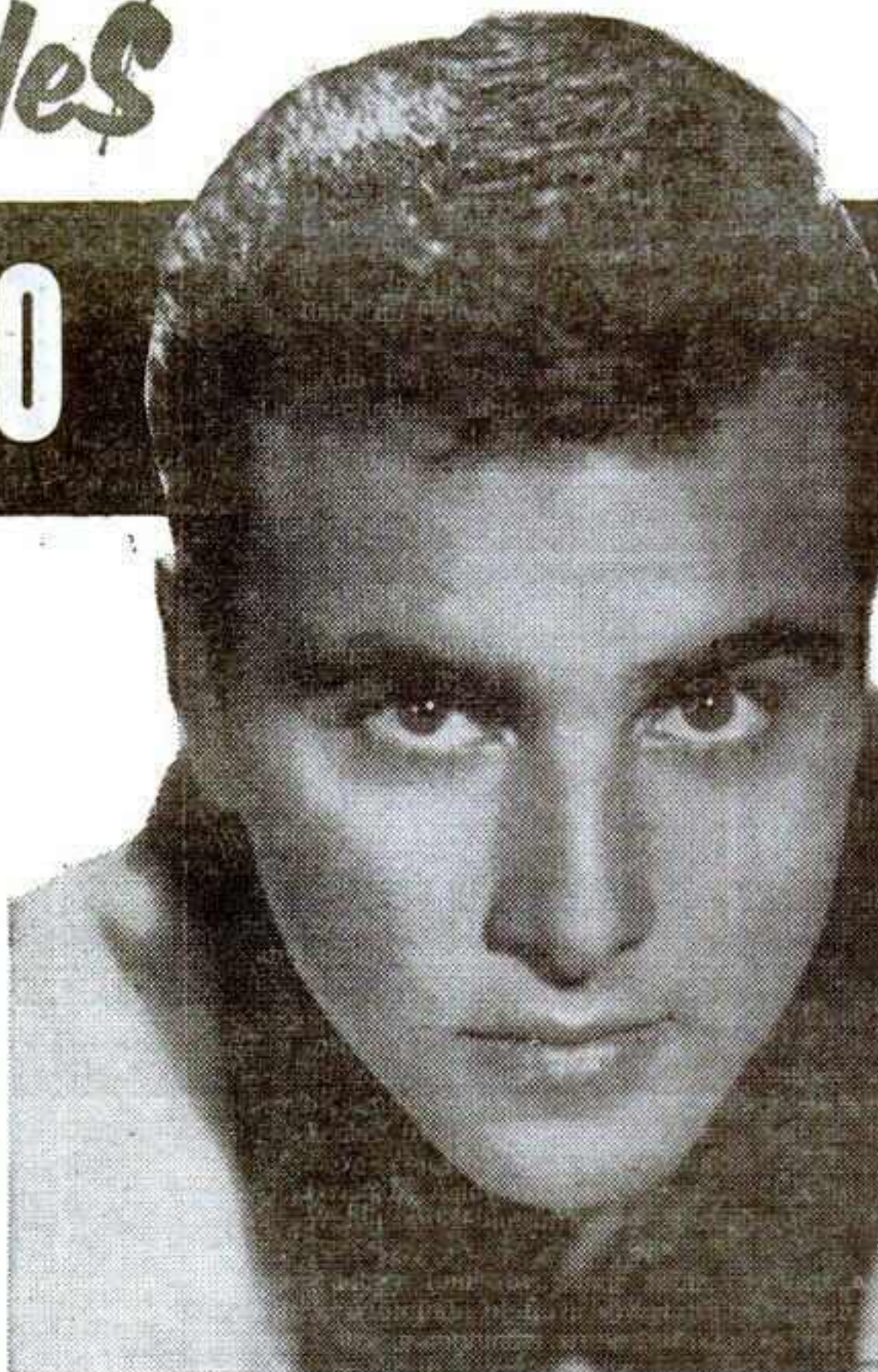
BIOLOGY

and

A MILLION TEARS

A HIT PICK BY ALL TRADE PAPERS

K 12881



MGM Records

1540 Broadway N. Y. 36, N. Y. JU 2-2000



**FRANKIE
VAUGHAN**

**England's
No. 1 entertainer
sings "Hey You With The
CRAZY EYES"** 4-41638

**(From his forthcoming
20th Century-Fox film
"Let's Make Love"**

**co-starring
Marilyn Monroe and
Yves Montand) and
"THE KEY"** 4-41638

**Hear Frankie Vaughan's
exciting new
"At The Palladium"**
in-person album CL 1405 CS 8201 (stereo)

**Watch for the
"Let's Make Love"
original soundtrack
recording on**

COLUMBIA



#1 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.

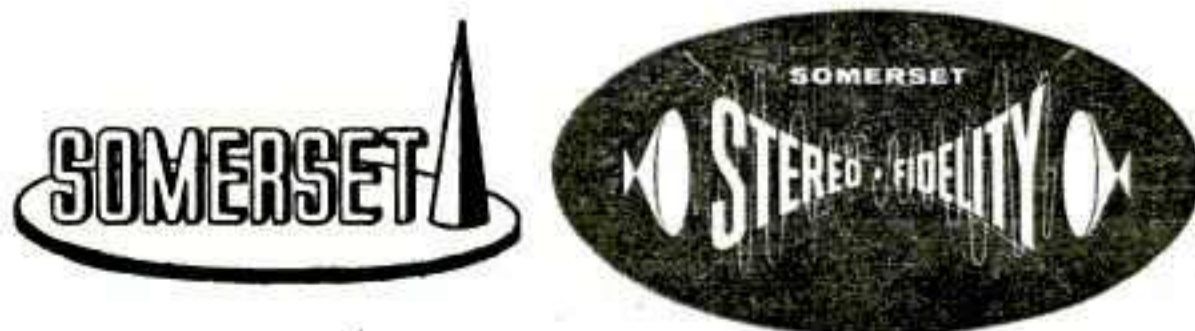
The public is exposed to our consistent national advertising in Life, Look, Esquire, Playboy, High Fidelity, Music Review, Schwann, and innumerable local publications. In short, we have the goods and have backed it with advertising. We enjoy the world's highest volume sale of any instrumental attraction 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.



manufactured by

Miller International Company, Swarthmore Industrial Center, Swarthmore, Pennsylvania

Dot[®]

RECORDS

proudly presents

DEBBIE REYNOLDS



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.

HALLANDALE, Fla. — This suburb of Miami, known for its many motels and Gulfstream Race Course, has become better known in local music circles as the jumping off point for Bahama-bound rhythm and blues artists. This is principally due to the promotional efforts of Ernie Busker, local night club impresario.

Busker operates a club here 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, B.W.I., an airline distance of about 185 miles from here. Busker has found that the native Bahamian islanders dig the r.&b. sound the most.

In recent weeks, Busker has spotted such acts as LaVerr Baker, the Drifters and Larry Darnell into the Nassau spot with rewarding results. "The money comes in front of the appearance there," Busker said, "and everybody seems to be very happy with the acts. Roy Hamilton and Al Hibbler were also there recently and both did well. They charge an admission of 10 shillings (\$1.40) for the shows and 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 coming artist appearance by encouraging the play of his records on some of our local stations which feature r.&b. records," Busker noted.

"We used to work very closely with WMBM on Miami Beach," he continued. "They used to be a great help but now that they get all their programming from the Rounseville people up in Atlanta, they don't have any say on records. King Coleman, who used to be a fine jockey there is now up in New York. Now we work closely with WFEC and there's a new station, WFAB, opening up in Miami which we expect will have an 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 relations chairman of the National Capital Committee of the National 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 Leslie Klemes to the post of director of advertising at the Club. Klemes will handle advertising for record club memberships and "off-cycle" Club sales.

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

NEW YORK — Foreign disk artists are getting plenty of exposure on U. S. TV these days as a result of recent trend toward taping American video shows abroad.

Jack Paar taped his NBC-TV show in England last month for airing here last week, and spotlighted such well-known British vocalists as Dickie Valentine, Yana, Dickie Henderson, Johnson and Carr, plus international favorite Julie Andrews.

Italian disk talent will be featured on Dave Garroway's "Today" show, NBC-TV, this month. Garroway is in Rome this week to tape five shows from the Italian capital.

Also set for a trip abroad to tape forthcoming TV programs is Perry Como, who will utilize musical acts from several European

countries for his NBC-TV show. Ed Sullivan, of course, pioneered the programming of foreign singing stars on U. S. TV shows, and he expects to continue this exposure — either via tape or bringing the talent here — for his CBS-TV ailer. Sullivan is credited by many traders as playing a major role in sparking sales on foreign recording artists.

In line with this, it's interesting to note that Capitol Records "Capitol of the World" series (featuring EMI imports) has turned out to be one of the company's steadiest sources of LP revenue.

Irish warbler Brenden O'Dowda arrived in this country last week to plug his latest Capitol LP, via TV appearances and deejay visits; and one of Capitol's strongest new 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.

Liberty Asks Additional Stock Issue

WASHINGTON — Liberty Records, of Los Angeles, last week sought registration of 150,000 shares of common stock for public sale, to increase working capital. Liberty hopes to use \$200,000 of the increase to add to the number of master tapes it produces, and may use \$70,000 to acquire two Seattle companies, Music Concessions, Inc., and Cornerstone Song Publishing Company, it has told the Securities and Exchange Commission.

Offering price of the stock has not yet been determined. The firm of Crowell, Weedon & Company, which bought and recapitalized some of Liberty's outstanding shares this year, will underwrite.

Liberty records and distributes stereo and monaural albums, extended play albums and single records. In addition to some indebtedness, 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 cent, of which Simon Waronker, president, owns 214,600, SEC reports.

UA Cuts New '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 number of other teen-age dances as performed by Dickey Doo, including treatments of The Slop, The 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.

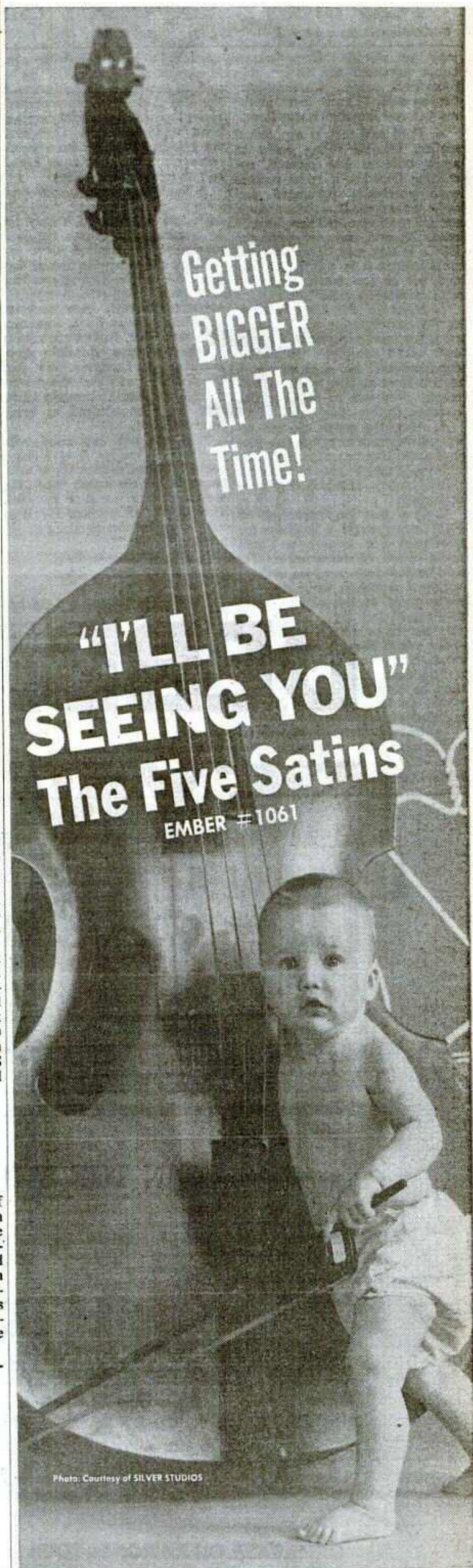


Photo. Courtesy of SILVER STUDIOS

Herald-Ember Records

150 W. 55th St., N. Y. C. 19

FCC Brass Sheds Disk Light

• Continued from page 2

jects to distrib. Commissioner Cross suggested the station ship them 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 FCC. In that case, "I would guess 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 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—for which the record was payment. If it were thus formalized as a "tradeout," the record would then be considered paid for, and would no longer have to be acknowledged.

In making these statements—which were all in answer to questions—the commissioners emphasized that they were individual

opinions "to indicate how the commissioners are thinking." They reminded 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 traders who have felt they are being persecuted, is that the commissioners 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 furnished free.

"We are not concerned with whether the motive is to make a profit," Commissioner Hyde said, "but whether the public knows the source of the program material. The purpose of Section 317 is to tell the public who is trying to sell a bill of goods."

Lutz to Direct

NEW YORK—Abbot Lutz has been named to the post of director of sales of Pickwick Sales Corporation, which produces Design Instant, Cricket and Learning Records. Lutz will be in charge of the firm's record distribution division. Ralph Berson, who formerly handled all sales, will continue to deal with Pickwick customers except the record distributors. Lutz will also continue to act as product director for the firm.

WB Swinging 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 label received orders amounting to 6,500 and 7,500 in Chicago.

He further claims his firm has issued instructions to distrib to hold back temporarily on pushing for air exposure until the label can catch up with its orders (some markets, he said, are placing orders 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 attention by Chicago deejay Dan Sorokin (Station WCFL). Newhart brought an audition tape to WB's Chicago warehouse where it was heard by Conkling, national sales veepee Hal Cook and Eastern artist-repertoire chief George Avakian. It won instant approval of all present. Avakian recorded Newhart's album live during the comic's recent nightclub appearance in Houston.

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 Chevalier.

Runner-up musical honors went to Ella Fitzgerald's tasteful Gershwin medley, introed by emcee 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.

Col. Re-Signs Carl Smith

NEW YORK—Carl Smith has signed a new long-term contract with Columbia Records. Smith, who makes his records with Don Law, Columbia's Nashville waxing

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 number of best selling albums. Smith has been a regular on the 'Grand Ole Opry' show for the past 10 years.

"THE NEW SOUND" by Camarata

1. **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)

2. **camarata strings IN THE STILL OF THE NIGHT.** (BV-3322)

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

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

VISTA RECORDS, 477 Madison Avenue, New York 22, New York



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

PAPER ROSES



*Anita
Bryant*

**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 TO THE CHARTS!!!

**HE'LL HAVE
TO STAY**

*The Sensational New Single
Breaking Big in*

CINCINNATI • ATLANTA • PHILADELPHIA
MEMPHIS • LOUISVILLE • BOSTON
SEATTLE • NEW ORLEANS 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

director, said they can get "every record ever made" from 15 local distributors — Bruno-New York (RCA Victor), Columbia, Capitol, Decca, Coral, Mercury, Alpha, Malverne, Cosnat, Portem, Action, Superior, Deal, Mayfair and Yankee. Meanwhile, Metropolitan's Philadelphia station, WIP, is buying all of its disks from a local one-stop.

If stations continue to buy disks, broadcasters could very well develop into a lucrative new market for manufacturers and distributors. For example, Olds estimates that WNEW is currently buying from 50 to 60 new singles and about 30 LP's each week at prices ranging from 40 to 60 cents for singles and \$1.75 to \$2.50 on LP's. Since WNEW also buys an average of six copies of each of the singles and two or three copies of each 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

this set of hearings, is to find out: (1) Whether unfair business practices are being used to exploit 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 the pop music and broadcasting industries result in the "suppression of genuine talent and in foisting on the public remunerative but mediocre music." This aspect has large implications for America's cultural future, the chairman believes.

with audition disks. The obvious solution is to donate them to charities and hospital, but some lawyers have advised stations that they can't do this, since they can't give away something that really isn't theirs.

Olds said WNEW will return disks if distributors enclose stamped return envelopes. Otherwise they will keep them for a period of about 30 days, and if the records aren't picked up by that time, they will have to destroy them. However, Olds said he hopes to find some way to obtain distributors' permission to give the disks away to some worthy cause.

Promoters are still welcome at WNEW and Olds estimates about 80 a week drop by to discuss their latest plug disks, but they can't leave any disks. "The element of 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 McLendon chain (K TSA, San Antonio; KLIF, Dallas; KEEL, Shreveport, La.; WAKY, Louisville, KABL, San Francisco and WYSL, Buffalo) is also accepting free disks and acknowledging them on the air.

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 semi-classical albums, which would present a tremendous budget problem if the McLendon outlets had to go out and purchase what in some cases would amount to entire libraries.

Also accepting free records and making announcements every half hour is WOAI, San Antonio, and the following Minneapolis stations — KSTP, and WCCO. Minneapolis stations buying disks include WLOD, KDWB, WPBC and WMIN.

Station KSTP makes the announcement as each free record is played. "We try to slip it in quietly," said manager Stanley Hubbard Jr. "We say 'here's a nice free one from so-and-so.'" On WCCO, the following announcement is made during each deejay show—"The recorded music is pro-

Williams to Host Easter Jazz Show

NEW YORK — Deejay William B. Williams, WNEW, here will host a primarily jazz show at the 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.

Israeli Ballad Rights to Fox

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 to return the Israeli government banned its performance. Song has been cut for Colpix Records by Aric Lavie with an English lyric by Doe Darion.

vided by Northwest record distributors."

It's difficult to determine which disks in the library were bought and which were received free, according to WCCO's publicity director Gordon Mikkelson, "so we just lump them all together and say they're all free, even tho we paid for some." Station WLOL makes hourly announcements to the effect that "records are supplied thru the courtesy of manufacturers," but outlet is buying all new disks used on the air.

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. Book-keeping, accounting, selling, languages and purchasing experience required. Send detailed resume, stating complete experience and qualifications. Please include small photograph.

BOX No. 270

The Billboard, 1564 Broadway, New York 36, N. Y.

It's red hot—order today!
 "THE BUNNY'S EASTER SONG" by
 checker 950

BIG EASTER HIT
 in eye-tractive 4-colorful sleeve

also hitting big!
 "HOLY ONE" by JERRY GLENN
 checker 949

"ALL I COULD DO WAS CRY"
 ETTA JAMES
 argo 5359



2120 S. Michigan, Chicago 16
 (Phone: CALumet 5-2770)

See Page... **20** ...for Details

Complete
 MUSIC
 INDUSTRY
 DISTRIBUTION

Plus
 FULL DISTRIBUTION
 to the entire attendance of the
**JUKE BOX
 OPERATORS'
 CONVENTION**

MAY 9-10-11
 MORRISON
 HOTEL
 CHICAGO

ALL EYES
 WILL
 BE
 ON...

**YOU
 AND
 YOUR
 AD**
 in

Billboard's
**MAY 9
 JUKE BOX
 CONVENTION
 ISSUE**

A NEW
CHART-TOPPER FROM

SAM COOKE

YOU UNDER- STAND ME

C/W I BELONG TO YOUR HEART

47/7730

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 10-minute 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.

New York City is particularly jazz-conscious these days. Jazz jock Symphony Sid recently took over the all-night show on WADO; while fellow jazz spinner Mort Fega has taken over Sid's old time period on WEVD from 11:30 p.m. to 3:30 a.m.

Station WNCN-FM, New York, currently carries 35 hours per week of jazz programming Monday thru Sunday 10 p.m. to 3 a.m. Jazz jockey Gene Feehan has returned to WFUV-FM, New York with a daily jazz show.

A striking demonstration of audience loyalty to the "Good Music" format—or anyway a striking demonstration of promotional know-how—was made by WMAK, Nashville, last week. The story was that when new ownership interests took over the outlet, they decided to drop the "Good Music" policy, and substitute a rock and roll format to build ratings.

Shortly after the r.&r. programming was launched (March 18) the switchboard was jammed with protests from listeners. Two long-time WMAK jocks, Charlie Edwards and Bob Whitson complained about the new format on the air, and officially resigned—also on the air. Upshot was that the new owners reinstated the old "Good Music" format and re-hired 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 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 mightily 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 anti-payola and fraud bills, already introduced. Celler reminded fellow-Congressmen that many of the abuses existent in broadcasting were brought to light during hearings by his Antitrust Subcommittee, several years back.

However, the 1960 Celler bat-

Tempers Flare at NARM Forum

• Continued from page 3

being placed on cut-out merchandise with it being offered to distributors first who are strongly urged to funnel the merchandise to the racks. WB's Cook said "the cut-out problem is rapidly disappearing by the cut-backs in releases by all labels." He pointed out that heavy cut-outs were created by all labels 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 have learned to cope with it. Pete Wambach drew laughs when he asked: "Do Manufacturers keep pressing up additional copies of cut-out merchandise when the dump dealers want more? The cut-outs just keep on going. It can't be possible that manufacturers have over-produced so many copies of some albums. The only answer is that when a dump-merchant wants another \$50,000 worth of a certain album, the manufacturer gets his pressings working again on that album."

Roulette's Joe Kolsky entered the fray from the floor, pointing out that when a "dump" dealer buys out a label's cut-outs, he takes the company's complete block of obsolete product regardless of what it contains. If labels are to give the rack jobbers the first crack at this product, they would "skim the cream" off a company's cut-out stock, leaving "only the water" and thereby almost eliminating the company's chances of ridding itself of the old product.

Gallagher pointed out that "Columbia doesn't own its own trademark in Europe. We can't depend on the market abroad to absorb our cut-outs. We can cash in only on this product in this country. Why not cross-merchandise, using cut-outs with current LP's and 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 prices."

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 co-operating stores in the area. Of course, we won't list a Miami dealer's name if he is in on the co-op, but he and any others in his area will be able to command a portion of the funds earmarked for ads for use in their own local papers."

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 there is speculation that the operation may eventually go direct to manufacturers in order to get the most favorable buying arrangement.

ances discipline with appreciation of broadcaster services, and warns fellow-Congressmen bent on reform legislation that the "peoples and policies" responsible for the important role of broadcasting in American welfare are entitled to recognition and encouragement.

not a dump-outlet. Let's not have the racks down-graded with cut-outs and garbage. This will eventually hurt the rack jobbing business." RCA Victor's Tarr added: "Your locations don't need you to conduct funerals. They can do that themselves. The real business for you is in selling strong hits."

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 ovation 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 the series of confabs.

In addition to a week's conferences with EMI execs at the firm's Hayes, Middlesex, headquarters, Porges and Fraser have scheduled meetings with Jacques Beviere, Gramophone Company, Brussels; A. J. Poole, S. G. A., Copenhagen; G. E. Cross and Louis Mialy, Pathe-Marconi, Paris; G. M. Oord, Vovema, Heemstede, Holland; Roger Degoy, La Voce del Padrone, Milan; L. Gutierrez, Odeon, Madrid; M. K. Hamilton and A. Holmstedt, Odeon, Stockholm, and Maurice Rosengarten, Musik-Vertrieb, Zurich.

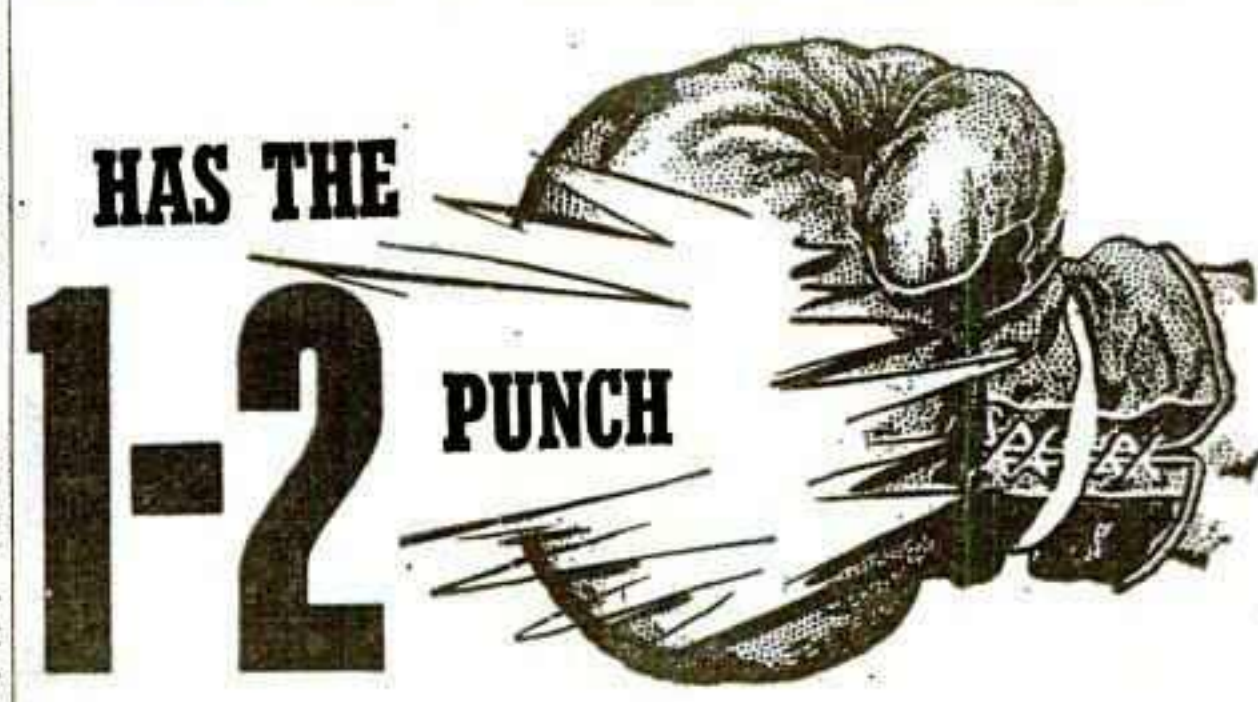
88% Disclaim

• Continued from page 2

made by 27 stations, or .6 per cent of those answering. The 169 stations not responding include non-commercial educational stations, and licensees who failed to submit separate responses for each AM, FM and TV license, the FCC says.

The findings were referred to by FCC Chairman Frederick Ford in his address to the NAB last week, when he said the agency's March 16 free record identification order was necessary to let broadcasters know just where they stood, pending final outcome of payola action by the agency.

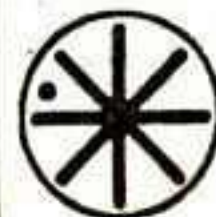
ROULETTE...



Exciting New Folk Trio's
First Smash
"JOHNNY REB"
and
"COME ALONG JULIE"
by
THE CUMBERLAND THREE
R-4247

Big Band Version of
the New Dance Craze!
"DOIN' THE MADISON"
(Parts 1 & 2)
MAYNARD FERGUSON & HIS ORCHESTRA
R-4250

Order From Your Roulette
Distributor Today!



ROULETTE

And



**Billboard's May 9
JUKE BOX
CONVENTION ISSUE**

will contain all of the industry news and the big record buying and popularity charts to serve—and help you sell

**DISK JOCKEYS,
OPERATORS,
DEALERS,
RACK MERCHANTISERS, etc.**

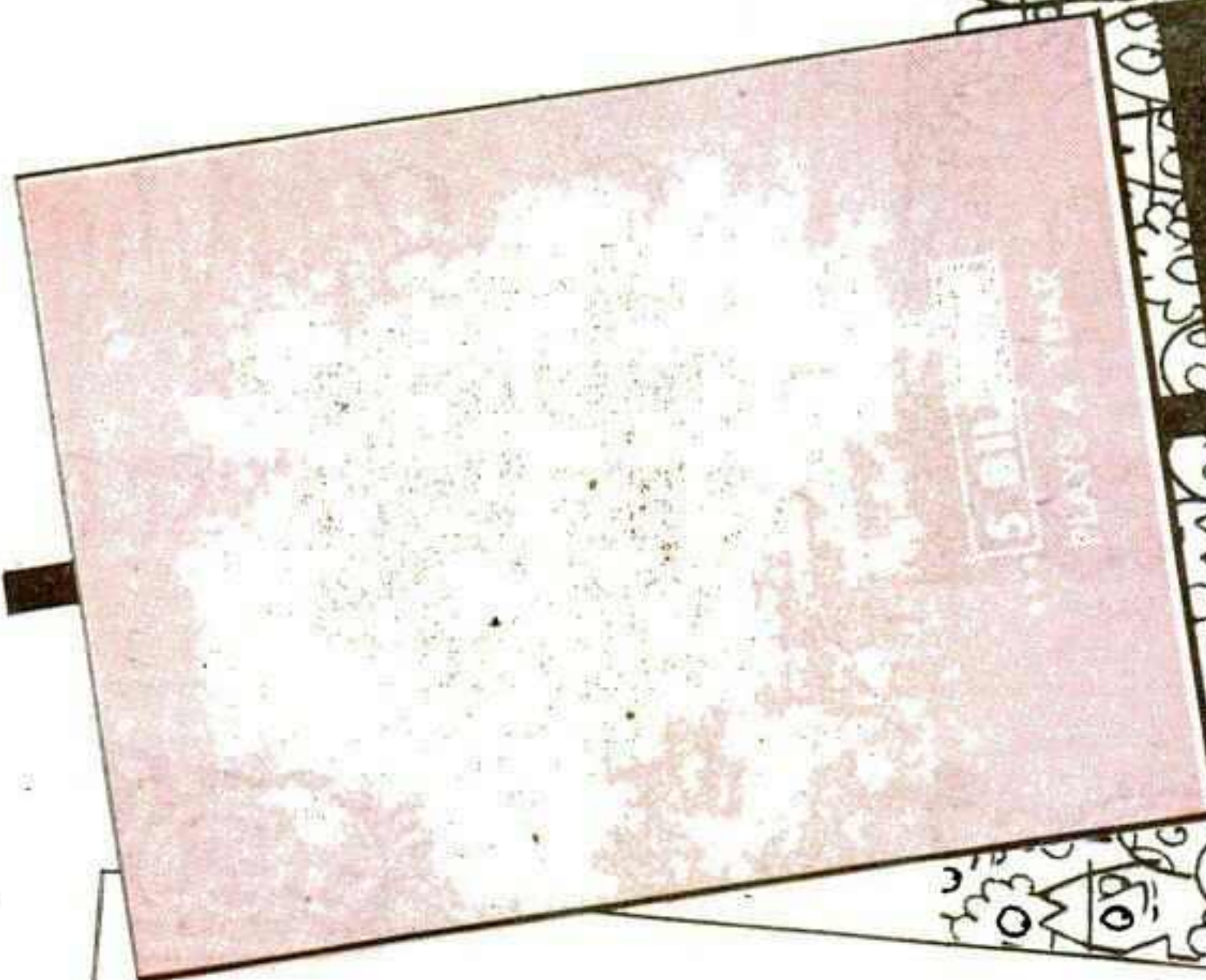
A Very Special
**UNIQUE
COLORFUL**
8 1/2 x 11 Slick-Stock
**JUKE BOX
OPERATOR
SECTION**

with a wealth of material to sell and serve them during their convention and for months afterward



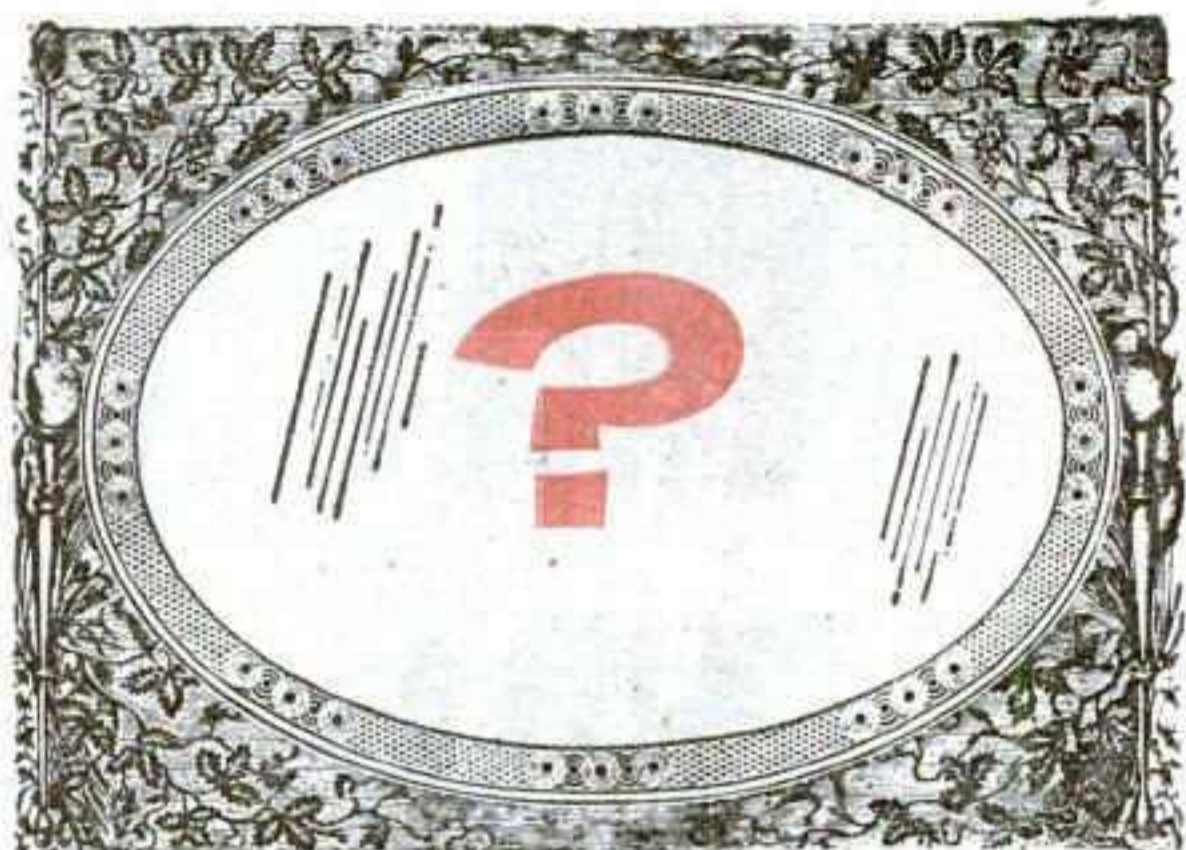
CHECK THIS TENTATIVE LINE-UP OF SPECIAL OPERATOR FEATURES:

- Billboard's 1960 Juke Box Operator Poll**
... featuring a complete analysis of where and what they operate ... aids most important in record programming ... how they buy most of their records ... frequency of record changes ... usage of EP's.
- Programming Tips for Operators**
... vital facts, produced by a special programming survey ... use of seasonal and special events records ... value of libraries ... use of EP's in programming.
- The Stereo Picture and Stereo Records Available**
... development and prospects for stereo juke boxes ... what stereo records are available ... record labels producing stereo singles and albums.
- Tax Tips**
... how the operator can get his taxes.
- Copyright Outlook**
... latest information ... tracing history of legislation ... present copyright status ... legislation during current Congress.
- Diversification**
... what other fields are opening for the operator ... pros and cons of background music.
- The Public Relations Story**
... the PR problem of the industry ... steps taken to solve that problem ... PR plans of the Coin Machine Council for PR.
- Juke Box Picture Section**
... photos and description of all juke boxes in production.
- Game Picture Section**
... photos and description of all games on MOA exhibit floor.
- Coin Machine Glossary**
... definition of trade terms.



RESERVE AD SPACE NOW
in Billboard's Big May 9
Juke Box Convention Issue
DEADLINE APRIL 29

Contact your nearest office today!
HOLLYWOOD 1520 North Gower HOLLYWOOD 9-5831
CHICAGO 188 W. Randolph St. CHICAGO Central 6-9818
NEW YORK 1564 Broadway PLaza 7-2800



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

THE UNFORGIVEN

From the motion picture "The Unforgiven"

c-w

I GIVE THANKS

CORAL 9-62196

Orchestra Conducted by Dick Jacobs



the
McGuire Sisters



FABULOUS!
WHEN YOU WISH UPON A STAR
 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.

BREAKING BIG FOR A SMASH!
THEME FROM A SUMMER PLACE
 PERCY FAITH—
 COLUMBIA #4-41490
 MUSIC PUBLISHERS HOLDING CORPORATION

Mills
 HIT REMINDERS
CARAVAN
 Santo & Johnny
 Canadian American—111
 MILLS MUSIC, INC.

Disk Dance-Party Profiles

Continued from page 3

only one of the shows listed in the study — Eddie McKinney's "Teen Town," WJHL, Johnson City, Tenn.—was active in 1953, and only three (including Jim Lounsbury), in 1954, 11 of the listed dance 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 emcees are used on the shows, with Victor and Richards providing programming ideas, prizes for contests, etc. Stations and local emcees 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, WSLV-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 airters. 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 p.m.

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

air Monday thru Friday, 3:30-4:30 and 2-4:30 on Saturday, opines the program must be lengthy. "Thirty-minute, once a week formats, just do not work." Most of the more successful TV jockeys apparently second this opinion. Clayton, WHDH-TV, Boston, is on an hour and a half; Jim Lounsbury, WBKB-TV, Chicago, an hour and 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 locally 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 records—may 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 distributors are the shows' main source of records. However, in smaller areas, many jocks depend upon trade deals with local record dealers.

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 emcees 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 Muncy replaced Ray Briem on "Seattle Bandstand," KING-TV, Seattle. Latter moved to KLAC, Los Angeles.

Other record and dance party shows which have left the air include Bill Cardille's "6 o'Clock Hop" and "Club 11 Teen Party," WIIC-TV, Pittsburgh; Johnny Anthony and Connie Kaye's "Dance Party," WITI-TV, Milwaukee; T. Tommy Reynolds' "Chattanooga Bandstand," WTVC-TV, Chattanooga, Tenn.; "Teen Tune Time," KLDR-TV, Provo, Utah; Jess Cain show on WNDU-TV, South Bend, Ind.; a dance party on WHYN-TV, Springfield, Mass. and "Detroit Bandstand," WJBK, Detroit.

Practically all of the shows claim they have an adult as well as teen-age following, and provide audience breakdown figures and/or sponsor case histories to support their claims.

The Nielsen National and ARB

Liberty Seeks Okay on Stock

Continued from page 3

stock (based on the stock's initial public offering price) with the balance in cash. Liberty will pay cash for the Cornerstone Music firm. Purchase price will be net book value of the publishing company's assets plus 50 per cent of the net profits (after taxes) during a five year period. Liberty estimates cash outlay for Dolton and Cornerstone will be approximately \$70,000. If deal is made for Dolton and Cornerstone, it would be subject to approval by FCC, since Dolton would be transferring its half interest in station KQDE, and California's corporation commissioner. Liberty currently has 454,500 shares of Class B common stock

outstanding of which 360,563 are held by the corporation's officers and directors. Si Waronker, listed as senior executive officer and chairman of the board of directors, holds 214,600. Al Bennet, prexy and director, 94,700 shares of the Class B common stock. In addition, 40,400 shares are held in trust for Waronker's family and 30,300 are similarly held for Bennett's children. Raymond Sandler, assistant secretary and Liberty director and partner in the law firm of Sandler & Rosen, label's general counsel, owns 16,263 shares. Nelson Rosen, other partner in the law firm, owns 8,737 shares.

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 fiscal year's net earning which is reported at \$228,775.34. Net income during the latter year, however, showed an increase of approximately four times that of 1958's fiscal year which gave Liberty a net of \$58,455.88.

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, Chattanooga, Tenn., showcases a "Gold Records" (an old hit disk which sold 1,000,000 or more) on each show. Sanders, who thinks the gimmick helps to attract more adult viewers, also notes, "We are learning that single records seem to 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 teenagers.

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 see—the 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 thoughts on TV deejay shows as follows: "The most important thing is to present the teen-ager at his best; to have good direction and production; to offer interesting and varied scenic backgrounds; to keep the show simple and natural and a constant argument for today's teen-ager."

Buddy Deane comments, "A successful dance type show depends on many vague, nebulous things. Often attempts at producing them fail because the would-be producers don't see the forest for the trees. Simplicity is the secret. Music, mass appeal music unprejudiced by personal taste, is the second most important consideration. I feel a man trained in radio, with its heavy dependence on popular music, is a much better candidate for this kind of show than a TV personality."

BUSINESS GREAT!

AT OLD TOWN

"LET THE LITTLE GIRL DANCE"

Billy Bland
 OT #1076

"THE VERY THOUGHT OF YOU"

Arthur Prysock
 OT #1079

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.

ON GLOVER

"GET UP BETTY JEAN"

Titus Turner
 GL #206

Watch for Our New ARTHUR PRYSOCK LP



"I WORRY ABOUT YOU" LP #102

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 Adonis Bernardine Read Epic
THE GIRLS ARE AT IT AGAIN
 Karen 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

Atlantic Welcomes
LONNIE DONEGAN

*with the
 world's
 fastest-breaking
 record!*



**"My Old Man's
 a Dustman"**

(Ballad of a Refuse Disposal Officer)

Atlantic 2058

THE BILLBOARD MARCH 28, 1960

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.

RECORD AND SHOW MIRROR.
 Week-ending March 26, 1960.

Britain's
TOP TEN

WEEK ENDING MARCH 19, 1960

- | | | |
|---|------------------------|--------------------------|
| 1 | MY OLD MAN'S A DUSTMAN | Lonnie Donegan (Pye) |
| 2 | POOR ME | Adam Faith (Pye) |
| 3 | WHY? | Anthony Newley (Pye) |
| 4 | FALL IN LOVE WITH ME | WILLIE AND THE HAND JIVE |
| | | CHIEF Richard (Columbia) |
| | | FLOW BOAT TO CHINA |

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

"ENGLISH-AMERICAN" GLOSSARY OF TERMS:

- | | |
|--------------------|-------------------------------------|
| Flippin' Skint | - "mighty broke" |
| Gorblimey Trousers | - "workman's trousers" |
| Council Flat | - "local government apartment" |
| Daisy Roots | - "cockney rhyming slang for boots" |

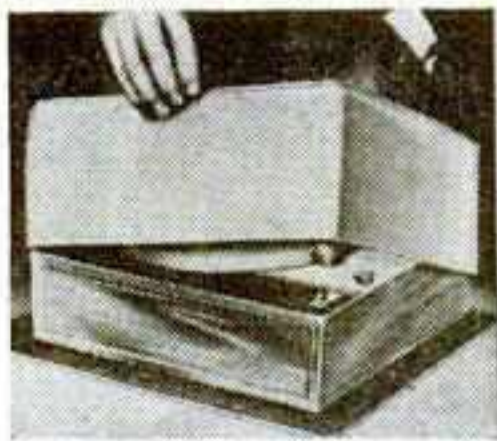
Personal Management
 MANNY GREENFIELD

Atlantic 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 15½ 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 11¼ 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 Travler 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 two-track tape, remains the lone hold-out on four-track. Time will tell whether Columbia will restrict its tape wares to the 3M cartridge form or will elect to add four-track 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" and on the Angel label, "Soviet 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 Julian Glaser, of Glaser-Steers; Herb Horowitz, Audio Empire; Paul Sampson, Harvey Radio; Sol Bart, Hudson Radio; Bill Kolbert, 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, television and appliance dealers were taken on a personally guided tour of the new \$2,000,000 Herold Radio and Electronics Corporation plant here. They were informally addressed by Roland J. Kalb who explained the company's techniques and production procedures in the manufacture of Herold-Steelman Transiatape record players, hi-fi, stereo equipment and Roland radios. The delegates touring manufacturing and retailing facilities on the East Coast, came from England, Belgium, Switzerland, West Germany and Surinam.

AUDIO NEWS BRIEFS

Arvin Radio veepee in charge of employee and public relations, Charles Meyers, has been elected to the firm's board of directors to fill the empty seat left by the death of Yandell C. Cline last summer. . . . RCA Victor sales representatives in the Arkansas area, the Frank Lyon Company, have named Gene Wallace as their new assistant sales manager. . . . The April issue of Gentlemen's Quarterly, carries a story about the highest priced hi-fi rig on known record. The custom made unit cost an ear-splitting \$5,556.49, plus installation charges. . . . Ed Doelin, who held the position of vice-president of special marketing studies, and who has been with RCA Victor for 26 years, was named to new duties in the electronic data processing division in Chicago. His successor has not yet been named by RCA distributing in Chicago. . . . The Packard Bell Electronics Corporation has declared its regular quarterly dividend of 12½ cents on common stock.

The Audio Components Representatives Association presented Norman Marshank of Marshank Sales, Los Angeles, with their "Outstanding Personal Service Award to the Audio Industry for 1959-'60."

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 over 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 at \$3 per. Deal was handled by Stanley Heller of New York for the local firm. Proceeds, according to Irving Rossman, Pentron prexy, will be used for plant renovation and new equipment and additional working capital.

Financial report for the six-month 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 of cartridges and cartridge - type needles, will project a complete line of replacement needles for dealers within the next eight weeks, it was learned by The Billboard. Exact details were not available, but it is known that expanse of the line will make it competitive with any in the field.

Earl Olson, veteran in the phono-needle-component industry, having been with Webcor and Jensen needles before going into his most recent activity, his own firm selling speaker enclosures, is now with Astatic's sales department.

named Ted S. Hoffman vice-president of industrial relations. . . . A new large sales and distribution headquarters has been opened for the Uher Tape recording, whose sole U. S. representatives are Warren Weiss Associates in New York City.

The Home Electronics Division of Sylvania, Inc., will hold its national distributor meeting June 5-7 at Mackinac Island, Mich. . . . The Electronic Supply Corporation is the new Southern California outlet for Allied Radio. The company will cover the Pasadena and Long Beach areas. . . . Herold Radio's William H. Fowler has resigned from that Mount Vernon, N. Y., company and has been installed as controller and vice-president of finance, of Wallich's Music City in Los Angeles. . . . John F. Meegan, formerly associated with Zenith Radio has been named advertising manager of Admiral Sales Corporation, Chicago. . . . New general sales manager for Sony Corporation of America is Anthony Dillon who formerly was a national sales executive with RCA, Columbia and DuMont. . . . Irving Rossman, prexy of Pentron's sales wing, was elected president of the Association of Electrical Parts and Equipment Manufacturers, succeeding Robert E. Svoboda of General Amphelol distributing division.

MRIA Warns On New Tape Techniques

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 so-called 3M (Minnesota Mining and Manufacturing) tape cartridge, a similar "compatible" cartridge development by Armour Research Institute, and a slow (1⅞ 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 1⅞ Cartridge

NEW YORK — C. J. LeBel, vice-president of Audio Devices, Inc., stated this week that the 1⅞ inches per second tape cartridge demonstrated at the New York Institute of Recording Engineers convention might be instrumental in widening the low-price recording market. In a cautious statement, LeBel, who had not been one of the new system's most ardent supporters, said: "A great deal more work needs to be done before slow-speed tapes are ready for the low-price market. Less expen-

(Continued on page 26)

HERE'S THE SINGLE YOU ASKED FOR!



© 1960, New Reg. "EPIC" T. M. Frankel & S.A.

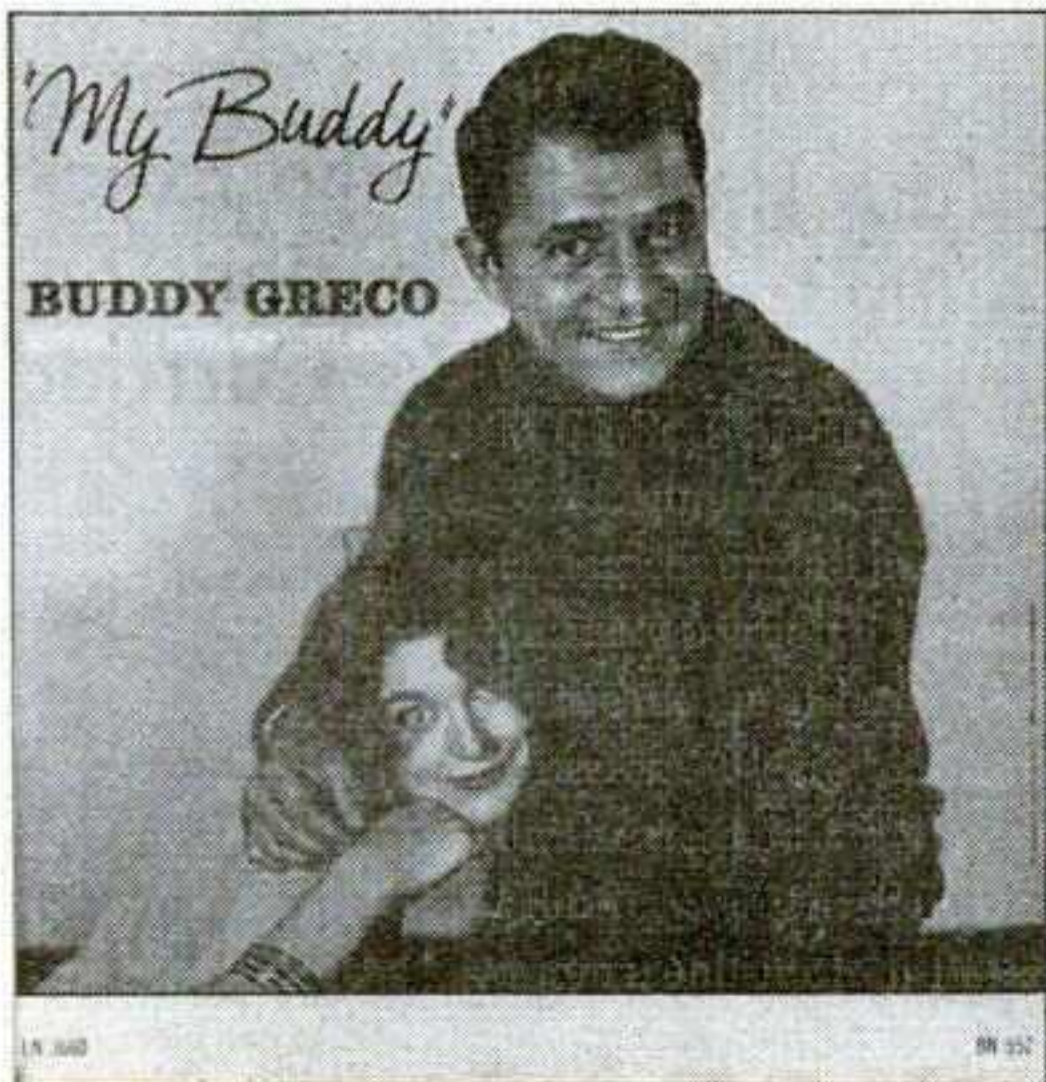


BUDDY GRECO SINGING

"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**





**REDD
FOXX
HITS**

- LAFF OF THE PARTY 214
- 219 • 220 • 227 • 236 • 265
- BEST OF FOX 234 •
- BURLESQUE HUMOR 249 •
- SIDESPLITTER 253 • 270 •
- BEST PARTY FUN 274 •
- RACY TALES 275
- CALL YOUR DISTRIBUTOR
FOR MULTIPLE PROFITS!
- 9512 SO. CENTRAL
LOS ANGELES 2, CALIF.



**The Big Hits
Are On
Today's Hit
Trademark**



A GREAT NEW STAR
ADAM WADE
Sings
RUBY
#526

**COED
RECORDS**
1619 Broadway New York, N. Y.

on **20th FOX**

**ALL YOU
HEAR IS
BEAUTY**

NEW AUDIO PRODUCTS

• Continued from page 24

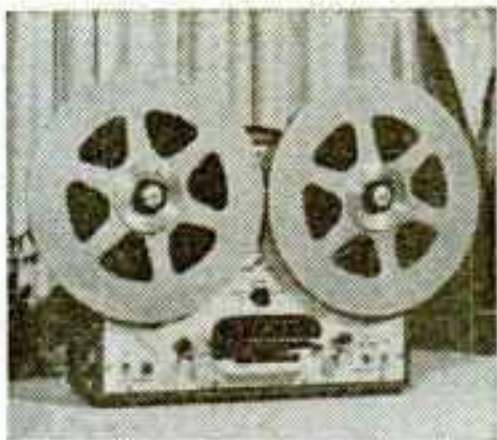
Stereo Cartridge for Autos?

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 3 3/4 inches per second, and eight hours at 7 1/2 inches per second. A 1 1/8 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 \$695.

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 foot 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 12 3/8 inches by 8 1/2 inches by 4 3/4 inches and weighs six pounds six

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, 7 1/2 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 market.

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 "channel," and "track." These recommendations will be voted on at the MRIA annual meeting in Chicago on May 18.

Audio Exec

• Continued from page 24

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

In an evaluation of the current reel-to-reel tape picture LeBel put emphasis on the fact that four-track pre-recorded tape turning at the standard 7 1/2 inches per second would be of even more importance to the hi-fi enthusiast looking for near perfect tape sound. "The market for high fidelity 7 1/2 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 3/4 ips (inches per second) cartridge. Quality is being constantly improved thru research and better manufacturing facilities."

In summation LeBel believes that "the increasing acceptance of tape because of its long life and long-wearing qualities, both seg-

D'Arcy Firm Ad Rep for Stromberg

ROCHESTER — The Commercial Products Division of Stromberg - Carlson has named the 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.

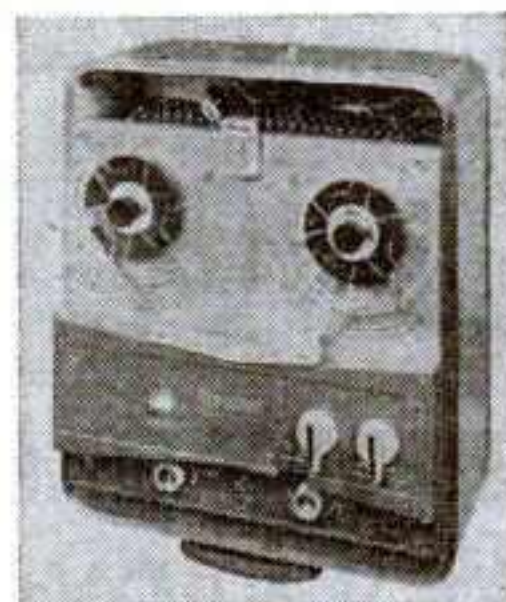
D'Arcy replaces the Rumrill Company of Rochester which had handled both divisions. The move was made to more closely tie these Stromberg-Carlson subsidiaries with the advertising of the parent company, General Dynamics Corporation. D'Arcy V-P. Earl Morgan will be account supervisor. William Rech is the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

ments of the home market — by the high fidelity enthusiast and the everyday listener — should expand accordingly."

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 instruments.

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 1 1/8, 3 3/4, and 7 1/2 inches per second. The unit measures 14 3/4 inches by 9 1/4 inches by 16 1/2 inches and sells at a suggested list price of \$139.95.



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.

See Page... **20** ...for Details

ALL EYES WILL BE ON...
YOU AND YOUR AD
in
Billboard's
MAY 9 JUKE BOX CONVENTION ISSUE

Complete
MUSIC INDUSTRY DISTRIBUTION

Plus
FULL DISTRIBUTION
to the entire attendance of the
JUKE BOX OPERATORS' CONVENTION

MAY 9-10-11
MORRISON HOTEL
CHICAGO



**Earn this valuable rack
...and big profits
—with hit albums
from RCA Camden!
\$1.98 each regular L. P.
\$2.98 for Living Stereo**



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 emcee 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 emcee 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. deejay 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 emceeing 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, emceed 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 Sealed," "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 DeMatteo 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
10. 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
8. Daddy's Little Girl
9. Peter Cottontail
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 Golddisc, "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 & Doty 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 Shirelles on Scepter, "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 Glens 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 & Doty 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.

THE GAZETTE DISK DATA

ALL THE
NEWS
THAT'S FIT
TO WAX

PRICE
98¢
AND
WORTH IT!

THE VOICE OF PLATTERLAND

JOHNNY CASH EXPOSES "SMILING BILL McCALL" VIA COLUMBIA DISK

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

Johnny Cash Ignites Confuse Fuse Under Smiling McCall

McCall Fall Gives Johnny Cash Brisk Disk

Distributing crying for more...
McCall crying for less

[Faded, illegible text]



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!"

[Faded, illegible text]

Who'll Play Smiling Bill Role in Flicks?

Many stars apply but studios hint at a nationwide talent hunt

**ON
COLUMBIA** 
#1 IN
CONSUMER
SALES

© Columbia Co. Printed in U.S.A.

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

DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

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*.

DON 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 9th.

JOHNNY FERGUSON is the 23-year-old 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 Tomasco, lead guitar; Chuck Sharp, 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*, b-w *Maris 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 STATION is the director of one of the most popular choral groups, The Merrill Station Choir. Himself a singer, Iowa-born Mr. Station 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 songs.

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 scene with a Billboard Talent Spotlight: *First Love b-w One Moon, One Sign, 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.

THIS WEEK'S NEW

Money Records

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

SINGLES

ANOTHER SLEEPLESS NIGHT—Jimmy Clanton.....Ace
BEFORE I GROW TOO OLD—Fats Domino.....Imperial
CITY LIGHTS—Debbie Reynolds.....Dot
CRAZY EYES—Frankie Vaughan.....Columbia
HE'LL HAVE TO STAY—Jeanne Black.....Capitol
I GIVE THANKS—McGuire Sisters.....Coral
LIKE YOUNG—Buddy Greco.....Epic
MADISON TIME—Ray Bryant.....Columbia
MAMA, DON'T CRY AT MY WEDDING—Anita Carter.....Jamie
MY OLD MAN'S A DUSTMAN—Lonnice Donegan.....Atlantic
PAPER ROSES—Anita Bryant.....Carlton
RIGHT BY MY SIDE—Rickey Nelson.....Imperial
TELL ME THAT YOU LOVE ME—Fats Domino.....Imperial
THE LADY IS A TRAMP—Buddy Greco.....Epic
THE KEY—Frankie Vaughan.....Columbia
THE UNFORGIVEN—McGuire Sisters.....Coral
YOUNG EMOTION—Rickey Nelson.....Imperial
YOU UNDERSTAND ME—Sam Cooke.....RCA Victor

ALBUMS

BEN HUR—Original Cast Sound Track.....M-G-M

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

MUSIC AS WRITTEN

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 Barnes*, and has taken over national distribution of the *Tony Bari* album "Mood Italiano-Americanano"... *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 *Freddie 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*.

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.

Both Sides Going Strong

PEGGY LYNN
"NEVER LOOK BACK"
 b/w
"Without You I'm Lost"
 #60

New Sensational Teenage Artist
 Smash Hit at Record Hops

BARRY LANE
"OH GERONIMO"
 b/w
"Gettin' Ready for Love"
 #602

Dist. & DJ's: Write for Samples
RA-Q RECORDS
 P. O. Box 5326, Phoenix, Arizona

New Hit by
**LITTLE ANTHONY
 & THE IMPERIALS**
MY EMPTY ROOM
 End #1067
END RECORDS
 1650 Broadway
 New York, N. Y.

Double-Sided
 Smash!
**TELL IT
 LIKE IT IS**
 b/w
**EVERY DOG
 GOT HIS DAY**
EDDIE BO
 Ric 969

**RON
 &
 RIC
 RECORDS**
 630 1/2 Baronne St. New Orleans 12, La.

**CLOCK RINGS
 IN THE HITS**

**SAMMY
 BENSKIN
 and the
 SPACEMEN**
 on
CLOCK

1619 Broadway, N. Y. C.

Theme from
'The Unforgiven'

DON COSTA
 Orchestra & Chorus
 UA #221

UNITED ARTISTS UA
 729 7th AVE. N.Y. 19, N.Y.

**GROUP SINGERS
 WANTED**
MUST SIGHT READ
 Can use quintet
 and/or soloists
FOR AUDITIONS CALL
THE JINGLE MILL, INC.
 143 West 51st St., N. Y. C.
 PLaza 7-9367

when answering ads . . .
**SAY YOU SAW IT IN
 THE BILLBOARD!**

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.

Bill Sachs

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 five-year 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 Zhitto.



**HATHAWAY IS ON
 DATE LINE WITH
 WILL YOU STAY IN LOVE b/w LET ME KNOW**

ATTENTION, DEALERS!

BOB HELLER, GENERAL MANAGER,
 CHIPS DISTRIBUTING, PHILA., REPORTS:
 . . . Great reaction to
 Flame's new release
IT MUST BE LOVE
 by
MAURICIO
 Flame 10149

write **FLAME RECORDS, INC.**
 1325 Franklin Ave., New Orleans, La.
 WHitehall 9-9565

ZZZZZOOOOOOOmmmmmmiiiiiiiiinnnnnnngggggggggg!

"EASY LOVIN'"		"A LONELY SOLDIER"
WADE FLEMONS		JERRY BUTLER
voejay 344		abner 1035

Veejay-Abner Records
 1449 S. Michigan, Chicago 5, Ill.
 Phone: We 9-3970

DION AND THE BELMONTS 
"WHEN YOU WISH UPON A STAR"
 3052

FOR THE WEEK ENDING APRIL 15, 1960

The Billboard TOP LP'S

BEST SELLING MONOPHONIC LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. THE SOUND OF MUSIC Original CastColumbia KOL 5450	17
2		2. SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted ArtistsRCA Victor LM 6074	20
3		4. THEME FROM A SUMMER PLACE Billy VaughnDot DLP 3276	4
4		3. FAITHFULLY Johnny MathisColumbia CL 1422	13
5		5. ITALIAN FAVORITES Connie FrancisM-G-M E 3791	10
6		8. THIS IS DARIN Bobby DarinAtco LP 33-115	6
7		6. HERE WE GO AGAIN Kingston TrioCapitol T 1258	23
8		7. HEAVENLY Johnny MathisColumbia CL 1351	30
9		10. THAT'S ALL Bobby DarinAtco LP 33-104	28
10		11. BELAFONTE AT CARNEGIE HALL Harry BelafonteRCA Victor LOC 6006	23
11		9. OUTSIDE SHELLEY BERMANVerve MGV 15007	20
12		13. ENCORES OF GOLDEN HITS PlattersMercury MG 20472	5
13		12. GUNFIGHTER BALLADS AND TRAIL SONGS Marty RobbinsColumbia CL 1349	16
14		21. MR. LUCKY Henry ManciniRCA Victor LPM 2198	3
15		16. CONCERT IN RHYTHM, VOL. II Ray ConniffColumbia CL 1415	6
16		15. OLDIES BUT GOODIES Assorted ArtistsOriginal Sound 5-001	30
17		18. FOR THE FIRST TIME Mario LanzaRCA Victor LM 2338	23
18		22. STUDENT PRINCE Mario LanzaRCA Victor LM 2339	4
19		20. PARTY SING ALONG WITH MITCH Mitch MillerColumbia CL 1331	31
20		26. WOODY WOODBURY LOOKS AT LOVE AND LIFEStereoddities MW 1	6

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		14. MORE JOHNNY'S GREATEST HITS Johnny MathisColumbia CL 1344	38
22		27. FIRESIDE SING ALONG WITH MITCH Mitch MillerColumbia CL 1389	16
23		29. FABULOUS FABIANChancellor CHL 5005	16
24		30. ANNETTE SINGS ANKAVista BV 3302	4
25		31. ALWAYS Roger WilliamsKapp KL 1172	2
26		34. CONNIF MEETS BUTTERFIELD Ray ConniffColumbia CL 1346	14
27		17. GENIUS OF RAY CHARLESAtlantic LP 1312	8
28		23. LET'S ALL SING WITH THE CHIPMUNKSLiberty LRP 3132	20
29		24. TEENSVILLE Chet AtkinsRCA Victor LPM 2161	8
30		28. SANTO AND JOHNNYCanadian-American CA 1001	13
31		19. PORGY AND BESS Sound TrackColumbia OL 5410	39
32		25. BLUE HAWAII Billy VaughnDot DLP 3165	39
33		39. SATURDAY NIGHT SING ALONG WITH MITCH Mitch MillerColumbia CL 1414	2
34		37. ELVIS' GOLDEN RECORDS, VOL. II Elvis PresleyRCA Victor LPM 2075	2
35		36. WHAT A DIFFERENCE A DAY MAKES Dinah WashingtonMercury MG 20479	4
36		— FIORELLO! Original CastColumbia WAO 1321	13
37		38. NEARER THE CROSS Tennessee Ernie FordCapitol T 1005	9
38		— LATIN ALA LEE Perry LeeCapitol T 1290	1
39		33. NO ONE CARES Frank SinatraCapitol W 1221	34
40		35. GYPSY Original CastColumbia OL 5420	39

ESSENTIAL INVENTORY (MONO ALBUMS) on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. INSIDE SHELLEY BERMAN, Verve MGV 15003	51
2		2. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	61
3		9. KINGSTON TRIO AT LARGE, Capitol T 1199	43
4		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. GIGI, Sound Track, M-G-M E 3641 ST	93
8		7. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	107
9		5. THE MUSIC MAN, Original Cast, Capitol WAO 990	111
10		10. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	92
11		8. SOUTH PACIFIC, Original Cast, Columbia OL 4180	306
12		14. RODGERS: VICTORY AT SEA, VOL. II, RCA Symphony Orch. (Benneff), RCA Victor LM 2226	48
13		13. PETER GUNN, Henry Mancini, RCA Victor LPM 1956	60
14		15. HYMNS, Tennessee Ernie 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 1053	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	52
21		24. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	72
22		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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. THE SOUND OF MUSIC Original CastColumbia KOS 2020	14
2		2. PERSUASIVE PERCUSSION Various ArtistsCommand S 800	12
3		3. PROVOCATIVE PERCUSSION Various ArtistsCommand S 806	12
4		4. FAITHFULLY Johnny MathisColumbia CS 8219	10
5		6. SAIL ALONG SILVERY MOON Billy VaughnDot DLP 25100	13
6		7. MR. LUCKY Henry ManciniRCA Victor LSP 2198	3
7		5. THEME FROM A SUMMER PLACE Billy VaughnDot DLP 25276	2
8		9. LET'S DANCE AGAIN David CarrollMercury SR 60152	14
9		13. OPEN FIRE, TWO GUITARS Johnny MathisColumbia CS 8056	10
10		12. CONNIF MEETS BUTTERFIELD Ray ConniffColumbia CS 8155	15
11		18. NEW ORLEANS Pete FountainCoral CRL 7-57282	7
12		8. STILL MORE SING ALONG WITH MITCH Mitch MillerColumbia CS 8009	15
13		10. NEARER THE CROSS Tennessee Ernie FordCapitol ST 1005	15
14		11. GUNFIGHTER BALLADS AND TRAIL SONGS Marty RobbinsColumbia CS 8158	9
15		14. FIORELLO! Original CastCapitol SWAO 1321	14

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		20. MUSIC FOR READING George Melachrino Strings .RCA Victor LSP 1002	4
17		22. RACHMANINOFF: PIANO CONCERTO NO. 3 Van CliburnRCA Victor LSC 2355	10
18		23. FLOWER DRUM SONG Original CastColumbia OS 2009	14
19		27. BOUQUET Percy FaithColumbia CS 8124	5
20		16. 'S AWFUL NICE Ray ConniffColumbia CS 8001	8
21		19. FIRESIDE SING ALONG WITH MITCH Mitch MillerColumbia CS 8184	15
22		— THIS IS DARIN Bobby DarinAtco SD 115	1
23		15. AMERICAN SCENE MantovaniLondon PS 182	3
24		17. IT'S THE TALK OF THE TOWN Ray ConniffColumbia CS 8143	9
25		21. AMERICAN SHOWCASE MantovaniLondon PSA 3202	10
26		24. MUSIC FOR BANG, BAA-ROOM AND HARP Dick SchoryRCA Victor LSP 1866	5
27		25. KINGSTON TRIOCapitol ST 996	8
28		28. LET'S ALL SING WITH THE CHIPMUNKSLiberty LST 7132	13
29		29. MUSIC FOR DINING George Melachrino Strings .RCA Victor LSP 1000	7
30		— BILLY VAUGHN PLAYS THE MILLION SELLERSDot DLP 25119	11

ESSENTIAL INVENTORY (STEREO ALBUMS) on the charts 20 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		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
4		6. GIGI, Sound Track, M-G-M SE 3461 ST	47
5		5. HEAVENLY, Johnny Mathis, Columbia CS 8152	29
6		4. MY FAIR LADY, Original Cast, Columbia OS 2015	47
7		7. PETER GUNN THEME, Henry Mancini, RCA Victor LSP 1956	45
8		9. RODGERS: VICTORY AT SEA VOL. II, RCA Victor Symphony Orch. (Benneff), RCA Victor LSC 2226	45
9		11. THE KING AND I, Sound Track, Capitol SW 740	35
10		10. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	42
11		13. FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338	24
12		12. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	47
13		— BLUE HAWAII, Billy Vaughn, Dot DLP 25165	34
14		17. THE LORD'S PRAYER, The Mormon Tabernacle Choir, Columbia MS 6068	22
15		— SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004	26
16		8. STRAUSS WALTZES, Mantovani, London PS 118	31
17		— KINGSTON TRIO AT LARGE, Capitol ST 1199	38
18		— QUIET VILLAGE, Martin Denny, Liberty LST 7122	21
19		19. OKLAHOMA! Sound Track, Capitol SWAO 595	45
20		— PORGY AND BESS, Sound Track, Columbia OS 2016	20

BEST SELLING STEREOPHONIC LP'S

BASED ON SALES

IN STORES & RACKS

BEST SELLING CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

1. SIXTY YEARS OF MUSIC AMERICA LOVES BEST... Assorted Artists, RCA Victor LM 6074
2. TCHAIKOVSKY: 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 6068
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; KHACHATURIAN: 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 ComoCamden CAL 511
 4. Good Housekeeping Reducing Off the RecordHarmony HL 7235
 5. 101 Strings Play the Blues
.....Somerset P 5800
 6. Huckleberry Hound
Daws Butler and Don MessickColpix CP 202
 7. South Pacific
Al Goodman OrkRCA Camden CAL 421
 8. You Do Something to Me
Mario LanzaCamden CAL-450
 9. Backbeat Symphony
101 StringsSomerset P 11500
 10. Silver Screen
101 StringsSomerset P 7000

- STEREOPHONIC**
1. Soul of Spain, Vol. 1
101 StringsStereo Fidelity SF 6600
 2. Soul of Spain, Vol. 2
101 StringsStereo 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 StringsStereo Fidelity SF 6700
 6. Silver Screen
101 StringsStereo Fidelity SF 7000
 7. East of Suez
101 StringsStereo Fidelity SF 11200
 8. Quiet Hours
101 StringsStereo Fidelity ST 10200
 9. Backbeat Symphony
101 StringsStereo Fidelity SF 11500
 10. Symphony for Tommy
Hamburg Philharmonia OrkStereo Fidelity SF 5700

BEST SELLING POP EP'S

1. Heavenly
Johnny Mathis .. Columbia EPB 13511
2. Gunfighter Ballads and Trail Songs
Marty Robbins .. Columbia, EPB 13491
3. This Is Darin
Bobby DarinAtco EP 4508
4. Faithfully
Johnny Mathis .. Columbia EPB 14221
5. Hymns
Tennessee Ernie FordCapitol EAP 1-756
6. Here We Go Again
Kingston TrioCapitol EAP 1-1258
7. Spirituals
Tennessee Ernie FordCapitol-EAP 818
8. Open Fire, Two Guitars
Johnny Mathis .. Columbia E 12701
9. 'S Wonderful
Ray Conniff .. Columbia EP 9251
10. Nearer the Cross
Tennessee Ernie FordCapitol EAP 1005

Reviews of THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

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

Pop

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 as Volume I. 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



Stereoditties 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.

SWING DAT HAMMER



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.

SOLD OUT



The Kingston Trio. Capitol ST 1352 (Stereo & Monaural)—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 excels 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 Mitzie," 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-track set are highly acceptable. Tunes include "Don't Take Your Love From Me" and "Get Happy" and "Indian Blues." Displayable cover.

(Continued on page 35)

ALBUM COVERS OF THE WEEK



THE ORIGINAL CHICO HAMILTON QUINTET, World Pacific WP 1287



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



do we ask you to take our word for it? yes!

IF IT'S THE 'MADISON' YOU WANT (AND EVERYBODY DOES!)
BE SURE YOU ASK FOR AND GET THE ORIGINAL HIT VERSION
— "THE MADISON TIME" — BY THE RAY BRYANT COMBO.

COLUMBIA RECORDS, WHICH CONTINUES TO BE
#1 IN CONSUMER SALES, NOT ONLY GIVES YOU THE *HIT*
"MADISON TIME" — BUT ALSO GIVES YOU THESE POWER-
PACKED, SALES-PROMOTING AIDES. THERE'S A 3-COLOR,
DANCE-STEP ILLUSTRATED SLEEVE . . . A 14" x 20" WINDOW
STREAMER . . . AND . . . A DANCE-INSTRUCTING TELEFILM FOR
TV-DJ SHOWS!

THE NUMBER TO CALL FOR IS **COLUMBIA 4-41628**—THAT'S
COLUMBIA 4-41628 DON'T ACCEPT A SUBSTITUTE!

© Columbia Records Inc. U.S.A.

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

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 provides a good display piece. Set will sell, despite competition.

POULENC: LA VOIC HUMANE
 Duval, Soprano; Theatre National de l'Opera-Comique Orchestre (Prete). RCA Victor LS 2385—The theme of this modern opera with a libretto by Jean Cocteau deals with a telephone conversation by a young woman trying to sustain her relationship with her lover. Some of the extended passages (they are not arias in the usual sense) are hauntingly lovely. There are also many exciting and breathless passages. Set comes with a booklet, giving an excellent translation, background notes about the opera and pictures from the premiere 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 to existing versions. Solo passages by cellist Antonio 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. Munch paces the Boston Symphony thru moving reading 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 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 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 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 with strong appeal. Most of the songs do have a 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 past big country hits. At the hands of the master, they sound as fine as ever. Selections include "Squaws Along the Yukon," "Rockin' in the Congo" and the album title tune. Backings are good. Set should also 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 the distant past, via recordings. Henry Fonda's thoughtful narration does an admirable job of pointing out the historical import of a wealth of priceless wax, ranging from the sound of a Light Brigade bugler in 1853 and Florence Nightingale to Hitler, Helen Keller, Churchill and Eisenhower. Excellent production and script by Bud Greenspan.

(Continued on page 37)

★ ★ ★ ★
VERY STRONG SALES POTENTIAL

POPULAR ★ ★ ★ ★

★ ★ ★ ★ BILL HALEY & COMETS
 Warner Bros. WS 1378 (Stereo & Monaural)—Haley and His Comets have a debut album on this label that can attract both teen and adult coin. They offer rocker, rockerballad 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. Carlton 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-rock contains a group of originals, mostly penned by Stites. Backed by the Monty 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.

★ ★ ★ ★ THE FLYING FINGERS OF FLIPTOP FINNEGAN
 Atco 33-116—Fliptop Finnegan is a well-known jazz musician hiding under a pseudonym, but no matter what the name, he comes thru with some bright, sparkling piano work here that's a cross between ragtime and Dixieland. He handles a group of favorites in happy style, including "Kitten on the Keys," "I'm Just Wild About Harry," "If I Had My Way," "Somebody 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, fox-trot, or ballad tempos. Excellent jockey programming set, and it should move strongly 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 and Only Once," "Tenderly," "Four Winds and the Seven Seas," etc. Strong rack item.

★ ★ ★ ★ HARMONICA HITS
 Jerry Murad's Harmonicals. Mercury MGW 12208—Murad and his Harmonicals provide melodic, infectious harmonica blendwork on a group of nostalgic standards and oldies. Selections include "My Happiness," "Night Train," "You Tell Me Your Dream," "Who's Sorry Now," etc. A solid commercial item for the low-priced market.

JAZZ ★ ★ ★ ★

★ ★ ★ ★ ROAMIN' WITH RICHARDSON
 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 shows off his fine technique on such tunes 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 music.

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 six quartets dedicated to Count Apponyi. They are handled in excellent fashion, and the stereo recording is first-rate. Fine wax for the serious collector.

INTERNATIONAL ★ ★ ★ ★

★ ★ ★ ★ SLASK, Volume 3
 Polish National Song and Dance Ensemble of Silesia (Haydyna). Bruno BR 50127 — This is the third volume of Polish folk music, as interpreted by the Polish National Song and Dance Ensemble of Silesia, under Stanislaw Haydyna. And it is a lovely set, with fine performances of folk efforts by the large and finely trained choral group. The recording is excellent, and folk fans should be interested.

POLKA ★ ★ ★ ★

★ ★ ★ ★ UNCLE STEVE'S DANCE ALBUM
 Steve Adamczyk and His Hungry Six. Dana DL 1274 — Steve Adamczyk and His Hungry Six, ever popular polka artists, have another cheerfully - styled set of polkas, waltzes and oberek that should find favor from polka fans. The set is 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 flight interpretations of a group of polkas, waltzes, obereks, by the lively Frank Wojnarowski crew. The tunes include "Little Village," "In the Midfield," "Empty Pocket" and "Roses For My Miss." A first rate set for polka fans.

RELIGIOUS ★ ★ ★ ★

★ ★ ★ ★ MAJESTIC THEMES
 Claude Rhea. Word WST-8029-LP — The tenor gives out with rich-voiced readings of an attractive variety of religious 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 market.

★ ★ ★
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.

★ ★ ★ LOVE EYES
 Dominic Frontiere. Columbia CL 1427—Frontiere offers tasteful instrumental treatments, ranging from exciting jazz-flavored arrangements to lushly romantic interpretations of original themes. Selections include "Jealous," "Innocent," "Sensuous," "Wistful," etc. Spinnable mood wax. Effective cover.

★ ★ ★ 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, and two men, one of whom plays bass fiddle and the other maracas. They are best
 (Continued on page 37)

Watch for
"THE PRIMITIVE SOUNDS OF HENNY YOUNGMAN"
 NRC LP A10
 NATIONAL RECORDING CORP.
 Hittsville 19, Atlanta, Ga.

watch for **J.J.J.** coming soon
 TOP RANK

ON LP AT LAST
 "The Flying Fingers of FLIPTOP FINNEGAN"
 Atco LP 33-116
 The greatest honky-tonk piano player of them all!

R&B DEALERS and OPS:
 BUY from the most complete stock of **R&B, JAZZ, SPIRITUALS . . . also pops, etc.**
 All Stereo and Mono LP's at Reg. Dealer Whlse.
All 45's . . . 65¢ Orders Shipped Same Day. 1-Day Delivery to 20 States
J.C.'S ONE-STOP
 AMERICA'S ONLY R & B ONE-STOP
 836 E. 63rd St., Chicago 37, Ill.
 Phone: BU 8-0660

GET THE JUMP on your competition
 You can — by programming and buying tomorrow's record hits today.
 How to do it?
 Seven out of every 10 records featured in big-space Billboard ads will be among the 100 hottest records of the future — and four of them will soon reach the best-seller class!

Announcing

The Billboard OVERSEAS EDITION



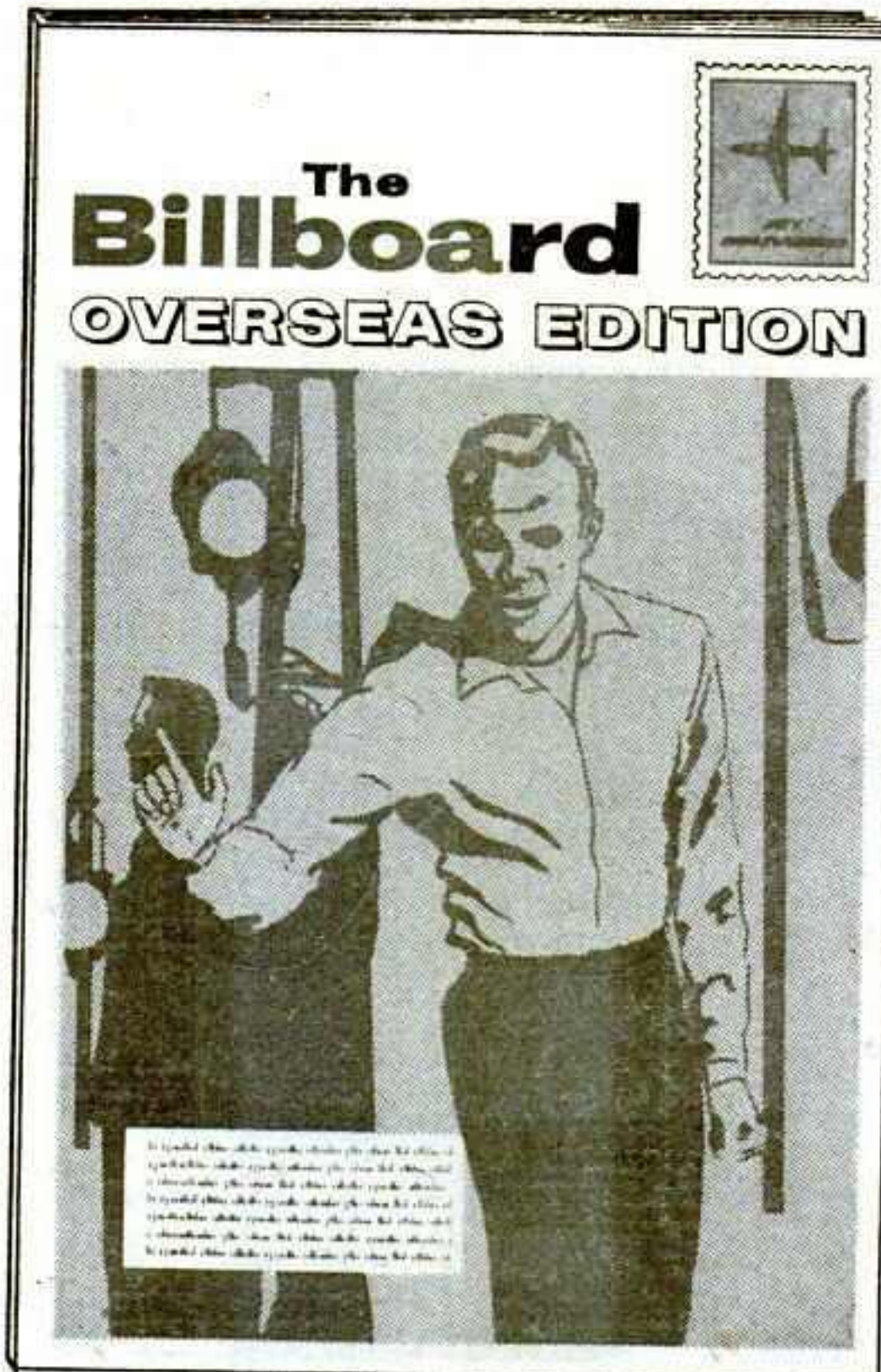
PLANNED, edited and written to serve the music, record and coin machine interests of overseas.

- RECORD DEALERS
- COIN MACHINE BUYERS
- RADIO & TV BROADCASTERS
- IMPORTERS & EXPORTERS
- RECORD MFRS.
- COIN MACHINE MANUFACTURERS
- DISTRIBUTORS
- MUSIC PUBLISHERS
- TALENT BUYERS
- ARTISTS
- MANAGERS
- AGENTS

and other related groups

FEATURING, EACH WEEK:

- ... Honor Roll of Hits
- ... The Hot 100
- ... Top LP's
- ... Reviews of Singles and LP's
- ... Activities of American artists, 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. coin machines
- ... Other features



The new 16-page . . . weekly . . . edition of The Billboard, jet-delivered to reach subscribers in West Europe on the very same day that the regular domestic edition of Billboard is received in the United States.

FIRST ISSUE OUT
MAY 2

Use the Coupon for your
FREE SAMPLE COPY
of the First Issue (May 2) of The Billboard Overseas Edition

THE BILLBOARD OVERSEAS EDITION 860
1564 Broadway
New York 36, N. Y., U. S. A.

Please send, without cost or obligation, a free sample of the first issue of the new, 16-page weekly Billboard Overseas Edition.

I am also interested in subscribing. Please send me subscription rates.

MY NAME _____

COMPANY NAME _____

NATURE OF BUSINESS _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

I { am . . . } presently a subscriber to the regular domestic edition of The Billboard.
 { am not }

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

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 presented 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, Yin-gele, Schluf," and other folk items. The backing by the Nat Farber Ork is excellent.

SPECIAL MERIT SPOTLIGHTS

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

POP

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. Stand-out 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 Impromptu," etc.

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 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, Teddy Edwards, Andre Previn, Shelly Manne and Leroy Vinnegar. 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.

CLASSICAL

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 triumphal 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: INTRODUCTION AND ALLEGRO APPASSIONATO; OVELETTE; TOCCATO

Svjatoslav Richter, Piano Sinfonie-Orchester der Nationalen Philharmonie Warschau (Rowicki). Deutsche Grammophon 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.

OPERA

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 Woman," "Zombie Jamboree" (better known as "Back to Back and Belly to Belly"), and "Banana." These probably could never pass as air fare, but they can liven up any party.

★★★ BOBBY SHORT ON THE EAST SIDE

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 the Bobby Short style will go for this.

★★★ PEE WEE HUNT'S DANCE PARTY

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 listenable 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 a

dent in the pop market with her recording of "Pepto" a few months ago. Here is the Latin-American lass singing her first pop single plus "El Timbre," "Pepite Fleur" and "Quisiera Saber," all with smart backing. A bright new set featuring a bright new singer.

★★★ IT'S A SMALL WORLD

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," "Trinidadaddy," "Majorca Moonlight," etc. Tempos and types are nicely varied.

★★★ BEST DAMN DANCE BAND IN THE LAND

Ira Ironstrings. Warner Bros WS 1380 (Stereo & Monaural)—Ironstrings and ork

(Continued on page 49)

DEALERS
CONTACT YOUR
NEAREST SAVOY JAZZ
DISTRIBUTOR FOR
FULL DETAILS ON NEW
* Savoy Spring Special *

25% DISCOUNT PLAN!

Applies on
ALL JAZZ ALBUMS
MONAURAL or
COMPATIBLE STEREO!

Not just new releases, but the full 12000 and 13000 series jazz catalog! Restock with confidence; we will NOT drop our prices! Hurry, deal lasts till May 16, 1960!



HEAR EVEREST

New LP by a Great Artist
"ROOSTER BLUES"
by
LIGHTNIN' SLIM
LP #8000 on Excello
Dealers, if you haven't received your sample copy, contact us.
NASHBORO Record Co., Inc.
Nashville, Tenn.

AUDITION
a new selling force
...for dealers
...for manufacturers
IN FULL COLOR EVERY MONTH
IN THE BILLBOARD

THE ALBUM OF THE DECADE!
"The Rocking 50s"
ATLANTIC LP 8037
Atlantic's Ten Year Survey of the Teen Hits

watch for **J.J.J.** coming soon

RECORD STORES
Increase Efficiency
Listings of the latest popular records by titles and artists Rushed by First-Class Mail, three weekly mailings a month. Monthly—two big books of over 225 pages of current and older numbers by titles and artists, each month complete in itself, no need to refer to previous issues. Three months' trial, \$10.00, or economical yearly, \$35.00. Information and samples sent on request. Compare with other services.
RECORDAID, INC.
P. O. Box 5765, Philadelphia 20, Pa.

Stereo Surprise of '60!
DUEL
Performed by Latin America's finest. The hand picked **BRASILIA NATIONAL BAND.** The Stereo Sound you've never heard before...
MUSIDISC INTERNATIONAL INC.
686 Fifth Ave. • New York 19, N. Y.

**HER
FIRST
SMASH
RELEASE
ON
JAMIE**



Anita Carter sings

MAMA, DON'T CRY

AT MY WEDDING

c/w

MOON GIRL

JAMIE 1154



RECORDS
1330 W. Girard Ave.
Philadelphia 23, Pa.
CEnter 2-8383



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 bill to exempt music publishing companies from high personal holding company taxation has passed the Senate, and now requires only presidential signature to become law. The bill has been repeatedly introduced and campaigned for, over a period of years, by Rep. Eugene Keogh.

The law will safeguard firms with over 50 per cent gross income from royalties, provided legitimate business deductions tally at least 50 per cent of the gross, and owners do not have more than 10 per cent holding company income.

At passage of the bill, it was pointed out that the personal holding tax, which can hit rates of 85 to 93 per cent, as against corporate 52 per cent, was designed to close a tax loophole by formation of "incorporated pocketbooks." It was explained that legitimate music publishing firms do not belong in that category. Changing developments in music use have put most music publisher earnings in royalties, with former income-earning sales of sheet music dwindling to a negligible factor.

Without the Keogh exemption, 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 West Coast exec producer, Irv 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 Lady" on Contemporary has sold over 500,000 copies. Previn won an Academy Award for his scoring of the flick "Gigi" in 1959, and he has done a lot of conducting and composing for M-G-M pictures. He conducted the score for the movie version of "Porgy and Bess."

Celler Bill to Make Payola 2-Way Crime

WASHINGTON — Rep. Emanuel Celler has introduced an anti-payola 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 anyone trying it.

However, one striking difference is that the Celler bill expressly continues the present right of those with financial interests in music to buy time from a station for bona fide sponsorship and programming of their tunes. The ASCAP legislative proposals were outlined in a recent statement to the Federal Communications Commission from its President, Stanley Adams, who charged that 53 per cent of Top 40 tunes were payola-pushed. (The Billboard, March 21, 1960.)

Both the Celler bill and the ASCAP recommendations, would invoke criminal penalties, under the Communications Act, to punish station owners who accept "push money for music from anyone with a financial interest in the tunes. The one offering the bribe would be equally liable. Similar penalties would apply to station personnel who accept payola, and the one offering it, whether or not the briber had any financial interest in the music to be pushed.

Celler did not introduce any bill to enact the ASCAP proposal to eliminate Broadcast Music, Inc., by prohibiting any two or more broadcasters from combining 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 prefer short simple announcements such as: "The records played in this segment were furnished free of charge by manufacturers and distributors"; or "The recorded music is provided by Northwest record distributors."

Most original acknowledgement to date, was made by Gene Klavin and Dee Finch, early morning deejay team on WNEW here, which is buying all its disks. One day last week, the boys confessed: "The following record was stolen from the rack of your local Grand-Union supermarket."

THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR SURVEY WEEK ENDING APRIL 2

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	1	THEME FROM A SUMMER PLACE	By Steiner-Max Discant—Published by Witmark (ASCAP)	12
2	2	HE'LL HAVE TO GO	By J. Allison-A. Allison—Published by Central Songs (BMI)	14
3	3	WILD ONE	By Lowe-Mann & Appel—Published by Lowe (ASCAP)	9
4	4	PUPPY LOVE	By Paul Anka—Published by Spanka (BMI)	6
5	5	SWEET NOTHIN'S	By Ronnie Self—Published by Champion (BMI)	8
6	7	SINK THE BISMARCK	By J. Horton & T. Franks—Published by Cajun (BMI)	4
7	9	MAMA	By Bixio, Cherubini, Barlow-Brito—Published by Southern (ASCAP)	5
8	15	GREENFIELDS	By Terry Gilkyson-R. Dehr-F. Miller—Published by Montclare (BMI)	4
9	17	I LOVE THE WAY YOU LOVE	By Gordy-Mikaljon—Published by Jobete (BMI)	3
10	6	HANDY MAN	By Blackwell-Jones—Published by Sheldon Music (BMI)	13
11	11	FOOTSTEPS	By B. Mann-H. Hunter—Published by Aldon (BMI)	3
12	8	HARBOR LIGHTS	By Hugh Williams & Jimmy Kennedy—Published by Chappell (ASCAP)	9
13	21	SIXTEEN REASONS	By Bill and Doree Post—Published by American (BMI)	4
14	14	BEATNIK FLY	By T. King & I. Mack—Published by Duchess (BMI)	6
15	10	BABY	By Clyde Otis-Murray Stein—Published by Meridian-Play (BMI)	9
16	20	WHITE SILVER SANDS	By C. G. Mathews & G. Reinhart—Published by Sharina (BMI)	3
17	13	O, DIO MIO	By Hoffman-Manning—Published by Topper (ASCAP)	5
18	28	THE OLD LAMPLIGHTER	By Charles Tobias-Nat Simon—Published by Shapiro-Bernstein (ASCAP)	2
19	12	BEYOND THE SEA	By Trenet-Lawrence—Published by Harms (ASCAP)	11
20	—	MONEY	By J. Bradford Gordy Jr.—Published by Jobette (BMI)	2
21	16	TEDDY	By Paul Anka—Published by Spanka (BMI)	3
22	—	STEP BY STEP	By Ollie Jones and Billy Dawn Smith—Published by Winneton (BMI)	1
23	—	LET THE LITTLE GIRL DANCE	By H. Glover—Published by Glover (BMI)	1
24	19	TEEN ANGEL	By JNR-Surrey—Published by Acuff-Rose (BMI)	14
25	26	(WELCOME) NEW LOVERS	By Charles Singleton—Published by Roosevelt (BMI)	5
26	—	CRADLE OF LOVE	By Fautheree-Gray—Published by Big Bopper-Tree (BMI)	1
27	30	DON'T THROW AWAY ALL THOSE TEARDROPS	By Diane DeNota—Published by Rambda (BMI)	2
28	—	STUCK ON YOU	By Aaron Schroeder-J. Leslie McFarland—Published by Gladys (ASCAP)	1
29	29	STARBRIGHT	By L. Pockriss-P. J. Vance—Published by Cathryl (ASCAP)	2
30	23	THIS MAGIC MOMENT	By Pomus-Shuman—Published by Rumbalero-Tiger-Tredlew (BMI)	4

RECORDINGS AVAILABLE

(Best Selling Record Listed Bold Face)

- THEME FROM A SUMMER PLACE**—Percy Faith, Col 41490; Fontane Sisters, Dot 16059; Leroy Holmes, M-G-M 12833; Don Raik, Warner Bros. 5108; Jackie Rae, Epic 9366; Hugo Winterhalter, Vic 7599.
- HE'LL HAVE TO GO** — Billy Brown, Col 41380; Jim Lowe, Dot 16046; Jim Reeves, Vic 7643.
- WILD ONE**—Bobby Rydell, Cameo 171.
- PUPPY LOVE**—Paul Anka, ABC-Paramount 10082; Jess Duboy, Colonial 7002; King Bees, Flip 323; Terry Noland, Brunswick 55054.
- SWEET NOTHIN'S** — Brenda Lee, Dec 30967.
- SINK THE BISMARCK** — Johnny Horton, Col 41568.
- MAMA** — Connie Francis, M-G-M 12878; Phil Brito, M-G-M 10591; John Fufano, Darlan 501.
- GREENFIELDS** — Brothers Four, Col 41571; Julius La Rosa, Kapp 323.
- I LOVE THE WAY YOU LOVE**—Marv Johnson, United Artists 208.
- HANDY MAN**—Jimmy Jones, Cub 9049.
- FOOTSTEPS** — Steve Lawrence, ABC-Paramount 10085.
- 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.
- SIXTEEN REASONS**—Connie Stevens, Warner Bros. 5137.
- BEATNIK FLY** — Johnny and the Hurricanes, Warwick 520.
- BABY**—Dinah Washington & Brook Benton, Mer 71565.
- WHITE SILVER SANDS** — Bill Black's Combo, Hi 2021; Owen Bradley Quartet, Dec 30363; Lennon Sisters, Brunswick 55013; Don Rondo, Jubilee 5288.
- O, DIO MIO**—Annette, Vista 354.
- THE OLD LAMPLIGHTER** — Browns, Vic 7700.
- BEYOND THE SEA**—Bobby Darin, Aco 6158; Trade Martin, Geo 1053; Cyril Stapleton, London 1864; Roger Williams/G. Osser Ork, Kapp 138; Victor Young Ork, Dec 27027.
- MONEY** — Barrett Strong, Anna 1111.
- TEDDY**—Connie Francis, M-G-M 12878.
- STEP BY STEP**—Crests, Coed 525.
- LET THE LITTLE GIRL DANCE** — Billy Bland, Old Town 1076.
- TEEN ANGEL** — Mark Dinning, M-G-M 12845.
- (WELCOME) NEW LOVERS** — Pat Boone, Dot 16048.
- CRADLE OF LOVE**—Johnny Preston, Mer 71598.
- DON'T THROW AWAY ALL THOSE TEARDROPS** — Frankie Avalon, Chancellor 1048.
- STUCK ON YOU**—Elvis Presley, Vic 7740.
- STARBRIGHT**—Johnny Mathis, Col 41583.
- THIS MAGIC MOMENT**—Drifters, Atlantic 2050.

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

COMING SOON:

An Indispensable, Year-Round
BUYING AND REFERENCE GUIDE

for anyone engaged in the
manufacture, distribution
and sale of records and
allied products

Start your subscription with
this April 18 issue!

**USE THE
COUPON
TODAY!**

The Billboard

RECORD INDUSTRY

Source Book

& DIRECTORY ISSUE

featuring

DETAILED DIRECTORIES OF . . .

RECORD DISTRIBUTORS

where they are . . . who runs them . . . the record labels they represent
. . . the phonograph and lines they carry . . .

ONE-STOP OPERATORS, geographically arranged RECORD RACK MERCHANDISERS

UP-TO-DATE LISTS OF . . .

RAW TAPE MANUFACTURERS EDITING, MIXING & MASTERING STUDIOS RECORD PRESSING PLANTS RECORD PLATING PLANTS Other Manufacturing Services

PRODUCERS AND SUPPLIERS OF . . .

ALBUM JACKETS SINGLES SLEEVES RECORD LABELS POLYETHYLENE BAGS Other Manufacturing Supplies and Products

WHERE TO BUY . . .

PHONOGRAPH NEEDLES RECORD CARRYING CASES RECORD CLEANERS CLOTHS, BRUSHES And Other Accessories

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate
of \$15 (a considerable saving over single copy rates). Foreign rate \$30.

Payment enclosed

Bill me

Name _____

Type of Business _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O:

NEW

 AND IT'S A
 SPOTLIGHT
 WINNER

FATS DOMINO

#5660

"BEFORE I GROW
 TOO OLD"

"TELL ME THAT
 YOU LOVE ME"



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

FOR WEEK ENDING APRIL 17

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	1	1	1	THEME FROM A SUMMER PLACE	Percy Faith, Columbia 41490		△	14
2	2	4	7	PUPPY LOVE	Paul Anka, ABC-Paramount 10082		S	8
3	4	3	2	HE'LL HAVE TO GO	Jim Reeves, RCA Victor 7643		S	16
4	3	2	3	WILD ONE	Bobby Rydell, Cameo 171			11
5	12	21	22	GREENFIELDS	Brothers Four, Columbia 41571		△	8
6	5	5	8	SWEET NOTHIN'S	Brenda Lee, Decca 30967			17
7	6	14	28	SINK THE BISMARCK	Johnny Horton, Columbia 41568			6
8	9	11	21	MAMA	Connie Francis, M-G-M 12878		S	8
9	14	15	38	I LOVE THE WAY YOU LOVE	Marv Johnson, United Artists 208			6
10	7	25	43	FOOTSTEPS	Steve Lawrence, ABC-Paramount 10085			6
11	16	23	29	SIXTEEN REASONS	Connie Stevens, Warner Bros. 5137			11
12	15	20	30	WHITE SILVER SANDS	Bill Black's Combo, Hi-2021			6
13	10	6	5	BABY	Brook Benton and Dinah Washington, Mercury 71565		S	12
14	11	10	17	O, DIO MIO	Annette, Vista 354			8
15	8	8	10	HARBOR LIGHTS	The Platters, Mercury 71563		S	12
16	24	35	81	THE OLD LAMPLIGHTER	The Browns, RCA Victor 7700			5
17	84	—	—	STUCK ON YOU	Elvis Presley, RCA Victor 7748		S	2
18	33	43	71	STEP BY STEP	The Crests, Coed 525			7
19	38	76	—	CRADLE OF LOVE	Johnny Preston, Mercury 71598			3
20	13	7	4	HANDY MAN	Jimmy Jones, Cub 9049			16
21	19	17	15	BEATNIK FLY	Johnny and the Hurricanes, Warwick 520			9
22	18	22	18	(WELCOME) NEW LOVERS	Pat Boone, Dot 16048		S	7
23	27	38	53	DON'T THROW AWAY ALL THOSE TEARDROPS	Frankie Avalon, Chancellor 1048			5
24	31	26	27	MONEY	Burrett Strong, Anna 1111			11
25	25	28	44	STARBRIGHT	Johnny Mathis, Columbia 41583		△	7
26	28	34	62	LET THE LITTLE GIRL DANCE	Billy Bland, Old Town 1076			9
27	17	29	47	TEDDY	Connie Francis, M-G-M 12878		S	7
28	53	60	90	NIGHT	Jackie Wilson, Brunswick 55166			4
29	21	16	19	THIS MAGIC MOMENT	Drifters, Atlantic 2050			8
30	34	44	86	CLEMENTINE	Bobby Darin, Atco 6161			4
31	30	42	58	SUMMER SET	Monty Kelly, Carlton 527		S	7
32	20	18	14	LADY LUCK	Lloyd Price, ABC-Paramount 10075		S	11
33	29	19	20	LITTLE BITTY GIRL	Bobby Rydell, Cameo 171			11

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	22	12	6	WHAT IN THE WORLD'S COME OVER YOU	Jack Scott, Top Rank 2028		S	14
35	36	37	46	JUST ONE TIME	Don Gibson, RCA Victor 7690		S	6
36	23	9	12	FOREVER	Little Dippers, University 210			12
37	37	40	40	TALL OAK TREE	Dorsey Burnette, Era 3012			11
38	39	36	32	EL MATADOR	Kingston Trio, Capitol 4338			8
39	42	59	67	BIG IRON	Marty Robbins, Columbia 41589		△	5
40	32	33	25	AM I THAT EASY TO FORGET	Debbie Reynolds, Dot 15985			13
41	26	13	11	BEYOND THE SEA	Bobby Darin, Atco 6158			13
42	75	99	—	STAIRWAY TO HEAVEN	Neil Sedaka, RCA Victor 7709		S	3
43	48	39	54	FANNIE MAE	Buster Brown, Fire 1008			11
44	61	66	68	MOUNTAIN OF LOVE	Harold Dorman, Rita 1003			7
45	49	57	64	APPLE GREEN	June Valli, Mercury 71588			6
46	58	75	73	ANGELA JONES	Johnny Ferguson, M-G-M 12855			8
47	46	46	80	PARADISE	Sammy Turner, Big Top 3032			9
48	40	27	13	LET IT BE ME	The Everly Brothers, Cadence 1376			14
49	81	—	—	DOGGIN' AROUND	Jackie Wilson, Brunswick 55166			2
50	51	69	76	CARAVAN	Santo and Johnny, Canadian-American 111			5
51	41	32	16	MIDNIGHT SPECIAL	Paul Evans, Guaranteed 205			12
52	85	—	—	LOVE YOU SO	Rod Holden, Donna 1315			2
53	82	95	78	LONELY WEEKENDS	Charlie Rich, Philips International 3552			5
54	63	74	82	SHAZAM	Duane Eddy, Jamie 1151			4
55	92	—	—	CHERRY PIE	Skip and Flip, Brent 7010			2
56	59	62	63	CHINA DOLL	Ames Brothers, RCA Victor 7655		S	11
57	62	70	92	WAKE ME WHEN IT'S OVER	Andy Williams, Cadence 1378			4
58	79	85	100	SOMEDAY	Della Reese, RCA Victor 7706		S	4
59	56	61	69	AT MY FRONT DOOR	Dee Clark, Abner 1037			5
60	71	79	88	YOU DON'T KNOW ME	Lennie Welch, Cadence 1373			7
61	44	31	34	ABOUT THIS THING CALLED LOVE	Fabian, Chancellor 1047		S	7
62	65	87	89	DON'T DECEIVE ME	Ruth Brown, Atlantic 2052			5
63	86	93	—	WHAT AM I LIVING FOR	Conway Twitty, M-G-M 12886			3
64	68	65	61	WHY DO I LOVE YOU SO	Johnny Tillotson, Cadence 1372			13
65	43	41	39	STRING ALONG	Fabian, Chancellor 1047		S	8
66	66	77	83	RUBY	Adam Wade, Coed 526			5
67	55	49	55	LAWDY MISS CLAWDY	Garry Siltes, Carlton 525			8

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	47	30	24	DELAWARE	Perry Como, RCA Victor 7670		S	10
69	35	24	9	TEEN ANGEL	Mark Dinning, M-G-M 12845			17
70	57	45	49	DON'T FENCE ME IN	Tommy Edwards, M-G-M 12871		S	8
71	—	—	—	FAME AND FORTUNE	Elvis Presley, RCA Victor 7740		S	1
72	74	81	—	OOH POO PAH DOO (Part 2)	Jessie Hill, Minit 607			3
73	64	84	—	TEEN EX	Browns, RCA Victor 7700			3
74	—	—	—	EARTH ANGEL	Johnny Tillotson, Cadence 1377			1
75	60	64	77	DOWN BY THE RIVERSIDE	Les Compagnons de la Chanson, Capitol 4342			6
76	50	55	79	TEENAGE SONATA	Sam Cooke, RCA Victor 7701		S	5
77	54	63	66	CHATTANOOGA CHOO CHOO	Ernie Fields, Rendezvous 117			7
78	78	83	—	IT COULD HAPPEN TO YOU	Dinah Washington, Mercury 71560		S	3
79	95	—	—	MR. LUCKY	Henry Mancini, RCA Victor 7705		S	2
80	83	—	—	ROCKIN' RED WING	Sammy Masters, Lode 108			2
81	67	53	23	RUNNING BEAR	Johnny Preston, Mercury 71474			26
82	52	48	33	ROCKIN' LITTLE ANGEL	Ray Smith, Judd 1016			15
83	87	96	—	WHY I'M WALKIN'	Stonewall Jackson, Columbia 41591			3
84	90	—	—	THINK ME A KISS	Clyde McPhatter, M-G-M 12877			2
85	89	—	—	MADISON	Al Brown's Tunetoppers, Amy 804			2
86	—	—	—	PLEDGING MY LOVE	Johnny Tillotson, Cadence 1377			1
87	80	82	51	BABY, WHAT DO YOU WANT ME TO DO	Jimmy Reed, Vee Jay 333			9
88	—	—	—	TIES THAT BIND	Brook Benton, Mercury 71566		S	1
89	45	47	41	OUTSIDE MY WINDOW	Fleetwoods, Dolton 15			9
90	94	—	—	ADAM AND EVE	Paul Anka, ABC-Paramount 10082			2
91	—	—	—	JENNY LOU	Sonny James, NRC 50			1
92	76	54	31	WHERE OR WHEN	Dion and the Belmonts, Laurie 3044			16
93	96	—	—	WHAT DO YOU WANT	Bobby Vee, Liberty 55234			2
94	—	—	—	PAPER ROSES	Anita Bryant, Carlton 528		S	1
95	—	—	—	HOW DEEP IS THE OCEAN	Toni Fisher, Signet 276			1
96	93	—	—	NEVER LET ME GO	Lloyd Price, ABC-Paramount, 10075			3
97	88	88	—	HOUSE OF BAMBOO	Earl Grant, Decca 31044			3
98	—	—	—	JUST A CLOSER WALK WITH THEE	Jimmie Rodgers, Roulette 4234			1
99	—	—	—	MADISON TIME	Ray Bryant, Columbia 41628			1
100	69	71	56	HARLEM NOCTURNE	Viscounts, Madison 123			16

& TOMORROW'S TOPS

BEST BUYS

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

POP

- LOVE YOU SO Rod Holden
(Maravilla, BMI) Donna 1315
- *CHERRY PIE Skip & Flip
(Modern, BMI) Brent 124
- *MR. LUCKY Henry Mancini
(Southdale, ASCAP) RCA Victor 7705
- *WHAT AM I LIVING FOR Conway Twitty
(Rush-Progressive, BMI) M-G-M 12886

*EARTH ANGEL Johnny 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 BE Faron Young
(Lancaster, BMI) Capitol 4351

R&B—No selections this week

BUBBLING UNDER THE HOT 100

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

1. YOU BELONG TO ME Joni James, M-G-M
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, Alco
8. TELL ME THAT YOU LOVE ME Fats Domino, Imperial
9. CATHY'S CLOWN The Everly Brothers, Warner Bros.
10. FOR LOVE Lloyd 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 BRIDGES Jack Scott, Top Rank

HOT 100: A TO Z

About This Thing Called Love	41
Adam and Eve	70
Am I That Easy to Forget	40
Angela Jones	46
Apple Green	45
At My Front Door	59
Baby	13
Baby, What Do You Want Me to Do	87
Beatnik Fly	21
Beyond the Sea	41
Big Iron	39
Caravan	50
Chattanooga Choo Choo	77
Cherry Pie	55
China Doll	54
Clementine	30
Cradle of Love	19
Delaware	68
Dogg'n' Around	49
Don't Deceive Me	62
Don't Fence Me In	70
Don't Throw Away All Those Tears	23
Down by the Riverside	75
Earth Angel	74
El Matador	38
Fame and Fortune	71
Fannie Mae	10
Footsteps	10
Forever	36
Greenfields	5
Handy Man	20
Harbor Lights	15
Harlem Nocturne	100
He'll Have to Go	3
House of Bamboo	97
How Deep Is the Ocean	95
I Love the Way You Love	9
It Could Happen to You	78
Jenny Lou	91
Just a Closer Walk With Thee	98
Just One Time	35
Lady Luck	32
Lady Miss Clawdy	67
Let It Be Me	48
Let the Little Girl Dance	33
Little Bitty Girl	43
Lonely Weekends	52
Love You So	53
Madison	85
Madison Time	89
Mama	8
Midnight Special	51
Mr. Lucky	79
Money	42
Mountain of Love	24
Never Let Me Go	96
Night	28
O, Dio Mio	14
Old Lampighter, The	14
Ooh Pah Pah Doo (Part 2)	72
Outside My Window	89
Paper Roses	94
Paradise	47
Pledging My Love	86
Puppy Love	2
Rockin' Little Angel	82
Rockin' Red Wing	80
Ruby	66
Running Bear	81
Shazam	54
Sink the Bismarck	7
Sixteen Reasons	11
Someday	58
Starway to Heaven	42
Starbright	25
Step by Step	18
String Along	65
Struck on You	17
Summer Set	31
Sweet Nothin's	6
Tall Oak Tree	37
Teddy	27
Teen Angel	69
Teenage Sonata	76
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
You Don't Know Me	60

REVIEWS OF THIS WEEK'S SINGLES

SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:
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.

Pop

FREDDY CANNON

JUMP OVER (Conley, ASCAP)—**THE URGE** (Conley, ASCAP)—Freddie 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

RICKY NELSON

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 well-delivered. Guaranteed 208

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. Laurie 3052

HAL WATERS

I WISH YOU LOVE (Leeds, ASCAP)—Waters, a new comer to wax, has a strong debut side. He reads the pretty oldie warmly over a pretty arrangement. His vocal style somewhat resembles Johnny Mathis'. Flip is "St. James Infirmary," (Mills, ASCAP). Colpix 146

THE SKYLINERS

I'LL 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. Calico 117

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 smoothly. 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 reading. Mercury 71610

SAM COOKE

YOU UNDERSTAND ME (Planetary, ASCAP)—Cooke offers a smart ballad tune with a persuasive, finger-snappin' 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 (continued)

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

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 rockabilly ballad, and this is also rendered strongly. Dot 16071

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 ballad, and the singer delivers it warmly. RCA Victor 7727

THE McGUIRE SISTERS



THE UNFORGIVEN (THE NEED FOR LOVE) (Hecht & Buzzell, ASCAP)—**I GIVE THANKS** (Rosemond, ASCAP)—Top side is the main theme from the Burt Lancaster-Audrey Hepburn starrer. "The Unforgiven." The girls 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 can take off. Avant Garde 61001

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 c.&w. loot. Columbia 41642

SPECIAL MERIT SPOTLIGHTS

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

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 "El Adios." (Zodiac, BMI). Palette 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

HELL 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'll 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.&w. click. Capitol 4368

★ ★ ★ ★ VERY STRONG SALES POTENTIAL

JOHNNY LOVE

★★★★ **WHILE OUR HEARTS ARE YOUNG** — MERCURY 71575—Rockabilly comes in for a smooth and velvety reading from the singer. Backing is helpful. Good talent. (Maggie, BMI)

★★★★ **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 strong record and it has a chance to rack up loot all over again. (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. Both sides have a chance. (American Academy of Music, ASCAP)

BILL HALEY & COMETS

★★★★ **(PUT ANOTHER NICKEL IN) MUSIC! MUSIC! MUSIC!**—DECCA 31080—A bright, snappy reading of the familiar novelty that could earn a lot of juke box coins. Smart wax. (Cromwell, ASCAP)

★★★ **Strictly Instrumental** — The oldie from the swing era is performed with spirit by the Haley combo on this bright instrumental 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 could happen. (Ross Jungnickel, BMI)

★★★ **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 support 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 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 danceable 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 — Inspirational-type theme is handed an expressive reading by the trio with a solid stint by lead singer over an attractive backing. Good jockey wax. (Sheldon, BMI)

★★★ **Maybe This Year** — Appealing rendition by the lead warbler and group on a pleasant rockabilly. (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 that is cute and has a beat. Watch this one. (Champion, BMI)

★★★ **I Wonder (Just When That Will Be)** — Listenable ballad 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 plaintive theme. (Budd, ASCAP)

★ ★ ★ GOOD SALES POTENTIAL

BETTY LOGAN

★★★ **Who Do You Love the Most** — DECCA 31078 — Rockabilly type is given 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)

JOE SAWYER TRIO

★★★ **Such a Night** — DO-RE-MI 716 — The oldie is revived with a rhythmic reading over fast shuffle-rhythm support. With exposure, side might step out. (Raleigh, BMI)

★★★ **You Never Cared for Me** — Pounding rockabilly gets a fair belt from the singer. It should draw some spins. (Colonial, BMI)

SKIP HAMER

★★★ **Long Black Train** — PROMOTIONAL 1004 — Side starts slowly and gradually increases in speed. Hamer tells the folksy tale of a gent who is returning home—never again to roam. Possible pop and c.&w. coin. (Combo, BMI)

★★★ **Prisoner's Epitaph** — Tune tells of a 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 from Simmons over a good chorus and ork assist. It can sell. (Frank, ASCAP)

★★★ **Be a Good Loser** — Countryish 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 rhythmic side spotlights tenor sax over rhythm support. (Kip, BMI)

★★★ **Bag of Tricks** — Cole and crew give the rocker a rhythmic reading. Saxes, guitars and vibes are featured with Cole's drums pacing the side. (Kip, BMI)

GEORGE HERNANDEZ

★★★ **Theme From "Our Man in Havana"** —DOT 16069—Theme from the current Alec Guinness 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 theme with a Latin tempo gets a colorful treatment. For jocks. (Vin-Sun, ASCAP)

TOM BROWN

★★★ **Tomahawk** — JARO 77021 — Driving rocker gets a rhythmic instrumental outing from Tom Brown and the Tom Toms. Danceable side has a chance. (Peer Int'l, BMI)

★★★ **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 rockabilly with triplets. (Bregman, Vocco & Conn, ASCAP)

★★★ **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 reading of the tune. Good wax here. (Walnut, BMI)

★★★ **What Would I Do Without You** — On this side the group sells a rockabilly 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 Williams on this weeper. (Hillary, BMI)

(Continued on page 47)

hits-a-poppin



JIMMY CLANTON

ANOTHER SLEEPLESS NIGHT

b/w

I'M GONNA TRY

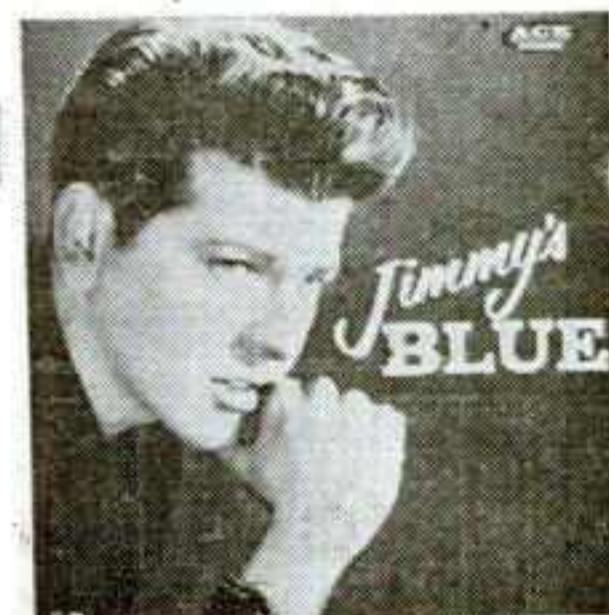
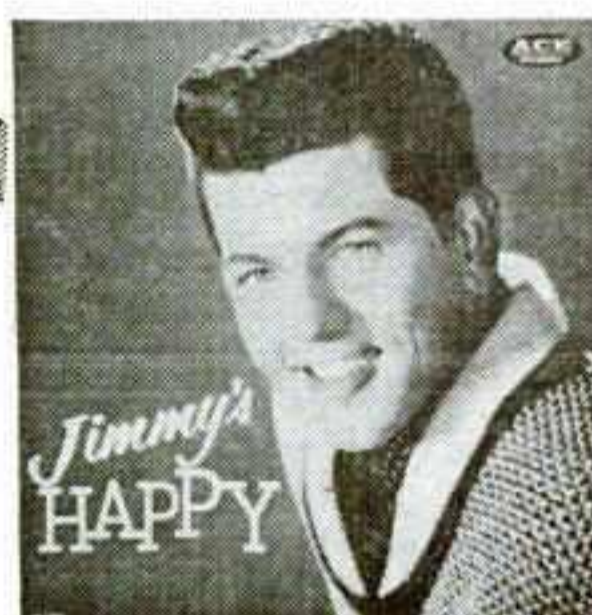
ACE #585

From Jimmy's Sensational New Two Pocket LP

"JIMMY'S HAPPY—JIMMY'S BLUE"

LP #1007-1008

(A Great New Package Designed for Fans. Includes a Huge Foldout Photo of Jimmy!)



Getting bigger and bigger

BEATNIK BLUES

b/w

FOR CRYIN' OUT LOUD

Ace #584

HUEY SMITH

GEE BABY

b/w

WHEREVER YOU MAY BE

Ace #577

JOE and ANN

DOWN THE AISLE

b/w

I GUESS I'M SORRY

Ace #583

IKE CLANTON

A FOOL OR A WISE MAN

b/w

YOU'LL FIND YOUR WAY

Ace #586

JOHNNY FAIRCHILD



2219 West Capitol St.
Jackson, Mississippi

"STOCKADE ROCK"
by **ANDY DOLL**

OELWEIN—The trade paper reviews of Andy Doll's version of Columbus Stockade Blues were correct! Sales "slips are showing" in Des Moines, Minneapolis and Milwaukee, and it looks very good for "Stockade Rock."

Write Ad Records, Box 635, Oelwein, Iowa, for #989 and "Big Gertie" will be tickled pink!!!

JAMIE
Over-Night SENSATION!
"PINK CHIFFON"
by
MITCHELL TOROK
GUYDEN
RECORDS 1330 W. Girard Ave. Phila. 23, Pa. CE 2-3333

Unanimous Acclaim!
THIS LAND IS YOUR LAND
Paul Clayton
MONUMENT 416 LONDON GROUP
539 West 25 St., New York 1, N. Y.

Dramatically Different
LONELY WEEK-ENDS
by **Charlie Rich**
S.A.M.C. Phillips International #3552
Records

BARBARA McNAIR
"YOU'VE DONE ME WRONG" | "ALL ABOUT LOVE"
SIGNATURE 12033

VANGUARD
recordings for the connoisseur

Subscribe to The Billboard TODAY!
SAVE MORE MONEY—MAKE MORE MONEY

FOLK TALENT & TUNES

By **BILL SACHS**

Around the Horn

The executive committee of the Country Music Association has made arrangements for a CMA-sponsored show to be held in Fort Wayne, Ind., May 5. Most of the 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 memberships, and 1960 dues were received from three organizational members, bringing the total income for the month to \$1,480. Texas' **Cindy Walker** has sent out a membership 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 20-day 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, Ia., and Don Wachal, Davenport, Ia. 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 way.

"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 back-home 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 two-hour 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 dee-jay 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** emceed the opening session. . . . **Nat Nigberg**, 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 finishing touches on the projected series. . . . **Deejay** samples on **Eddie Noack's** new release on the "D" label, "Shake Hands With the 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**, who appears nightly with her combo at the Flame Room, Minneapolis, has just signed a recording pact with Azalea Records, Dallas. 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 & Rose.

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.

The **Billboard**
HOT C & W SIDES

FOR WEEK ENDING APRIL 10
TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	19
2	2	2	3	ANOTHER, Roy Drusky, Decca 31024	13
3	3	5	7	JUST ONE TIME, Don Gibson, RCA Victor 7690	6
4	4	7	11	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	6
5	7	6	5	WISHFUL THINKING, Wynn Stewart, Challenge 59061	16
6	5	4	4	YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523	14
7	10	12	20	ABOVE AND BEYOND, Buck Owens, Capitol 4337	6
8	6	3	2	EL PASO, Marty Robbins, Columbia 41511	23
9	12	16	29	BIG IRON, Marty Robbins, Columbia 41589	4
10	18	20	26	FAMILY BIBLE, Claud Gray, D 1118	4
11	8	9	6	THE SAME OLD ME, Ray Price, Columbia 41477	27
12	9	8	8	NO LOVE HAVE I, Webb Pierce, Decca 31021	17
13	16	18	—	SINK THE BISMARCK, Johnny Horton, Columbia 41568	3
14	22	11	12	TIMBROOK, Lewis Pruitt, Decca 31038	18
15	13	15	14	PINBALL MACHINE, Lonnie Irving, Starday 486	5
16	23	21	23	A SIX PACK TO GO, Hank Thompson, Capitol 4334	4
17	17	17	19	DEAR MAMA, Merle Kilgore, Starday 469	10
18	19	—	—	ONE MORE TIME, Ray Price, Columbia 41590	2
19	11	13	13	AM I THAT EASY TO FORGET, Skeeter Davis, RCA Victor 7671	6
20	27	26	22	UNTIL TODAY, Elmer Snodgrass & the Musical Pioneers, Decca 31048	9
21	24	30	—	I MISS YOU ALREADY, Jimmy Newman, M-G-M 12864	5
22	—	—	—	YOUR OLD USED TO BE, Faron Young, Capitol 4351	1
23	21	19	18	EYES OF LOVE, Margie Singleton, Starday 472	11
24	—	—	—	THE OLD LAMPLIGHTER, Browns, RCA Victor 7700	1
25	14	10	10	AMIGO'S GUITAR, Kitty Wells, Decca 30987	23
26	—	—	—	LOVER'S LEAP, Webb Pierce, Decca 31058	1
27	30	—	27	STRAIGHT A'S IN LOVE, Johnny Cash, Sun 334	8
28	—	—	—	ROCKIN', ROLLIN' OCEAN, Hank Snow, RCA Victor 7702	1
29	26	—	—	ACCIDENTLY ON PURPOSE, George Jones, Mercury 71583	2
30	28	—	—	WHY I'M WALKIN', Stonewall Jackson, Columbia 41591	2

JUST LIKE PINBALL!
IMMEDIATE REACTION
TO
SOUTH PACIFIC SHORE
THAT'S ALL I CAN REMEMBER
-493
By the one and only
COWBOY COPAS
NEW AND CHARTBOUND
SWEETER THAN THE FLOWERS
I HEARD MY NAME ON THE RADIO
CARL STORY -492
RIDIN' THAT MIDNITE TRAIN
A LITTLE AT A TIME
STANLEY BROTHERS -494
Write - Wire - Phone
STARDAY RECORDS
Box 115 Madison, Tennessee
On Spartan in Canada
Country and Gospel International
Write us for full listings on LP's and EP's.

Dealers and Ops:
Big LP and 45 Stock
Overnite Delivery
Free Title Strips!!!
MUSIC BOX ONE-STOPS
1902 Leeland Houston 3, Tex. Ph.: CA 8-5156
1043 Broadway Denver 3, Colo. Ph.: MA 3-8497
1327 Crumpton St. Dallas 7, Tex. Ph.: RI 8-6707
1305 Spring St., N.W. Atlanta 9, Ga. Ph.: TR 5-0354
1301 W. 79th Chicago 20, Ill. Ph.: AB 4-3600

Record Processing & Pressing
We process quantities of 25 and up from your tape or master.
"Superior Workmanship with the Personal Touch."
SIDNEY J. WAKEFIELD
17032 N. Black Canyon Hiway, Phoenix, Ariz.
For Fast Service Dial Phoenix: WI 3-9557

RECORD PROCESSING AND PRESSING
45 R.P.M.—33 1/3 R.P.M., any quantities.
Complete Record Service.
Includes Labels—Processing—Masters.
Send your tape—we do the rest!
SONCRAFT
1650 Broadway New York 19, N. Y.

Best Selling Sheet Music in U. S.

Table with columns: This Week, Last Week, Weeks on Chart, and list of songs including 'THEME FROM A SUMMER PLACE', 'THE SOUND OF MUSIC', 'BEYOND THE SEA', etc.

Best Selling Sheet Music in Britain

(For week ending April 2)

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

Table listing sheet music titles and composers/publishers for both the US and Britain, including 'Delaware', 'Looking High', 'Why', etc.

LINDA LEIGH
*** The Scent - AMERICAN INTL. 546 - The lass performs this tale of a man who is due to be executed for killing his sweetheart...

*** Foolish Dreams - Linda Leigh sings this pretty ballad nicely, over simple backing by the ork. (Harlene, ASCAP)

CAROL HUGHES
*** Creation - RCA VICTOR 7726 - This has some of the old-time gospel flavor, and the lass performs it well. Could get 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 jocks. (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 Chandelier - ABC-PARAMOUNT 10099 - Beck wails effectively on bluesy item with dramatic impact. (Pamco, BMI)

*** Isle 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. (Acc, BMI)

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

TUTTI CAMARATA
*** Toot 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
*** Hennessey - DECCA 31069 - This is the theme from the popular TV show "Hennessey," and it's a warm, pretty tune played sweetly by the band. (Crystal, ASCAP)

*** 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 swing-styled 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 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)

*** Love, Devotion and Loyalty - Okay rockaballad gets a soft croon from the singer. Male group helps nicely. Potential appears similar to that of the flip. (Leonard, BMI)

DON HELLER
*** Sweet Sixteen - GILLETTE 6001

-The oldie is done in rockaballad fashion by Heller. He's backed by a male group. Side can sell. (Alpand, BMI)

*** Painted on the Fences - Pretty ballad with beat comes in for a smooth outing from the singer. He handles the tune well. Again, a male group assists. (Alpand, BMI)

JILL COREY
*** Lonely Life - COLUMBIA 41641 - Jill Corey handles the Paul Anka tune in pleasant fashion here, over strong backing by the ork. (Spanka, BMI)

*** ONE BOY - Tune from the Broadway musical "Bye Bye Birdie" is sung nicely by the lass over simple support. (Morris, 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 41643 - Interesting novelty is sold with verve by the boys over combo support. (Sounds, ASCAP)

*** Stay With Me - Tinkly little melody is sung nicely by the boys over music 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 Me) - The chanter sings this rocker with some verve over routine backing. (Lowe-Kalmann, BMI)

LONNIE DONEGAN
*** Golden Vanity - ATLANTIC 2058 - A country-ish tune receives a strong performance from the English singer, over snappy backing. Could grab spins and some coin. (Ludlow, BMI)

*** My Old Man's a Dust Man - A bright cheery song from the English Music Hall scene is handed a smart go by the chanter. Disk was cut live at a night club. Good wax. (Hollis, BMI)

THE CARMELETTES
*** Something Tells Me I'm in Love - ALPINE 61 - The gals apply a cheerful reading to this peppy rocker sort. It's done 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. (Sarotoga, BMI)

THE CARMACKS
*** I've Got to Know - AUTOGRAPH 205 - The Carmacks ask the age-old question about love. The singers are country-based 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)

JOHNNY FORTUNE
*** 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 accompaniment. This has a strong country flavor. (Cloverdale, BMI)

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

*** My Fragile Heart - A rockaballad 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 his strong set of pipes neatly on this okay ballad. (Ron, BMI)

THE DING DONGS
*** Late Last Night - TODD 1043 - 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. (Rhyne & 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)

*** So Glad - Same comment. (Skidmore, ASCAP)

JULIAN
*** 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 BRASSELE
*** I'm a Minstrel Man - CORAL 62194 - Brassele 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 Brassele bows on the label with a pleasant reading of the oldie, which is from his album, "The Minstrel Man." (Feist, ASCAP)

MONTY BANO
*** This Could Be the Day - TODD 1045 - Monty Bano bows on the label with a listenable reading of an attractive rockaballad. The backing adds a lot to the disk. (Tanna, BMI)

*** Homer Went Home - Pleasant novelty is handed a good reading by the chanter. (Amber, ASCAP)

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

*** 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 Rua) - ALPINE 60 - Haunting whistling stint on lushly arranged instrumental with exotic flavor. Romantic jockey wax. (Rio, BMI)

(Continued on page 48)

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.

MONEY SAVING SUBSCRIPTION Order



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Enter my subscription to The Billboard for a full year (52 weeks) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate, \$30

Form with fields for Name, Company, Address, City, Zone, State, Type of Business, Title

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 of a John Loudermilk tune, one that has a gospel flavor. Lass is worth some attention.

*** Leav'n Woman - Sarah Northcutt sells a blues-jazz effort with some feeling as she describes her life and work as a "Leav'n Woman." Interesting material here.

JOHNNY DARROW
*** Why Do You Treat Me This Way? - SUE 726 - Johnny Darrow sells this interesting rockaballad with feeling over a pleasant backing. Could get spins. (Wills, BMI)

*** Hand in Hand - First rate reading of an ear-catching ditty which the singer handles with a lot of style. (Lloyd-Logan, BMI)

*** Love, Devotion and Loyalty - Okay rockaballad gets a soft croon from the singer. Male group helps nicely. Potential appears similar to that of the flip. (Leonard, BMI)

DON HELLER
*** Sweet Sixteen - GILLETTE 6001

Advertisement for Bobby Rydell's 'WILD ONE' and 'LITTLE BITTY GIRL' on G.A.M.E. RECORDS.

Advertisement for Johnny Tillotson's 'PLEDGING MY LOVE' and 'EARTH ANGEL' on CADENCE RECORDS.

Reviews of New Pop Records

Continued from page 47

GOOD SALES POTENTIAL

Brazilian Choo Choo — Bright Latin rhythm-novelty is sung with verve by Alencar in Spanish. (Rio, BMI)

MARY VINE
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. Louis, BMI)

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

THE MELLODIANS
Creaky Door — EPIC 9371 — Interesting theme gets a mild rock treatment. Infectious side has a sound that could catch 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)

MYLO 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, BMI)

Wildest Girl in Town — Bouncy r.&r. flavored ditty is chanted personally by Turner with catchy tempo. (Kags, BMI)

THE BLUE ANGELS
In the Sun — PALETTE 5038 — This has a western based clip-clop styled rhythm with twin clarinets taking the lead on the pretty melody. Nice, easy-going instrumental wax. (Zodiac, BMI)

Sobbin' — This pretty theme features a clarinet and then trumpets in the lead with fem voices answering the instrumental phrases. Spinnable. (Zodiac, BMI)

FRAN LORI
Will I Always Be Your Sweetheart — 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 4549 — Janet and Jay talk a bit cozy on this cute side, which also features a 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)

LOU RAWLS
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 theme is sung with tenderness by Williams and fem chorus. Nice jockey side. (Planetary, ASCAP)

DICK DALE
We'll Never Hear the End of It — CUPID 107 — Slowish rockaballad with a slight country flavor gets a feelingful chant from the artist over attractive chorus and combo support. (Alphon, ASCAP)

Fairest of Them All — Okay rocker gets a fair reading. (Alphon, ASCAP)

MODERATE SALES POTENTIAL

BILLY MASSEY
Ghost Town — LANIER 2 — Side begins with wailing fem chorus and the sound of flying bullets. It then moves into a guitar treatment of a westernish sort of medium-beater. (Ralph's Radio, BMI)

Shining Idol — Massey is assisted by a fem group in his reading of this countryish ballad. Fair chances. (Ralph's Radio, BMI)

JERRY SHIPMAN
Rocket — RIDGECREST 1206 — If his girl was a star, and he was a rocket, sings the artist, he'd blast off. It has a folkish quality. (Bonnie Dee, BMI)

Rock and Roll Queen — Rocker is performed with zest by Shipman over plucked string support. (Bonnie Dee, BMI)

BOBBY MAY & AZTECS
Death Coach — TERRY 103

Twangy guitar is featured in this instrumental reading of a rocker with folkish overtones. (Dvorak, BMI)

Does It Really Mean That Much — Teen-slanted rockaballad gets a fair outing. Fair chances. (Dvorak, BMI)

EVERETT MILLS
Bongo — PROTONE 114 — Mills chants this rhythmic ditty over colorful percussive effects. (Protone, ASCAP)

My Vision — Eastern-type tune is 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, BMI)

As Pure as Gold — Bird Rollins bows on the new label with a so-so rendition of a fair rockaballad. Backing is good. (Harco, BMI)

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 handle this pretty song with feeling over good support. (Fox, ASCAP)

CORA STEWART
Heartaches and Tears — PEEP HOLE

101 — Cora Stewart bows on the Baton Rouge label with a fair reading of a so-so hunk of material. (Bia-Mar, BMI)

Ten Commandments — Same comment. (Bia-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 with some spirit by the lad over routine support. (Mel-Mat, BMI)

RONNIE TYLER
Mad Maggie — AVANT GARDE 61001 — Unusual instrumental treatment of "When You And I Were Young, Maggie." Interesting jockey side. (Jameco, BMI)

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)

KAREN DI BLANDA
Give Me Your Shoulder to Cry On — ROULETTE 4235 — The thrush bows on 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, BMI)

Charlie Chan — Amusing novelty-rocker is chanted in okay fashion by lead singer and group. (Fitch, BMI)

DUKE STEVENS
Yeah Yeah (You Were Ever So Right) — OKEH 7132 — Swingly rhythm item is accorded showmanly reading by Stevens and group. (TuneHouse, ASCAP)

Won't You Say Yes — Emotion-packed vocal by Stevens on okay rockaballad. (TuneHouse, ASCAP)

THE ARK ANGELS
The Ghost of Mary Meade (Parts I & II) — JACK BEE 1008 — Folkish ballad is nicely handled by the lead singer. Backing includes lush strings. It can move for pop and c.&w. coin. Side two is an instrumental version. (Downey, BMI)

TV HUNTER
Orphan — ANNA 1114 — Hunter sings a blues based effort. It's a sad tale about his being an orphan lad, and it's handled in okay style. (Ro-Gor, BMI)

Everything About You — A slow rockaballad effort with Hunter essaying his role in dramatic style, not unlike that of Sam Cooke. Fair chances. (Ro-Gor, BMI)

ARROWS
Run Like the Wind — CUPID 105 — Romantic instrumental treatment of an exotic theme with strong guitar solo work. (Hit-Alphon, ASCAP)

When You Were Sweet Sixteen — Standout guitar solo work on catchy r.&r. instrumental treatment of the oldie. Off-beat deejay side. (Alphon, ASCAP)

ADAM FAITH
The Reason — CUB 9068 — Interesting 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, tho the gal turns in a fair job. (Kirehstein, BMI)

Joanie — A male group offers the unisex vocal on this girl's name ballad. (Continued on page 49)

The Billboard HOT R & B SIDES

FOR WEEK ENDING APRIL 10

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART
1	1	1	1	12
2	3	4	5	6
3	5	5	6	19
4	2	3	2	12
5	9	—	—	2
6	8	15	—	3
7	4	6	7	7
8	6	2	8	9
9	25	22	12	9
10	19	—	—	2
11	7	7	3	9
12	14	14	—	3
13	17	11	10	9
14	10	18	14	6
15	16	16	22	7
16	18	21	—	3
17	15	17	24	8
18	—	—	—	1
19	12	9	9	11
20	—	—	—	1
21	21	29	—	3
22	—	—	—	1
23	—	—	—	1
24	11	8	4	11
25	—	—	—	1
26	—	—	—	1
27	—	—	—	1
28	—	—	—	1
29	27	—	—	2
30	28	24	25	24

LARGE PRODUCTION FACILITIES— INJECTION AND COMPRESSION MOLDING—FOR PREMIUM, PROMOTIONAL AND HIT RECORDS ON 45's AND LP

DISKMAKERS, INCORPORATED

1626 Federal Street Philadelphia 46, Pennsylvania Dewey 6-5151

LATEST RELEASE

HE'LL HAVE TO STAY

CORINA MINETTE #10097

ABC-PARAMOUNT FULL COLOR FIDELITY

THE "SPUNKIEST" SOUND AROUND . . .



BILLY DAVIS and the LEGENDS

'SPUNKY ONION'

Peacock 1694

PEACOCK RECORDS, INC. 2009 Erasus St., Houston 26, Tex.

GOING STRONG!

GOOGIE RENE'S "CAESAR'S PAD" from "ROMESVILLE" Album #262 and "EZ-ZEE" #264

Class RECORDS

BREAKING WIDE OPEN!

"SAY YOU" featuring Art & Dotty Todd Dart #405

ardCO

Allied Record Distributing Co. 1041 N. La Palms Ave Hollywood 38, Calif.

NEBRASKA STATE FAIR INKS BOONE

Singer to Be In for Two Night Shows; Four Lads, Carmel Quinn Also Set

COLUMBUS, O. — Pat Boone will head the night grandstand show at the Nebraska State Fair here on two nights, with the Four Lads, Carmel Quinn and Roger Ray sharing top billing four other nights. Boone will be in September 7-8. The Lads, Carmel Quinn and Ray will open September 3 and run thru September 6. The contracts, closed by Frankie Taylor of GAC-Hamid, Inc., were awarded Friday (8) after the fair board here had listened to presentations and deliberated all day Thursday (7) and the greater part of Friday (8). Music for the night shows thru-out will be provided by Buddy Merrill's orchestra. A 16-girl line

and supporting acts also will be provided by GAC-Hamid Inc. Submissions for the night show also were made by Sam J. Levy Sr. and Jr. on behalf of Barnes-Carruthers Theatrical Enterprises, Chicago; Danny Cleary, Music Corporation of America, Chicago, and Tom Drake of the Tom Drake Agency; Kansas City. Ed Schultz, secretary-manager of the fair, in commenting on the long time taken by the fair board before awarding the contracts to GAC-Hamid, said that all of the shows submitted by the booking officers were extremely good and this made it necessary to give careful consideration to each submission.

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 Indiana 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 take over the track. A country and western show, brought in by Barnes-Carruthers, with headliners to be changed halfway thru the run, will be in the stand for the last five evenings of the fair. In the Coliseum a queen contest will be held on preview night. The name talent will then move in to do four night and one afternoon shows in five days. The society horse show then takes over the last four evenings of the fair and will continue one night after the fair officially closes. In the afternoons the Coli-

seum will be the scene of live-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 fair's Corral, where the Rogers' troupe was originally set to perform, Baldschun said. Wrestling will be featured the first two days, July 11-12. Then the Baldschun show will move in and feature Red Foley, Johnny Cash, Marquis Family Chimps, Homer Garrett's Why-Not-Twirlers and Jimmy Ames. Other acts will also be added to the bill which will do eight shows the last four days of the fair. Rogers bowed out of this and a half dozen other summer appearances on the advice of his physician.

Record Turnout at N. E. Parks Meet

BOSTON—The best attendance in many years answered the call to the New England Association of Amusement Parks and Beaches' 34th annual convention, held Thursday (7) in the Parker House. The day-long sessions pulled heavily from the ranks of amusement operators and commercial suppliers. Notes of cheer and encouragement prevailed over the affair. Ride people reported excellent sales seasons under their belts, and operators took heart from the occurrence this year of major holidays on weekends. This indicated three-day holidays ahead, and co-operation from the weather would therefore pose highly profitable working conditions. Bill Patton, of Globe Ticket Company, outgoing president, expressed pleasure at being able to head the group and thanked Nicholas Xanthaky, Fred Markey 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.

dustry. Notable successes this year included negating a bill which would have given the public safety department broad controls over ride operations thruout Massachusetts. Another bill staved off a package of the 40-hour week, overtime provisions and minimum wage. John Bowman, executive secretary of the national association, stressed the interdependence of regional and national groups, and gave highlights of plans for this winter's Chicago convention. Included are a "first-timers" party by NAAPPB President Bob Plarr, including cocktails and buffet, and an "if-under-40 brunch" by Jack Singhiser, both aimed at stimulating interest in the park industry's future. Plarr was present and also spoke a few words. Others speaking were Ray Ellis, of the National Safety Council, on tips for accident reduction; Frank 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 Barnes Show

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.

SPECIAL DEPTS.

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

SALT LAKE CITY—The Utah State Fair has decided to go ahead 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

or without participation from the city and county. 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 off thru rentals, Wyatt said. He termed the building a part of a long-range building program and pointed out that land and parking facilities are available. The building will include 14,000 permanent seats and a maximum of 18,000 for boxing. Basketball capacity would be 16,000. It will be designed to accommodate shows, concerts and other similar attractions in addition to sports events, horse shows and expositions. A permanent ice rink installation is to be included and additional space for conventions and exhibits. University of Utah officials are also going ahead with plans for their coliseum which would contain facilities for sports events and also provide for school physical education programs.

Far-Reaching Decision on Rides Made by Colorado Supreme Court

DENVER—In a far-reaching decision that may set a national precedent for similar cases, the Colorado Supreme Court ruled Monday (4) that persons who ride 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 Denver District Court of a \$20,000 damage suit brought against 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 been thrown to the floor of one of

the ride's cabs because of the "negligence" of a ride attendant. Colorado Justice William E. Doyle, speaking for the majority 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 that patrons of such rides have the right to assume that they will not be injured on such rides. The complainant charged that an attendant failed to properly fasten a leather strap which holds ride patrons in the seat. She said she lost her grip on an iron bar which is also supposed to help riders maintain their position in the cab and was bounced around inside the cab.

Lakeside Park attorneys argued that the lady was injured because she failed to hold onto the bar. They contended there was no evidence the leather strap had not been fastened correctly. The State high court majority held there was no evidence that Lakeside Park was negligent in the ride operation. "A patron of an amusement ride assumes the responsibility for the hazard that is involved in the ride under normal conditions," the court ruled. "The guarantee of safe carriage is absent where a plaintiff undertakes to ride on a device such as a Loop-o-Plane," the court said. It cited the lady's failure to hold onto the bar as making her responsible for the injuries.

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 emceed, and the show was well received by more than 150 banquet-goers. 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-

Optimism Keynotes '60 Outdoor Season

• Continued from page 1

land, carnival, and fair midway operations, has been burgeoning in recent years, with grosses climbing higher each year. And prospects are for this trend to continue in the coming months.

Confidence that this will be the case is mirrored by the almost unprecedented sales of amusement rides during the past winter. Actually, some operators, particularly in the carnival field, have been almost frenzied in their eagerness to obtain newly introduced rides so that they can be among the first to operate the new ones.

Significantly, ride operators show no reluctance to buy high priced rides—units priced in the neighborhood of \$30,000. Thus, they show their confidence not only for the

coming season but of the seasons to follow.

A strong reason for the longer-ranged optimism is the population bulge. The mounting population has been reflected markedly in recent years, and it will continue to be in mounting grosses with the passing of each of the years ahead. Already, the bumper crop of babies born immediately after World War II has been transformed from kiddie ride patrons to patrons of some adult rides.

However, those who look only to the near and now are banking on excellent business in the year ahead mainly on the generally high employment and the seemingly abundant supply of the public's spendable dollars for outdoor amusements.

BIG CATSKILL JOB

Tracy Firm Designs Theme Park, Floats

NORTH BERGEN, N. J.—Display designer-builder Bill Tracy has been retained as designer of a \$1,000,000 theme park in the 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.

On March 31 Joseph Schuler of Olympic Park, Rochester, N. Y., took delivery of 20 ornate story-

book units for use as inside displays. A special building of 5,000 square feet is being built to house them. John Leahy of Great Danbar (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 to 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 submitted.

North Pole, N. Y. (Santa's Workshop) has taken delivery of 20 animated, elaborately decorated Christmas story units to be displayed at the park entrance, in a glass-fronted building 100 feet long.

Agawam Augmented By Indian Village

AGAWAM, Mass. — Riverside Park opens Easter weekend, then follows a schedule of Staturday nights and full Sundays thruout April. Friday nights will be added 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 Catroll'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;

Daniel Crane, head cashier; Jack Grant, decorations; John Lodigiani, personnel; Pat Fitzgerald, assistant auditor; Barbara Hogan, office secretary; Mary Bowler, payroll; George Metayer, rides; Frank O'Hara, electrical; Angie Barbieri,

(Continued on page 52)

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 with many weeks already behind it, the show was not suffering from birth pangs. This is, in fact, a remarkably fast-moving edition in comparison with its predecessors, whipping 46 acts thru the arena in two hours, 20 minutes flat (plus intermission).

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 mixed animals, are included, as is the veteran finger-stander Unus. He still holds the center ring, altho 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 Klausner's Bears. Hans Neumann 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 front-paw 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

After a runaround by a clown to whom is attached a tiger figure, time for striking the cages is filled by Pat Kirby and Evelyn Fritsch in cloud swings, capable

and pretty but not strong enough to hold attention. To the credit of the property department, however, the iron is down only seven minutes after Nuemann's last animal exits.

Display four features the Ibarra 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 unobtrusive.

Clowns walk around, then a five-act 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 equestrian 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 "Remember" 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 low-wire artists. Stey, Santos and Domi, playing the odds in calling simultaneous forward somersaults in all rings. It is a satisfying and highly entertaining maneuver when it clicks, which was not on opening night, and apparently well worth striving for.

"Westward Whoa," deserves men-

tion because it carries a standard clown gag a big step forward, big enough to cover two rings. A saloon is set up in the center with plenty of carousing, and a tepee in a side ring. Midget 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 llama, 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 helter-skelter 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 State Fair

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 Middleton 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 Böchlich 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

LOS ANGELES—An estimated \$78,000,000 has been spent or is being spent on theme parks and tourists attractions in California and Arizona.

This figure could go up with the value of land and the popularity and it could be reduced as expenditures are curbed to balance with the money. But a sensible, average estimate of the activity in these two States—principally in California—stands at the quoted amount.

Of the theme parks, Disneyland in Anaheim is the Big Daddy, with

expenditures set to reach \$32,500,000 in June when the latest change, "Nature's Wonderland," is opened. Second, probably, is Pacific Ocean Park in Santa Monica. Its cost is not definitely set, but an estimate is \$15,000,000. When the park opened in 1958 under the combined guidance of the Los Angeles Turf Club and Columbia Broadcasting System, the amount was given as between \$10,000,000 and \$20,000,000. While under this ownership, a \$3,000,000 improvement program was carried out.

\$15 Million Outlay

Next in line (from a standpoint of investment) is Bible Storyland,

for which the money is said to have been raised and an estimated cost of \$15,000,000 set. This park will dramatize the Bible with 'the Holyland, the Nile, the Euphrates and Garden of Eden, with other scenes from the life of Jesus to be portrayed.

The oldest of all tourist attractions 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)

Fair Assn. Skeds Banquet, Luncheon

CHICAGO — The International Association of Fairs and Expositions this year will have a banquet and also a luncheon in connection with its annual convention at the Morrison Hotel here Thursday, Friday and Saturday December 1-3.

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 plan, as announced, is that the fairmen will invite showmen to be guests at the banquet. The Saturday luncheon will be for fairmen and their wives. Maurice E. Fager, manager of the Mid-America Fair, Topeka, was named chairman of arrangements for the Thursday banquet.

President Willard Masterson,

manager of the Wisconsin State Fair, Milwaukee, presided.

Also present were Ed Leidig, Greater Allentown (Pa.) Fair; G. W. (Bill) Wynne, Mid-South Fair, Memphis; Evan McGugan, Western Fair, London, Ont.; Goldie 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 30. The Showmen's League convention activities will run from Monday, November 28, thru Wednesday, November 30, at the Sherman. The National Association of Amusement Parks, Pools and Beaches will hold their convention and trade show at the Sherman Sunday thru Wednesday, November 27-30.

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 warning of danger.

S. E. Childers, who hit the lion in the face, freed the girl and took her to a hospital, was awarded \$500 for injuries sustained in the rescue. Mrs. Knowles was awarded \$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 Wheaton, of the American Guild of Variety Artists, urged parks to sign contracts agreeing to employ AGVA talent and contribute to its 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 McFadden, 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, Madison Corp., and Frank Modica, Music 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.; Gouverneur, 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 go—and will come from the earnings.

Also open and doing business are two Santa's villages. One is Skyforest, about 65 miles from Los Angeles, and the other near Santa Cruz, Calif. Each represents an investment of approximately \$1,000,000. This does not include the third Santa's Village opened in 1959 near Chicago. It is said to represent another \$1,000,000.

Old West Themer

Frontier Village, which recreates the Old West, is in the process of 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 manager. The corporation has an authorized capital of \$2,000,000 with 400,000 shares of stock to be sold at \$5 each. Of this total, 200,000 is preferred and the remainder common stock.

Another attraction, Apacheland, has already started its move into the picture with the construction of a large television film building. When it is completed at Apache Junction, Ariz., between Phoenix and Tucson, it will represent \$1,500,000. Nat Winecoff, who is an executive in Bible Storyland, also is an executive in Apacheland.

Near Tucson, Old Tucson opened late in January with Dale Robertson, star of TV's "Wells Fargo," in attendance as emcee. The attendance on opening day was said to be more than 65,000.

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, "Arizona." It cost \$500,000 then. In 1946, the Pima County Board of Supervisors acquired the property. In the fall of 1959 Old Tucson Development Company obtained a lease and has spent approximately \$400,000.

Latest in the field and announced as a touring attraction is

California Village, Inc., to be located in Cucamonga, Calif., where Bible Storyland also has land. Capitalization is \$5,000,000, consisting of 2,500,000 common shares of \$2 par value stock and the present offering to the public is 625,000 shares.

California Village will carry out the Early California theme and it will be aimed at tourists. The 36-acre site fronts on Foothill Boulevard. Eleven buildings are planned utilizing the architecture, crafts and traditions of the Spanish and Mexican era.

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. Others in the company are Francis G. Franciscus, vice-president, treasurer and director of the corporation, who formerly was management engineer for Hughes Aircraft Company; John H. Poole, secretary and director of the company and a member of the law firm of Barrick, Poole & Olson, Pasadena. Webster H. Thomas, co-owner of Thomas Vineyards, director of Cucamonga Wine Growers Association, and director of San Dimas and Charter Oaks Water companies, is a vice-president and director.

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 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 to \$17,000,000. It has nearly doubled in just five years. From time to time, there are rumors that Knott's is for sale.

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 aerial, animal and good standard ground acts, all well costumed and working with a lot of verve as they are presented in rapid succession. That the show is good was evidenced by hefty mitting from the better-than-half house Wednesday

night (6) as each performer bowed off.

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 this year to 10 dates. He handled seven last year. Shows in St. Louis, Toledo, Evansville, Ind.; Quebec, Toronto and Cincinnati are repeats. Added are Atlanta, Washington, Fort William, Ont., and (Continued on page 95)

Mills Names Staffers; Ponies, Harness Added

JEFFERSON, O.—Activity at the Mills Bros.' Circus winter quarters here moved into high gear last week as final preparations are being made for the opening day, Saturday (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 relations.

Jake Mills, producer and co-owner of the show, announced that Johann Schmitz will again be the equestrian director, and that Joe Rossi will lead the circus band. Harry Mills, in charge of concessions, is busy preparing midway equipment.

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 Sgraves, 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 stands in Ohio before heading into Michigan.

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 Bissonette 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. Surlis, 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 lore 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. Charces 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 refurbish 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.

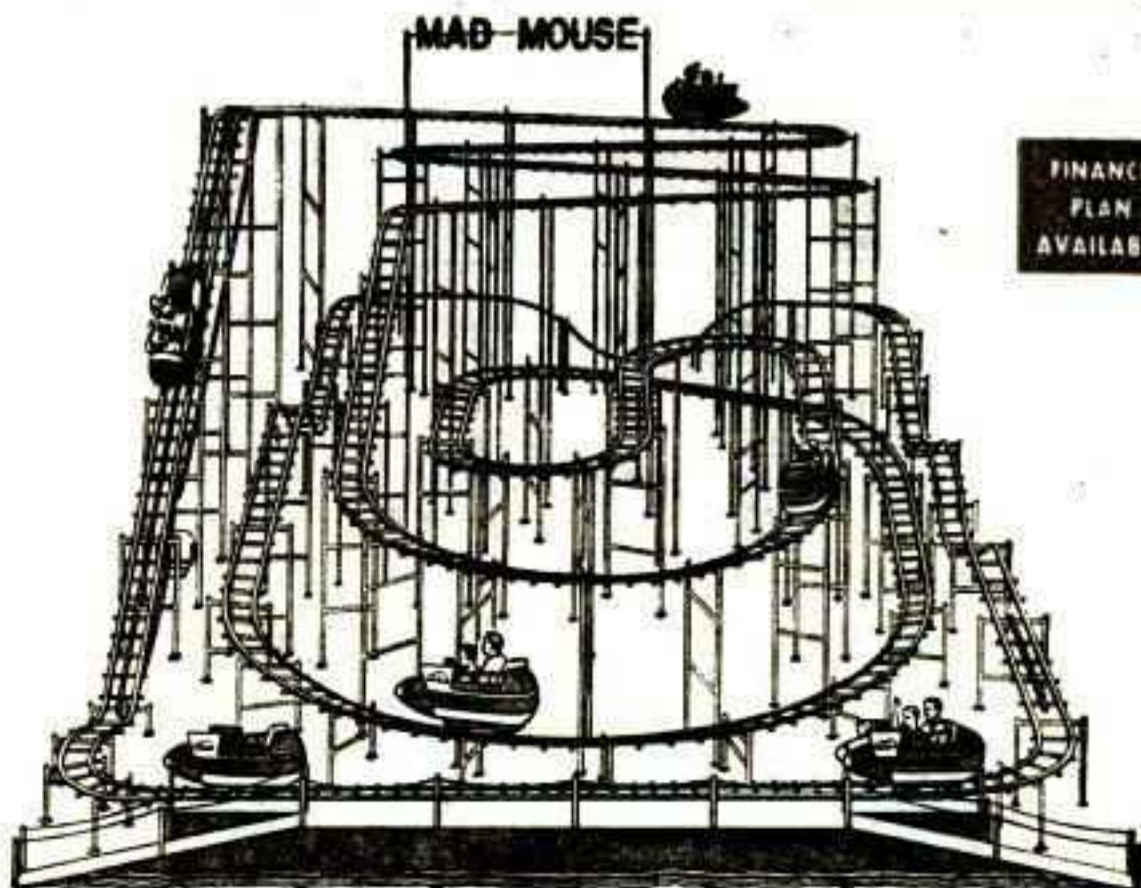
When the new planks are laid at Convention Hall they will cover the new motor entrance tunnel, which will deposit convention delegates and sightseers in the underground lobby of the auditorium.

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 overcast 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.

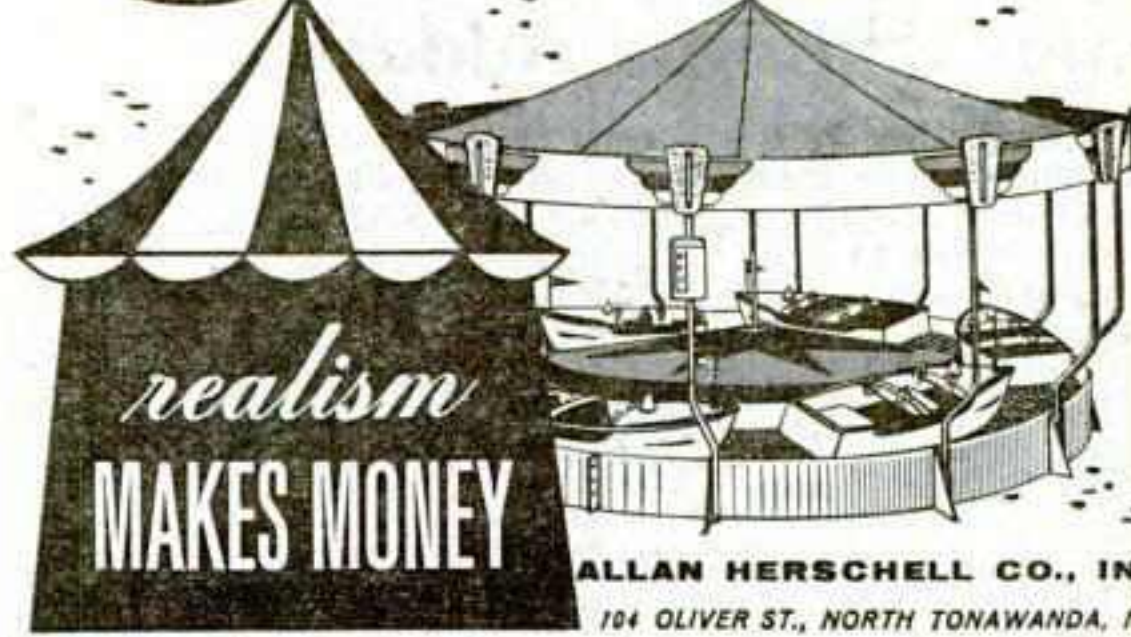
Very truly yours,
HETH SHOWS
Al Kunz, Owner



ALLAN HERSHELL
COMPANY, INC.
NORTH TONAWANDA, NEW YORK

"World's Largest Manufacturer of Amusement Rides"

BOAT RIDE



ALLAN HERSHELL CO., INC.
104 OLIVER ST., NORTH TONAWANDA, N. Y.

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD



TRACKLESS TRAIN

Transit experts have engineered it to be the best. Easy to maintain and operate . . . will pull several cars up a heavy grade and turn in a 20' radius.

ALLAN HERSHELL NORTH TONAWANDA, N. Y.

ALSO AVAILABLE . . . DIESEL AND STEAM TYPE TRACKED TRAINS

RIDES — What's on the Market

A. & J. MIDGET CAR CORPORATION			EXPORT SALES CORPORATION		
UNIT	CAPACITY	PRICE	UNIT	CAPACITY	PRICE
Midget Race Cars	Indiv.	Wilde Maus Coaster
ALBANY MACHINE & SUPPLY COMPANY			Calypso
UNIT	CAPACITY	PRICE	Multi-Body Carrousel
Satellite	48	EVERLY AIRCRAFT COMPANY		
ALLAN HERSCHELL COMPANY			UNIT	CAPACITY	PRICE
UNIT	CAPACITY	PRICE	Octopus	16-48	\$13,000-20,000
Sky Wheel	48-64	Rock-O-Plane	16-24	13,700-15,500
Trackless Train	54-74	Roll-O-Plane	8-12	8,100- 9,500
Mad Mouse	12	\$35,000	Fly-O-Plane	16-24	15,300-19,000
Mite Mouse	8-10	23,500	Loop-O-Plane	8-12	6,500- 8,500
Caterpillar	36-54	33,500	Dual Loop-O-Plane (portable)	8-12
Twister	40	23,500	Kid Midge-O-Racer	9	3,950- 6,500
1960 Roller Coaster	12-24	10,750-10,950	Kid Bulgy the Whale	8-16	3,950- 5,700
Electric Pony Cart	8-16	5,425- 7,495	GARBRICK MANUFACTURING COMPANY		
Jolly Caterpillar	12-18	5,500- 5,950	UNIT	CAPACITY	PRICE
Helicopter	16-24	10,750-11,500	Merry Mixer	48	\$16,500
Rodeo	6,280- 7,500	Flying Saucer	24	10,000
45-Foot Carrousel	68	31,750-34,750	Garbrick Wheel (42 feet)	36	7,500
36-Foot Carrousel	28-38	17,850	Garbrick Wheel (36 feet)	30	6,500
G-16 1865 Train	24-120	14,950	Kid Chair Swings	16	3,500
G-16 Streamliner Train	24-120	10,750-32,000	Kid Fire Trucks	16	3,500
G-12 Kid Train	12	3,990	Kid Tanks	16	3,500
Sky Fighter	16	5,900- 6,500	GARLAND MACHINE COMPANY		
2-Seat Brownie Tractor	2	450	UNIT	CAPACITY	PRICE
Kid Auto	16	4,450- 5,750	Kid Ferris Wheel	24	\$1,995
Kid Tank	16	4,450- 5,750	GENNARO INDUSTRIES		
Kid Buggy	16	4,450- 5,750	UNIT	CAPACITY	PRICE
Kid Roadway	8-16	5,425- 7,495	Electric Trolley	8-10
Kid Carrousel	24	7,500	Electric Bus	8-10
Kid Boat	24	3,340- 5,750	HAMPTON AMUSEMENT COMPANY		
AMUSEMENT RIDES COMPANY			UNIT	CAPACITY	PRICE
UNIT	CAPACITY	PRICE	Kid Tubs-O-Fun	48	\$3,000
Merry-Go-Round (3-abreast)	38	Super Jet Plane	20	3,525
Merry-Go-Round (2-abreast)	28	Mechanical Stage Coach	16	2,950
Kid Merry-Go-Round	24	Kid Flyer Hand Cars	300 hr.	1,950-2,250
Kid Flying Swan	16	Kid-Adult Swing and Whirl	20-40	3,525
Kid Flying Horses	10	HODGES AMUSEMENT & MANUFACTURING COMPANY		
Kid Jet Plane	2 per car	UNIT	CAPACITY	PRICE
Kid Tommy Turtle	Hodges Hand Cars	320 hr.	\$2,600
Kid Sport Car	HOT RODS, INC.		
Kid Sea Horse	UNIT	CAPACITY	PRICE
Kid Boat Ride	Calypso	32	\$52,500
ARROW DEVELOPMENT COMPANY			Cortina Bob	32	48,000
UNIT	CAPACITY	PRICE	Skooter Building	...	40,000
Merry-Go-Round	20-45	\$6,950-30,000	Wild Mouse	...	50,000
Autos (tracked)	450-600 hr.	6,000-16,000	3-Story Dark Ride	...	50,000
Antique Cars (gas powered)	450 hr.	ea. 1,750- 2,350	German Carrousel	60	15,000
Kid Water Boats	24	Hot Rod Car	2	1,350
19th Century Train	36-98	15,000-25,000	Junior Hot Rod (complete)	...	6,700
Streamline Train	36-90	9,750-19,425	Skooter Car	2	900
Kid Flying Platform	16	3,990	Turnpike Hot Rod Car	2	1,350
Freeway Car (gas powered)	Indiv.	1,750	FRANK HRUBETZ & COMPANY		
Trackless Train	30-60	15,000-25,000	UNIT	CAPACITY	PRICE
Dark Theme Rides	800 hr.	16,000-30,000	Spitfire	20- 30	\$15,000-18,000
Circular Cups	48	Round-Up	24- 30	18,000-21,000
CARRIAGE CRAFT			Paratrooper	20- 30	15,000-19,000
UNIT	CAPACITY	PRICE	KING AMUSEMENT COMPANY		
Sternwheel River Boat	40-80	\$20,000-50,000	UNIT	CAPACITY	PRICE
Concord Stage Coach	15-25	2,000- 4,500	Frolic	16
Pony Stage Coach	6-12	1,150- 1,350	Ferris Wheel	30
Conestoga Wagon	6-12	765	Merry-Go-Round (30-foot)	28
Covered Wagon	6-12	675	Spinaroo	48
Surrey	4	500- 600	Crazy House
Buckboard	2-4	350	Train (gas powered)
Fire Engine	Train (electric powered)
Circus Wagon	Kid Airplanes	10
Period Railroad Bodies	Kid Rockets	20
CARPENTER AMUSEMENTS			Kid Jet Fighters	16
UNIT	CAPACITY	PRICE	Kid Space Ships
Power Mij Race Car	3	(set of six) \$ 1,695	Kid Merry-Go-Round	6
Kid Karousel	12-24	2,795	Kid Speed Boats (wet)	25
CROWN METAL PRODUCTS COMPANY			Kid Race Cars (gas powered)	Indiv.
UNIT	CAPACITY	PRICE	Kid Coaster
Little Toot Train (15" gauge)	...	from \$4,695	Kid Merry-Go-Round	16
Little Toot Train (24" gauge)	...	from 9,000	Teen Merry-Go-Round	16
CUSTER SPECIALTY COMPANY			Kid Racing Cars	16
UNIT	CAPACITY	PRICE	Kid Ferris Wheel	15
Bubble Bounce	32	\$25,000	Kid Sabre-Jet Autos	16
Kid Bouncer	16	4,900	Kid Pony Carts	16
DODGEM CORPORATION			Kid Army Tanks	16
UNIT	CAPACITY	PRICE	Kid Combination M-G-R	16- 20
Dodgem	Kid Fire Engines	8
Space-Age Car	Kid Over the Waves	16
EDDIE GILLEN AQUATICS, INC.			BILL LUSE BODY COMPANY		
UNIT	CAPACITY	PRICE	UNIT	CAPACITY	PRICE
Portable Jungle Riverboat	1,000 per hr.	Kommerical Kart	Indiv.	\$245
(rides 150 by 50 tank)			LYNCO INDUSTRIES, INC.		
ELI BRIDGE COMPANY			UNIT	CAPACITY	PRICE
UNIT	CAPACITY	PRICE	Centerville Trolley (gas powered)	18-24
Scrambler	36-48	LUSSE BROTHERS, INC.		
No. 16 Big Eli Wheel	36-48	UNIT	CAPACITY	PRICE
No. 12 Big Eli Wheel	24-36	Lusse Auto Skooter	10-50
No. 5 Big Eli Wheel	24-36			
No. 6 Baby Eli Wheel	12-18			

RIDES — What's on the Market

W. F. MANGELS COMPANY		
UNIT	CAPACITY	PRICE
Whip
Kid Roto Whip	16	\$2,450
Kid Whip	16	4,575
Kid Pony Carts	16	2,600
Kid Speed Boats (wet)	16	2,300
Kid Fire Engines	16	2,950
Kid Carrousel	28	5,000

MASTER ENTERPRISES		
UNIT	CAPACITY	PRICE
Kid Buick (gas powered)	2
Kid Buick (battery powered)	2
Kid Beep Cars	2

MASTER ENTERPRISES, INC.		
UNIT	CAPACITY	PRICE
Mercedes-Benz	2	\$1,000
Buick	1	600
Larkette	1	600
Beep	1	600

McDONOUGH POWER EQUIPMENT COMPANY		
UNIT	CAPACITY	PRICE
Kid 1910 Tin Lizzie (gas powered)	2 ea.	\$385

NATIONAL AMUSEMENT DEVICE COMPANY		
UNIT	CAPACITY	PRICE
Major Roller Coaster	...	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	8-250
Pigmy Trackless Train	18-27
Old Mill	24-72	from 65,000
Mill Chute	24-72	from 75,000
Fun House	...	from 100,000
Walk-Thru Fun House
Mirror Maze
Frontier Train (24-gauge)
Kid Boat Ride	36
Kid Ferris Wheel	12
With Caged Seats	12
Family Ferris Wheel	24-36
Kid Buggy Ride	20
Kid Pony Trot	10-20
Steeplechase Merry-Go-Round	6

OARCO, INC.		
UNIT	CAPACITY	PRICE
Oarco Ride	16	approx. \$30,000

OHIO MECHANICAL HANDLING COMPANY		
UNIT	CAPACITY	PRICE
Monorail	32 up	from \$50,000
Kid Monorail	24 up

ORBIT MANUFACTURING COMPANY		
UNIT	CAPACITY	PRICE
Orbit (stationary)	16-24	\$18,700
Orbit (trailer mounted)	16-24	21,500
Orbit Jr.	16	9,400

OTTAWAY AMUSEMENT COMPANY		
UNIT	CAPACITY	PRICE
B-20 Aerotrain	140
B-14 Rocketliner	20-80
Pump-It Handcar	12
Steam Train	50

OUTDOOR DIMENSIONAL DISPLAY COMPANY		
UNIT	CAPACITY	PRICE
Dark Ride	...	from \$12,000
Circus-type floats, wagons

OVERLAND AMUSEMENTS COMPANY		
UNIT	CAPACITY	PRICE
Fire Truck (tractor-trailer)	25

PENN RIDGE PRODUCTS		
UNIT	CAPACITY	PRICE
Trackless Train	180-200	to \$17,000

PHILADELPHIA TOBOGGAN COMPANY		
UNIT	CAPACITY	PRICE
Crazy-Dazy	36	\$17,000
Roller Coaster	1,000 hr.	50,000-120,000
Autos (tracked)	240 hr.	8,500

PRESSWELD, INC.		
UNIT	CAPACITY	PRICE
Track Rabbit Kart	Indiv.	\$189-385

PRETZEL AMUSEMENT RIDE COMPANY		
UNIT	CAPACITY	PRICE
Double Decker Dark Ride	Continuous	\$18,000
Pretzel	...	from 6,400
Thunderbird Jr.	...	6,300
All-American 1/4 Midget	...	680
Kid Whirlo	...	3,150
Kid Circus	...	3,150
Dark Ride Cars, Illusions
Kid Tonnerville Trolley	...	2,375

HARRY E. PRINCE		
UNIT	CAPACITY	PRICE
Multi-Body Carrousel	70	\$15,000
Kid Train	18	6,500

RAILMASTER TRAINS		
UNIT	CAPACITY	PRICE
Train	To 120	from \$5,200

ROCCO AMUSEMENT COMPANY		
UNIT	CAPACITY	PRICE
Flying Scooter (8-car)	16	\$18,400
Flying Scooter (10-car)	20	28,200
Kid Jet Ride	10	5,600

B. A. SCHIFF & ASSOCIATES		
UNIT	CAPACITY	PRICE
Wild Mouse	...	\$23,900-37,900
The Skid	32	20,000
Schiff Coaster	15	7,450- 9,000
Giant Tower Slide	800	5,000- 6,000
Kid Turnpike	...	under 5,000
Kid Boats (2 models)	...	2,295- 2,645
Super Car (bumping car)

SELLECK WATERCYCLE COMPANY		
UNIT	CAPACITY	PRICE
Pedal-King	2	\$500
Standard Water Cycle	1	200-300
Double Water Cycle	2	300-400
Shrimp Water Cycle	1	100

SELLNER TILT-A-WHIRL		
UNIT	CAPACITY	PRICE
Tilt-A-Whirl	28-35	\$17,500-18,000

K. MAX SMITH ENTERPRISES		
UNIT	CAPACITY	PRICE
Cannon Ball Train	14	\$1,995
Bowers Satellite Globe	16	5,800
Bowers Streamline Train	14	1,650

SMITH & SMITH, INC.		
UNIT	CAPACITY	PRICE
Ferris Wheel	30	\$6,300
Chairplane	24	4,500
S. and S. Go-Kart	Indiv.	from 199
Kid Space Planes	15	3,300
Kid Water Boats	14	1,870
Kid Chairplane	20	2,100
Kid Autos (trailer mounted)	20	4,450

STACY JOHNSON MFG. COMPANY		
UNIT	CAPACITY	PRICE
Adult Coaster
Kid Coaster
Skooter-Dodgem Building
Kid Swing (trailer mount)	20
Kid Tanks	28
Kid Ferris Wheel	36
LittleTugboat	21
Space Chaser	28

SUNSHINE MANUFACTURING COMPANY		
UNIT	CAPACITY	PRICE
Choo Choo Train	20	from \$1,800
Whirl Wind	16-36	4,950
Kid Flying Horses	10	995
Kid Ferris Wheel	8	995
Boat Ride (trailer mounted)	16	2,500

LOWELL STAFF AMUSEMENT COMPANY		
UNIT	CAPACITY	PRICE
Flying Coaster	900 hr.

STREIFTHAU MANUFACTURING COMPANY		
UNIT	CAPACITY	PRICE
Turnpike (Gas-driven cars)	2

THEEL MANUFACTURING COMPANY		
UNIT	CAPACITY	PRICE
Adult Merry-Go-Round	28-42	\$6,608-12,000
Kid Merry-Go-Round	20	5,250- 6,052
Kid Airplanes	4-16	1,080- 2,374
Kid Water Boats	20	1,786- 2,588
Kid Ferris Wheel	24	3,119- 3,800
Kid Autos	16-20	2,135- 2,500
Kid Pony Carts	12-16	1,600- 2,085

TUF-LITE INDUSTRIES		
UNIT	CAPACITY	PRICE
Midget Speedboats	2-3

VERNON H. GARBRICK WELDING & MACHINE WORKS		
UNIT	CAPACITY	PRICE
Spindle Ride	36
Ferris Wheel	36
Ferris Wheel	32

VOGEL NEON MANUFACTURING COMPANY		
UNIT	CAPACITY	PRICE
Kid-E-Kruze Speedboats	20	\$1,900-2,500
Kid-E-Kruze Mono-Rail	24

VON ROLL IRON WORKS		
UNIT	CAPACITY	PRICE
Sky Ride	800-900 hr.	\$150,000-250,000
Funicular Railways
Aerial Tramways
Ski Lifts

ERIC WEDEMEYER, INC.		
UNIT	CAPACITY	PRICE
Roto-Jet	24	\$28,000
Satellite-Jet	24	46,000
Dark Ride	36	42,000

WELD BUILT BODY COMPANY		
UNIT	CAPACITY	PRICE
Whip (truck mounted)	12 and 16	\$3,000
Merry-Go-Round (truck mounted)	12	3,000
Ferris Wheel (truck mounted)	24	4,500
Swings (truck mounted)	30	2,800

THEEL MFG. CO.

LEAVENWORTH, KAN.



ADULT—TEENAGE—KIDDIE MERRY-GO-ROUNDS

ALL SIZES AND STYLES

Famous Jumping Carrouzels. 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

KIDDIE AUTO

8 Beautiful Cars. Kiddieland Full Size. A must for the little tots.

KIDDIE AIRPLANE

Built in four different sizes, 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.

KIDDIE BOAT RIDE

Has real boat action. Can be had with or without portable tank.

OTHER EQUIPMENT

- Deluxe Music Boxes • Ticket Offices • Fencing • Gates
- Towers for Lighting • Light Stringers

THEEL MFG. CO.

468 Lawrence Avenue Leavenworth, Kansas Phone: MU 2-4351
Terms can be arranged. Write us for more information and prices.

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 who make and operate amusement rides and who are counting on all segments of the American 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 products in vast numbers. More than \$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 ride can count on encouraging sales if economic conditions are anything approaching satisfaction. From the time of last winter's Chicago conventions and trade show, orders for riding devices have been plunked down at a healthy rate.

Only 12 per cent of suppliers queried in The Billboard's annual amusement rides survey expressed disappointment in orders placed during the winter. Despite the steel 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. These are some of the cumulative answers to survey questions:

On production problems resulting from the steel strike, 69 per cent of the responses reported no inconvenience. Other factories claimed delays ranging from three weeks in their schedule to a 50 per cent cut in production. Several manufacturers cited having stock-

iled materials in advance of the pre-announced walkout, and this foresight obviously was beneficial. 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 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 over the winter drew considerable industry attention and raised the prospects of the firms involved. Exceedingly strong impact was the result of the Allan Herschell Company's purchase of rights to manufacture the awesome Sky Wheels and Space Wheels from Elmer and Curtis Velare. Despite the obviously lofty cost of the units, there was instant competition for places on 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 C. Amusements (Coney Island) and West Coast Shows, to name a few.

During the flurry of attention won by this announcement, King Amusement Company was turning out its Frolic at a steady pace, one every five days. This unit, priced below \$10,000 and mechanically uncomplicated, grossed more than \$225,000 for its pro-

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 Mid-et 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.; Gruber 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

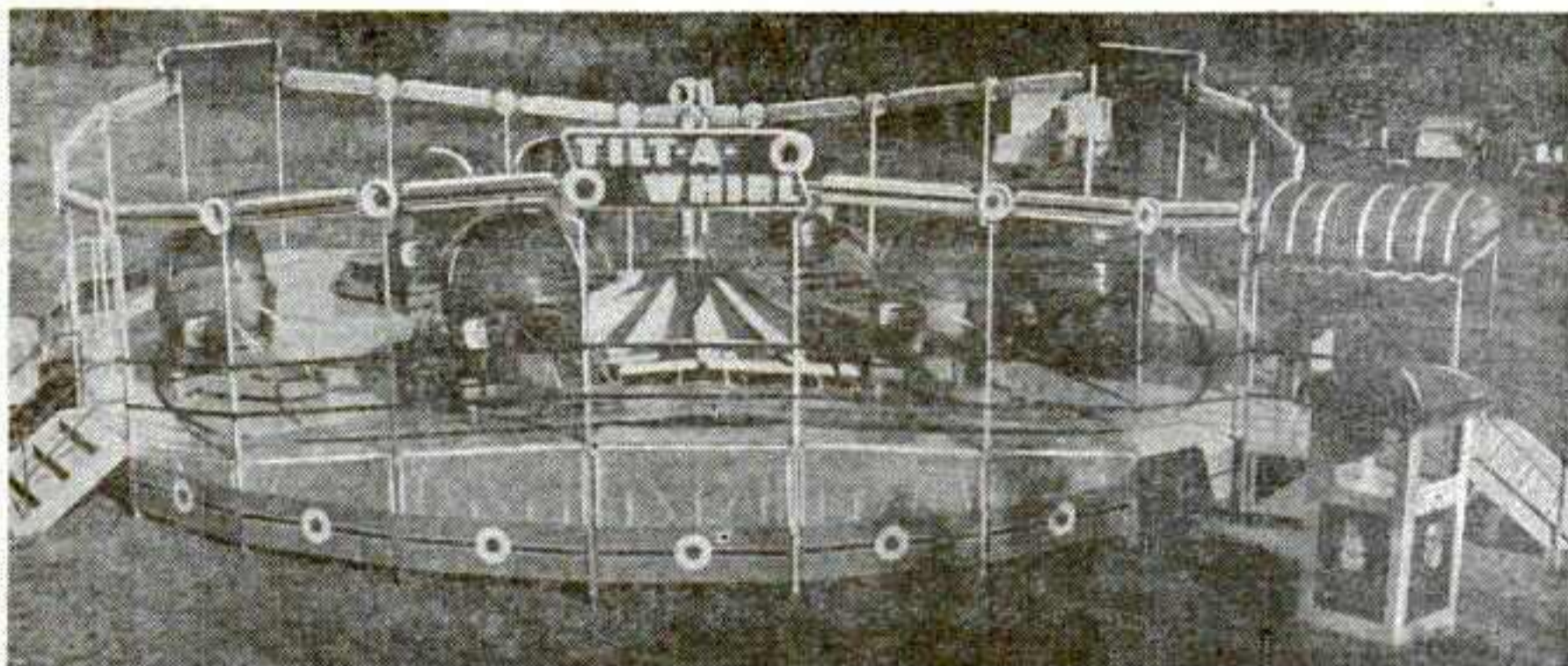
It is a sign of encouragement to the outdoor amusement business when operators are so heartened by prospects that they step up their orders in the winter. All indications are that a rousing good ride season is in the works, for the commitments indicated to The Billboard show that far more than \$2,000,000 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-times popular ones in the trade, as (Continued on page 59)

FOR PRIDE AND PROFIT HEAD YOUR MIDWAY WITH

TILT-A-WHIRL

The Standard of the Amusement Ride Industry



- SIMPLE OPERATION
- NEVER GOES OUT OF STYLE
- CONSISTENT MONEY-MAKER
- MORE VALUE FOR YOUR MONEY

Many New Improvements for 1960

- Decorated Steel Panel Fence
- Steel Catwalks
- Steel Steps with Railings
- Fibreglas Car Tops and Ticket Office
- New Paint Colors and New Decals
- 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

For Complete Information—Write, Wire or Phone

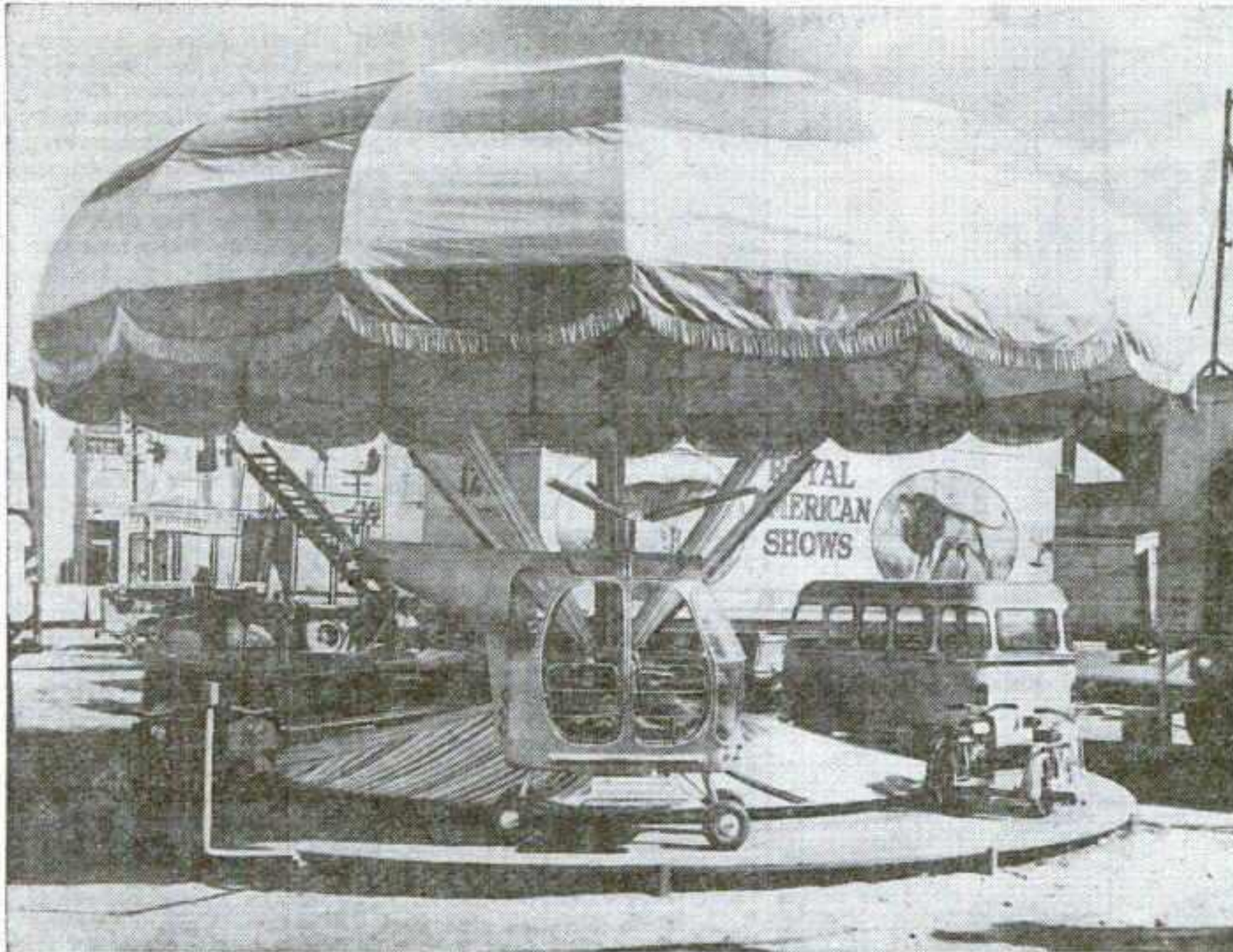
SELLNER MFG. CO.

P. O. Box 306

Faribault, Minnesota

Phone: Edison 4-5584

Two Proven Money-Makers for every Midway!



Introducing **THE PORTABLE
MULTIPLE-VEHICLE
UMBRELLA**

Kiddie Ride

- 1st** IN ALL ALUMINUM CONSTRUCTION
- 1st** WITH ALL-WEATHER FIRE-PROOF NYLON TOP
- 1st** WITH COLORFUL, EYE-CATCHING REVOLVING TOP

**FIVE MODELS TO
CHOOSE FROM**

SAVE! • INVESTMENT COSTS • NO PAINTING, EVER • SIDE WALL INCLUDED • NEEDS NO PROTECTION FROM WEATHER • NO-ROT NYLON TOP • WEATHERPROOF ELECTRICAL SYSTEM.

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.

Flying COASTER

**TOP QUALITY
LOWEST PRICE**

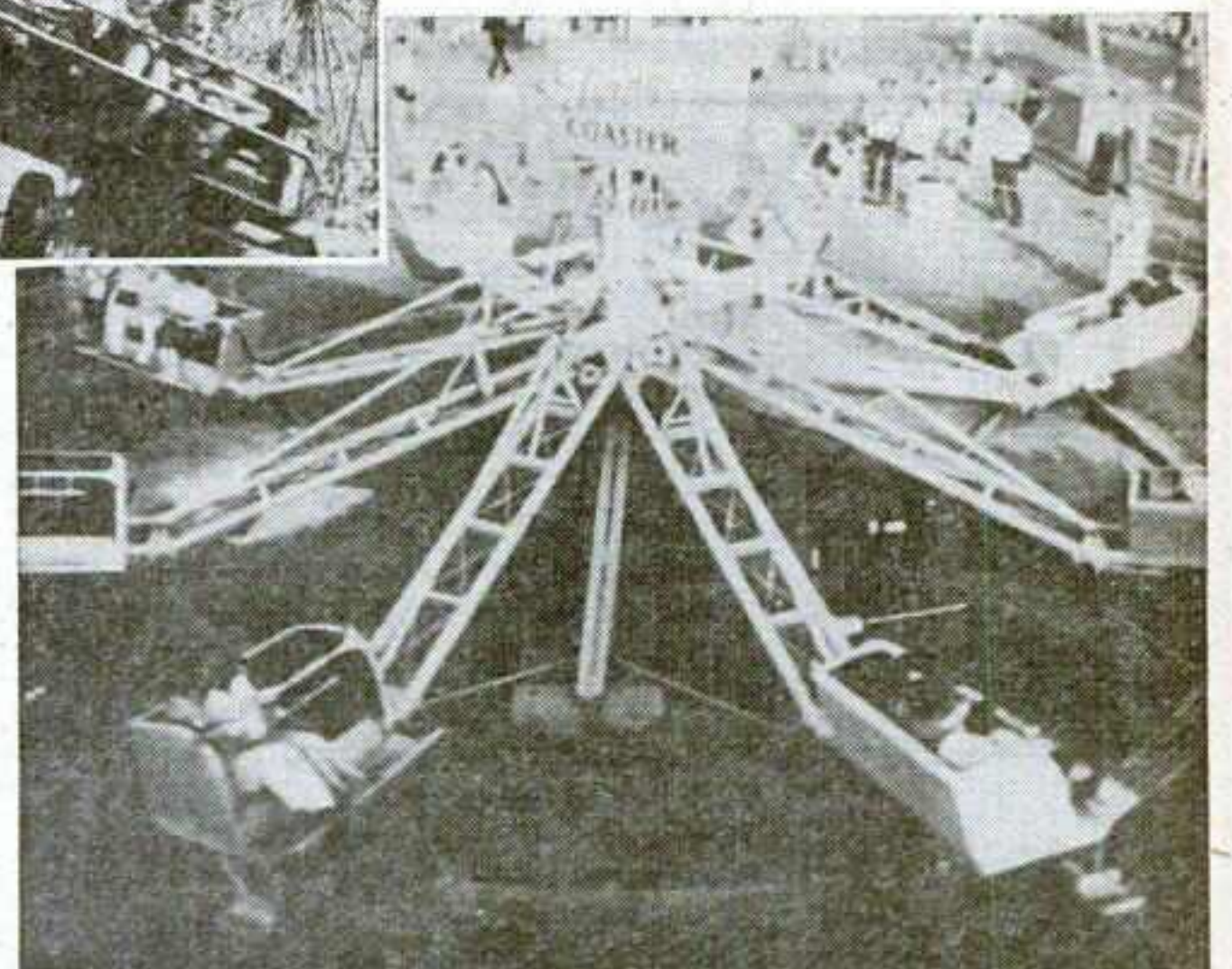
**AIRCRAFT
SAFETY**

—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 break-down
- 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."



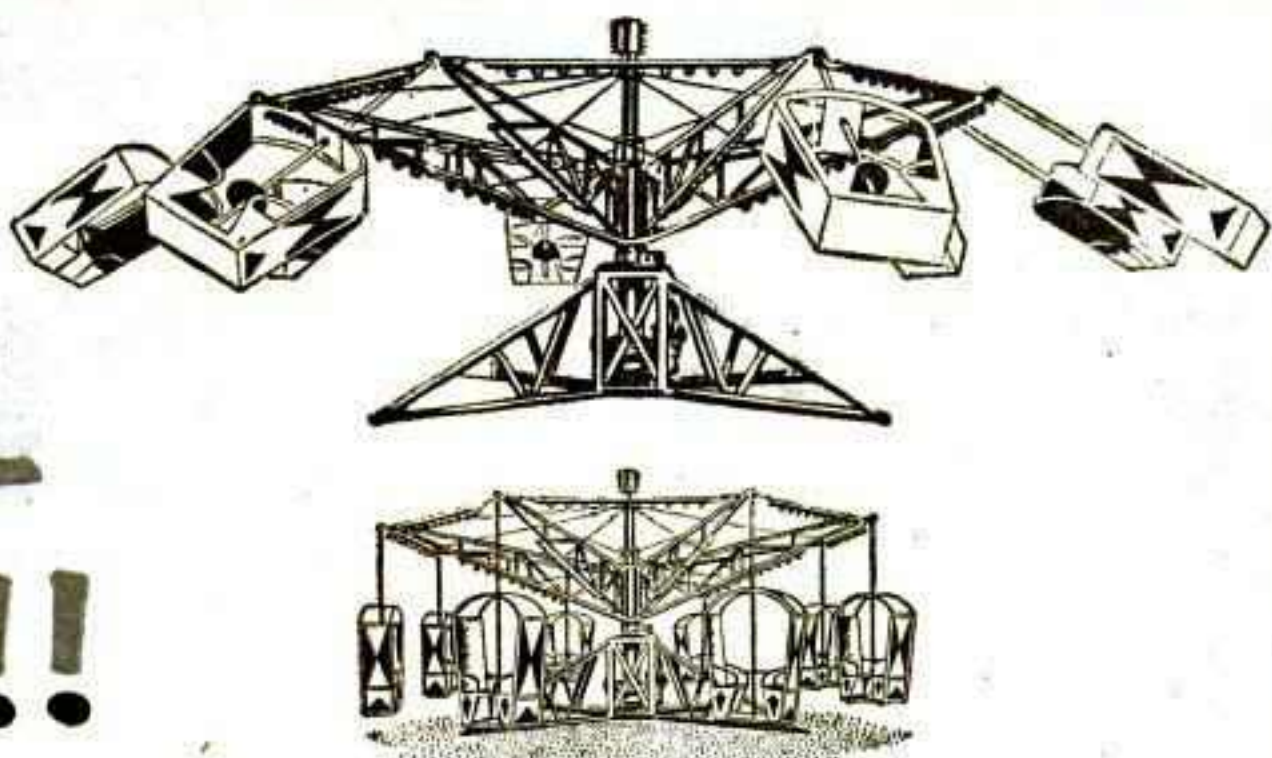
DELIVERY OF BOTH RIDES CAN BE MADE IN MAY, JUNE OR LATER. Financing of a trailer with Ride can be arranged. FOR COMPLETE INFORMATION ON EQUIPMENT, PRICES AND FINANCING, CONTACT

AEROAFFILIATES, INC.

Tommy E. Walker, Sales Manager
Don Quinsey, Sales & Service
 Hicks Field, P. O. Box 4125, Ft Worth 6, Texas.
 PHONES: Market 6-5477, 6-5478, 6-5479.
 After Hours Phone: Market 6-5470.

Lowell H. Stapf
 Amarillo, Texas
 Phone: FL 6-1311
 Licensed under Norman Bartlett,
 U. S. Patent No. 2,895,735

NEW THRILL RIDE!!



THE FROLIC

The Frolic is a fast, thrilling ride that appeals to all ages. Requires a 60-ft. space, loads easily on one 32-ft. semi-trailer, has a capacity of 16 adults. Ride can be supplied with a gas engine for portable operation or electric motor for permanent locations. This is a full-sized ride built at a price that the professional operator can afford to pay.

PRICE \$9,350.00 — Terms 25% with order, and 3 seasons to pay balance — to responsible Operators.

SEND TODAY
For our
ILLUSTRATED CATALOG
on other Rides,
Also Fun Houses,
Concession Trailers, Etc.

KING AMUSEMENT COMPANY, INC.
P.O. Box 448, Mt. Clemens, Michigan

Winter Ride Sales Represent Millions

A GREAT many riding device sales were documented in The Billboard's annual survey of the industry, and only enthusiasm can be gleaned from studying the reports. Sales are prominent in proportion nationally, with no area 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 much-desired 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.

Antique car rides and dark rides have propelled Arrow Development Company's progress in recent seasons, and a long list of 1960 deliveries is contracted for. Freedomland in New York will get four themed dark rides, three Auto Rides, Street Cars, two Trackless Trains and a Spinning Top. Elsewhere, Arrow is providing Mine Trains, Casey Jr. Trains, dark rides and tracked and free Auto Rides. Recipients are Santa Cruz (Calif.) Seaside; Adventure Village, Atlantic City; Disneyland, Anaheim, Calif.; Riverview Park, Chicago; Coney Island, Cincinnati; Mackenzie Park, Lubbock, Tex.; Old Tucson, Tucson, Ariz.; Barrie Enterprises, Chicago, and Storytown, USA, Lake George, N. Y.

Among other listed ride purchases are:

Eyerly Aircraft Company—16-car Octopus and Rock-o-Plane to Al-Mae Corporation, Coney Island, N. Y.; 16-car Octopus to R. & P. Rides, Salisbury Beach, Mass.; Octopus rides to Griffen Amusements, Jacksonville, Fla.; William V. Howard for Fun Pier, Wildwood, N. J.; Reid's Happyland Shows and Starley'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 Amusements.

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 Carousels 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—Tilt-a-Whirls to L. J. Heth Shows, State Line Rides, Rock Island, Ill.; Baker United Shows; Harris Enterprises, Hollywood Park, Chicago; O'Neil Amusements, Como Park, St. Paul; Floren Vallee Rides, Quebec; Lynn's Midway Shows; Crystal Beach Park, Vermilion, O., and Emshoff Shows.

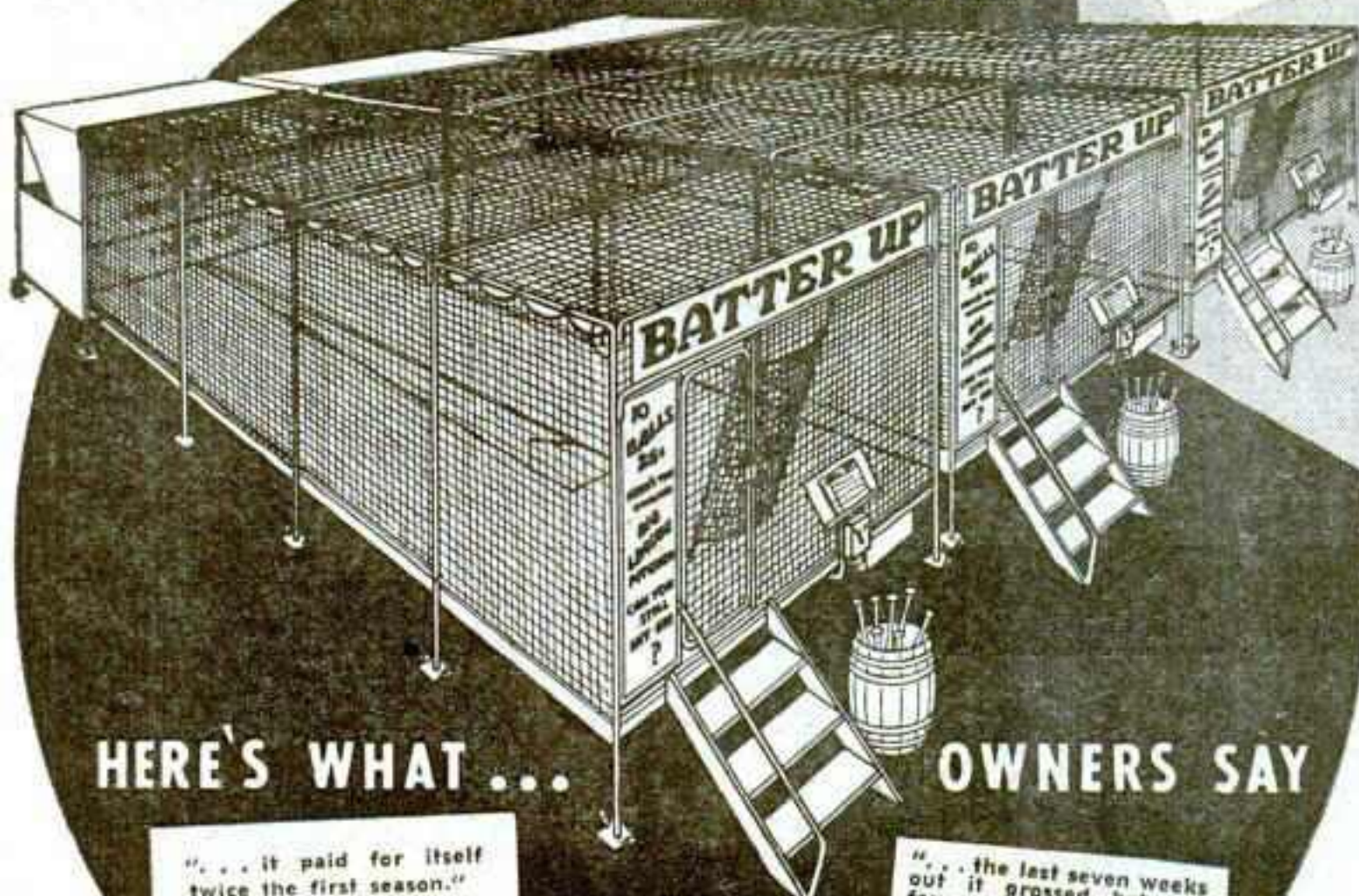
Carriage Craft—Eight Chuckwagons to Arthur J. Janell, Lynn, Mass. Concord Stage Coaches to Boot Hill Association, Dodge City, Kan.; Monticello Lakes Park, Woodridge, N. Y.; Frontier Town, Ocean City, Md.; Western Town of Miami, Coral Gables, Fla.; Superior Dairy, Minneapolis; Ivan Schweinger, Central City, Colo., and Mohawk Packing Company, Houston.

(Continued on page 67)

SUPER JET PLANE RIDE TUBS-O-FUN RIDE MECHANICAL STAGE COACH RIDE HAND CAR RIDE

HAMPTON AMUSEMENT COMPANY
Portage des Sioux, Mo. (Phone: SKYline 3-2381)
23 Miles Northwest of St. Louis, Mo.

ALL IN ONE COMPLETE PACKAGE!



HERE'S WHAT ...

"... it paid for itself twice the first season."

"... I took in \$254 one day and I don't think there was a day that I took in less than \$175.00"

"... in June, July, Aug. I cleared enough in profit to fully pay for the game."

OWNERS SAY

"... the last seven weeks out it grossed between four and six hundred per week."

"... it is the most interesting concession I have owned in my 15 years in the business."

BASEBALL BATTING RANGE

OPERATES SINGLY OR ANY NUMBER

TOP MONEY MAKER year after year!

- A game that gives every location new life . . . more action.
- Fits every type of operation: amusement parks, city parks, boardwalks, driving ranges, drive-ins, miniature golf setups, beaches, pools, carnivals, fairs, etc.
- Patented pitching machine is simple, positive, foolproof. Every pitch is a perfect strike . . . ball speed as well as the game time is adjustable.
- Delivered to you fully equipped . . . ready to go. Operates singly or as a battery of two, three, four or more. Precision engineered to last a lifetime.
- Requires but 23x40' space . . . uses genuine baseballs and regulation bats.
- Write, wire or phone for details and easy purchase plan.

E. B. WILSON CO. 1703 Cass Ave., Woodward 2-2300
Detroit 26, Michigan

Pronto Pups



America's Original "Hot Dog on a Stick"

"Pronto Pups" and "Pups" are registered trademarks.

Food Concessionaires . . .
Sell PRONTO PUPS
 Big Profits—Big Volume
 Write to
PRONTO PUP CO.
 Room 208
 2014 N.E. Sandy, Portland 13, Oregon

WHY GET ULCERS?
 WORRYING WHEN YOUR POSTERS WILL ARRIVE!
 OUR PROMPT & EFFICIENT SERVICE AVOIDS THIS . . .
 SIMPLY CONTACT:
Posters INCORPORATED
 835 CHERRY ST. PHILA. 7, PA.
 PHONE WALNUT 5-2000
 AND SEE THE DIFFERENCE!

GIVE 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 Winnepesaukee, 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 bumping units will be in use at Chicago's Riverview Park this summer.

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.

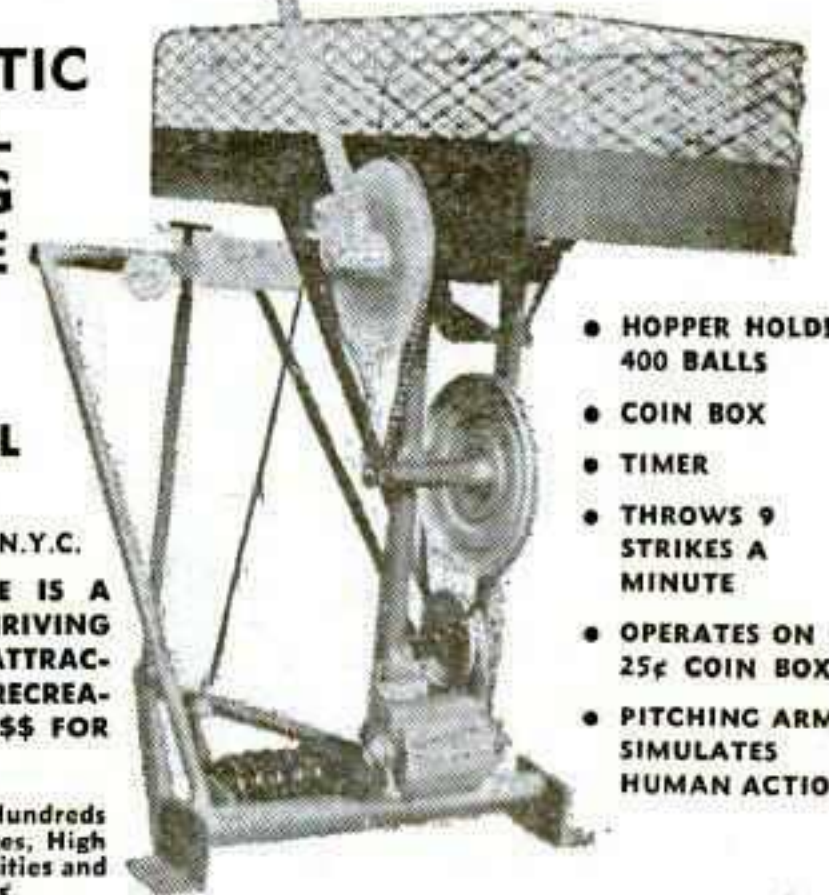
New this year are the kiddie Mono-Rail produced by Vogel Neon, Selleck Watercycle's Pedaling Fiberglass model; the Kiddie Bouncer of Custer Specialty, makers of the Bubble Bounce; the Cannon Ball Express Train of K. Max Smith, three-car English train brought over by Harry Prince, Turnpike-style streamlined 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 these profits transferred to the buyers as they go about their business of providing fun for the American public.

EARN 25c A MINUTE!!!
 ON AMERICA'S NO. 1 SPORT
ESTABLISH YOUR OWN
BATTING RANGE

WITH THE
DUDLEY AUTOMATIC BASEBALL PITCHING MACHINE



FULLY AUTOMATIC RANGE MODEL
\$488.00

F.O.B. N.Y.C.

THE BATTING RANGE IS A GROWING AND THRIVING AMUSEMENT PARK ATTRACTION. MAKE THIS RECREATION PAY OFF IN \$\$\$\$ FOR YOU.

Used and Endorsed by Hundreds of Baseball Battering Ranges, High Schools, Colleges, Universities and Major and Minor Leagues.

Successfully used at Palisades Amusement Park, N. J., Kiddie City, L. I., N. Y., and many other Amusement Parks throughout the United States.

AVAILABLE FOR IMMEDIATE DELIVERY FOR SPRING OPENING

TELEPHONE NOW MURRAY HILL 4-1974 OR WRITE

DUDLEY SPORTS CO. 633 SECOND AVE.
 NEW YORK 16, N. Y.
 MANUFACTURERS OF BASEBALLS, SOFTBALLS, SPORTS EQUIPMENT

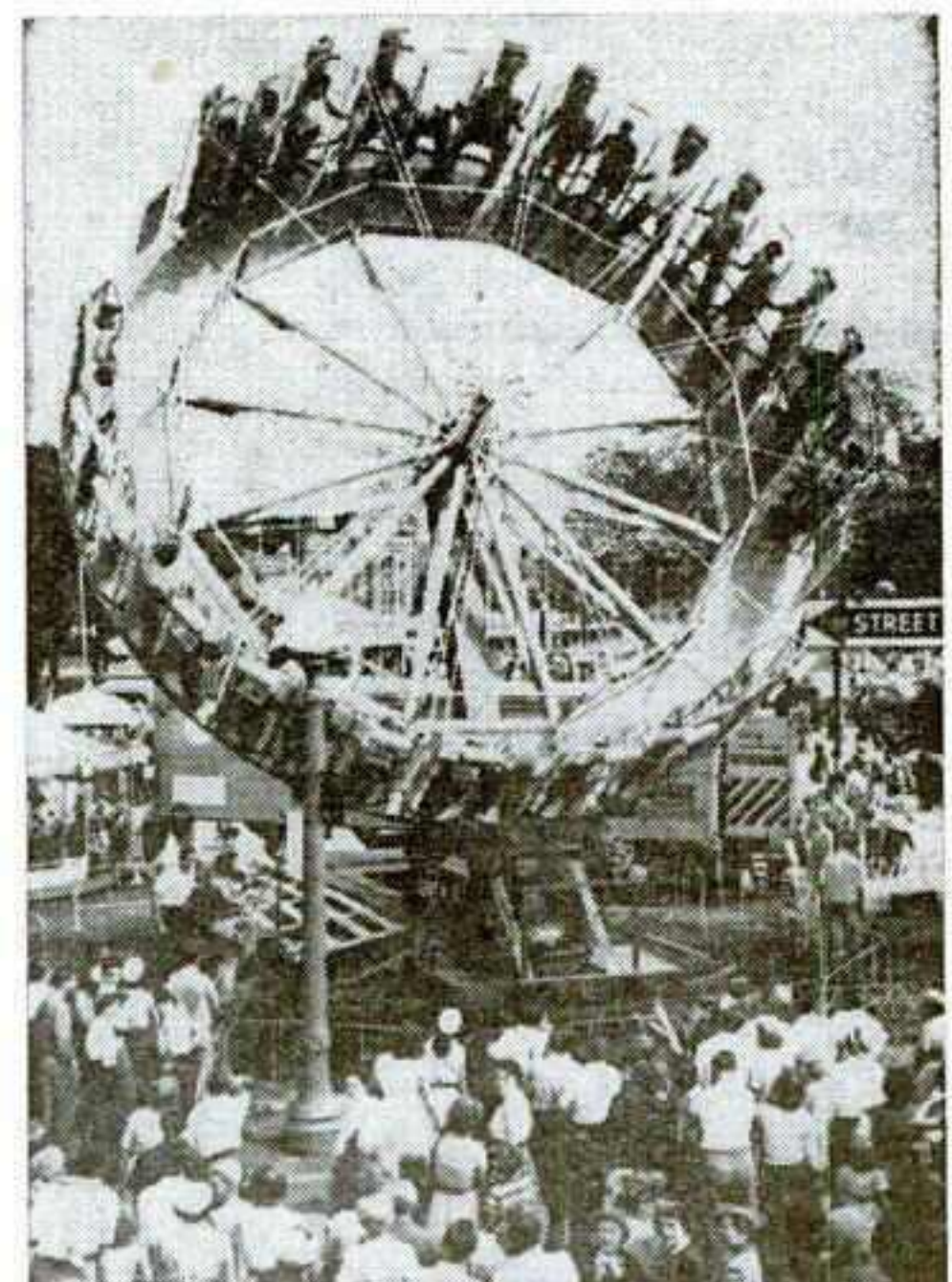
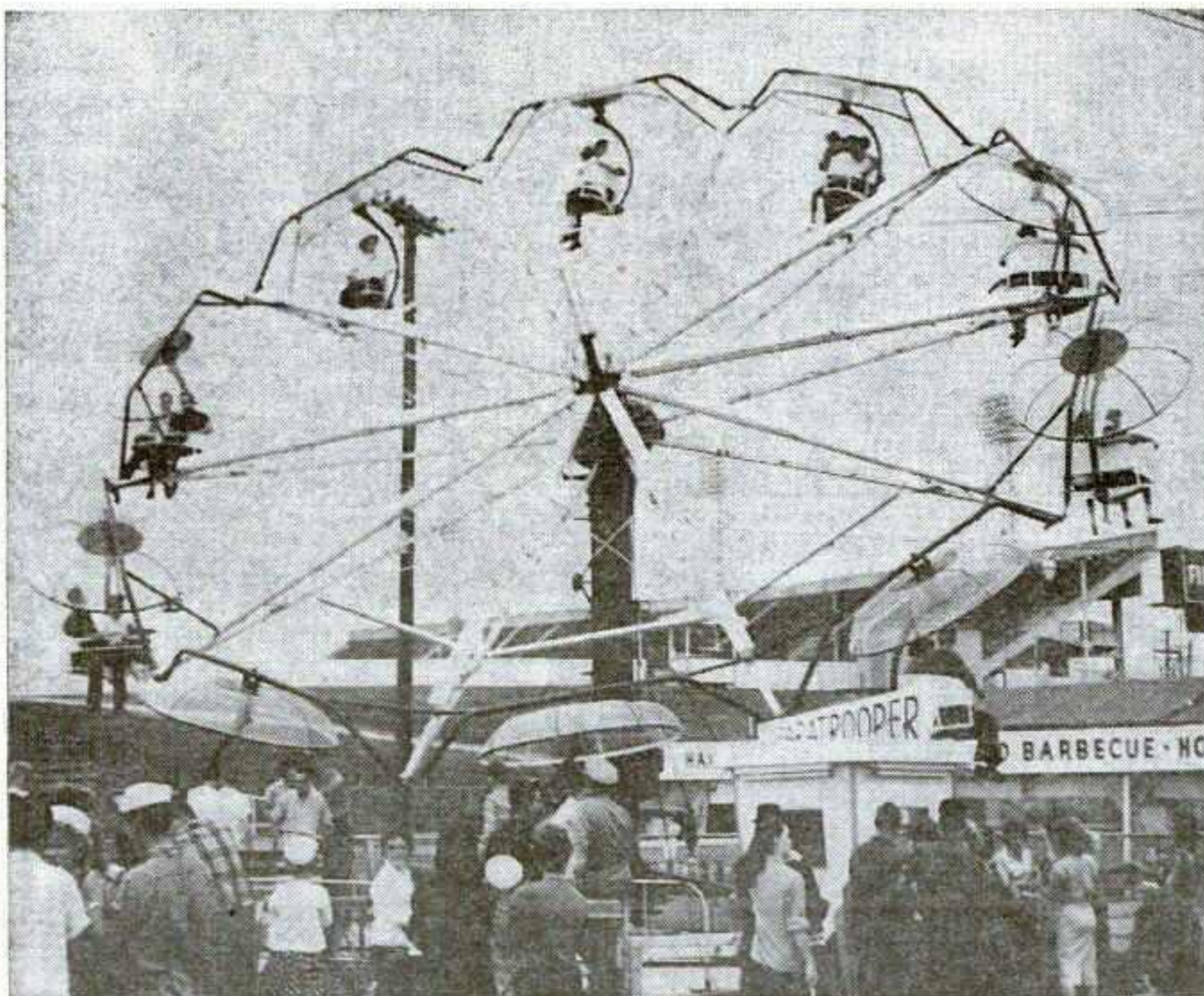
- HOPPER HOLDS 400 BALLS
- COIN BOX
- TIMER
- THROWS 9 STRIKES A MINUTE
- OPERATES ON 25¢ COIN BOX
- PITCHING ARM SIMULATES HUMAN ACTION

SAY YOU SAW IT IN THE BILLBOARD

MILLIONS of PEOPLE ACCLAIM THE PARATROOPER THE ROUND-UP

FOR ACTION, THRILLS
 27 SOLD FOR 1960

FOR NOVELTY
 NEARLY 100 IN OPERATION



For complete information on these outstanding riding devices, CALL, WIRE OR WRITE . . .

FRANK HRUBETZ & CO.

2880 SOUTH 25TH STREET

SALEM, OREGON

Phone: Empire 4-6847

New Berlin-Sangamon Co. Fair Assn. July 27-30. Robert Pfeffer.
 Newton-Jasper Co. Fair Assn. July 11-16. C. L. Batman.
 Oblong-Crawford Co. Fair Assn. July 25-29. Robert Fear.
 Odell-Odell Fair Assn. Aug. 29-31. James H. Summers.
 Okawville-Okawville Fair Assn. Sept. 17-18. Otto Detering.
 Oregon-Ogle Co. Fair Assn. Sept. 3-5. E. D. Landers.
 Olney-Richland Co. Fair Assn. July 30-Aug. 4. Arol Preston.
 Ottawa-LaSalle Co. Jr. Fair Assn. Aug. 2-4. Harold Wold.

Palmyra-Terry Park Ind. Fair. June 15-18. Oral H. Cooper.
 Pana-Pana Fair Assn. Sept. 1-5. Wayne L. Hunter.
 Pecatonica-Winnebago Co. Fair Assn. Aug. 18-21. Wallace Belshaw.
 Peoria-Heart of Illinois Fair. July 19-24. Bob Park.
 Peotone-Will Co. Fair Assn. Aug. 25-28. Wm. H. Meyer.
 Petersburg-Menard Co. Fair Assn. Aug. 22-26. John Bennett.
 Pinckneyville-Pinckneyville Fair Assn. July 11-16. Mrs. Fay Stumpe.
 Pleasant Hill-Pleasant Hill Fair Assn. Aug. 23-27. J. L. Laugharn.

Paris-Edgar Co. Fair Assn. July 24-29. Chas. Johnson.
 Pekin-Tazewell Co. Fair Assn. Aug. 3-5. L. C. Zimmerly.
 Pontiac-Pontiac Fair Assn. Aug. 2-4. Guy K. Gee.
 Princeton-Bureau Co. Fair Assn. Aug. 24-27. J. Fred Raker.
 Pulaski-Pulaski Co. Fair Assn. Aug. 2-6. Rowley Brown.
 Roseville-Warren Co. Fair Assn. Aug. 9-10. Harlan Monroe.
 Rushville-Schuyler Co. Fair Assn. July 1-4. Harvey Settles.
 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-Shelby Co. Fair Assn. Aug. 2-5. Glen Sons.
 Stronghurst-Henderson Co. Fair Assn. July 26-27. E. M. Pogue.
 Sullivan-Sullivan Fair Assn. Aug. 5-6. Kenneth 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 Howey.
 Taylorville-Taylorville Fair Assn. July 16-23. Dan Reese.
 Urbana-Urbana Fair Assn. July 24-30. M. R. Mingee.
 Vienna-Johnson Co. Fair Assn. July 5-9. E. M. Gorden.
 Virginia-Cass Co. Fair Assn. Aug. 24-27. Leland Sweatman.
 Warren-Warren Fair Assn. Aug. 17-21. Charles Bartell.
 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 Club, 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. J. W. Funk.
 Converse-Miami Co. Agri. Assn. July 19-23. Robert E. Haynes.
 Danville-Hendricks Co. 4-H & Agri. Fair Assn. Aug. 4-6. J. Robert Leak.
 Ellettsville-Daviess Co. Fair Assn. Aug. 1-6. Roy Quilliam.
 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 Rubish.
 Indianapolis-Indiana State Fair Assn. Aug. 31-Sept. 8. Earl J. Bailey.
 Kendallville-Noble Co. Fair Assn.-Eastern Ind. Agri. Assn. Aug. 14-20. Clint 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 Porte Co. Fair Assn. Aug. 15-20. Bob Morse.
 Lawrenceburg-Deaerborn Co. Fair Assn. July 25-30. Don C. Stimson.
 Logansport-Cass Co. Fair Assn. July 24-30. Wm. Thomas Jr.
 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. Harvy.
 New Castle-Henry Co. 4-H Fair Assn. Aug. 8-11. Frank Schuler.
 Osgood-Ripley Co. Agri. Assn. July 31-Aug. 6. Rollin Crum.
 Petersburg-Pike Co. Fair & 4-H Club Exhibit. July 19-23. Roscoe Sims.
 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. Agri. Soc. Aug. 1-5. J. T. West.
 Shelbyville-Shelby Co. Fair Assn. Aug. 6-12. Glenn V. Bass.
 Sunman-American Legion Fair Assn. July 19-23. Harold Gulzweiler.
 Tell City-Perry Co. 4-H Fair Assn. Aug. 10-13. Mrs. Sue Miller.
 Terre Haute-Wabash Valley Fair Assn. Aug. 14-21. Wm. A. Niemeyer.
 Valparaiso-Porter Co. Fair Assn. Aug. 1-6. Leland Gaines.
 Winamac-Pulaski Co. 4-H Club & Community Fair Assn. Aug. 2-6. Mrs. Howard Bonnell.

Iowa

Adel-Dallas Co. Fair Assn. Aug. 9-12. J. Dwight Brown.
 Afton-Union Co. Fair Assn. Aug. 8-11. L. E. Riley.
 Albia-Monroe Co. 4-H Fair Assn. Aug. 1-4. Lester Poole.

Ride the BOOM

with **Power MIJ**

SPEEDWAY RACERS

The Ride that has EVERYTHING

The tremendous nationwide popularity of Sports Cars, Midgets and Go Karts makes Power-Mij Speedway Racers a natural for wide public acceptance. Wherever they are operated they become the very center of attraction and as such cannot fail as a money-maker.



THE PRICE

Six Racers . . \$1,695
 Track \$495
 Trailer \$495
 Electric Crank . . \$75

POWER MIJ's

heavy rugged construction and special equipment fit it for its intended purpose . . . making money. The steel side rails and spring loaded bumpers protect the riders as well as the cars from inevitable collisions. This year's model is still further improved with the New Heavy Duty 2 H.P. Continental Engine. Ball Bearing Wheels with large Pneumatic Tires. New Automatic Clutch and all Sealed Ball Bearing Drive and New Speeds to 12 M.P.H. The "Magic Stair Step Seat" increases the capacity of the Ride and allows even a small youngster to ride with another paying customer or two going along to assist. The 3 seater is actually "Magic." It lifts Power-Mij from the ordinary to a Ride that appeals to all ages and all sizes.

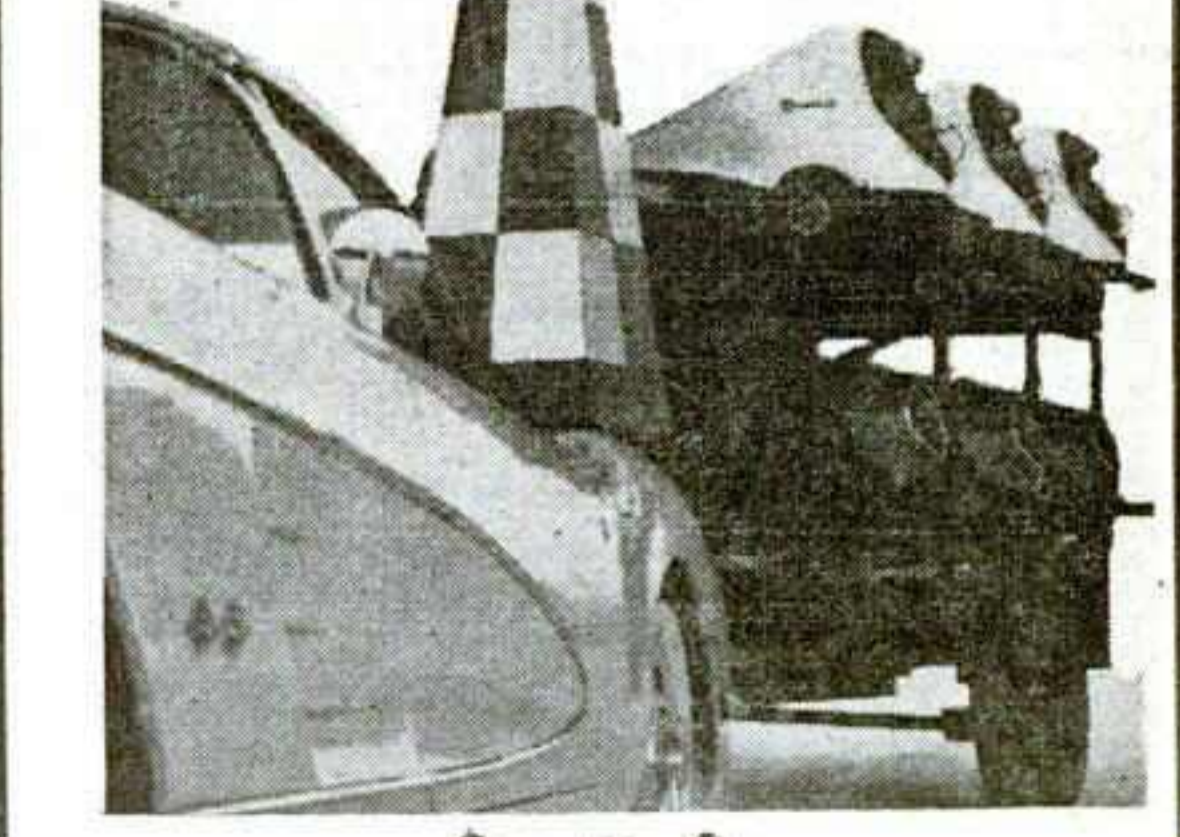


THE TRACK Any surface from paving to plain old dirt becomes a colorful speedway with the Power-Mij Portable Track Enclosure. Wooden Bumper Rail sections with special metal ends lock together forming a fenced 200-foot course. Brightly painted Pylons form the Entrance and Center Island; Lights, Flags and Sign complete the Raceway. A one-man operation sets up in less than 30-minutes.

THE TRAILER

is light weight, all metal, compact and is specially fitted to haul a set of Six Racers and the complete Portable Track Enclosure. It is complete with new tires, ball hitch and tail, stop and turn lights.

ORDER NOW to assure spring delivery—call for further information—send for FREE brochure.



CARPENTER AMUSEMENTS

MANUFACTURING DIVISION
 213 North 16th St.—AT 7370—Omaha, Nebr.

McDougall-Butler Presents the.. TOUGHEST PAINT IN THE WORLD **HARDCOTE** GLOSS FINISH

These all-weather extra tough finishes will keep your equipment new looking all season long. They're smooth flowing, eye appealing and made to resist dulling and chipping.



Your best bet for.

- WOOD AND METAL AMUSEMENT RIDES
- TRUCKS, WAGONS, MINIATURE TRAINS
- ALL OTHER EQUIPMENT

BRUSH OR SPRAY

made exclusively by
McDOUGALL-BUTLER CO., INC.
 BUFFALO 14, NEW YORK

SEND FOR HARDCOTE COLOR CARD & LITERATURE — NO OBLIGATION

HARDCOTE ALL WEATHER FINISHES

McDOUGALL - BUTLER CO., Inc.
 BUFFALO 14, N. Y.

Gentlemen: Send me a color card for Hardcote Finishes. I'm interested in learning about Hardcote's SEASON LONG protection.

NAME

ADDRESS

CITY STATE

SPECIAL ANIMAL SALE NOW!

MISCELLANEOUS ANIMALS

BABY FEMALE ELEPHANTS,
 42 to 52",
 Spring Delivery \$3,500.00 ea.
 If advanced payment of \$1,000.00 received with order, price will be reduced to \$3,150.00 F.O.B. N.Y.

1 Male Dromedary Camel, 7 years old, gentle \$1,500.00
 Indian Spotted Leopards, females or males, 4 mos. to 2 yrs. Ea. 400.00
 English Fallow Deer and White Spotted Deer, fairly tame, males only. Ea. 85.00
 Lions, males, 6 months to 5 years old. Ea. 150.00
 American Black Bears, 2 males, 1 female. Ea. 80.00
 Himalayan Bears, 2 males, 1 female, full grown. Ea. 100.00
 Himalayan Bear Cub, one only, 6 months old 180.00
 Malayan Sun Bears, 10 months old. Pair 350.00

BLACK PANTHERS WILL ARRIVE IN SPRING. PRICES ON REQUEST.

SNAKES

AFRICAN BALL OR ROCK PYTHONS, 3-4 Ft.—\$45.00 Each.
 RETICULATED PYTHONS, 15-20 Ft.—Prices on Request.

Write for our complete list . . . also write for monkey and animal rental plan for the summer months. Live stock shipped F.O.B. N.Y.

TREFFLICH BIRD AND ANIMAL CO., INC.
 22 Fulton Street, New York 7, N. Y. • Telephones: DIgby 9-0592-3-4

CHIMPANZES

1 Trained, very tame, perfect female Chimpanzee, wears clothes and shoes. Lovable, gentle animal. 3 1/2 yrs. old \$650.00
 Chimpanzees, full grown cage animals, 7-10 yrs. old. Perfect for Gorilla, Bally Show or Pit Show. Ea. 500.00
 Baby Chimpanzees, males or females. Each, up to 600.00
 1 Family Guanacos, father, mother and baby. For Family 1,000.00
 Guanacos, males or females. Ea. 350.00
 1 Llama, male, tame, 5 years old 450.00
 Kangaroos, red giants, males or females. Ea. 475.00
 1 Wallaby 375.00
 1 Male Cheetah, two years old, very tame, perfect 900.00

MONKEYS

African Green Monkeys. Ea. \$350.00
 Sooty Mangabey Monkeys. Ea. 40.00
 Rhesus Monkeys, babies. Ea. 50.00
 Full grown males or females. Ea. 85.00
 Java Monkeys. Ea. 40.00
 Squirrel Monkeys. Ea. 20.00
 Ringtail Monkeys. Ea. 35.00
 1 Golden Rhesus Monkey, very rare 100.00
 Pigtail Monkeys. Ea. 65.00
 Guinea Baboons. Ea. 85.00

SMALL ANIMALS AND ORNAMENTAL FOWL

Agoutis. Ea. \$25.00
 Kinkajous. Ea. 35.00
 European White Mute Swans. Pr. 95.00
 Blue Morehens. Pair 50.00

Algona—Kossuth Co. Fair Assn. Aug. 16-19. L. W. Nitchals.
 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. Parley.
 Avoca—Pottawattamie Co. Fair Assn. Aug. 11-14. James Tschertler.
 Bloomfield—Davis Co. Fair Assn. Aug. 16-19. Carl Jenkins.
 Boone—Boone Co. Fair Assn. Aug. 15-18. T. N. Nelson.
 Britt—Hancock Co. Fair Assn. Aug. 9-12. Mitchell Block.
 Burlington—Burlington Hawkeye Fair Assn. Aug. 8-12. Wallace Rayer.
 Cedar Rapids—All-Iowa 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—Lucas 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.
 Clarinda—Page Co. Fair Assn. Aug. 10-13. Ole 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 Reese.
 Corydon—Wayne Co. Fair Assn. July 27-30. William Neely.
 Council Bluffs—West Pottawattamie Co. Fair Assn. Aug. 16-20. Ed Fisher.
 Ravenport—Mississippi Valley Fair. Aug. 7-13. Harvey Hoffman.

Decorah—Winneschik Co. Fair Assn. Aug. 18-21. 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—Iowa 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. Clem Welsh.
 Eagle Grove—Eagle Grove Dist. Jr. Fair Assn. Aug. 22-24. Richard Randall.
 Eldon—Wapello Co. Fair Assn. Aug. 23-25. L. W. Hall.
 Eldora—Hardin Co. Fair Assn. Aug. 15-19. George Janssen.
 Emmetsburg—Pale Alto Co. Fair Assn. Aug. 8-10. Andrew Vanderveide.
 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.
 Grinnell—Poweshiek Co. 4-H & FFA Fair Assn. Aug. 8-11. Allen Jensen.
 Grundy Center—Grundy Co. Fair Assn. Aug. 8-11. Henry B. Wiesley.
 Guthrie Center—Guthrie Co. Fair Assn. Sept. 8-11. G. W. Prince.
 Hampton—Franklin Co. Fair Assn. Aug. 22-24. Kenneth Showalter.
 Harlan—Shelby Co. Fair Assn. Aug. 4-6. Harold Sweeney.
 Humboldt—Humboldt Co. Fair Assn. Aug. 8-11. Jean M. Kieve.
 Ida Grove—Ida Co. Fair Assn. Aug. 7-10. Abel Peters.
 Independence—Buchanan Co. Fair Assn. Aug. 1-4. Alva M. Norton.

Indianola—Warren Co. Fair Assn. Aug. 3-6. Lewis Johnson.
 Iowa City—Johnson Co. 4-H Fair Assn. 8-12. H. J. Montgomery.
 Jefferson—Greene Co. Fair Assn. Aug. 7-11. Paul Mears.
 Keosauqua—Van Buren Co. Fair Assn. Aug. 9-12. Rex Stratf.
 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.
 Maquoketa—Jackson Co. Fair Assn. Aug. 11-14. Kenneth Ehlinger.
 Marengo—Iowa Co. Fair Assn. Aug. 10-13. Sharon Wilkinson.
 Marshalltown—Central Iowa 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. Fair Assn. Aug. 18-22. Arthur W. Seeland.
 Northwood—Worth Co. Fair Assn. Aug. 1-4. Clifford Fenold.
 Nashua—Big Four Fair Assn. Aug. 18-21. Darrell Weigand.
 Onawa—Monona Co. Fair Assn. Aug. 14-17. Chas. W. Ross.
 Osage—Mitchell Co. Fair Assn. Aug. 4-7. Fred B. Hanson.
 Osceola—Clarke Co. 4-H Fair Assn. Aug. 16-19. Merlin Newman.
 Oskaloosa—Southern Iowa Fair. Aug. 9-13. Lucille 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 Assn. 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 Deibert.
 Sidney—Fremont Co. Fair Assn. Aug. 2-5. Corby Fichter Jr.
 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. Loren Hanson.
 Tipton—Cedar Co. Fair Assn. Aug. 8-11. Eugene R. Moore.
 Vinton—Benton Co. Fair Assn. Aug. 8-11. K. B. Spaulding.
 Washington—Township Park Fair Assn. Aug. 1-4. M. M. Orris.
 Waterloo—National Dairy Cattle Congress. Oct. 1-8. N. J. Kash.
 Waukon—Allamakee Co. Fair Assn. Aug. 5-7. Joe Deaney.
 Waverly—Bremer Co. 4-H Fair Assn. Aug. 9-12. Clarence Christophel.
 Webster City—Hamilton Co. Fair Assn. Aug. 17-21. R. B. Douglas.
 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.

Garden City—Finney Co. Fair Assn. Aug. 23-25. Hoy B. Eiling.
 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.
 Hardner—Barber Co. Fair Assn. Aug. 18-20. David L. Hada.
 Harper—Harper Co. Agrl. 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. Ralph C. Bethell.
 Hillsboro—Marion 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. Flery Shree.
 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 Relendene.
 Jelmore—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. Balmaier.
 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 Welker.
 Oswego—Labette Co. Fair Assn. Aug. 3-6. W. A. Jones.
 Ottawa—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—Pratt 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. Roekers.
 St. Francis—Cheyenne Co. Free Fair Assn. Aug. 11-13. Harold D. Shull.
 Salina—Tri-Rivers Fair & Rodeo. Aug. 29-Sept. 1. Albert Fehse.
 Sedan—Chautauque 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. Ostmeier.
 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 Fager.
 Ulysses—Grant Co. Fair Assn. Aug. 18-20. Marshall F. Walker.
 Wakeeney—Trigo Co. Free Fair Assn. Aug. 16-19. Pete Whitcomb.
 Wakefield—Clay Co. Farmers' & Wakefield Fair. Sept. 28-30. Dale Newell.
 Washington—Washington Co. Fair Assn. Sept. 8-10. A. D. Chapin.
 Wellmore—Nemaha Co. Free Fair Assn. Aug. 11-13. Edwin Hueter.
 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.

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. Robinson.
 Beloit—Mitchell Co. Fair Assn. Aug. 22-24. Betty Waggoner.
 Belleville—North Central Kan. Free Fair. Aug. 30-Sept. 2. Carl H. Beyer.
 Blue Rapids—Marshall Co. Stock Show & Fair. Aug. 23-26. Mrs. R. D. Riegler.
 Burdett—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. C. V. King.
 Canton—McPherson Co. Fair Assn. Aug. 11-13. Dorothy Sebring.
 Cheney—Sedgewick Co. Fair Assn. Aug. 18-20. Frank A. Ryniker.
 Clay Center—Clay Co. Fair Assn. Aug. 18-20. Glenn V. Romig.
 Coffeyville—Montgomery Co. Fair Assn. Aug. 30-Sept. 4. Lawrence M. Smith.
 Colby—Thomas Co. Free Fair Assn. Aug. 9-12. Glenn Crabbe.
 Columbus—Cherokee Co. Legion Fair. Aug. 22-27. Joe W. Cook.
 Cottonwood Falls—Chase Co. Fair Assn. Aug. 23-25. Einoire G. Stout.
 Council Grove—Morris Co. Fair Assn. Aug. 17-19. Warner Harris.
 Dighton—Lane Co. Free Fair Assn. July 27-29. E. A. Bryant.
 Downs—Downs Annual Celebration. July 21-23. Arthur J. Tucker.
 Effingham—Atchison Co. Fair Assn. Aug. 16-19. Roy Moran.
 Eldorado—Butler Co. Fair Assn. Aug. 23-26. Gene Adams.
 Elkhart—Morton Co. Fair Assn. Sept. 1-3. Glenn Riley.
 Erie—Neosho Co. Fair Assn. Aug. 8-11. Ivan Green.
 Eureka—Greenwood Co. Fair Assn. Aug. 10-14. Lysvan Hawthorne.
 Fort Scott—Barton Co. Fair Assn. Aug. 10-13. F. E. Myers.

Kentucky

Alexandria—Alexandria Fair & Horse Show. Sept. 3-5. Thos. J. Carnes.
 Beattyville—Lee Co. Fair Assn. Sept. 21-26. Clarence Watkins.
 Booneville—Owsley Co. Fair Assn. Sept. 17-19. Fred W. Gabbard.
 Bowling Green—Southern Ky. Fair. Aug. 15-20. B. L. Steen.
 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.
 Burlington—Boone Co. 4-H & Utopia Fair. Aug. 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. Mumford.
 Campton—Wolfe Co. Fair Assn. Sept. 6-10. A. M. Richie.
 Carrollton—Carroll Co. Fair Assn. Aug. 3-6. Paul H. Williams.
 Columbia—Adair Co. Fair & Horse Show. July 27-30. Joe Johnson.

SCOTT PORTABLE SEATS BOOST ADMISSIONS



Get grandstand admissions for bleacher seats by offering spectators these comfortable upholstered seats with backrests.

May be installed permanently or offered on a performance rental basis. THEY PAY EITHER WAY.

Write for literature today.

3 LOW-PRICED MODELS

SCOTT-PORT-A-FOLD, INC.
 713 Middle St. Archbold, Ohio

MORE SPEED MORE THRILLS MORE COMPACT...



NEW ALLAN HERSCHELL ROLLER COASTER

A completely new design... new size... new track layout... new banked turns... new cars. Greater speed is result of the new banked turns and a higher hill (now 13' to top of track). Greater safety is found in the proved Mad Mouse undercarriage of the flashy new cars. Greater compactness comes from new dimensions... 108' long and only 33' wide. Will fit anywhere... extremely portable. Write or phone today for details.



FINANCE PLAN AVAILABLE

MERRY-GO-ROUNDS • MINIATURE TRAINS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER • JOLLY CATERPILLAR • SKY FIGHTER • HELICOPTER • MAD MOUSE • MITE MOUSE • "1865" LOCOMOTIVE • TRACKLESS TRAIN • BROWNIE TRACTOR • ROADWAY RIDE • RODEO • TWISTER • TANK RIDE • BUGGY RIDE • 18-CAR CAT • SKY WHEEL • RECORD PLAYER • MERRY-GO-ROUND RECORDS • TAPES • RIDE TIMERS • CANVAS.



ALLAN HERSCHELL COMPANY, INC.
 NORTH TONAWANDA, NEW YORK

"World's Largest Manufacturer of Amusement Rides"



OTTAWAY ROCKET LINER B-14

UP TO 20 ADULT CAPACITY
 EXCLUSIVE MANUFACTURER OF RAIL RIDES SINCE 1944

FOR KID APPEAL
PUMP-IT HANDCAR RIDE
 PROVEN FINEST IN ITS FIELD
 ALSO OTTAWAY STEAM TRAINS

OTTAWAY AMUSEMENT COMPANY • 1045 N. ST. FRANCIS • WICHITA, KANSAS

YOUR BEST BUY IN RUBBER NEO-PRENE POWER CABLE



Low Bargain Price
 New Portable Electric Power Cables

Extra Flexible
 weather-resistant Jacket

1, 2, 3 and 4 Conductor Cables carried in stock. Call us or come out to Universal. Our warehouse is only 20 minutes from the Loop.

BUYS IN HEAVY-DUTY PORTABLE CABLES

	2/C	3/C	4/C
	Per Foot	Per Foot	Per Foot
#14	8¢	11¢	14¢
#12	11¢	15¢	20¢
#10	13¢	16¢	25¢
#8	25¢	28¢	57¢
#6	31¢	41¢	71¢
#4	38¢	70¢	1.05
#1	*1.36	1.15	*2.12

*In 150-ft. lengths only.

In addition, many other constructions and sizes are in stock at equally attractive prices. We cut cables and ship anywhere.

UNIVERSAL WIRE AND CABLE CO.
 2933 No. Paulina Chicago 13, Ill.
 Phone: EAstgate 7-4777

BINGO CORN

Large, Beautiful Grains of White Corn

Used Extensively for Bingo

\$5.00 per bushel of 56 lbs.
 F.O.B. Richmond, Va.

T. W. WOOD & SONS, Seedsmen
 11 South 14th St., Richmond, Virginia

SEARCHLIGHTS

Brand-new Sperry and G.E. 60-inch Searchlights, still crated, located Albany, Chicago or St. Louis, with tires and complete spare parts box, \$300. Brand-new Generators, still crated, 16.5 kw., \$700. Complete Burner Heads, \$100 a set. Also very good buys in slightly used equipment.

J. PILE
 300 Waukegan Rd., Glenview, Ill.
 Park 4-1240

Cynthiana—Harrison Co. 4-H & Adult Fair. July 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.

Falmouth—Falmouth Fair. Aug. 10-13. Nelson Breeze.
 Georgetown—Scott Co. Fair Assn. Aug. 24-27. Carrick James.
 Germantown—Germantown Fair. Aug. 1-6. R. K. Asbury.
 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 Ovepsen.
 Hopkinsville—Pennyroyal Fair. Aug. 1-6. Thomas Wade.
 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—Grayson Co. Fair Assn. Sept. 1-5. L. M. Harrison.
 Louisville—Kentucky State Fair. Sept. 9-17. H. Clyde Reeves.
 Madisonville—Hopkins Co. Agril. & Ind. Fair. Aug. 22-27. Harold R. Seibert.
 Morgantown—Butler Co. Fair Assn. Sept. 1-3. Bill Clark.
 Mumfordsville—Hart Co. Fair Assn. Sept. 7-10. T. Y. Tabor.
 Owensboro—Davies Co. Lions Club Fair & Horse Show. Aug. 4-6. Guy B. Harris.
 Paris—Bourbon Co. Fair Assn. July 21-23. Harley 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. Aug. 10-13. H. E. Richardson.

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 11-16. D. D. Syers.
 Tompkinsville—Monroe Co. Fair Assn. Aug. 8-13. A. W. Brogdon.
 Vanceburg—Lewis Co. School & Agril. Fair. Sept. 19-24. David Timmer.
 Versailles—Woodford Co. Fair Assn. July 29-30. Betty Dozier.

Louisiana

Cameron—La. Fur & Wildlife Festival. Jan. 13-14, 1961. Jerry Wise.
 Crowley International Rice Festival. Oct. 20-21. Ruper F. Cisco.
 Delcambre—Iberia Shrimp Festival & Fair Assn. Aug. 13-14. Ferry Paul LeBlanc.
 Eunice—Southwest La. Fair. Oct. 12-16. Mrs. Wilma Bedell.
 Kaplan—Vermilion Parish 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 Yambilee. 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. Marionneau.
 Raceland—Lafourche Agril. & 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.
 Winnabow—Franklin-Richland Bi-Parish Fair. Oct. 4-8. Mrs. J. W. Bonnette.

Maine

Acton—York Co. Agril. Assn. Aug. 26-27. Leon E. Credford.
 Blue Hill—Hancock Co. Agril. Soc. Sept. 2-5. Phil O'Brien.
 Cherryfield—West Washington Agril. Soc. Aug. 10-13. Palmer Hart.
 Dover-Foxcroft—Piscataquis Valley Fair Assn. Aug. 26-27. Arno D. Emery.
 Farmington—Franklin Co. Agril. Soc. Sept. 20-24. Frank E. Knowlton.
 Fryeburg—Fryeburg Fair. Oct. 4-8. Fred H. Mayo.
 Gardiner—Pittston Fair Assn. Aug. 11-13. Marion L. Moody.
 Guilford—Guilford Athletic Assn. Sept. 10. LeRoy 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 Agril. 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.

**USED-REPAIRED!
BIG TOPS
& CONCESSION TENTS**

Write for Price List. Save money on good usable tent-age. Supply limited.

Hoosier Tents

1302-10 W. Washington Street
P. O. Box 574
Indianapolis, 6, Indiana

SHOW TENTS

HARRY SOMMERVILLE
516-518 East 18th St.
Kansas City 6, Missouri
Phone: Harrison 3026

**CENTRAL
Canvas Company**

CONCESSION TENTS

Any Color
Size or Shape
8'x10' 10'x10'
10'x12'

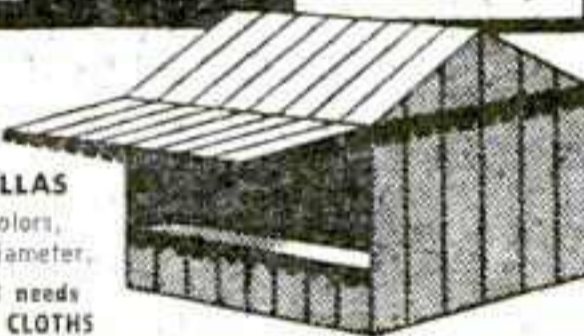
LARGE TENTS FOR SALE OR RENT

— Since 1865 —

PITCHMEN'S UMBRELLAS

Specially priced! Many colors, shapes and sizes from 6' diameter.

Write us for all Carnival needs
FLAGS, COIN APRONS, BALLY CLOTHS



A. MAMAUX & SON

120 BOULEVARD OF THE ALLIES • PITTSBURGH 22, PA.

ANCHOR TENTS

The Showman's Choice

Finest materials — 40 Yrs. Experience
Flamefoit and New Nylon Fabrics.
Red—Blue—Yellow—Green—White.

Aluminum Tent Frames—Light Weight
Hinged Legs—Slip Joints Rustproof

Concessions—Show Tents—Ride Tops—Bingo
—Merry-Go-Round—Cookhouse Tops.
Phone: Harrison 5-8105.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

Largest Manufacturer of Tents in the East

Powers Tents are made from best quality 12.63 oz. Vivatex treated army duck reinforced at all points of strain. All corners are reinforced with leather. Shipment within 5 days after receipt of order.

Phone: Saratoga 7-3500.

POWERS & CO.

5929 Woodland Ave., Philadelphia 43, Pa.

AMERICA'S FINEST SHOW TENTS

O. Henry Tent & Awning Co.

- CONCESSION TOPS
- SHOW TENTS
- RIDE CANVAS
- BANNERS

BERNIE MENDELSON
Field Representative: G. C. "MITCH" MITCHELL
4862 N. Clark St., Chicago 40, Ill. Phone: Ardmore 1-1300

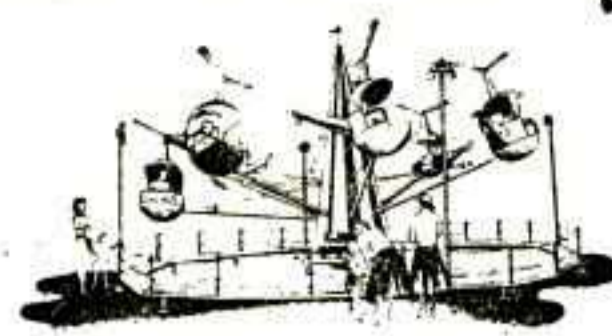
CONCESSION—SHOW TENTS

D. M. KERR MANUFACTURING CO.

Established 1903
1954 W. Grand Avenue Phone: SEley 3-7966 Chicago, Illinois

UNITED STATES TENT AND AWNING CO. Established 1870.
Over 88 Years of Specialized Experience.

MAIN OFFICE & FACTORY: SARASOTA, FLORIDA
1230 N. EAST AVENUE PHONE: RINGLING 6-6316
Circus—Carnival—Concession—Any Size—Any Type—Banners—Ride Canvas.
S. T. JESSOP GEO. W. JOHNSON



**"our 2
helicopters
are much
beyond expectations"...**

... F. E. Gooding

Allan Herschell Company
104 Oliver Street
North Tonawanda, New York

Gentlemen:

We have just closed another successful season and feel sure you will be interested in an expression from us regarding the two new Helicopter Rides which we purchased and operated this year.

These two Rides enjoyed a splendid business and were free from mechanical defects, likewise very safe. We had no accidents of any kind during the entire period of operation. Another important factor regarding the Helicopter is the easy manner which same can be erected, dismantled and moved; it is very portable.

The Helicopter Ride is much beyond our expectations, especially in one respect. When we purchased same it was my impression that it was pretty much a Kiddie Ride, but soon discovered I was mistaken, for at many of our dates we enjoyed a gross income equal to the majority of our Major Rides.

I can honestly say that the Helicopter Ride is another fine contribution by the Allan Herschell Company to the Amusement Industry.



Sincerely yours,
GOODING AMUSEMENT CO., INC.
F. E. Gooding, President

Patent No. 2,922,648

MERRY-GO-ROUNDS • MINIATURE TRAINS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER • JOLLY CATERPILLAR • SKY FIGHTER • HELICOPTER • MAD MOUSE • MITE MOUSE • "1865" LOCOMOTIVE • TRACKLESS TRAIN • BROWNIE TRACTOR • ROADWAY RIDE • RODEO • TWISTER • TANK RIDE • BUGGY RIDE • 18-CAR CAT • SKY WHEEL • RECORD PLAYER • MERRY-GO ROUND RECORDS • TAPES • RIDE TIMERS • CANVAS.



ALLAN HERSHELL

COMPANY, INC.
NORTH TONAWANDA, NEW YORK

"World's Largest Manufacturer of Amusement Rides"

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

Send Cash With Order, Stock Tickets

OUR PRICES ARE THE LOWEST

LONG ESTABLISHED POPULARITY OF BIG ELI RIDES CONTINUES



ASK THE MAN WHO OWNS ONE

Of Many Satisfied and Enthusiastic Owners of BIG ELI WHEELS and BIG ELI SCRAMBLERS we list a few:

- O. C. Buck Expositions
- Byers Brothers' Shows
- Conklin Brothers (Canada)
- Crafts 20 Big Shows
- James H. Drew Shows
- Farrow Amusement Co., E. E. Farrow, Owner
- T. A. Fuzzell (Park—Little Rock, Ark.)
- Gooding Amusement Company
- David Gillian (Park Operation)
- Green Tree Shows, Inc. (Kentucky)
- Moe Levine, Monte Young Shows
- W. P. Lynch (Canada)
- Lakeside Park (Denver, Colo.)
- Pavilion Park (South Carolina)
- F. W. Pearce Corp. (Parks—Minn. and Mich.)
- Skerbeck Great Northern Shows
- Bernard Thomas, Art B. Thomas Shows
- World's Finest Shows (Canada)

Other Wheel and Scrambler Owners will be added as BIG ELI Production permits

Investigate a flashy, lifetime service, profit-earner.
THE BIG ELI WHEEL—all standard Wheel sizes are available for spring shipment.

ELI BRIDGE COMPANY

BIG ELI WHEELS
Dept. 5, 800 Case Ave.

Builders

BIG ELI SCRAMBLERS
Jacksonville, Illinois

NEW FOR 1960

JUNIOR HOT ROD CAR

Ideal Kiddie Ride. Junior Model Mercedes-Benz Sports Car.



GASOLINE CARS

Styled after Mercedes-Benz Sports Car. FOR your Turnpike, Speedway and Hot Rod Track.

GERMAN WILD MOUSE RIDE

IMMEDIATE DELIVERY. Tried—Tested—Proven.

STREAMLINED SCOOTER CARS

NEW 1960 Model (Fluid Drive)

GERMAN KIDDIE CAROUSEL

(Various Sizes)

Fabulous Multi-Bodied Ride With Trolley Cars, Buses, Bicycles, Scooters, Racing Cars, etc.



Can be purchased F.O.B. New York or F.O.B. factory, Germany.

See the Fabulous New **TURNPIKE RIDE** AT PALISADES AMUSEMENT PARK. OPENING APRIL 15, 1960.

Liberal Financing on all rides.

For Photos and All Information Contact:

HOT RODS, INC.

MORGAN C. HUGHES, president

220 West 42nd Street, New York 36, N. Y., WI 7-3370

BIG *** FLASH

POPULAR LANDMARK ZOOS—PARKS—FAIRS SHOPPING CENTERS—BUSINESSES

"IF YOU ARE LOST OR SEPARATED FROM YOUR GROUP"

MEET ME AT GHAWANGHA JR."



ALL CELASTIC

STRONG AS IRON

SPEAKER IN MOUTH

16 FT. TALL ★ 600 POUNDS ★ 10 FT. ELBOW TO ELBOW

EASILY TRANSPORTED • FLAT TRAILER HITCH HE RIDES CRADLED AT ELBOW • SIDEWISE

COME AND GET IT!

On Display **FUNCADE**

BOARDWALK — ATLANTIC CITY, NEW JERSEY
IRV FISHELBERG 5-3461 RAY STONE 5-3764
EDWIN HELFANT 4-5226

Fair Hill—Cecil Co. Breeders' Fair, Sept. 10. William Shelton.
Fair Hill—Cecil Co. Fair, July 21-23. Grove Miller.
Frederick—Frederick Fair, Sept. 27-Oct. 1. Wade F. Hursey.
Gaithersburg—Montgomery Co. Fair, Aug. 23-27. Hazel Lechluder.
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 Young.
Leonardtown—St. Mary's Co. Fair, Sept. 16-18. John S. Mattingly.
McDonogh—McDonogh School Fair, May 7. R. N. Willis.
McHenry—Garrett Co. Fair Assn, Aug. 9-13. John Breneman.
Oakland—Garrett Co. Fair, Aug. 9-13. H. G. Gortner.
Parkton—Hereford Jr. Farm Fair, Aug. 27. Loring T. Sparks.
Pomfret—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—Maryland State Fair, Aug. 29-Sept. 10. Daniel B. Brewster.
Timonium—Eastern Nat'l Livestock Show, Nov. 12-17. Charles A. Morrow.
Upperco—Arcadia Agrl. Soc. 4-H Club Show, July 8-16. George Debnam.
Upperco—Hereford Jr. 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 Agrl. & 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—Marshfield Agrl. & Hort. Soc. Aug. 21-27. Granville M. Thayer.
Marston Mills—Barnstable Co. Agrl. Soc. July 21-24. Charles J. Meyer.
Middlefield—Highland Agrl. Soc. Aug. 13-14. Lynn Wheeler.
Northampton—Hampshire, Franklin & Hampden Agrl. 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 Synan.
Topsfield—Essex Agrl. Soc. Sept. 4-10. Paul Corson.
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. William F. McIntyre.

Michigan

Adrian—Lenawee Co. Fair Assn, Aug. 14-29. M. R. Mohr.
Allegan—Allegan Co. Fair Assn, Sept. 11-17. J. H. Snow.
Allenville—Marquette Co. Fair Assn, Aug. 26-28. Leslie Bradford.
Alma—Grafton 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. J. L. Ruth.
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 Ruhstorfer.
Big Rapids—Mecosta Co. Free Fair, July 12-16. F. B. Wheatlake.
Brown City—Brown City Agrl. Assn, Aug. 20-21. Murdough MacLennan.
Cadillac—Northern District Fair, Sept. 5-9. Paul Earl.
Caro—Tuscola Co. Fair Assn, Aug. 22-27. Carl F. Mantey.
Cass City—Cass City Homecoming Fair, Aug. 4. William S. 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.
Escanaba—Upper Peninsula State Fair, Aug. 23-28. Ray La Porte.

TICKETS

OVER A HALF CENTURY OF SERVICE

SPECIAL PRINTED ROLL TICKETS OR FOLDED MACHINE TICKETS

Subject to Change Without Notice

RESERVED SEAT COUPON TICKETS
GIFT AND THRIFT BOOKS, SEASON BOOKS AND PASSES

STOCK TICKETS FOR IMMEDIATE SHIPMENT

WRITE FOR SAMPLES AND PRICES

New York Office
1564 Broadway, Palace Theater Bldg., Plaza 7-1426
Shamokin—Phone: 8-6803

NATIONAL TICKET CO.

SHAMOKIN, PA.

GLOBE POSTER CORPORATION

Stock LITHOGRAPHS for

CARNIVALS—CIRCUSES RODEOS—FAIRS AUTO RACES!

DATES Our Specialty

1220 W. Van Buren St., Chicago 7, Ill.
1531 Washington Ave., St. Louis 3, Mo.

HURRY, HURRY, HURRY

to send for *Major Records*

exciting hi-fidelity 12" LP records of Authentic Carousel or Calliope Music

You'll want these seven 12" double-face LP Carousel Band Organ Records for \$20.00—3½ hours of music

And Three—12" double-face LP Calliope Music Records for \$10.00—another 1½ hours of music

These records capture the hoopla and hullabaloo of old-time carnivals!

Order these crowd-pulling records now prepaid from

THOMAS J. VALENTINO, Inc.
150 West 46th Street New York 36, N.Y.
Send check or money order—no C.O.D., please.

THE ORIGINAL "WILD MOUSE"

Built in Germany by the Finest Craftsmen—No other "Wild Mouse" Ride can equal the design, quality and workmanship.

IMMEDIATE DELIVERY

EXPORT SALES CORPORATION

1103 Ross Ave., Dallas, Texas 53 Hoch Str., Frankfurt, Germany

ROLL—FOLDED—RESERVED SEAT TICKETS


100,000 STANDARD 1X2 INCH ROLL PRINTED TO ORDER **\$39.00** PLUS SHIPPING COST CASH WITH ORDER

EACH ADDITIONAL 10 M ADD \$2.80
FOR CHANGE IN ADM. ADD \$4.00—FOR CHANGE IN COLOR ADD \$2.00.

STATIONERY — WINDOW CARDS — OFFICE FORMS, ETC.
Daly Ticket & Printing Co., Collinsville, Illinois

BRILL'S CAST ALUMINUM ANIMALS CIRCUS WAG CARVINGS

BRILL'S CAST ALUMINUM ANIMALS CIRCUS WAG CARVINGS
1216 No. UNIVERSITY ST. Phone 3-1777
RIDE PEARLS MERRY-GO-ROUND PARADE
A. BRILL, BOX 875 PEORIA, ILL.




FAIR SECRETARIES
TROPHIES, PLAQUES and AWARDS for
HORSE SHOWS
DOG SHOWS
LIVESTOCK SHOWS
STOCK CAR RACES
AND ALL SPORTING EVENTS

Write for Complete 1960 "Special Events" Catalog
IT'S FREE

THE TROPHY & MEDAL SHOP
Dept. BB-4
10 S. Wabash Ave. Chicago 3, Ill.
Phone: Central 4-5018

GOOFY-GOLF®
A Complete 19-Hole Prefabricated Miniature Golf Course!
NEW! FOR 1960 - COMPLETE FIBRE-CLASS UNIT.
NEW! OBSTACLES TO CHOOSE FROM— For permanent or temporary installations that will compare with courses costing 3 times as much. Has **MORE PLAY APPEAL** and **EYE APPEAL** than any other miniature Golf Courses on the market.
Includes **EVERYTHING** from Caddy House, Lights, Illuminated Sign, Animated Obstacles, Clubs, Balls, Greens, Fairways, Number and Par Markers, etc. **A COMPLETE PACKAGE**... a business that can be in operation within a week.
SUPPLIER FOR ALL MINIATURE COURSE NEEDS.
Detailed information and prices upon request.
Call or Write TODAY!
PHILLIPS AMUSEMENTS, INC.
208 S. Robinson St. Bloomington, Ill.

GARBRICK RIDES
42 Ft. Ferris Wheel
36 Ft. Ferris Wheel
20 Ft. Chair Swing
16 Ft. Chair Swing
FLYING SAUCER
Merry Mixer
Trailer Mounted Kiddie Rides
GARBRICK MFG., INC.
Lewis H. & Lewis A. Garbrick
Centre Hall, Penna.
Phone: Empire 4-1403

Rock-o-Plane
Roll-o-Plane
Fly-o-Plane
Octopus
Midge-o-Racer
Bulgy the Whale

"NOSTALGIC NOVELTY"
Re-created from pre-steamboat days; 80 passenger paddle wheel boat operated by horses on treadmill. Horsepower technically augmented.
Lake City Designers
Riverside Hotel Lakewood 7, Ohio

FOR SALE
Herschell Merry-Go-Round, like new, only used two months. Aluminum horses, fluid clutch, electric motor. Will take small Train trade-in or will trade for large Train, or what have you? **JESS PENDERGRAST**, 750 S. Orange Blossom Trail, Phone GArden 4-2115, Orlando, Fla.

DISPLAY FIREWORKS
"The Nation's Finest"
Direct from our factory to you at Rock Bottom Prices.
Catalogue ready for the asking.
Write—Wire—Call
Illinois Fireworks Company, Inc.
P. O. Box 792 Phone: Hickory 2-1716 Danville, Illinois

Evart-Osceola Co. 4-H and FFA Fair. Aug. 24-27. Marjorie Tiedt.
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-Iosco Co. Agri. Soc. July 27-30. Thurman Scofield.
Harrison-Clare Co. Agri. Soc. Aug. 1-6. Albart Haley.
Hart-Oceana Co. Agri. Soc. Sept. 1-3. Newell Gale.
Hartford-Van Buren Youth Fair Assn. Aug. 8-13. Mrs. George Tinker.
Hastings-Barry Co. Agri. Soc. Aug. 1-6. Russell Soloman.
Hesperia-Hesperia Free Fair. Sept. 1-3. Hal C. Bush.
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 Bills.
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-Cathoon 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. H. D. Parish.
Monroe-Monroe Co. Fair Assn. Aug. 8-13. Delmont Chapman.
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.
Onkama-Manistee Co. Agri. 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 Agri. 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. Agri. 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.

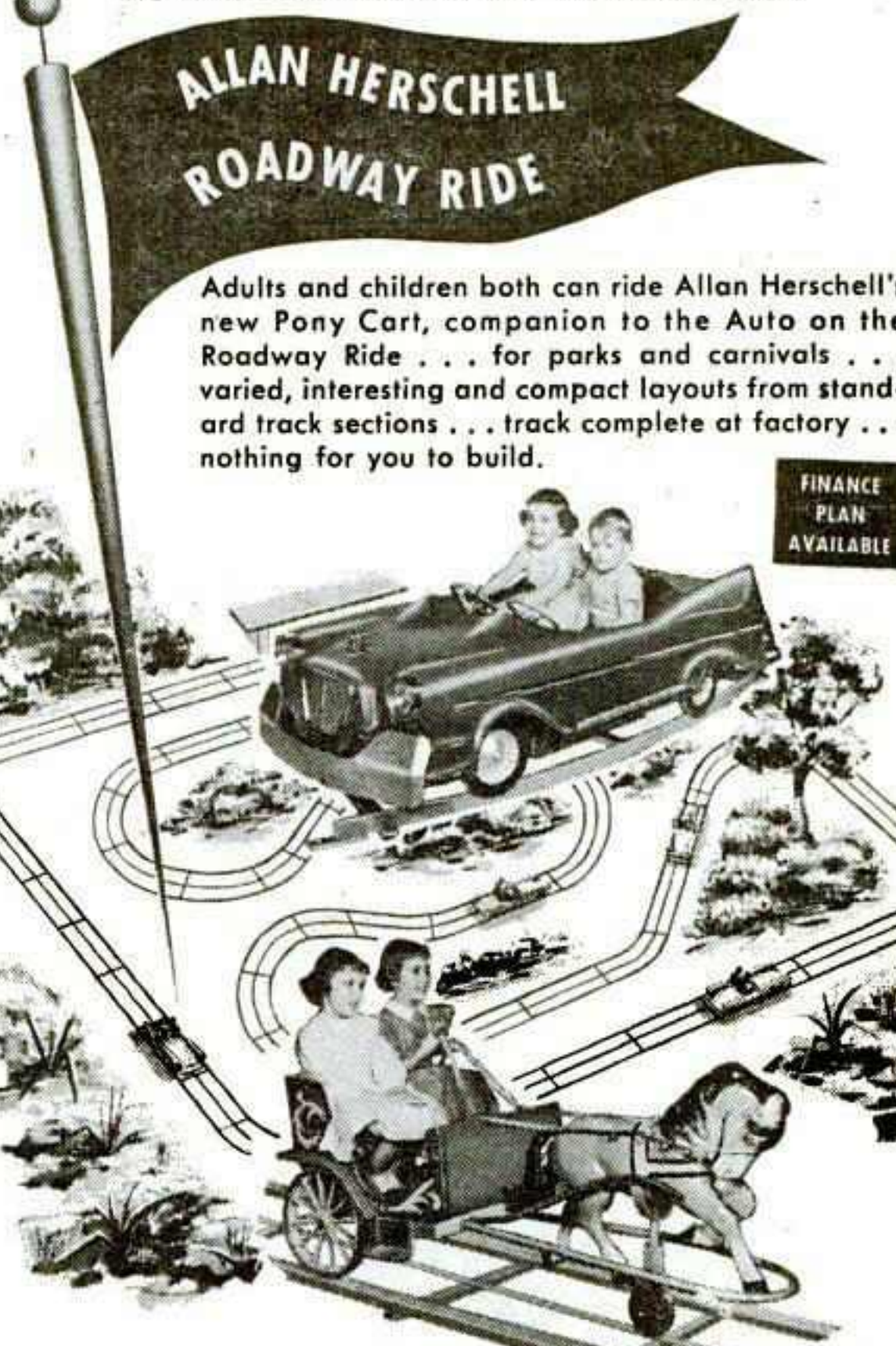
Minnesota
Ada-Norman Co. Agri. Soc. July 1-4. Orlin Lee.
Albert Lea-Freeburn Co. Agri. Assn. Aug. 22-25. Herman D. Jensen.
Appleton-Swift Co. Fair Assn. Aug. 25-28. Loren Lindahl.
Bagley-Clearwater Co. Agri. Soc. Aug. 18-21. John B. Arneson.
Bird Island-Remville Co. Agri. Soc. Aug. 22-24. Harold Baumgartner.
Brainerd-Crow Wing Co. Fair Assn. Aug. 16-19. B. C. Wilkins.
Breckenridge-Wilkin Co. Agri. 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. Agri. 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. Agri. Assn. Aug. 26-28. R. L. Groth.
Hibbing-St. Louis Co. Fair Assn. Aug. 10-14. Sulo J. Ojakangas.
Hopkins-Henn Co. Agri. Soc. July 28-30. Mike W. Zipoy.
Howard Lake-Wright Co. Agri. Soc. Aug. 11-14. Welton Zander.
Jordan-Scott Co. Fair Assn. Aug. 11-14. R. J. Joachim.
Kasson-Dodge Co. Free Fair Assn. Aug. 4-7. Lerry Behr.
Littlefork-Northern Minn. Dist. Fair Assn. Aug. 26-28. Mrs. Harold Running.
Long Prairie-Todd Co. Fair Assn. Aug. 9-11. Logan O. Scow.

Luverne-Rock Co. Fair Assn. Aug. 2-4. Don Sandstede.
Mahanomen-Mahanomen 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. Agri. Assn. Aug. 15-17. Gordon Russell.
New Ulm-Brown Co. Agri. Soc. Aug. 18-21. E. J. Herriges.
Northome-Kooch Co. Agri. Soc. Aug. 14-16. Jane Panchot.
Owatonna-Steele Co. Agri. Soc. Aug. 16-21. Ty Sincok.
Pipestone-Pipestone Co. Agri. Soc. Aug. 22-24. R. S. Owens.
Princeton-Mille Lacs Co. Agri. 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. Agri. Soc. July 19-21. Charles Christianson.
Rush City-Chicago Co. Agri. Soc. July 22-24. A. McKay.
St. James-Watonwan Co. Agri. Soc. Aug. 12-14. Leonard T. Nelson.
St. Paul-Ramsey Co. Agri. 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. Agri. Soc. Aug. 11-14. A. J. Bromenshenkel.
Waconia-Carver Co. Agri. Soc. Aug. 11-14. Edwin Zieroth.
Wadena-Wadena Co. Fair Assn. Aug. 4-7. Don Brown.
Warren-Marshall Co. Fair Assn. July 15-17. Ken S. Nelson.
Waseca-Waseca Co. Fair Assn. Aug. 4-7. Leon J. B. Sexton.
Wheaton-Traverse Co. Agri. Assn. Sept. 8-11. A. W. Vye.
Willmar-Kandiyohi Co. Fair Assn. July 27-30. Albert E. Thompson.

Mississippi
Charleston-Tallahatchie Co. Fair & Livestock Show. Oct. 3-8. James R. White.
Iuka-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. Hibbin.
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-Adams-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 I. 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 Tinsley.
Brookfield-Linn Co. 4-H Fair. Sept. 16-18. Mrs. Carroll K. Lomax.
California-Moniteau Co. Fair Assn. July 20-23. Harold Kindle.

PONY or AUTO... HERE'S THE RIGHT ROAD TO PRESTIGE AND PROFITS



Adults and children both can ride Allan Herschell's new Pony Cart, companion to the Auto on the Roadway Ride . . . for parks and carnivals . . . varied, interesting and compact layouts from standard track sections . . . track complete at factory . . . nothing for you to build.

FINANCE PLAN AVAILABLE

MERRY-GO-ROUNDS • MINIATURE TRAINS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER • JOLLY CATERPILLAR • SKY FIGHTER • HELICOPTER • MAD MOUSE • MITE MOUSE • "1865" LOCOMOTIVE • TRACKLESS TRAIN • BROWNIE TRACTOR • ROADWAY RIDE • RODEO • TWISTER • TANK RIDE • BUGGY RIDE • 18-CAR CAT • SKY WHEEL • RECORD PLAYER • MERRY-GO-ROUND RECORDS • TAPES • RIDE TIMERS • CANVAS.



ALLAN HERSHELL
COMPANY, INC.
NORTH TONAWANDA, NEW YORK

"World's Largest Manufacturer of Amusement Rides"

MESSMORE • DAMON

1461 Park Avenue • TRafalgar 6-3530 • New York 29

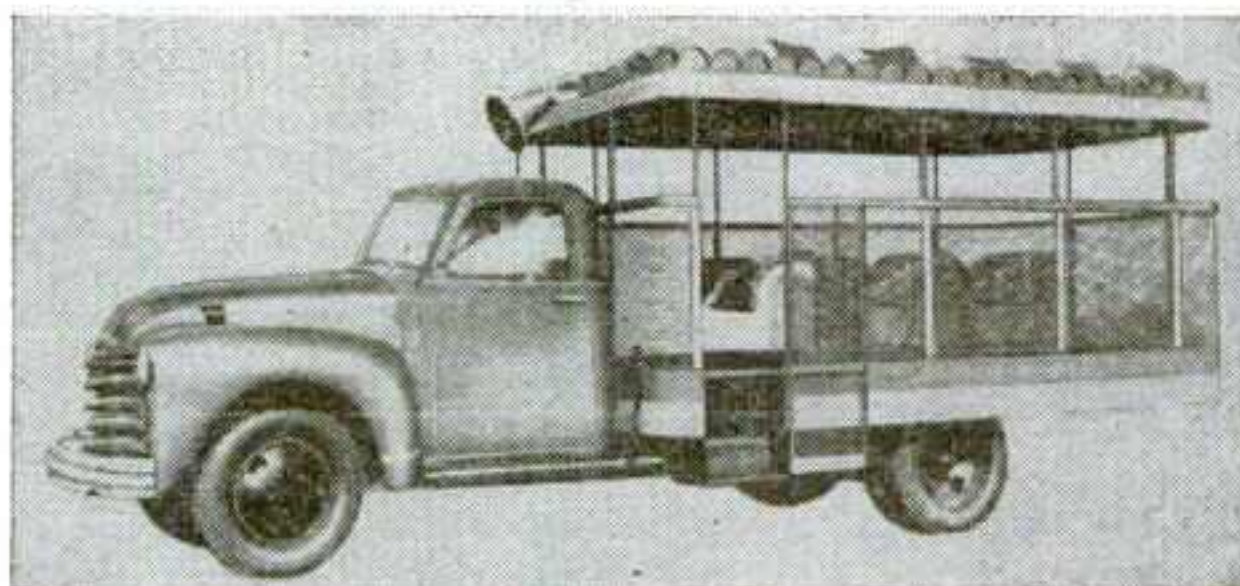
OUTDOOR

FIBERGLASS

KIDDIE PARK
ATTRACTIONS

PLUS
MECHANICAL FIGURES
LAUGHING CLOWNS
GIANT TOY SOLDIERS
CARNIVAL HEADS
DARK RIDE STUNTS

WHY WAIT FOR CUSTOMERS !!



Send for Catalog

WELD BUILT BODY CO., INC. 5903 Preston Court

MORE PROFIT
WITH TRUCK
MOUNTED
RIDES.

Whisp, Merry-Go-Round,
Swing, Ferris Wheel

Brooklyn 34, New York

Strong

FOLLOW SPOTLIGHTS

All Types for All Throws!

INCANDESCENTS THAT ARE 9 TIMES BRIGHTER
ARCS THAT ARE 15 TIMES BRIGHTER

REQUIRE NO EXTRA EQUIPMENT
Plug into 110-V AC outlet.

EXCLUSIVE LENS SYSTEM
ELIMINATES WASTE OF LIGHT

CUT OPERATING COSTS
AS MUCH AS 73%

A SHARP ROUND SPOT
ALWAYS!

Write for brochure and dealer's name, giving length of throw.

Strong GENERAL PRECISION COMPANY

THE STRONG ELECTRIC CORPORATION
64 City Park Avenue • Toledo 1, Ohio
A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

Cape Girardeau—Southeast Mo. Dist. Fair, Sept. 13-18, Frank Steck.
 Caruthersville—American Legion Fair, Oct. 5-9, Harry E. Walloure.
 Carthage—Jasper Co. Youth Fair Assn, July 21-23, Don G. Ham.
 Center—Ralls Co. Jr. Fair, July 28-29, Mrs. Vaughn Litter.
 Chilhowee—Chilhowee Community Fair, Sept. 2-3, M. A. Ficke.
 Clark—Clark Grange Flower Show & Farm 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 S. Gerken.
 Columbia—Boone Co. Fair & 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. Francois Co. Fair & Horse Show, Aug. 31-Sept. 3, Floyd E. Becker.
 Galena—Stone Co. Fair Assn, Sept. 16-17, Nadine Burke.
 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 Assn, July 25-28, Mrs. Dawey Parrott.
 Holden—Holden Free Fall Fair, Sept. 22-24, Wm. L. Terry.
 Houston—Old Settlers' Reunion & Texas 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 Sargent.
 Kansas 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—Laclede 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. 4-6, Alvin F. Linhardt.
 Macon—Macon Co. Jr. Fair, Aug. 1, Mrs. H. B. 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 Assn, July 28-30, E. F. Kemer.
 Newton—Tri-County Community Fair, Sept. 1-3, Hildred Michael.
 Owensville—Gasconade Co. Fair Assn, Aug. 18-20, Oscar Halleman.
 Palmyra—Palmyra Fall Festival, Aug. 31-Sept. 3, Alice McCormick.
 Paris—Monroe Co. Fall Festival & Jr. Livestock Show, Aug. 12-13, Lewis Vaughn.
 Perry—Ralls Co. Jr. Fair, July 28-29, Margaret Litter.
 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 Schneider.
 St. James—St. James Fall Festival, Sept. 7-10, Louis J. Donati.
 Sedalia—Missouri State Fair, Aug. 20-28, M. C. Ervin.
 Shelby—Shelby Co. Fair Assn, July 26-28, A. T. Buckman.
 Slater—Slater Fall Festival, Sept. 1-3, C. F. Corkins.
 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. Roland.
 Sweet Springs—Sweet Springs Fall Festival, Sept. 8-10, L. F. Parker.
 Versailles—Morgan Co. Free Fair, Aug. 11-13, J. C. Garrison.
 Vienna—Marion 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. Wiperman.
 West Plains—Howell Co. Fair Assn, Sept. 7-10, J. Lawrence Moore.

Montana
 Baker—Fallon Co. Fair Assn, Aug. 19-21, E. R. Hoff.
 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 Bowen.
 Deer Lodge—Powell-Deer Lodge Co. Fair Assn, Aug. 19-21, LeRoy P. Kenimesat.
 Dillon—Beaverhead Co. Fair Assn, Sept. 1-4, Allen Walton.
 Dodson—Phillips Co. Fair Assn, Aug. 6-7, Marlon Waters.
 Eureka—Lincoln Co. Fair Assn, Aug. 27-28, H. D. Smiley.
 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 I. Gorman.
 Glendive—Dawson Co. Fair Assn, Aug. 22-24, Richard N. Rigg.

NEW U.S. AIR FORCE RUBBER TARGET BALLOONS

6 ft. long UNINFLATED
15 ft. Diameter when inflated
Cost Govt. \$20.00 Each
OUR LOW PRICE, \$2.50 ea.

Minimum Order 50 Balloons
—Individually Boxed—

J. J. EDELSON
654 Broadway, New York 12
ALgonquin 4-3086

IDEAL FOR **DISPLAY** or for **Advertising Medium**

ORDER **BRODERICK & BASCOM WIRE ROPE** For Your Rides...

Ferris Wheel • Caterpillar • Tilt-A-Whirl • Whip • Hey Day • Lindy Loop • Ridee-O-Ride • Loop-O-Plane • Rock-O-Plane • Screw-Ball

ORDER **B & B SPECIAL AMUSEMENT ROPE** FROM **BRODERICK & BASCOM ROPE COMPANY**

4803 Union Blvd. St. Louis 15, Mo.
870 North St. Teterboro, N.J. 655 Edmunds St. Seattle 8, Wash.

- Prompt shipment!
- Longer service life!
- Flexible, easier to handle!
- Less stretch!
- Higher quality at the same price!

DISPLAY FIREWORKS FOR ALL OCCASIONS

RICH BROS. DISPLAYS OFFER YOU THESE EXCEPTIONAL FEATURES:

1. Latest creations in breathtaking aerial shells.
2. Brilliant animated ground displays.
3. Huge variety of skillfully planned shows that anyone can fire. Experienced operator not needed.
4. "Fire Them Yourself" displays are shipped fully assembled, ready to set up and fire. Simple instructions included.
5. Expert operators are available, when desired, to completely set up and fire large displays.
6. Complete public and property liability insurance.
7. Rain-out clause.
8. High-powered advertising and promotional facilities.
9. Programs can be changed nightly for repeat performances.
10. Displays shipped everywhere in the United States.

SECRETARIES AND ENTERTAINMENT CHAIRMEN: WRITE FOR OUR BIG SPECIAL CATALOG

RICH BROS. INTERSTATE Display Fireworks Co.
DEPT. B-8 BOX 514 SIOUX FALLS, SOUTH DAKOTA

PUTS SPARKLE IN YOUR SODA

Multiplex Multiflo Automatic Carbonator Makes up to 75 Gallons of Fresh Soda Per Hour

Compact, Precision-Built Electric Carbonator Produces 2 to 4 times as much Carbonated Water on 75 lbs. CO₂ Gas Pressure as other units... and does it in 1/2 the Running Time! Versatile—put it into or near dispenser, under sink, elsewhere.

Write for FREE Illustrated Bulletin

MULTIPLEX Faucet Company

1400 Ferguson Ave., Dept BB 4-11, St. Louis 33, Mo.
Manufacturers of Beverage Dispensing Equipment Exclusively Since 1906

RETRACTABLE WHEEL CONCESSION TRAILERS

"A Building on the Midway—A Trailer on the Highway"

Be ready to operate in 5 minutes after pulling on the Midway.

Orders filled in rotation.

SCHANTZ and SONS
P. O. Box 134 Marine, Ill.
Phone: TULip 7-4317

STOCK TICKETS		TICKETS		Cash With Order Price	
1 Roll	\$ 1.50	of every description	3,000	\$ 7.40	Double Coupons
5 Rolls	4.50	Wheel tickets carried in Stock for immediate shipment.	4,000	8.75	
10 Rolls	8.25		6,000	10.10	Double-Price
25 Rolls	18.75		8,000	11.45	
50 Rolls	24.00		10,000	12.80	
100 Rolls	44.00		50,000	24.00	
Rolls 2,000 EACH			100,000	38.00	
Double Coupons			500,000	150.00	
No C.O.D. Orders			1,000,000	290.00	
Size: Single Tkt., 1x2					

THE TOLEDO TICKET CO.
Toledo 12, Ohio
"Allied Trades Union Label used"

FOR **SURE-FIRE PROFITS...**
SMITH and SMITH RIDES!

ADULT FERRIS WHEEL • ADULT CHAIRPLANE
KIDDIE SPACE PLANE • SPEED BOAT RIDE
TRAILER-MOUNTED AUTO RIDE • KIDDIE CHAIRPLANE
ATOMIC JET FIGHTER • "S & S" GO-KARTS

Write for complete information or phone LYceum 2-4732

SMITH AND SMITH, INC.
SPRINGVILLE, ERIE CO., NEW YORK

ADVERTISING IN THE BILLBOARD SINCE 1904

ROLL or FOLDED TICKETS

CASH WITH ORDER PRICES ---

10M	\$16.00	ADDITIONAL 10M	SAME ORDER, \$3.00
-----	---------	----------------	--------------------

Above prices for any wording, change of color only, add \$2.00. Each change of wording and color add \$6.00. For Must be even multiples of 10,000 tickets of a kind and color.

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Most Show Items of Price. Established price. Tax and Total. Must be Consecutively Numbered from 1 up or from your last number.

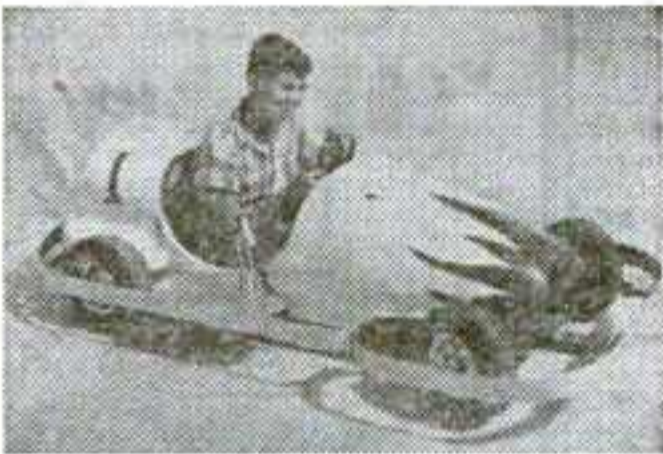
Pretzel's New 2 Story "Double Decker" Dark Ride

(Grossed \$32,000 in Seaside Heights, N. J., This Year)



THUNDERBIRD JR. RIDE

(Grossed \$24,500 in one location this year.)



ALL AMERICAN 1/4 MIDGET

The American Answer for Hot Rod Tracks

PRETZEL AMUSEMENT RIDE CO.
16 BEEBE RUN ROAD, BRIDGETON, N. J.



THE NAME **Eyerly** REPRESENTS
A QUARTER CENTURY OF LEADERSHIP IN
... RIDE ... DESIGN

Manufacturing 7 proven money-making rides (5 Majors and 2 Kiddies) for Parks, Carnivals and Amusement Centers.

- OCTOPUS • ROCK-O-PLANE • ROLL-O-PLANE
- FLY-O-PLANE • LOOP-O-PLANE • MIDGE-O-RACER
- BULGY THE WHALE

ALL EYERLY RIDES are portable, requiring one semi-trailer for major Rides and a 14 ft. truck bed for Kiddie Rides. They are equally appealing as permanent rides.

Write for completed descriptive circulars on all Eyerly Rides

EYERLY AIRCRAFT CO.
Factory and sales office, SALEM, OREGON

Great Falls—Montana State Fair. Aug. 1-6. Dan P. Thurber.
Hamilton—Ravalli Co. Fair Assn. Sept. 1-3. Glenn Chaffin.
Havre—Hill Co. Fair Assn. Aug. 11-13. Allan Hanson.
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 Howser.
Scobey—Daniels Co. Fair Assn. Aug. 2-4. Peyton Bennett.
Sheley—Marias Fair. July 21-24. Alfred Klingler.
Sidney—Richland Co. Fair Assn. Aug. 29-31. Dolf Bosshard.
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. Wesley Huenefeld.
Bartlett—Wheeler Co. Fair Assn. Aug. 19-21. James E. Squire.
Bassett—Rock Co. Fair Assn. Aug. 17-20. Walt Potratz.
Beatrice—Gage Co. Fair Assn. Aug. 17-20. Vernon R. Mulig.
Benkelman—Dundy Co. Fair Assn. Aug. 14-17. Eddie 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. Gibson.
Chappell—Deuel 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 Vortman.
Dunning—Blaine Co. Fair Assn. Sept. 1-4. J. C. Glidden.
Elwood—Gosper Co. Fair Assn. Aug. 17-20. M. R. Morgan.

(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 Dartmouth, Mass. German Kiddie Carroussels 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.

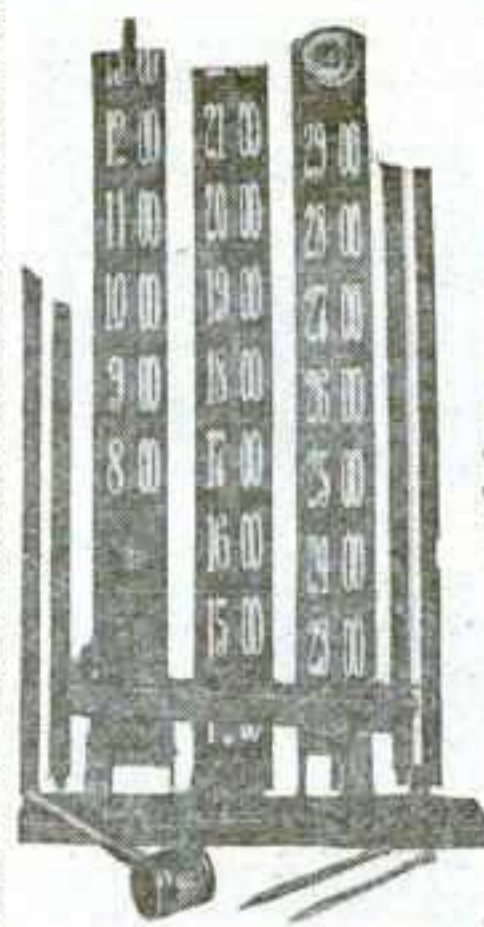
Frank Hrubetz has been turning out Round-Ups and Paratrooper rides since receiving a substantial number of orders in November at the Chicago trade show. Also receiving a widespread representation during the season will be the Flying Coaster, fielded by Aeroafilates thru arrangement with Lowell Stapf. 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 Fun-fair 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.

EVANS

PARK AND CARNIVAL DEVICE CORPORATION

Successors to H. C. Evans
68 Years of Quality Service

At this time the NEW MANAGEMENT would like to thank our customers for their continued patronage and wish you all a highly successful 1960 season.



EVANS' HIGH STRIKER

Center of attraction at Parks, Fairs, Picnics and Carnivals. Built for years of trouble-free operation. 3-section standard is easy to handle. Includes maul, tool-steel nickel-plated chaser and 2x4 braces.



EVANS' JUMBO DICE WHEEL

The Original—The Finest. Jumbo the giant of the business for flash that really turns the tip! Dazzling ornamentation and luxury trim. A brilliant, dependable performance that means profits now and in seasons to come. 60" and 32" diameters for immediate delivery.

EVANS' PISTOL & LONG RANGE STATIONARY AND NEW PORTABLE SHOOTING GALLERIES

Practically lifetime steel construction with malleable iron targets. Plenty of targets, parts, supplies and accessories available.

PROVEN MONEY MAKERS

- Big Tom
- Indicators
- Paddle and Laydown Wheels
- Bumper Cars
- Spindles
- Wheels of All Kinds

Terms: 1/3 Deposit, Balance C.O.D.

EVANS' LATEST CATALOG.

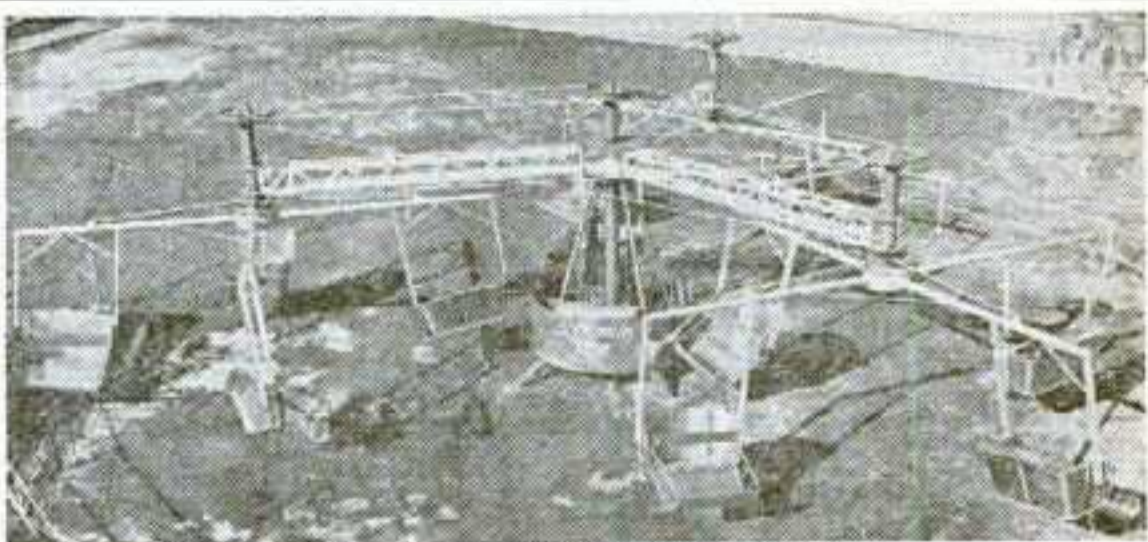
EVANS PARK & CARNIVAL DEVICE CORP.

Factory and Showroom: 1509 North Halsted Street, Chicago 22, Illinois. Phones: Michigan 2-3811 or Delaware 7-7779

WE HAVE THEM **HODGES HAND CAR RIDE** YOU DO NEED THEM
THE WONDER RIDE
\$ or ¢ NET PROFITS, IT'S UP TO YOU

This ride is proven on your own ground before purchase, YOU CANNOT LOSE. May we survey your ground to prove to you what real profits can be made from a low-cost ride. We also sell an all-steel caged type Kiddie Wheel. WILL PAY CASH FOR C-16 MINIATURE TRAINS AND OTHER GOOD AMUSEMENT RIDES.

HODGES AMUSEMENT & MANUFACTURING CO.
2856 Questend N. Drive, Indianapolis 22, Indiana. Telephone: WALnut 6-2093.



THE SPINDLE — A thrill Ride for All Ages

Two full seasons of flawless performance have proven the Spindle to be an excellent repeat ride. Carnival or park operators do not overlook this unique ride. Trailer-mounted center. Capacity, 36 adults. 12 gleaming stainless steel seats. Requires 80 ft. of space. Power unit—Allis Chalmers. Loads easily on a 20 ft. straight truck. Erects in 2 hrs. with 3 men. Built by well experienced ride manufacturer. Write for literature.

VERNON H. GARBRICK WELDING & MACHINE WORKS
CENTER HALL, PA.
Phone: EMpire 4-1489 — OR — Pleasant Gap, FLanders 9-2032

★ ACTION MINIATURE GOLF ★
BUY ★ ANIMATED ARCHERY RANGES ★ NOW
★ TEE OFF GOLF DRIVING RANGES ★
MODERN Designed & Fully Equipped Package Deal.
CUSTOM Built & Quickly Installed On Your Location.
STEEL Construction for Trouble Free Operation.
QUALITY for Profit—We Build the Best, not the Most.
FREE Consultation—Lay Out Service & Delivery.
NIAGARA SPORTCENTER, INC.
1701 Niagara Falls Blvd., Tonawanda, N. Y. Phone: UN 9728 or TA 7344

SHORTER CROP

Raw Popcorn Prices Seek Higher Levels

IT APPEARS that popcorn concessionaires, who annually deal out the light and tasty corn by the ton at outdoor amusements, will 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 to 10 per cent higher. Sixty per cent of those queried by The Billboard, in fact, look for the upped rates.

George Brown, of the Wyandot Popcorn Company, Marion, O., sees a 15 per cent hike. He points 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 reduced surplus should actually reflect. Should average again be cut 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.

It is the type of product that you do not get tired of easily. The future of popcorn is practically unlimited in the concession field."

The price situation is summed up as follows by Wayne Blewitt, vice-president of Central Popcorn Company, Schaller, Iowa: "Popcorn prices during the last part of 1959 were about 20 per cent higher than during the early part of 1959. Since the first of this year (1960), prices have dropped to a point which would be midway between those two extremes. In other words, prices now are about 10 per cent higher than they were in early 1959 and about 10 per cent lower than they were four months ago in late 1959."

Blewitt also said he expects prices to regain the drop they have sustained during the past four months and to possibly increase another 50 cents per cwt. due to the higher cost of contracts in 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. . . ."

CHEERFUL OUTLOOK

Eat, Drink Equipment Execs View Season With Optimism

IF THE eat-and-drink business at outdoor amusements isn't in for a banner year, then the experts in the field have missed their guess.

Optimism is the key word in this multi-million-dollar business. In 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 to 5 and in some cases 10 per cent higher than they were a year ago at this time. Labor and material costs, naturally, are the reason for the increase.

J. C. Evans, sales manager of 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 have done all right. In fact, they do 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

Evans points out that competition will definitely be hotter for

the best locations, but there are more total opportunities. This year is a bad year to boost prices, cut quality or overlook sound merchandising principals, he said.

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 cent.

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 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 had since the '40's. Poppers Supply Company is also optimistic and,

according to 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 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 & Spanish Peanut Company.

Conditions in Southern California (Continued on page 73)

NEW!



ECHOLS ELECTRIC CORN POPPER
LIGHT WEIGHT!!!
COMPACT!!!
EFFICIENT!!!

Top popping unit lifts off for easy moving, like the widely accepted Echols Snow Cone Machines. Kettle, stirring motor and heat lamp are in top unit, which can be bought separately and used on Echols Snow Case. A nice feature for Snow Concessions. You can convert those cool evenings to popcorn profits.

Echols 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.

S. T. ECHOLS, INC.
 Box 216, Bismarck, Mo.

SLUSH—
SNOWBALLS—
ROOT BEER—
POPCORN—
COTTON CANDY—

Equipment & Supplies!
ROY SMITH CO.
 365 Park St.
 Jacksonville, Fla.

SNO-KONE SYRUPS
 TASTE BEST WITH "LOV-A-BLE" DRY EXTRACTS
 Write for free literature and sample offer.
G. K. LOVING CO.
 211 West 7th St. Richmond, Va.

Special
FOOD & DRINK
Section



try a **FREE** working **SAMPLE!**

popsit plus!
 will bring more profit to the most profitable concession.

UNSURPASSED FOR POPPING CORN
 CHOICE PEANUT OIL ARTIFICIALLY COLORED AND FLAVORED

ONE GALLON 7.7 LBS.

REFINED AND PACKED BY C.F. SIMONIN'S SONS, INC. PHILADELPHIA 34, PA.

America's finest popcorn seasoning imparts rich butter-like flavor...and color!

PROVE IT NOW!
 We'll send you a working sample, free for the asking!

SIMONIN • PHILADELPHIA 34, PA. popping specialists to the nation

KANSAS CITY, MO.

Complete stock of GOLD MEDAL Machines, Supplies, Parts for
Sno-Kones, Popcorn, Floss, Apples.
Fast, dependable, personal SERVICE.

George or Gus Kopulus

**REGAL POPPERS SUPPLY**

1813 Baltimore St.

Kansas City, Mo.

Phones: BALtimore 1-8777; Night: WABash 4-6505.

ST. LOUIS, MO.

Gold Medal Poppers, Shavers, Floss Machines,
Supplies, Accessories and Parts.
Fast, Personal Service.

C. R. FRANK NATIONAL SUPPLY CO.

Stu Tomber—Dick Mueller

1806 S. Jefferson

St. Louis 4, Mo.

Phones: PR 2-4615, 16

DES MOINES, IOWA

Serving the Midwest with the complete GOLD MEDAL Line for
Sno-Kones, Popcorn, Candy Floss, Candy Apples.
Fast service from our complete stock.

Poppers, Whirlwinds, Sno-Kone Machines, Floss Cones, Printed
Sno-Kone Cups, Super Triple XXX Popcorn.

HAWKEYE POPCORN CO.

405 S.W. Ninth St.

Ralph Altman

Des Moines, Iowa

Phone: ATLantic 8-5653

RICHMOND, VA.

For a complete line of Supplies and Equipment for

SNO-KONES POPCORN
CANDY APPLES COTTON CANDY
VICTOR POPCORN SUPPLY

211 W. 7th St.

Phone: Belmont 3-4806

Richmond, Va.

**SNO-KONETTE**

The standard of the Industry in
semi-automatic shavers. The
best value by far. Lasts twice
as long, All Cast Aluminum,
GE Motor.

Sno-Konette
\$149.50

**SNO-KONE KUPS**

Every Sale is a walking
ad. 5, 6, and 8 ounce size
ensure maximum profits,
at any selling price. Guar-
anteed to produce more
sales, and more profits,
too. Printed cups for ice
balls are a Gold Medal
original.

SNO-KONE FLAVORS

Profit proven by over
50,000,000 sales a sea-
son. You'll always make
more sales and profits.
The only way to make the
best tastin' sno-kone. Use
them exclusively for sure
and see.



Also:

Counter cup racks
Spoons
Dispensers
Vending trays
Carry out trays

Syrups
Parts, Straws
Dippers
Ice boxes

SNO-MATIC

Fastest, Best-Shaving Auto-
matic Shaver. Dryer snow.
Smoother Operation. Extra
Flash for more sales.

Sno-Matic
\$325.00

**NEW DISPENSERACK**

holds Crack-type
or Measurite Dis-
pensers. Built-in
drip tray and
spoon compart-
ment. A "must"
for every Sno-
Kone set-up. Only
\$22.50. Order
today.

Sno-Kone Printed Hats, 10 for
55c. Make sure your operators
wear them at all times.

Sno-Kone Fluorescent Sign. Every
stand needs one. Only \$17.50.

GOLD MEDAL PRODUCTS CO.**NEW ORLEANS, LA.**

CONCESSION SUPPLIES FOR ALL EVENTS

SNO-KONES FLOSS PEANUTS POPCORN CANDY APPLES
SUPPLIES and EQUIPMENT

NEW ORLEANS CONCESSION SUPPLY

1738 Washington St.

New Orleans, La.

Phone: TWinbrook 9-1181

INDIANAPOLIS, IND.**Carnival One Stop**

Concession, Carnival Supplies & Equipment
Featuring GOLD MEDAL Products

CARNIVAL SUPPLY CO.

Lou Fink

426 S. Meridian St.

Indianapolis 25, Indiana

Melrose 7-7739

PORTLAND, OREGON

Serving the Pacific Northwest

GOLD MEDAL Equipment and Supplies

Everything for Popcorn, Sno-Kones, Cold Drinks, Candy Apples
and Candy Floss

POPPERS SUPPLY OF PORTLAND

340 S.E. Seventh Ave. Phone: BELmont 6-5455 Portland 14, Ore.

DETROIT, MICH.

In Michigan, Ohio and Indiana it's

MICHIGAN POPCORN CO.

for the GOLD MEDAL line of Snow, Floss, Popcorn,
Equipment and Supplies.

Expert Service Department, parts in stock for all makes of equipment.
Large stocks, prompt service.

MICHIGAN POPCORN CO.

17800 John R St.

Phone: TOWnsend 9-8420

Detroit, Mich.

MINNEAPOLIS, MINN.



Serving the Great Midwest
with all Gold Medal products.
Complete Stock—Fast Service.

**MIDLAND
POP CORN COMPANY**
67 Eighth Ave. N.E.
FEderal 3-0434

COLUMBIA, S. C.

SOUTHEASTERN DISTRIBUTOR
for GOLD MEDAL

CROMER'S P-NUTS

1235 Assembly St.

Phone: AL 2-9952

Columbia, S. C.

LOS ANGELES, CALIF.

West Coast Distributors

Whirlwind and Hurricane Floss Machines—Cotton Candy Cones—Flossine, Bands, Heating Elements for all Floss Machines—Repair Service—Complete line of Gold Medal Equipment—Sno Cone Machines—Printed Cups—Ready-to-use Syrups & Concentrates—Apple Sticks.
Complete line of Concession Supplies & Equipment. Ready-bagged 2-oz. PEANUTS—packed 100 per case—BULK PEANUTS—POPCORN (no extra charge for 50-lb. bags).

CHUNK-E-NUT PRODUCTS CO.

1261 EAST 6TH St.
Phone: MADison 3-1495

LOS ANGELES 21, CALIF.
Ed Berg—Jack Pasternak

NEW YORK, N. Y.

WORLD'S HEADQUARTERS FOR CONCESSION SUPPLIES

Distributors for GOLD MEDAL products, Cretors and Star Popcorn Machines.
Guaranteed reconditioned used Concession Equipment and repairs.

L. D. HARRIS POPCORN CORP.

359 West 45th St.

New York 36, N. Y.

Phones: JUDson 6-0527—Columbus 5-7274. Evenings and Holidays: ORiole 6-3849

WHIRLWIND
The Cotton Candy Machine you will eventually buy—why not buy it first and save money. Its superiority being proved in thousands of locations. More floss, more floss per hour, and more per pound of sugar. Your best value by far.
Whirlwind \$275.00

COTTON CANDY HATS
Ten for 55c.
Help make more sales.

COTTON CANDY SIGN
Cotton Candy Fluorescent Sign, \$17.50.

RIBBONS AND BAND
Use them exclusively for greater production.

COTTON CANDY CONES
Sanitary white cones make floss operation easier, better, more profitable. A Gold Medal Original.

FLOSSINE
The easy, inexpensive way to get the plus profits that colored and flavored floss brings you. Another Gold Medal Original.

STRIPED FLOSS CONES
Get more sales appeal into your floss operation. Use red-and-white Striped Cones. Guaranteed to produce more sales.

KANDYSTAND
Portable Stand for your Whirlwind. Folds completely flat. Completely glassed-in side, and partial top. Ideal for an extra outdoor Set-up.
Kandystand \$87.50

DOUBLE YOUR FLOSS PROFITS WITH JUMBO FLOSS CONES
For the first time you can really give a 25¢ value when you use them. You make two-color sales look bigger. Easier to work. Cleaner for your customers. Only \$6.50 per thousand.

322 East Third Street • Cincinnati 2, Ohio

OMAHA, NEBR.

We have on hand in our Omaha Warehouse a complete line of GOLD MEDAL supplies and concession equipment. Offered at catalog prices, f.o.b. our Omaha Warehouse.

Prompt service is our specialty.

NEBRASKA CONCESSION SUPPLY

(Formerly Nebraska Popcorn Supply)

938 North 24th St.

Omaha, Nebr.

Phone: JACKson 8436

SPOKANE, WASH.

"We feature the GOLD MEDAL line"

PEERLESS-SUNPUFT, INC.

North 1107 Pearl

Spokane 2, Washington

Phone: FAirfax 8-1151

"Your Inland Empire Headquarters for Concession Supplies"

BALTIMORE, MD.

SERVING MIDDLE ATLANTIC STATES

GOLD MEDAL Equipment and Supplies.
Distributors—Cretors, Star, Krispy Kist Popcorn Machines.
Complete line Popcorn and Carnival Supplies.

CORNGO, INC.

Falls & Shoemaker Rds., P. O. Box 5307

Baltimore 9, Md.

Maryland, Virginia, North Carolina, Pennsylvania, Delaware, Jersey Shore.

KANSAS CITY, MO.

YOUR HEADQUARTERS FOR GOLD MEDAL PRODUCTS
Service to four states: Missouri, Kansas, Nebraska, Iowa

L & L POPCORN COMPANY

114 W. 18th St.

Kansas City 8, Mo.

Phones: HA 1-6856—57—58

COMPLETE CONCESSION EQUIPMENT

DETROIT, MICH.

Distributors of Cretors Popcorn Machines, GOLD MEDAL Products and Complete Line of Popcorn Supplies and Equipment

DETROIT POPCORN CO.

Phones: TYler 4-6912

5633 Grand River Ave.

Detroit 8, Mich.

SAN FRANCISCO, CALIF.

Servicing The Entire West Coast

Fast Dependable Service, Top Quality Items, Low Prices. See us for all your CANDY FLOSS, SNO-KONE AND POPCORN Equipment and Supplies. Stop and see our new Headquarters next to the Show Folks of America.

CALIFORNIA CONCESSION SUPPLY CO.

ARTHUR UNGER
GR 4-9117

149 TURK ST.

SAN FRANCISCO 2

PHILADELPHIA, PA.

Serving The Entire East Coast

A complete stock of GOLD MEDAL Products plus many, many more "money makers" for quality and service.

Write, Wire, Come In. See our large ad elsewhere in this issue.

POPPERS SUPPLY CO., INC., OF PHILADELPHIA

1211-13-15 North Second Street—plenty of parking space.
Philadelphia 22, Pa. Phone: GARfield 6-1616-1617

PITTSBURGH, PA.

Complete line of Equipment and Supplies for all concessions.

Fastest personal service in this area.

Complete display and stock on hand at all times.

HENRY A. THEODOR CO.

1708 Forbes Ave.

Pittsburgh 19, Penna.

Phones (COurt 1-5740
(COurt 1-6530

(After hours—HAzel 1-3201)

JET POP SUPER SPEED 2 LB. Gas Popper

The first NEW gas popper in a decade. The first IDEAL gas popper for the outdoor popcorn operator. Pilot Lite. Easy to clean. Won't rust. Won't leak. Flame won't blow out. Costs almost \$100.00 less—but a better popper by far than any other gas popping unit.

JET POP SUPER SPEED 2 LB. only \$269.50

Jet Pop-16 One Lb. Unit \$225.00

Peanut Display Case

For years the outdoor concessionaire has needed a sturdy peanut warmer. Here's THE one for you. All cast al-mag for sharp appearance, strength and long life. Holds over 50 pounds. 500 watt heaters keeps 'em hot. **Only \$115.00**

Carmel Cooker

Complete carmel corn cooker, accessories and supplies, only **\$103.50**

WHIZ BANG

A 400.00 value in Popcorn Poppers for only \$265.00. All cast al-mag construction ensures triple life, better appearance. Pops 25.00 per hour. Your best value in Electric Poppers.. **Whiz Bang \$265.00**

POPCORN HATS
Ten for 55c

POPCORN FLUORESCENT SIGN
\$17.50

PEANUTS FLUORESCENT SIGN
\$17.50

CARAMEL CORN FLUORESCENT SIGN
\$17.50

Dry Poppers
Peanut Bags
Peanut Roasters
Carmel-Set

Scoops
Cello Bags
Heat Sealers
Popcorn Cones
Popcorn Vendors

GOLD MEDAL PRODUCTS CO.

• 322 East Third Street • Cincinnati 2, Ohio

CHICAGO, ILL.

CARAMELCORN EQUIPMENT
CUSTOM BUILT FLOSS STANDS, MACHINES.
TAFFY APPLE COOKERS, CANDY EQUIPMENT,
SNOW BALL MACHINES, TAFFY PULLERS.

KRISPY KIST KORN CO.

120 S. Halsted

TAylor 9-0248

Chicago 6, Illinois

WEST TERRE HAUTE, IND.

POPCORN

a bag or a carload.

Complete line of GOLD MEDAL Supplies.

ALDEN STALLINGS POPCORN CO.

Highway 40W

Phone D-3395

ST. LOUIS 2, MO.

GOLD MEDAL money-makers and PRUNTY'S POPCORN will make your concession products very profitable. Price list on request.

PRUNTY SEED & GRAIN CO.

"The OLDEST and most reliable name in Popcorn and Concessions"

620 North 2nd St.

In our 86th year

ST. LOUIS 2, MO.

DOYLESTOWN, OHIO

Serving Northeastern Ohio with a complete line of GOLD MEDAL Equipment. Peanuts, Popcorn and Supplies.

C. J. DANNEMILLER CO.

Phone: Oldfield 8-2431, Doylestown, Ohio

UP-DATED GEAR

Offer New Equipm't To Eat, Drink Ops

THE introduction of new equipment 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 18½ 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

with a built-in carbonator, cooling equipment and sirup container. The refrigeration system is inside the barrel, eliminating the need for remote or under-the-counter hook-ups. Keg is finished in natural oak with stainless hoops.

Mile High Equipment Company has a new ice maker, drink dispenser and fountain combination called Drink-O-Matic Deluxe. Requires floor space of six square feet, features four dispensing heads. Manufacturer claims it produces and stores 250 pounds of ice per day.

Sweden Freezer has introduced a new multiple drink dispenser that serves 360 six-ounce finished drinks per hour. It dispenses any three pre-flavored drinks, carbonated and/or non-carbonated, plus soda water, soda jet and ice water separate dispensing tubes for each drink.

Helmco-Lacy has a new drink mixer line and a new beverage cooler line with six models.

Popcorn . . .

Gold Medal Products Company is offering its new Jet Pop Super Speed 32 which they claim is the

first advance in gas-fired high production popping equipment in over 10 years. It uses new style jet 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 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 another quantity equal to almost 175 sales. It takes either two nickels or a dime.

Caramel corn mixers are making new appearances. Cretors & Company has come up with an automatic that is said to take the labor out of making caramel corn. Poppers Supply Company is offering its new Magic Mixer one-batch caramel corn mixer. With it, a bushel of popped corn and sirup can be mixed in less than 60 seconds. It fits any kettle because of its adjustable mixing blade. Mixing blade is easily removable for cleaning. Comes with a quarter horse power Westinghouse motor.

Snow . . .

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 is then poured over the snow-cicle. Machine is priced at \$99.

A new sirup dispenser that con-

tains three colors is being featured by Concession Supply Company at \$124.50. The dispenser, with one turn of the faucet, makes a snow cone with orange, lime and cherry flavors in one shot. Each flavor stays separated for 20 minutes without blending. Each tank holds three quarts plus a four-quart sirup jar. It also dispenses single flavors.

Veteran Sammy Bert has come up with a combination snow machine and cold sirup dispenser. It has a dispensing container for the sirup so that both the snow and sirup are readily obtainable from the same machine.

Features of the new ice-shaver offered by Sno-Master Manufacturing Company is a reversing switch that is said to completely eliminate jamming from ice freeze-ups. Also featured is a new type nozzle that is said to prevent splattering. It weighs 65 pounds and occupies one square foot of counter space.

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 is 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 back counter use. Food compartment lifts off for cleaning and can be immersed in a sink. Lists at \$65.

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 13½ inches wide. It's a plug-in appliance, UL 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 two-horsepower Freon-22 compressors. Model 15 has a two-horsepower Freon-22 condensing unit and one and one-half horsepower heater motor.

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 claims ice can be produced at from 6 to 8 cents per 100 pounds.

Cheerful Outlook

Continued from page 69

ifornia 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 volume-wise 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, vice-president of Stanley Knight Corp.; S. T. Jacobson, owner of Chicago's Krispy Kist Korn Machine Co., and L. W. Woolfolk, Steel Products Co.



Your customers will say:

Be sociable... have a Pepsi

Be ready. In cold bottle or cup, today's sociable moderns prefer today's lighter Pepsi-Cola. Meet the demand—have Pepsi on hand.



News for concessionaires! New! Pepsi "Pre-Mix" saves labor costs . . . no bottles, breakage or storage. Serves the drink they want . . . perfectly. Get the "Pre-Mix" story from your local Pepsi-Cola Bottler, or write to National Accounts Dept., Pepsi-Cola Company, 3 West 57th Street, New York 19, N. Y.

Now! Pepsi "Special Bottle Size" for concessionaires.

Clawson Ice Shavers

"HAIL KING" Model No. HKE-5

A trouble free, gravity fed machine.

produce uniform SNOW-ICE electrically. Shave and Save the CLAWSON way.



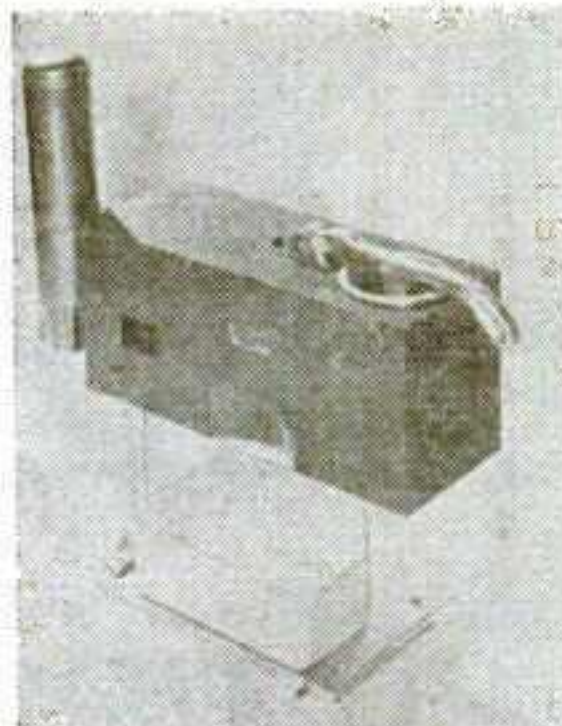
"SNOW-BALL" Model No. XHK-5

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 1 1/4 inch square snow-cicle on a stick or in a shallow paper cup. Another CLAWSON first.



The Greatest Name in SNOW-ICE SHIVERS

- Simple in Construction
- Sensibly Priced

A Style and Size for every need. Write today for complete details.

CLAWSON MACHINE CO., INC.

P. O. BOX 5

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 Faucet and Cover
★
5 gallon stainless steel



No guesswork — no waste. FLAVOR IS ALL MEASURED OUT FOR YOU in the handy 6-oz. flavorette bottle. Entire contents of bottle is added to sugar and water (simple sirup) to make 1 gallon high-quality sirup.

TEN POPULAR FLAVORS

Packed 12 6-oz. bottles per case.

ALSO AVAILABLE IN GALLONS
1 gallon makes 23 gallons of sirup when added to sugar and water.

Value **\$50.00**
FREE with \$150 flavor order
You pay \$12.50 with \$100 flavor order
You pay \$25 with \$50 flavor order

WRITE FOR SPECIAL OFFER
ORANGE SMILE CO., 2001 S. 9th Street, St. Louis 4, Mo.
Makers of Quality Flavors for 47 Years

1960 Fair Dates

Copyright 1960, The Billboard Publishing Company

Continued from page 67

Eustis—Frontier Co. Fair Assn. Aug. 18-20. Dean Hueffle.
Fairbury—Jefferson Co. Fair Assn. Aug. 4-6. S. M. Cressman.
Franklin—Franklin Co. Fair Assn. Aug. 13-15. William Smith.
Fremont—Dodge Co. 4-H Fair Assn. Aug. 10-12. Archie White.
Fullerton—Nance Co. Fair Assn. Aug. 1-4. E. M. Black.
Geneva—Fillmore Co. Fair Assn. Aug. 7-9. Sylvester J. Weis.
Gordon—Sheridan Co. Fair Assn. Aug. 25-28. George B. Comer.
Grand Island—Hall Co. Fair Assn. Aug. 23-26. Howard Raintorth.
Grant—Perkins Co. Fair Assn. Aug. 17-20. D. W. Sexson.
Harrison—Sioux Co. Fair Assn. Aug. 5-7. Dean Lundy.
Hartington—Cedar Co. Fair Assn. Aug. 20-22. F. J. Peitz.
Hastings—Adams Co. Fair Assn. Aug. 15-18. Dr. L. L. Lemonds.
Hemingford—Box Butte Co. Fair Assn. Aug. 18-21. Harry C. Knight.
Holdrege—Pheips Co. Fair Assn. Aug. 8-11. Edgar M. Borg.
Humboldt—Richardson Co. Fair Assn. Sept. 14-16. L. E. Watson.
Hyannis—Grant Co. Fair Assn. Aug. 26-28. Mrs. Earl Hayward.
Imperial—Chase Co. Fair Assn. Aug. 24-27. Edward Burke.
Johnston—Brown Co. Fair Assn. Sept. 3-5. Irene Scheinost.
Kearney—Buffalo Co. Fair Assn. Aug. 22-26. W. S. Wimberley.
Leigh—Colfax Co. Fair Assn. Aug. 25-28. Ernest 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 Schultz.
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. Marvin Peterson.
Mitchell—Scotts Bluff Co. Fair Assn. Sept. 7-9. G. L. Williams.
Neligh—Antelope Co. Fair Assn. Aug. 26-28. Clinton Stonebraker.
Nelsson—Nuckolls Co. Agrl. & Hort. Soc. July 27-29. Loyd L. Dillon.
Norden—Keya Paha Co. Fair Assn. Sept. 16-18. Leonard McCormick.
Oakland—Burt Co. Fair Assn. Aug. 21-24. Orrin Kohlmeier.
Ogallala—Keith Co. Fair Assn. Aug. 14-17. Roy G. Nelson.
Ord—Valley Co. Fair Assn. Aug. 17-19. Edmund H. Huffman.
Orleans—Harlan Co. Fair Assn. Aug. 17-20. James H. Mitchell.
Pawnee City—Pawnee Co. Fair Assn. Aug. 10-13. R. W. Ganzel.
Pierce—Pierce Co. Fair Assn. Aug. 18-21. Herman Scheer.
St. Paul—Howard Co. Fair Assn. Aug. 30-Sept. 2. H. E. Elstermeier.
Scribner—Dodge Co. Fair Assn. Sept. 14-16. Elmer Stoltzman.
Seward—Seward Co. Fair Assn. Aug. 1-3. C. W. Maltby.
Sidney—Cheyenne Co. Fair Assn. Aug. 17-20. 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—Serp Co. Fair Assn. Aug. 25-27. Mrs. L. W. Zelleck.
Stanton—Stanton Co. Fair Assn. Aug. 25-28. Stan Schilleper.
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—Cuming 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. Jr. Chamber of Commerce.
Reno—Washoe Co. Fair. Sept. 15-18. Clarence Thornton.

New Hampshire

Contoocook—Contoocook Valley Fair Assn. Sept. 2-5. Charles A. Jones.
Cornish—Cornish Fair Assn. Aug. 19-20. Fred Davis.
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 Agrl. Soc. Sept. 2-5. Albert J. Kennedy.
New Boston—New Boston Fair. Sept. 24. Ruth Dudge.

North Haverhill—North Haverhill Fair Assn. July 30-Aug. 1. Max C. Robinson.
Plymouth—New Hampshire State Fair. Aug. 24-27. Delbert B. Gray.
Rochester—Rochester Fair Assn. Sept. 17-24. Albert Brown.
Sandwich—Sandwich Town & Grange Fair Assn. Oct. 12. Reuben P. Hodge.

New Jersey

Branchville—Sussex Co. Farm & Horse Show. Aug. 9-13. John W. Raab.
Bridgeton—Cumberland Co. Co-Op Fair Assn. Aug. 1-6. Raymond R. Riley.
Caldwell—Essex Co. 4-H Fair Assn. Aug. 9-10. John A. Hassert.
Cape May Court House—Cape May Co. 4-H Fair Assn. July 21-23. William S. Lefes.
Clayton—Gloucester Co. 4-H Fair Assn. Aug. 4-5. F. E. Johnson.
Cowlton—Salem Co. Fair Assn. Aug. 11-12. Marlin A. Brace.
Dunham's Corner—Middlesex Co. Fair Assn. Aug. 9-13. Russell Herbert.
Egg Harbor—Atlantic Co. 4-H Fair. Aug. 18-20. Patricia Eckrich.
Far Hills—Somerset Co. 4-H Assn. Aug. 18-20. Mrs. Robert Hey.
Flemington—Flemington Agrl. Fairs. Aug. 30-Sept. 5. Norman L. Marshall.
Freehold—Monmouth Co. 4-H Fair Assn. July 21-23. George W. Siver Jr.
Lakeland—Camden Co. 4-H Fair Assn. Aug. 5-6. Mrs. Joseph Friel.
Lakewood—Ocean Co. Fair Assn. Aug. 3-4. F. S. Mansue.
Lumberton—Burlington Co. Farm Fair. July 28-30. Clarence B. Davenport.
Parsippany—Troy Hills—Morris Co. Fair Assn. Aug. 20-27. Ruby Bost.
Trenton—Farmers' Picnic & 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. Conklin.

New Mexico

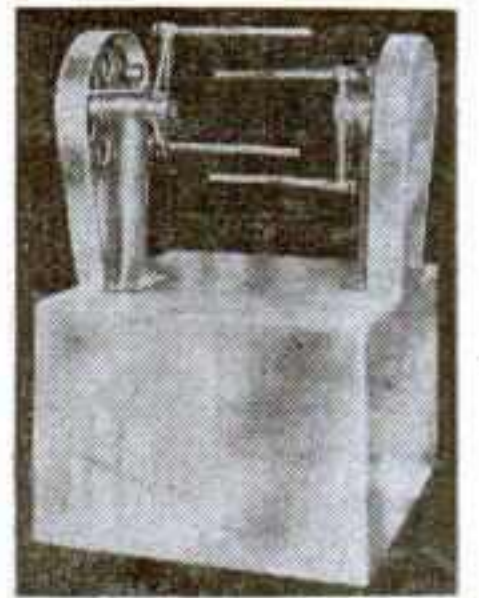
Albuquerque—New Mexico State Fair. Sept. 17-25. Quentin T. Barron.
Deming—Tri-State Fair. Oct. 6-9. T. E. Nixon.
Las Cruces—Doña Ana Co. Fair. Sept. 9-11. Dr. R. W. Hancock.
Lovington—Lea Co. Fair Assn. Sept. 7-10. Mrs. Charlene Hopkins.
Roswell—Eastern New Mexico State Fair. Sept. 28-Oct. 2. Carl J. Rohr.
Springer—Colfax Co. Fair Assn. Sept. 8-11. Reuben L. Vigil.

New York

Altamont—Albany, Schenectady & Greene Co. Agrl. Soc. Aug. 15-20. Stuart T. Rombough.
Alton—Alton Driving Park & Agrl. Assn. July 18-23. Guy L. Marvin.
Albion—Orleans Co. Ext. Service Assn. Aug. 10-11. Robert Stuerzebecher.
Angelica—Allegany Co. Agrl. Soc. Aug. 3-7. Donald R. Foreman.
Avon—Genesee Valley Breeders' Assn. Sept. 3-4. H. W. Chanler.
Ballston Spa—Saratoga Co. Agrl. Soc. Aug. 22-26. Henry Little.
Batavia—Genesee Co. Agrl. Soc. Aug. 22-27. Jay W. Keller.
Bath—Steuben Co. Agrl. Soc. Aug. 31-Sept. 5. J. Victor Faucett.
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. Victor Scroger.
Canandaigua—Ontario Co. Agrl. Soc. July 19-24. Christine H. Smith.
Chatham—Columbia Co. Agrl. Soc. Sept. 2-4. J. Vincent Hartigan.
Cobleskill—Cobleskill Agrl. 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—Chautauque 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 Agrl. & Mech. Soc. Aug. 8-13. Bligh A. Dodds.

(Continued on page 76)

READY NOW! IMMEDIATE DELIVERY FROM STOCK



HILDRETH PULLING MACHINES

AUXILIARY EQUIPMENT AVAILABLE

- Model K Kiss and Model KH long toffee Wrappers
- Forced Draft Stoves
- Open Fire Kettles

AT BARGAIN PRICES

Write, Wire or Phone Collect For Details and Quotations.
Illustrated Circular Available.

HILDRETH PULLING MACHINE CO.

153-157 CROSBY STREET
NEW YORK 12, NEW YORK
PHONE: Canal 6-5334

Make Your Own SYRUPS

for only **70¢** a gallon

WITH FLAVORS FROM HURTY-PECK. FINEST SYRUPS FOR . . .

- BEVERAGES
- SNO-CONES
- TOPPINGS

Order from Hurty-Peck & Co., America's largest independent flavor house. For full information, samples and booklets on syrup-making, write today.

HURTY-PECK & COMPANY

Fine Flavors Since 1903
333 West Ninth St., Indianapolis, Ind.

FIREWORKS Pyrotechnic Displays

Fairs—Celebrations—Special Events.

Distinctive displays of your ideas reproduced through the exciting and beautiful medium of Animated Fireworks. We render service free on large displays with full insurance coverage. Also "Fire-It-Yourself" Programs, \$50.00 and up. Assembled, complete, with instructions to fire. Send for Free Catalogue.

WISDOM FIREWORKS CO.

P. O. Box 795, Route 8, Mehlville, Mo.
(Phone: Ivanhoe 7-4468)

CANDY APPLE MAGIC

MAKES THE BEST CANDY APPLE FOR THE LOWEST COST.
Write for free literature and sample offer.

G. K. LOVING CO.
211 West 7th St. Richmond, Va.

SNOWBALL FLAVORS and SUPPLIES

STILL DRINK COMPOUND—ROOT BEER COMPOUNDS

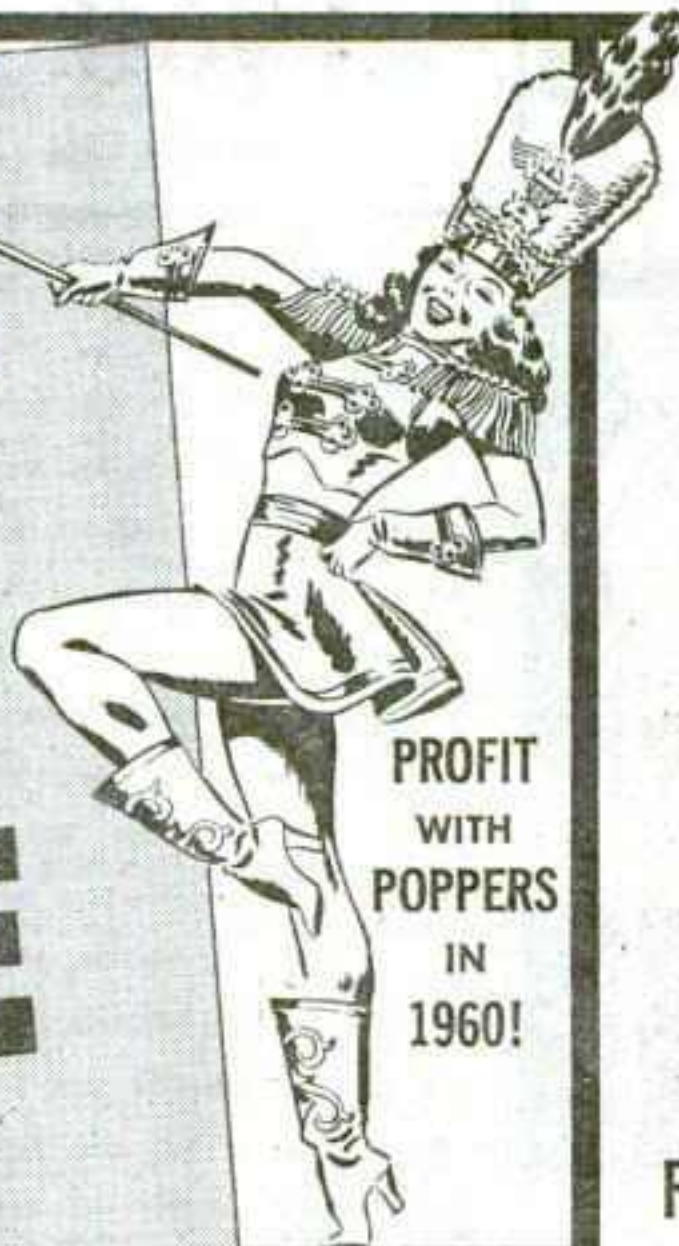
- Powder Colors—Acid Solutions—Citric Crystals—Amico Tin Spoons
- PAPER GOODS—Straws—Snow Vee Cups—Cold Drink Cups—Hot Coffee Cups—Napkins—Plates—Bags
- EQUIPMENT—Echols Snow Machines—Syrup Dispensers—Drink Dispensers—Snow Ball Carriers—Electric Candy Floss Machines

Send for Price List.

DERR BROS.

711 South Fifth St. Phone: 12 Boonville, Ind.

POPPERS PROFIT PARADE



PROFIT
WITH
POPPERS
IN
1960!



Foldaway Concession Stands & Tents

TENTS: water proof, fire and mildew resistant Dacron.
4'4" wide: \$119.50 5'4" wide: \$139.50

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.



ALL-IN-ONE CARAMEL CORN MIX

... special butterscotch flavor. Just add water and cook; one batch covers a pretzel can of corn.

\$1.50 per batch

ALL-IN-ONE CANDY APPLE MIX

... no recipes, no mess, no fuss; one bag covers approximately 115 apples.

\$1.50 per batch

NEW -- POPPERS CHOCO-APPLE DIP

An exclusive ready-mix coating that looks, tastes and smells like chocolate! 50 lb. carton (covers approximately 1500 apples).

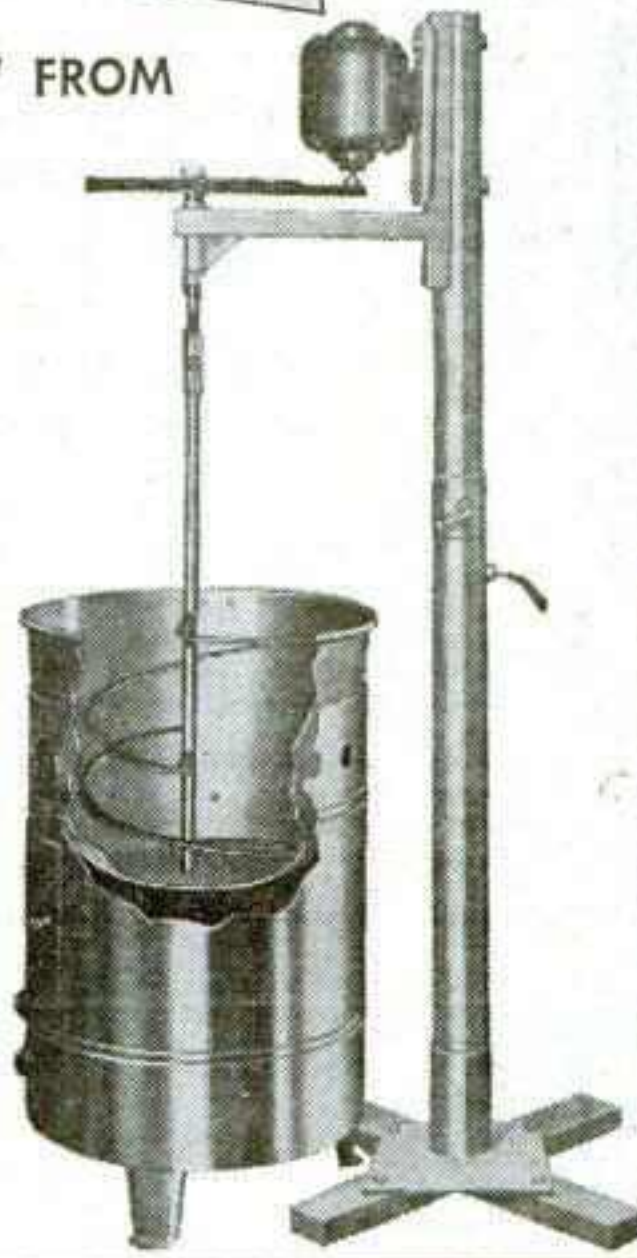
\$5.75 10 lbs. \$27.50 50 lbs.

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

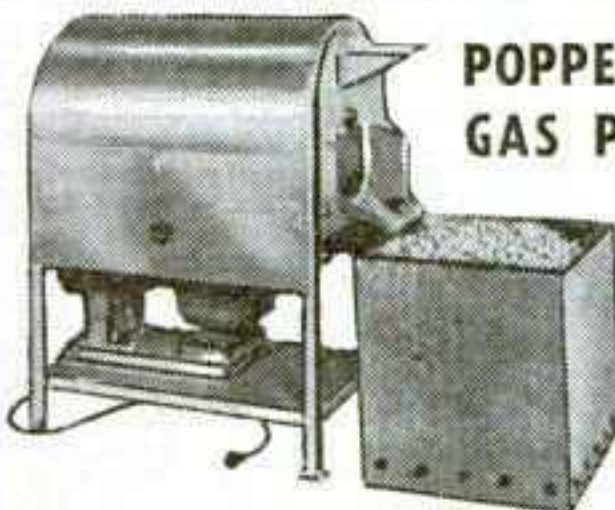


ALL-IN-ONE CANDY COOKER

Model DBA

... for Candy Apple, Caramel Apple and Choco-Apple Dip. Heavy Duty, use with electric or gas.

\$99.50

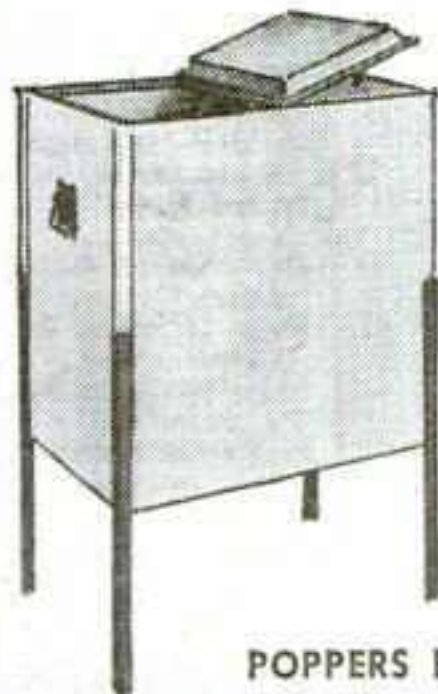


POPPERS "ROAST-KING" GAS PEANUT ROASTER

Use with any type gas; 15 lbs. per roast.

\$289.50

complete with cooling cart.

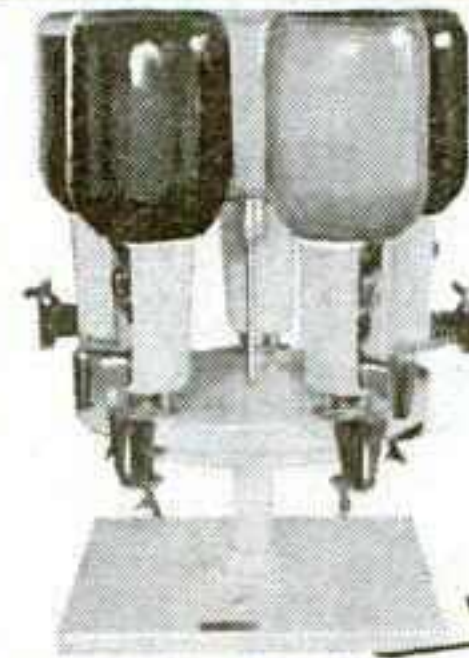


POPPERS ICE SAVER

Heavily Insulated! Pays for itself! Holds up to 200 lbs. of ice.

\$47.50

POPPERS HAS EVERYTHING



POPPERS Flavor-Go-Round

Dispenses 6 flavors in 15" of counter space. Ball-bearings. Flashing lights.

turntable only \$32.50

Dispenser faucets: \$15.95 each



DISPLAY CASES & WARMERS

... in glass and gold-anodized aluminum: All 28 3/4" x 19 1/4" x 24" Popcorn and Peanut Cases feature infra-red heating. Candy Apple case has fluorescent light.

\$99.50 each

Machines, equipment and supplies shown are only a small sampling of the complete Poppers line. Write for FREE 1960-61 catalog. We feature GOLD MEDAL and other quality products.

POPPERS SUPPLY CO., Inc. of Phila.

OUR ONLY LOCATION: 1211 N. 2nd St., Philadelphia 22, Pa. — 24 hour phone service: GARfield 6-1616

1960 Fair Dates

Copyright 1960, The Billboard Publishing Company

Continued from page 74

Grahamsville—Sullivan Co. Ext. Service Assn. Aug. 27. Karl Grajt.
 Greenwich—Cambridge Valley Agrl. Soc. Aug. 23-27. Mrs. Marjorie Sheridan.
 Hamburg—Eggle 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. Soc. July 29-30. 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. Agrl. Soc. July 24-30. Charles B. Estey.
 Palmyra—Union Agrl. Soc. Aug. 9-13. W. Ray Converse.
 Penn Yan—Yates Co. Agrl. Soc. July 13-17. Bernard Hoban Jr.

Pike—Wyoming Co. Fair. Assn. Aug. 22-26. Charles Van Arsdale.
 Plattsburgh—Agrl. & Ind. Fair of Clinton County. 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 Carrrite.
 Schaghticoke—Agrl. & Lib. Arts Soc. of Rensselaer County. Sept. 2-6. Nelson 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 Beardley.

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.

Concord—Cabarrus Co. Agrl. Fair. Sept. 12-17. Clyde L. Probst Jr.
 Drexel—Drexel Community Fair Assn. Aug. 23-27. Ralph A. Abernethy.
 Edenton—Chowan Co. Legion Fair Assn. Oct. 3-8. R. E. Leary.
 Enfield—Firemen's Agrl. Fair. Sept. 26-Oct. 1. W. B. Burchette.
 Fayetteville—Cape Fear Fair Assn. Oct. 3-8. Fritz Pelone.
 Greensboro—Greensboro Agrl. Fair. Sept. 27-Oct. 1. Mrs. Clyde Kendall.
 Greenville—Pitt Co. Fair Assn. Oct. 3-8. Norman Y. Chambliss.
 Hamlet—Richmond Co. Agrl. Fair. Sept. 12-17. Sam Bauersfield.
 Henderson—Golden Belt Fair, Inc. Oct. 17-22. C. M. Hight.
 Henderson—Vance Co. Colored Fair Assn. Oct. 24-30. Brooks Hawkins.
 Hickory—Catawba Fair. Sept. 12-17. Corbin Green.
 High Point—High Point Fair Assn. Sept. 19-24. T. C. Potts.
 Kings Mountain—Beth Ware Community Fair. Sept. 14-17. Stokes Wright.
 King—Stokes Co. Fair Assn. Sept. 27-Oct. 1. Glenn Ashburn.
 Lexington—Davidson Co. Agrl. & Ind. Fair. Sept. 19-24. Curtis A. Leonard Sr.
 Littleton—Littleton Tri-County Fair Assn. Oct. 17-22. T. R. Walker.
 Louisburg—Franklin Co. Fair. Oct. 17-22. Mary W. Fleming.
 Madison—Madison Agrl. Fair Assn. Sept. 19-24. Tom Morgan.
 Monroe—Union Co. Fair Assn. Sept. 5-10. John W. Hearn.
 Morganton—Burke Co. Fair Assn. Sept. 5-10. C. Miller Sigmon.
 Raleigh—North Carolina State Fair. Oct. 11-15. Dr. J. S. Dorton.
 Rocky Mount—Rocky Mount Agrl. Fair. Sept. 9-17. Norman Y. Chambliss.
 Statesville—Iredell Co. Agrl. Fair. Sept. 12-17. Clyde Smyre.
 Weldon—Halifax-Northampton Co. Fair. Sept. 12-17. Paul Hawkins.
 Winston-Salem—Dixie Classic Fair for Northwest N. C. Oct. 4-8. Tom Rice.
 Yanceyville—Caswell Co. Agrl. Fair. Sept. 19-24. Weldon Duncan.

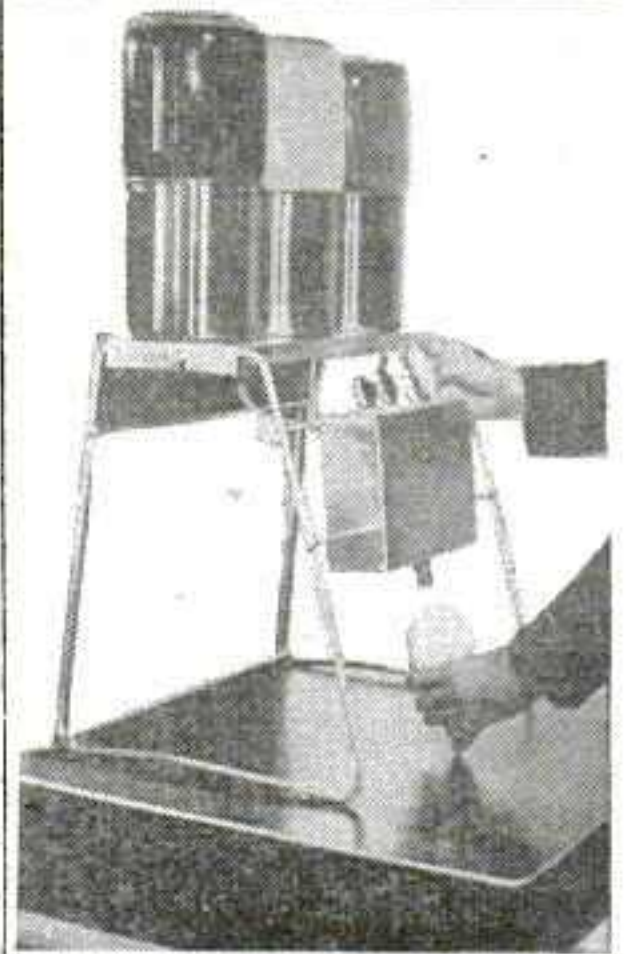
North Dakota

Beach—Golden Valley Co. Fair Assn. Sept. 9-10. Walter D. Mattson.
 Boffineau—Boffineau 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. Kenneth L. Stewart.
 Cooperstown—American Legion Fair. June 23-25. Glen Slavick.
 Crosby—Divide Co. Fair Assn. July 3-5. Vernon Nichols.
 Devils Lake—Ramsey Co. Fall Fair. Sept. 28-30. E. Duane Harder.
 Fargo—Red River Valley Fair Assn. July 19-25. A. D. Scott.

Fessenden—Wells Co. Free Fair. July 12-15. Ben Rogelstad.
 Flaxton—Burke Co. Fair Assn. July 14-16. Merwyn Larson.
 Grand Forks—Grand Forks State & County Fair Assn. June 26-July 2. Ralph Lynch.
 Hamilton—Pembina Co. Fair Assn. July 21-23. Franklin Page.
 Havana—Sargent Co. Fair Assn. Sept. 4-7. R. N. Weber.
 Hettinger—Hettinger Co. Fair Assn. Aug. 26-27. Tommy L. Reff.
 Jamestown—North Dakota State Dairy Show. July 3-6. Clayton Paulson.
 Jamestown—Stutsman Co. Fair. July 3-6. A. F. Baenen.
 Langdon—Cavalier Co. Fair Assn. July 7-9. Dick Forkner.
 Lisbon—Ramson Co. Fair Assn. July 7-9. L. E. Lilyquist.
 Minnewaukan—Benson Co. Fair Assn. June 27-29. V. A. Helberg.
 Minot—North Dakota State Fair. July 17-23. Merrel O. Dahle.
 Watford City—McKenzie Co. Fair Assn. Aug. 24-25. Eric Aarnson.

Ohio

Andover—Andover Street Fair. July 28-30. Dave Botham.
 Ashland—Ashland Co. Fair Assn. Sept. 20-24. Francis Smith.
 Athens—Athens Co. Fair Assn. Aug. 11-14. Emory Allen.
 Attica—Attica Fair Assn. Aug. 13-17. Mrs. Ruth Hornett.
 Barlow—Barlow Fair Assn. Sept. 23-24. F. H. Proctor.
 Bellefontaine—Logan Co. Fair Assn. Aug. 22-25. John L. Morris.
 Bellville—Bellville Fair Assn. Sept. 14-17. Victor Roberts.
 Berea—Cuyahoga Co. Fair Assn. Aug. 15-21. Norman Lehman.
 Bowling Green—Wood Co. Fair Assn. Aug. 8-13. John L. Clarke.
 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.
 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.
 Chillicothe—Ross Co. Fair Assn. Aug. 9-13. 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—Peeble Co. Fair Assn. Aug. 9-13. Howard Toney.
 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 Dunlap.
 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 Luse.
 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 Fulton.
 Millersburg—Holmes Co. Fair Assn. Aug. 17-20. Verle H. Sprang.
 Montpelier—Williams Co. Fair Assn. Sept. 11-17. Woodrow Schlegel.
 Mount Gilead—Morrow Co. Fair Assn. Aug. 15-20. Merrill Cowgill.
 Mount Vernon—Knox Co. Fair Assn. July 24-30. Henry C. Richards.



Multi-Flavored Sno-Cone Syrup Dispenser

The Most Attractive Syrup Dispenser on the Market. Dispenses One—Two—Three Flavors at One Time.

HAS FLASHY DISPLAY SIGN
Increase Sales 500%

Write for Literature
BON VIVANT CORP.

314 So. 12th Street
Omaha 2, Nebraska
Phone: JA 1210

New ANIMATED Figures for

Dark Rides and Fun Houses, Custom-Built ANIMATED Fibre Glass, Outdoor Attractions and Miniature Golf Hazards.

ANIMATED DISPLAY CREATORS, INC.
7301 N.E. Miami Court, PL 7-5778
Miami 38, Florida

FAST DRAW

Headquarters
Electronic clocks and timers.
Contest and concession model.
STANLEY ATTRACTIONS
7240 Beechmont Ave.
Cincinnati 30, Ohio

Modernized and Advanced Ideas

DETROIT FIREWORKS DISPLAY COMPANY

P. O. Box 5293, Detroit 35, Mich.
BR 2-2950

AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1960 DATE BOOK
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

NAPOLEON'S COACH

Famous Exhibit from Madame Tussauds Exhibition, London—probably over 150 years old. Wonderful show piece, first check \$2,000 secure. Shipped on buyer's account, American Express. Scammells, Ltd., Spitalfields, London, E.1.

Kiddie Rides For Sale

Merry-Go-Rounds, Horses, Ponies, Space Ships, Boats, Hot Rods, Super Jets. Priced from \$150.00 up.

BOYD'S AMUSEMENTS
105 East Morrell Streator, Illinois

RIDES FOR SALE

10 Dodge Cars & Portable Building. Will sell separately \$5,500
Kiddie Cars, Bus & Planes. 1,000
San Antonio Boat Ride. 1,200
7 Shetland Ponies, equipped. 1,400
All now operating at Kiddie Playland.
TOM DeWITT
5521 Paraguay El Paso, Texas

"HUCKSTER" mobile concession stands

WELLS CARGO

PUT YOU "IN BUSINESS" AT A MOMENT'S NOTICE!

CHOICE OF SEVERAL MODELS
PRICED FROM \$1395
AS LOW AS \$400 DOWN

Write for Catalog C

WELLS CARGO • 112 By-Pass • ELKHART, IND. • Phone CO 4-2171

ANNOUNCING

A NEW SERVICE IN THE BILLBOARD

THE WHO'S WHO

Listing of Acts and Attractions

TALENT MART

THE AMUSEMENT INDUSTRY'S FOREMOST BOOKING GUIDE

(See page 90 for Complete Information)

Napoleon-Henry Co. Fair Assn. Aug. 15-19. 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-Putnam Co. Fair Assn. Sept. 20-24. Gene Spittale.
 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. Clarence 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 Ghoslon.
 Randolph-Randolph Fair Assn. Sept. 9-11. R. P. Hamilton.
 Richwood-Richwood Fair Assn. Sept. 2-5. Dana D. Lowe.
 St. Clairsville-Belmont Co. Fair Assn. Sept. 8-10. Joe O. Costine.
 Sandusky-Erie Co. Fair Assn. Aug. 13-17. Karl W. Kurtz.
 Sidney-Shelby Co. Fair Assn. July 30-Aug. 5. William F. Stewart.
 Smithfield-Jefferson Co. Fair Assn. Aug. 17-20. W. E. Rose.
 Springfield-Clark Co. Fair 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 Mesnard.

Troy-Miami Co. Fair Assn. Aug. 13-18. Emerson 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. Carl 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. Elliott.
 Guyton-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. Robert Messengale.
 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 & Exposition. 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-Pottawatomie Co. Fair Assn. Sept. 18-21. Mrs. H. L. Swink.
 Stillwater-Mayne 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.

Woodward-Woodward Co. Free Fair Assn. Sept. 14-16. Eugene Williams.
Oregon
 Albany-Fall 4-H Fair. Aug. 22-24. O. E. Mikesell.
 Astoria-Clatsop Co. Fair. Aug. 24-27. Otto A. Owen.
 Baker-Baker Co. Fair Assn. Sept. 4-5. LeRoy Wright.
 Burns-Harney Co. Fair Assn. Sept. 8-11. Dan Crump.
 Canby-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.
 Deer Island-Columbia Co. Fair Assn. Aug. 18-20. Elsie Tracy.
 Enterprise-Wallowa Co. FFA Fair. May 26-28. John Kison.
 Enterprise-Wallowa Co. 4-H Fair. Aug. 17-20. John Kison.
 Eugene-Lane Co. Fair Assn. Aug. 24-28. Ernest McCulloch.

Fossil-Wheeler Co. Fair Assn. Sept. 9-11. J. P. Steiwer.
 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 Fair. Aug. 21-23. Bryant Williams.
 La Grande-Union Co. Fair Assn. Aug. 25-27. Ray C. Baum.
 Lakeview-Lake Co. Fair Assn. Sept. 3-5. Zane Gray.
 Lebanon-Linn Co. Spring 4-H Fair. May 5-7. D. E. Mikesell.
 McMinnville-Yamhill Co. Fair Assn. Aug. 18-20. Harold V. Lewis.
 Madras-Jefferson Co. Fair Assn. Aug. 17-23. Jack L. Carr.

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)

OGLE COUNTY FAIR, INC.
 Oregon, Ill., Sept. 3-4-5, 1960
 DAY AND NIGHT FAIR

CONCESSIONS, write to Horace Chasm, 804 Madison St., Oregon, Ill. We want Night Shows and Free Acts, but must be priced right. An outstanding fair, now in its 107th year. Free Acts and Night Shows, write to

E. D. LANDERS
 Box 31, Oregon, Ill.

ATTENTION CARNIVAL OWNERS!

ANIMATED PORTABLE STUNTS
 4 different spine-chilling displays.
 Write for Low Price

ANIMATED DISPLAY CREATORS, INC.
 7301 N. E. Miami Ct., Miami 38, Fla.
 Phone: PL 7-5778

Shooting Galleries

And supplies for Eastern and Western Type Galleries. Write for new catalog.

H. W. TERPENING

137-139 Marine St. Ocean Park, Calif.

WANTED

Free Acts for County Fair, Nights, October 1 and 2. Replies to **FLOSSIE SANTEE, Seey.**

GREENLEE COUNTY FAIR
 Duncan, Arizona

ATT.: FAIR SECRETARIES

Big gala show of 1960 available for fairs, grand stand or stage shows. Featuring Willie Mabon, Herb Lance, Five Chances vocal group, Mabel John (sister of Little Willie John), Jump Jackson and his orch. Wire, write or call:

JUMP JACKSON
 5727 So. LaSalle Chicago 21, Ill.
 Normal 7-4151-4152

UNION, S. C.

Popcorn-Cotton Candy-Snoballs-Candy Apples

"A complete line of Concession Supplies"

KIRBY'S POPCORN & CONCESSION SUPPLIES

210 Fike Avenue Phone HA 7-2393 Union, S. C.

ECHOLS ELECTRIC ICE SHAVERS
 "All the Snow You Need for Busiest Days." Ladle, Scoop, Ice Pick, Funnel, 4 Pourouts and Cup Dispenser furnished with each machine. 1/3 hp., 110 volt, 60 cycle A.C. motors. Terms: 25% deposit with order, balance C.O.D., F.O.B. Bismarck, Missouri.

High-Speed Shaver and Plexiglas Case ← as pictured → \$137.50
 Machine only \$75.00
 Aluminum Stand \$16.00

New improved Shaver with De Luxe Plexiglas Case. ← as pictured → Special—\$325.00
 Deluxe Stand \$20.00

S. T. ECHOLS, Inc. Box 216 BISMARCK, MO.

Popcorn, Food & Drink Supplies



STEAMRO JR., MODEL 35
 Electric Combination Hot Dog Steamer and Bun Warmer. Holds Approximately 150 Dogs and 40 Buns \$77.00

CARAMEL APPLE DIP

1 Can (8 lbs.) \$ 3.00
 Case of 6-8 Cans 15.00

SKEWERS

4 1/2". Per 1,000 \$ 1.60
 Case of 10, 00 13.50
 5 1/2". Per 1,000 2.60
 Case of 10, 00 23.50

Cellophane Apple Wraps, 10"x10".
 Per 1,000 \$4.95
 Granular Peanuts, 30# Case 9.00
 Glucose, 5-Gallon Pail 5.90

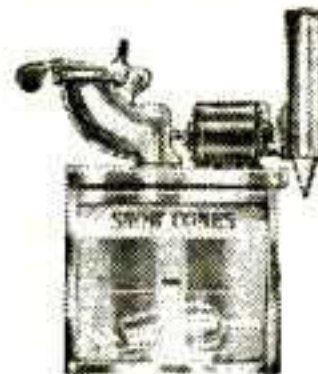
All-in-One Red Candy Apple Mix.
 Case of 6 Bags for \$9.50
 Single Bags, Each 1.75
 Bag is Enough for 10 Dozen Apples.
 Candy Apple Set, Contains Red Coloring and Cinnamon.
 Per Lb. Can 1.75
 Coloring for Candy Apples and Floss.
 Extra Strong Green:
 1-Lb. Can, \$7.00; 1/2 Lb., \$4.00.
 RED: 1 Lb., \$4.50; 1/2 Lb., \$2.75.

ROASTED PEANUTS

90 or 100-Lb. Sacks.
 Jumbos Fancies
 31c Lb. 27c Lb.
 50-Lb. Lots, Add 1/2c Per Lb.
 25-Lb. Lots, Add 1c Per Lb.

Peanuts Packed in Corrugated Cases, Add 50c Per 100 Lbs.

Roasted Peanuts in the Shell, in 2-Ounce Waxed Bags, Inquire for Price.



Echols Counter Model with Electric Motor, \$137.50.

Counter Model with Gasoline Engine, \$210.00.

FLOSSINE

For Coloring and Flavoring Candy Floss, in Following Flavors: Cherry, Orange, Mint, Lemon and Vanilla. \$1.50 Per Lb. Can, or 6 Cans for \$7.50. Floss Cones: Case of 4,000...\$16.00

CONTACT US FOR SNO-KONE SYRUPS, CONCENTRATES & CUPS

1/3 Deposit on C.O.D. Shipments.

All Prices F.O.B. St. Louis, Subject to Change Without Notice.

PRUNTY SEED & GRAIN CO.

Popcorn Processors • Telephone: MAin 1-0582

Located One Block North of the Eads Bridge

BIGGER PROFITS WITH OUR HIGH VOLUME POPCORN & SUPPLIES

Rush Hour Popcorn
 Pop King Popcorn
 Golden Hulless Popcorn

All Popcorn Packed in 50-Lb. and 100-Lb. Bags and Cases of Four 12 1/2-Lb. Bags.

Coconut Oil
 Coconut Bars
 Popsit Plus
 Colored Peanut Oil

12 KINDS POPCORN CARTONS.
 Prices on Request.

20 KINDS OF POPCORN BAGS, Also Savoral, Scoops, Popcorn Machines, Etc. Inquire for Our Full Price List.



GOLD MEDAL CANDY FLOSS MACHINE

NO vibration. Runs smooth and quiet. 110-220 volts, 60 cycle, AC. \$275.00 complete with pan.

GET MORE SALES WITH THESE MODERN LOW COST



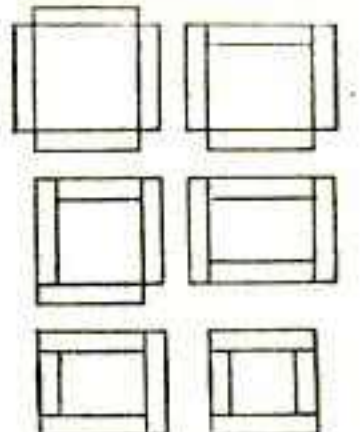
CONCESSION BOOTHS



In just minutes you have an attractive, eye-catching booth... a profit-making stand-out in any crowd... indoors or out! Amazingly low in cost... these trim, colorful, light weight metal booths can be changed from one to any of six sizes — in seconds... are designed to give years of sturdy service for unlimited purposes... parties, bingo, fish fries, church suppers, carnivals, benefits, etc.

ALL METAL FRAME

- For Outdoor, Indoor Use
- Years of Service
- 6 Variable Sizes in One
- Easily Erected in 10 Mins.
- Stores Compactly
- Sections Interchangeable



One Booth Adjusts to 6 sizes

Full Size 12' x 12'...
 Smallest Size 9' x 9'

Write — or Phone JU 7-9158 Today

LOUISVILLE METAL PRODUCTS CO.

1101 West Oak Street, Louisville, Ky.

U. S. CIRCUSES THRIVE; SEE BIG '60 BUSINESS

Steady Number of Shows Blankets Nation; Use Sponsorship Plans

MORE than three dozen circuses are traveling the highways of America. They come in all sizes 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.

Circus business in the United States shows all the earmarks of booming this year. Business has been good for years, with only an occasional drop-off season, and the early returns for 1960 reveal that circuses are setting records left 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, Kansas City, Memphis, Wilkes-Barre, Greensboro and Charlotte, N. C., and a host of other cities. Show owners, arena managers and sponsors report a steady stream of capacity houses.

In recent seasons business has been strong for circuses and sponsors. But early returns indicate 1960 will be even better.

Circus managers are delighted, of course. But they always have known that the public wants to see circuses. Given a good show and a promotion plan that publicizes the show and sells advance tickets, there will be a good attendance. It is the degree of business that surprises them this time.

Now it is time for the tented circuses and additional indoor circuses to start their annual tours. Ringling-Barnum is opening in New York. Three other important shows are running at the same time in New Jersey and Long Island areas around New York itself. These four key engagements will give further insight into what the season holds.

In every part of the nation there are circus advance promotions under way, and shows are playing their way toward them. Out of the

Oklahoma and Texas circus centers have come nearly a dozen shows. Florida-based circuses are heading northward now thru the Southeast and on toward the East and Middle West. Other shows are opening in Missouri, Ohio and Georgia. In California there are several new shows getting started, joining the several regulars on the West Coast. Of these U. S. shows, several are scheduled to enter Canada for extended stays.

Only careful routing on the part of circus agents keeps these shows from colliding, and together they blanket the nation. Nearly every 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 circuses.

Since World War II circus business has been thru one of the periods of transition that has marked its progress since the days of 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 growing country had towns to support shows, but those towns didn't have adequate halls. Tented shows held the lead in this business until about the time of World War II. Then indoor shows had found a new place in the scheme of things and grew to major stature again. Now the two styles of circuses exist side by side.

Where once the biggest shows were under canvas, now the shows with the most elaborate performances are indoor shows. But the tented shows include several that are giving the indoor majors a run for their money.

One of the biggest factors to enter circus business is that of sponsorship. Its first beginnings appeared in depression years, although there are earlier instances among Shrine temples as well as others. During the war years, circuses, like every other form of amusement, thrived and prospered as the public sought entertainment. After the war came the nearly complete

switchover to sponsorship plans. First the growing indoor shows, then—one by one—the tented circuses turned to the local sponsor as the best manner in which to operate.

Now all of the 18 indoor circuses, except Ringling-Barnum, use local sponsors. Most successful have been the Shrine-sponsored dates. Ringling, incidentally, operates behind an advance promotion operated, not by a local organization, but by a local businessman in most cases.

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 reasons.

This gives organizations of every type an opportunity to go into circus business for a day or a week at a time. Many of them make use of this opportunity and with the resulting profits they support their club's charities or other activities. Some shows have played cities under the same auspices for 20 years and more, and many auspices now have recorded circus profits in gigantic totals.

Gil Gray to Play For Brandon Shrine Auditorium Crowds

BRANDON, Man.—The Gil G. Gray Circus will appear in the province of Manitoba for the first time when it plays Brandon May 26-28. It will be the first time in three years a circus has played here for the Shrine. Matinee and evening performances are planned on each of the three days. W. (Bud) Dilley is president of the Brandon and District Shrine club and Walter Mummery is general circus chairman.

HOW TO SUCCEED

Membership Sales Are Key to Profit

EVERY organization that sponsors a show does so with the intention of making a profit. Most of the clubs, associations, societies and assorted groups of every size and description that sponsor shows do just that. They come away from the experience with anywhere from a few hundred dollars to several thousand to show for their efforts.

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 rule is that such a failure is the club's own fault.

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

the auspice will share in the winnings.

But if the circus, with all of its experience, were sure that the big crowds would turn out without work on the part of the auspices, shows would not have turned to the auspice system of doing business. They would not be eager to share the income with others.

The fact is that shows are designed to operate under auspices now. They are based on the assumption of an advance sale, of 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 club secretary's files, each member starts out with a pad of tickets for sale, and each member 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 same types of acts. Tented shows retain much of the traditional flavor, but they have changed some, too. You'll be sponsoring a good show and don't underestimate it, but it also is in order to consider 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. Indoor shows have no animals other than those trained for special acts. Tented circuses, with about 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 an array of freaks. Indoor shows have no Side Shows. Tented circuses have less pretentious Side Shows than in the past and usually have a few performers and several 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 sponsors.

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)

CARSON AND BARNES


AMERICA'S LARGEST WILD ANIMAL CIRCUS

and WILD ANIMAL MENAGERIE

A COMPLETE PROGRAM OF TOP CIRCUS ACTS and TRAINED ANIMALS

The FAVORITE ENTERTAINMENT for KIDS of ALL AGES

Under Canvas 1 Day Only



SPECIAL ADDED FEATURE IN PERSON

COL. **TIM McCOY**

FAMED TV AND WESTERN STAR FOR TWO GENERATIONS
—WEST LIVES AGAIN—
REAL WILD WEST PERFORMANCE

INDIANS—RIDING SHARPSHOOTING THRILL A MINUTE

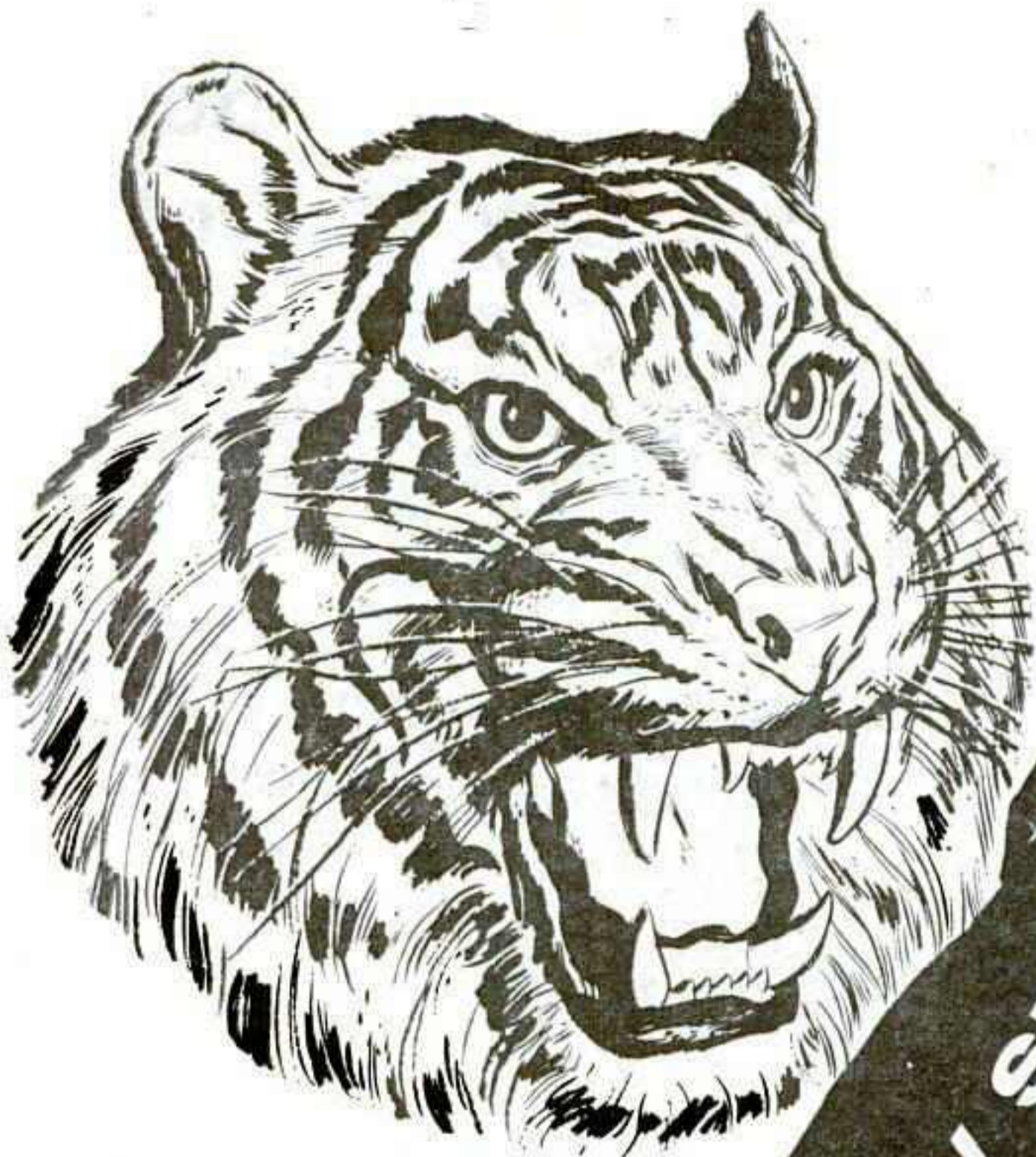
HERDS OF PERFORMING ELEPHANTS

Featuring **JOSKY** WORLD'S BIGGEST FEMALE PERFORMING ELEPHANT

\$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.





THE ALL NEW SENSATIONAL 1961

now booking...

DOBRITCH INTERNATIONAL CIRCUS

THRILLS!

COMEDY!

ANIMALS!

Featuring Eleven New Imported European Attractions including

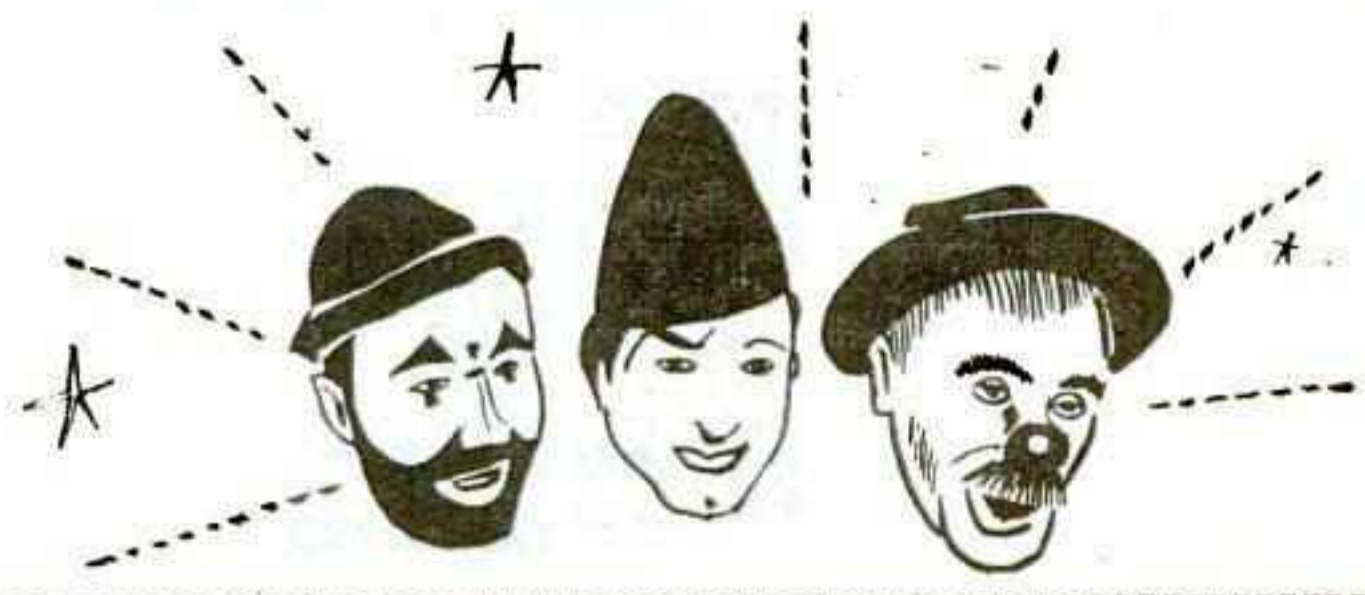
**EIGHT SIBERIAN TIGERS
SIX FRANCESCOS-CONTINENTAL CLOWNS
TEN CAROLIS-BAREBACK RIDERS**

and many others!

A COMPLETE 3 RING CIRCUS

DOBRITCH 1960 PRODUCTIONS

CINCINNATI SHRINE CIRCUS • ATLANTA SHRINE CIRCUS • ST. LOUIS POLICE CIRCUS • WASHINGTON, D. C., SHRINE CIRCUS • FORT WILLIAMS SHRINE CIRCUS • DES MOINES SHRINE CIRCUS • BUFFALO SHRINE CIRCUS • TORONTO SHRINE CIRCUS—C.N.E. • QUEBEC CITY EXPOSITION • TOLEDO SHRINE CIRCUS • EVANSVILLE SHRINE CIRCUS



AL DOBRITCH

10 Rockefeller Plaza New York, N. Y. CO 5-4682

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.

Eighteen circuses use tents. Eighteen others play at arenas, ball parks and other local seating facilities. Eight listed here usually play at parking lots of shopping centers as promotions for the merchants 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 these shows are intended to indicate what type of circus each is and where it usually plays. Management of the shows usually may be contacted at addresses given in their advertisements in this issue or at the locations listed for them in 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 categories and the operation of any listed here may change.

Under-Canvas

ADAMS & SELLS CIRCUS—William Griffith, co-owner and manager. Approximately big top size: 80 by 200 feet. Bleacher seating. Plays under auspices of local organizations in the Middle West.

CLYDE BEATTY & COLE BROS. CIRCUS—Frank McClosky and Walter Kernan, managers; Floyd King, general agent. Approximate 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 principal tented circuses.

BEERS - BARNES CIRCUS—Charles Beers and Rogers Barnes, owners - managers; Gene Christian, agent. Approximate big top size: 80 by 200 feet. Seating: Bleachers, grandstand chairs. Plays under local auspices for one-day stands, usually in smaller towns in the East. Long-established family circus.

CARSON & BARNES CIRCUS—Jack Moore, co-owner and manager. Approximate big top size: 90 by 210 feet. Seating: Bleachers and grandstand. Plays both with and without local auspices. One-day

stands in small and moderate-sized cities in the West. Features Col. 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 plus additional cities for one-day stands, all under local auspices.

JAMES CHRISTY CIRCUS—Owned by Corky Plunckett and Vernon Pratt. Bleacher seating. Big top approximately 80 by 200 feet. Playing Western Plains territory.

FAMOUS COLE CIRCUS—Herb Walter, owner-manager. Approximate big top size: 80 by 200. Seating: Bleachers. Plays one-day stands, some of them under local auspices, in the West and Middle West.

HAGEN BROS.' CIRCUS—Howard Suesz, owner; Joseph McMahon, general manager and general agent. Approximate big top size: 100 by 220 feet. Plays one-day stands under local auspices. Seating: Bleacher and grandstand chairs. Plays Central and Eastern States.

HUNT BROS.' CIRCUS—Charles and Harry Hunt, owners-managers.

approximate big top size: 100 by 250. Seating: Retractable wagon units, chairs. Plays one-day stands under local auspices. Stays in the 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.

KING BROS.' CIRCUS—Benny Cristiani, manager; Jack Burke, general agent. Approximate big top size: 100 by 220. Seating: Bleachers and chairs. Plays one-day stands under auspices. Playing the East and Middle West.

MILLS BROS.' CIRCUS—Jack and Jake Mills, owners-managers; H. W. Ahrhart and Larry Lawrence, agents. Approximate big top size: 120 by 240 feet. Seating: Retractable wagon units, chairs. Plays one-day stands under local auspices in the Central and Eastern States, including moderate and larger cities. One of the principal tented circuses.

SELLO BROS.' CIRCUS—Roy Bible, owner. Also operated as Famous Barnes Circus at shopping

centers. Approximate size of big top: 80 by 160 feet. Plays one-day stands under auspices in Western territory.

STERLING BROS.' CIRCUS—Bob Stevens, owner - manager. Bleacher seating. Big top approximately 80 by 200. Playing Western States.

JOHN STRONG CIRCUS—John Strong, owner. Plays small towns, schools and fairs in Southern California, part of the time under canvas.

TURNER BROS.' DOG & PONY SHOW—Percy Turner, owner. Bleacher seating. Playing California.

WALLACE & CLARK CIRCUS—Operated by Pat Graham and Bob Thornton. Playing West Coast territory.

WONDER BROS.' CIRCUS—Owned by Sam Boehlich and Frank and Janet Burger. New this season. Playing sponsored stands and a few fair dates in California.

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 auspices.

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 auspices in the East, South and Middle West.

DON FRANCISCO CIRCUS—Don Francisco, manager. Plays sponsored indoor dates in the New York-New Jersey 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.

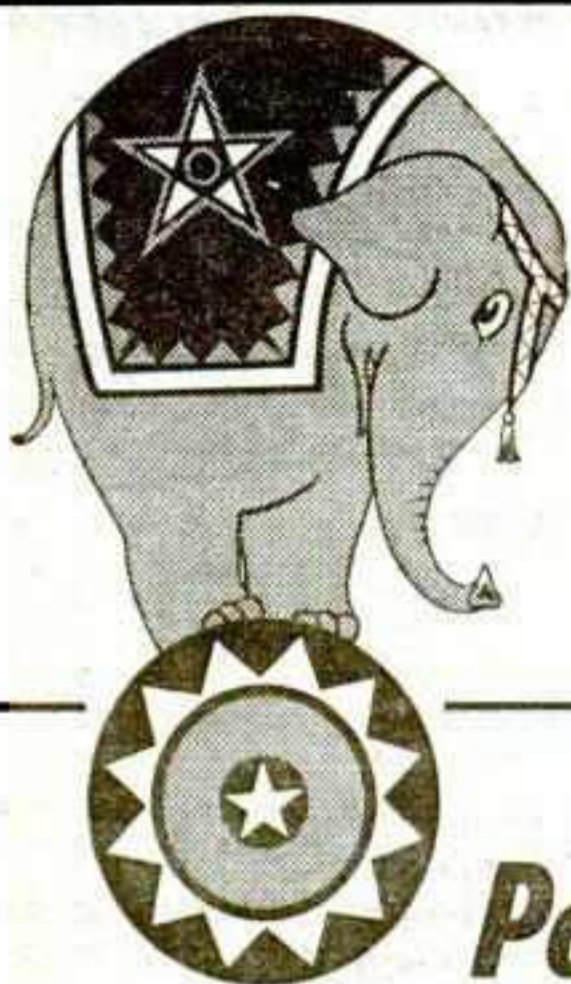
HAMID - MORTON CIRCUS—George A. Hamid, owner-manager. Plays one-week stands for the most part under local auspices, usually indoors and from Kansas to the East Coast. January to June in most years.

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, owner-manager. Playing sponsored dates at ball parks, grandstands, etc., plus an extensive late summer route of fairs.

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 Bros. CIRCUS

AMERICA'S MOST
DISTINGUISHED CIRCUS

Surpassing New
1960 Edition

**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.

Scores of Shrine organizations and other sponsors know that with Polack Bros.' Circus comes the assurance of dependability, unexcelled quality and success.

Polack Bros. CIRCUS

Permanent Address:
203 N. WABASH AVENUE
SUITE 1908, CHICAGO 1, ILLINOIS
Phone: STate 2-7940

POLACK BROS.' CIRCUS — Louis Stern, Bessie Polack, owners; 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 BARNUM & 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. Harnes 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 time-tested wonders of working elephants, cotton candy, ballyhoo talkers and other special treats that can be offered only by a circus. And the indoor 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.

3 Clubs Cater 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.

Oldest among these is the Circus

Fans' Association, founded in 1926 by a group of men who were brought together by a circus man who noted these same people turned up in various towns each time the circus showed. CFA membership now approximates 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.

Circus Historical Society was founded in 1936 to bring together the numerous persons who collect circus programs, photographs and

other material of an historical nature. It has about 500 members and publishes a magazine of circus history. This organization also conducts annual conventions. The CHS secretary is Robert C. King, Box 235, Richmond, Ind.

Third group is the Circus Model Builders, specializing in miniature reproductions of the big shows. Gaylord Hartman, of Washington, Pa., is the president. This organization also conducts conventions and regional meetings, and it publishes a periodical devoted to construction of miniature circus equipment.

A fourth organization, the Circus

Special CIRCUS Section

Saints and Sinners, was organized 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 interest in circuses is slight now.



HAMID-MORTON CIRCUS

The Aristocrat of Indoor Circuses



For more than 25 years the Hamid-Morton organization has supplied top-flight entertainment to hundreds of sponsors throughout the United States and Canada. A name synonymous with **CLEAN, WHOLESOME, EXCELLENT 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

- Currently playing one of our best and biggest routes, which includes dates already played at:
- Milwaukee, Wis. — 7 days
 - Topeka, Kan. — 5 days
 - Kansas City, Mo. — 6 days
 - Wichita, Kan. — 7 days
 - Memphis, Tenn. — 7 days
 - Wilkes-Barre, Pa. — 4 days

And featuring a star-studded array of feature acts and attractions, including

- EVELYN CURRIE & HER 12 WILD ANIMALS
- ROLAND TIEBOR & SADIE THE SEAL
- FAMOUS FLYING MALKOS
- RUDY RUDYNOFF, BEVERLY & RUDY, JR.
- THE RODOS TROUPE
- THE TRISKA TROUPE
- 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

GEORGE A. HAMID
HAMID-MORTON CIRCUS, 640 FIFTH AVE.

CONGRATULATIONS ON THE OUTSTANDING CIRCUS YOU BROUGHT TO MEMPHIS THIS YEAR STOP EVERY PERFORMANCE WAS A SELL OUT STOP FIVE TIMES DURING THE WEEK OVER 2,000 PATRONS HAD TO BE SEATED IN THE ADJOINING THEATRE STOP EVERY DEPARTMENT WAS UP STOP OUR PROMOTIONAL OFFICE HANDLED FOR THE PRESS THE PUBLIC AND MYSELF ACCLAIM THIS THE GREATEST ASSEMBLY OF BIG TOP CIRCUS STARS THAT YOU EVER BROUGHT HAS PRODUCED OUR SHRINE CIRCUS HAMID MORTON HAS PRODUCED OUR SHRINE CIRCUS STOP WE ARE ADDING AN EXTRA DAY IN 1961 STOP DATES MARCH 23RD TO 30TH INCLUSIVE STOP CONTRACT IN THE MAIL STOP WE CAN TRUTHFULLY SAY GEORGE HAS DONE IT THIS YEAR STOP BEST WISHES.

LUTHER R. POWER
POTENTATE
AL CHYMIA TEMPLE

Now Is the Time for You to Get in Touch With Us for the Biggest, Most Entertaining and Profitable Circus Touring Today.

HAMID-MORTON CIRCUS
steel pier atlantic city, n.j.

CHARLES BASILE
Manager & Equestrian Director

BOB ATTERBURY
Personnel Director

JOE BASILE
Band Leader



Jerry Collins, Randolph Calhoun, Frank McClosky, Walter Kernan, Owners

COLOSSUS OF ALL AMUSEMENTS!

BEATTY GIVES 4 IN DAY FOR BRIDGEPORT CROWDS

Beatty Draws New England Holiday Crowds

Beatty-Cole Wins At Halifax Again

Beatty-Cole Straws Macon; Owners See Winning Season

Beatty-Cole To Top 400G At Palisades

Beatty-Cole Registers Whopping Mass. Crowds

BEATTY-COLE GETS STRAWS, EXTRA

Carolina Stands Top for Circus; Columbia Turns Up Best Business

New York Tour Nets Beatty-Cole Good Business

Beatty-Cole Finds Increase in East

Beatty-Cole To Top 400G At Palisades

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.

The World Its Field! Its Triumphs Reach Beyond the Seas! All New for 1960!

General Offices: **VANSKIKE BUILDING, SARASOTA, FLORIDA**

Tom Parker
Theatrical Enterprises

PRODUCERS PROMOTERS OF

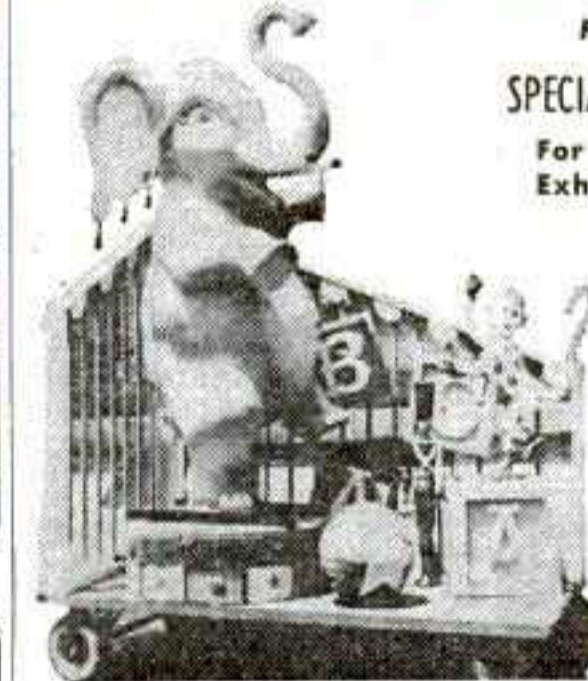
Indoor and Outdoor

Attractions and Special Events

20 E. JACKSON BLVD., CHICAGO. WAbash 2-6749

OUTDOOR DISPLAYS

Fiberglass or Marine Plastic
SPECIALIZING IN "THE CIRCUS"
For Circus Floats, Park Displays, Exhibits, Promotions, etc.



Presented in
Clyde Beatty Circus,
Ringling Bros. B & B
Circus, Mills Bros. Circus
and others.

We also make Customized Rides for Amusement Parks, Ride Fronts, Park Floats, Parade Floats, and Story Book Displays.

Complete Planning & Design Service Available. Over 20 years' experience in servicing the outdoor industry.

For information and brochures, contact
OUTDOOR DIMENSIONAL DISPLAY CO.
4312 Liberty Avenue, North Bergen, New Jersey UNION 4-2710



TOM PACKS CIRCUS



YOU TOO CAN HAVE A SUCCESSFUL ENGAGEMENT

Following Our Proven and Stellar Route of Summer and Fall Dates, We Will Play the Following Top Winter Dates:
WICHITA, KANSAS, NOV. 7-13
NEW ORLEANS, LA., NOV. 19-27
MEXICO CITY, MEXICO, OPENING AN EXTENDED ENGAGEMENT DECEMBER 2

Our Envious Reputation Has Been Established on—Solid Integrity, Sound Business Principles, Top Performances, Outstanding Attendance Grosses.

For complete information contact: **TOM PACKS**

TOM PACKS CIRCUS

282 Arcade Building
St. Louis, Missouri
Phone: CHestnut 1-3788

Another Fox bellringer! NEW BOOK for EVERY HORSE LOVER & CIRCUS FAN



"Chappie" Fox follows "A Ticket to the Circus" with classic tribute to great trained horses of history—from Greek Olympiads to circus rings in Europe and America. Alive with hundreds of pictures—quiet, amazing, dramatic. Chapters include "Liberty Horse—High School Horse—Bare Back Acts—Rodeo and Wild West—Circus Ponies—Circus Baggage Stock." Foreword by Roy Rogers. Take the reins and reserve book today.

Don't send money—just coupon.
PRE-PUBLICATION \$9.75
(Regular \$10.95)

SUPERIOR PUBLISHING CO., Box 1710, Seattle 11, Wash.
Please reserve ... copies PERFORMING HORSES at \$9.75 (\$10.95 after publication June 30).
NAME
ADDRESS
CITY.....ZONE.....STATE.....

MAIL COUPON TODAY AND SAVE \$1.20

PIONEER OF FAMILY SHOWS—UNDER CANVAS NEARLY 30 YEARS!



FOR BOOKINGS WRITE:
GENE CHRISTIAN
1539 8th Ave., W., Bradenton, Fla.
Telephone: 3-3411
All other business write:
CHAS. BEERS or ROGER BARNES, 661-665 W. 38th St., Hialeah, Fla.

when answering ads . . .
Say You Saw It in The Billboard

Membership Sales the Key

Continued from page 78

profits come there. The circus rightfully retains a greater portion of the income from sale of tickets on show day. There are exceptions to this type of contract, but it is a standard method among most circuses. Indoor shows, in particular, may vary from this in important respects.

The rule prevails, and that is that the sponsoring group's members must sell the tickets if they are to make important money.

Any circus with which you contract will outline the way it favors for the advance sale to be conducted. Some of them will supply local organizations with groups of professional promoters and ticket salesmen to take part in the campaign. But sponsors must remember that it still is the ticket sale by their own members that means the 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

Publicity is a vital factor in circus ticket selling. Again the system will vary from show to show. But it doesn't vary so far as the auspice is concerned. The auspice wants as much publicity as it can get for its circus engagement.

Toward this end sponsors will be dealing with some shows that supply a capable press agent and professionally prepared publicity and advertising material. An effective publicity campaign will aid materially in the efforts of organizational members who are selling tickets.

But some times sponsors will find that certain shows do not supply a press agent. They may or may not supply adequate press material. This matter should be determined very early in the operation. If the show is one that does not include press activity in its deal, or if that campaign seems inadequate, the auspices will want to augment it. This should be checked out with the show. But the sponsor under all conditions will want widespread publicity. It should be prepared to generate this for itself if the show does not supply it.

If the publicity is up to the sponsor, then this should be determined early and the campaign should be planned well. Advertising material may be available from the show. The circus may supply posters and manpower to put them up, but some 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 good, it must be in operation at the time the ticket sale is going strong. Some times ad campaigns are too late to be effective.

Once an organization realizes that neither a circus nor any other business organization is likely to give something for nothing, it will be well on the way to making a good profit with its show. Once its members realize that the profit is squarely up to them and the ticket sales they make, then the biggest step has been taken toward that profit and the pleasant relationship that a success generates.

HAROLD BROS. CIRCUS



PRODUCING THE INDUSTRY'S
FINEST CIRCUS ENTERTAINMENT
FOR THE COUNTRY'S
FINEST SPONSORS
Indoors or Outdoors

Lansing, Michigan, March 3-6
MOST SUCCESSFUL RUN IN
THE 24 YEAR HISTORY

THERE IS NO SUBSTITUTE
FOR TALENT
APPROVED BY A. G. V. A.

Your Circus Will Be Tailored
To Your Individual Needs. Contact:

HAROLD R. VOISE, Gen. Mgr. 2765 Ringling Blvd.,
Sarasota, Florida
Phone. Ringling 7-9868

city publicity publicity publicity publicity publicity publicity publicity publici
licity publicity publicity publicity publicity publicity publicity publicity pub
blicity publicity publicity publicity publicity publicity publicity publicity pu
blicity publicity publicity publicity publicity publicity publicity publicity
ty publicity publicity publicity publicity publicity publicity publicity
ity publicity
ity
cit.
lic:
lic:
blic
publ
publ
city
ty p
publ
city
ty pu
publ
y pub
blic
publ
publ
city
public
public
city
licity
publicity publicity publicity publicity publicity publicity publicity public
publicity publicity publicity publicity publicity publicity publicity public
city publicity publicity publicity publicity publicity publicity publicity public

a SOLID BACKGROUND of Publicity The Carrolls NORMAN & SHIRLEY

PROMOTIONAL CAMPAIGNS
FOR THE GREATEST IN THE WEST

2332 Claremont Ave., Hollywood 27, California
Telephones: NOrmandy 3-6197 NOrmandy 3-8717

CIRCUS AND CARNIVAL

- ★ POSTERS
- ★ CARDS
- ★ DATES



Lowest Prices
"Fastest Service in America"
Phone—Write—Wire

NEAL WALTERS
POSTER CORPORATION
Eureka Springs, Ark.
"Show Printing Capital of the World"

CIRCUS ★ ★ ★ ★ ★ RIGGINGS

Precision-built Performers' Apparatus. DBL: Bearing chromed neck, ironjaw & web swivels. Seamless WEBS \$1.35 per ft. Have on hand 6' high tight wire outfit. 27' trap rigging. Swinging ladders. 8' teeter board. One 28' high spiral tower complete with 2 globes. Will make to order all type trapeze, nets, nylon or cotton. Trampolines, beds, springs or shock cord. Address:

W. & B. APPARATUS CO. ★ ★ CARL W. SAHLEN
727 Sweetser Ave., Evansville 13, Ind.

METAL SPANGLES

All Sizes—All Colors
Rhinstones—All Colors
Rhinstones—All Colors
Punches, Elastic Net
Hose and Tights. Send
for free folder.

C. GUYETTE
346 West 45th St., New York 36, N. Y.

THE AIR CALLIOPE

with steam look

COZATT ORGAN CO.
Danville, Ill.

CLYDE BROS. CIRCUS

WORLD'S FASTEST GROWING
INDOOR CIRCUS

For Complete Information
Contact:

HOWARD SUESZ, Mgr.

CLYDE BROS. CIRCUS Victor 2-4859, 1413 Brighton
Box 8636, Oklahoma City, Oklahoma

when answering ads . . .
Say You Saw It in The Billboard

How Are Those New Parks Doing?

THE THRIVING amusement 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.

Many of these wonderlands, some scaled down from first high-flying dimensions and still wonder-

ous, are doing well and will resume operations with coming of the new season.

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-to-date and capable competitors.

Most professional park people

welcome the impetus successful new ideas have brought. Knowing 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

AMUSEMENT PARKS Section

Disneyland, Old Master, Adds for '60

ANAHEIM, 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 planning and development by Disney 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.

A highlight will be Disneyland's version of "Old Faithful," spouting geysers which will send streams of water 50 feet high at regular intervals.

The park's newest section will be viewed from aboard Western Mine Trains and pack mules. The Mine Train tracks will be routed thru Rainbow Caverns, which are undergoing extensive improvement and additions. There will be new lighting, creations in color and unusual formations of stalagmites and stalagmites added to the seven multi-colored waterfalls which cascade into roaring pools. Among the falls are Bridal Veil, Red Devil, Angels, Bear Step, Rainbow, Paint Pot, and Witches' Caldron.

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 negotiation.

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 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 last year in short order.

On the promotional and advertising side, a 12-tune Freedomland (Continued on page 87)

Magic Mountain

DENVER—It's been a long, rough road for Magic Mountain. The multi-million dollar amusement park, now nearing completion, has been trying to get its gates open since 1958.

Last year the best it could do was a "Construction Preview" opening. With free gate admission and parking, and with a 8,000-foot-long narrow gauge railroad and a Stagecoach ride operating, plus a number of minor attractions, the weekend open-houses drew averages of 25,000 customers.

But despite some rather involved financial difficulties — mechanics' liens and foreclosure suits totaling almost \$500,000—officials insist

they've got it made this year. They say they will get the gates open for business around June 1. After all, to pay all those bills, the park has to get some ticket windows open.

One thing that everyone concerned with MM's development has learned is that, a modern amusement park is big business.

When the idea of a "Disneyland-type" amusement park in Denver originated in the minds of a group of Denver businessmen in 1957 the cost was estimated at \$3,500,000. Now it is considered over 75% completed and its cost so far is \$3,800,000 plus \$284,865 for mechanics' liens filed for work al- (Continued on page 87)

Lakeland, Memphis

MEMPHIS—Lakeland, the \$3,000,000 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 funds 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 100-passenger replica of a river boat to be operated on the new lake. A half-mile dam has been completed and 100 acres will be under water by the end of this week.

A major attraction at Lakeland will be the skyride. This is the aerial ride used at the Brussels World's Fair and purchased from

Von Roll company in Switzerland. 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 moved to the permanent location near the dam. The site requires much preparation that will be completed prior to the 1961 opening, it was said.

Lakeland has a five-year program, with additional phases to be undertaken each year in that period, Stillions said.

Bible Storyland

CUCAMONGA, Calif. — Bible 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 as Arrow Development Company in Mountain View. Bruce Bush-

man, son of Francis X. Bushman and formerly associated with the Disneyland project, is the chief designer.

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 opposing it. Winecoff and Jack Haley, film star and president of the company, met with the 60 ministers several weeks ago. Winecoff said that Bible Storyland will be based upon history and teachings of the Bible and will not be offensive to anyone regardless of faith.

Freedomland Opening

NEW YORK — At one time or another close to 2,500 men have been working at the big Freedomland site, which has gotten exceptionally good construction weather since ground was broken last August. About 200 of the total of 248 buildings are under construction.

Some ride units and mechanical figures have arrived from Arrow Development in California, but other devices will be held off until their foundations are completed and landscaping work is underway.

The 205-acre plot has 96 acres devoted to the park proper, sculptured in the contour of the United 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 and are being waterproofed with asbestos-impregnated board retaining walls. A series of historically keyed themes will be employed. One of these, the recurring San Francisco fire (using concealed gas jets) unexpectedly benefited from the recent fire which destroyed one of the Dark Ride 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 institutional 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

Pleasure Island

BOSTON — The withdrawal of Harold Korda as holder of the controlling mortgage of Pleasure Island Park in Wakefield has reverted it to the Merchants National Bank of Boston. The New 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, note-holders 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.

The bank as holder of the first mortgage on the property will attempt to obtain a purchaser who

will advance sufficient funds for the first mortgage and take care of creditors.

Mark Wheeler, executive vice-president of the Merchants Bank, said the 168-acre park's financial 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 second 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-loss position built up during the park's red-ink operation last summer.

Southwestland

DALLAS—Future plans for the 293-acre sports and family recreation center in Great Southwestland, midway between Dallas and Fort Worth, have come under a virtual news and advertising blackout, according to those connected with the enterprise.

The clamp-down on information came about following advice of legal council which pointed out that 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 huge amusement area has not advanced very far, the public-rela-

tions representatives of the enterprise 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 5,000-acre development, will, when completed, be "similar to Disneyland."

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 is to carry out a national theme of (Continued on page 87)

Apacheland, Phoenix

PHOENIX — Construction of a \$500,000 Western Street, permanent television and motion picture location with sound stage and 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 vice-president and secretary of WED Enterprises, Inc. (Walt E. Disney), which built Disneyland, and vice-president 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 fabled lore of the Indians, outlaws, miners, gamblers, soldiers and mis-

sionaries of the Southwest."

Apacheland is scheduled to open early in 1961 coincidental with the 75th anniversary of the surrender 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 television crews and producers.

Dean Steffey, former Michigan banker and rancher, is chairman of the board. Hutchens, the president, is a former California banker.

THE NEW GRAPHOSKOP



Model V
Imported from
Germany

★
**WORLD'S FINEST
COIN-OPERATED
TELESCOPE**

Ideal for • AIRPORTS • PARKS
• RESORTS. A year-round money-
maker. Precision built for life-
time of trouble-free service.

★
EXPORT SALES CORP.
1103 Ross Ave., Dallas, Texas
53 Hoch Str., Frankfurt, Germany

CRAZY DAZY

ENRICH YOUR PARK . . . POCKETBOOK, TOO



A CAPACITY RIDE FOR ALL SIZE PARKS

Manufactured by

PHILADELPHIA TOBOGGAN COMPANY

130 E. DUVAL STREET

PHILADELPHIA 44, PA.

Serving the amusement industry since 1904

SHORTY NEW SHOOTING GALLERY TARGET

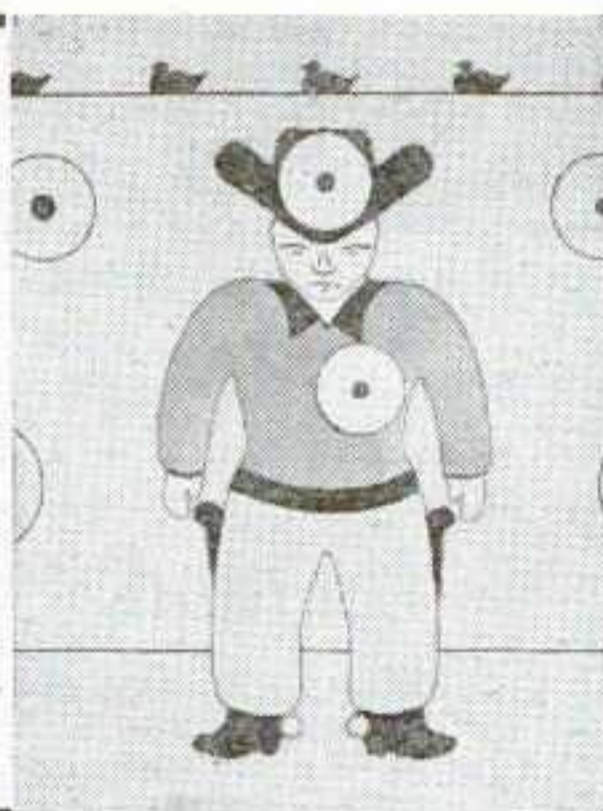
FOR .22 CAL.
LEAD GALLERIES ONLY

Send for Details

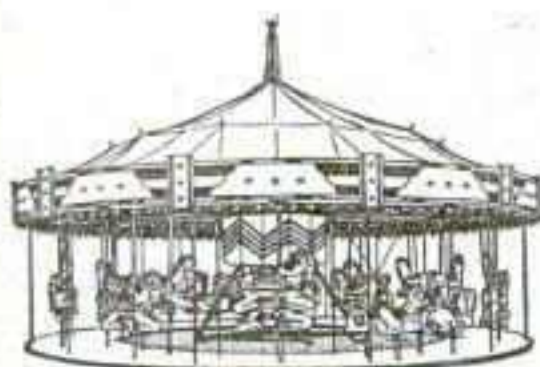
W. F. MANGELS CO.

CONEY ISLAND

2875 West 8 St. Brooklyn 24, N. Y.
Phone: Coney Island 6-0142



NEW MODERN AMUSEMENT EQUIPMENT



KIDDIE RIDES
ADULT RIDES
MINIATURE TRAINS
ROLLER COASTERS
FERRIS WHEELS
MERRY-GO-ROUNDS
SHOOTING GALLERIES
FUN HOUSES
CONCESSION TRAILERS

Write today for complete catalog.

KING AMUSEMENT CO., INC.

P. O. BOX 448

PHONE: HO 3-1562

MT. CLEMENS, MICHIGAN

ALL NEW MODERN DESIGN

DODGEM

SAFE - RUGGED - SMARTLY STYLED

with patron appeal that
means profitable operation



Here's the ride that captures the tempo of the times — the most modern, most appealing riding device ever offered for any size amusement park or carnival. It has everything plus — runs with little or no maintenance, has a tremendous repeat ride ratio, offers thrills for young and old. If you're changing over or adding a new ride get complete information about Dodge Gem now — it's the prestige, modern as tomorrow ride that makes big, big money, pays for itself in no time, runs profitably for years to come.

DODGEM CORPORATION

Lawrence, Mass.

West Coast Representative
Mr. Gary Davis
6127 Sepulveda Blvd., Van Nuys, Calif.
Phone: Dickens 3-1555

Field Representative
Richard B. McFadden
County Road, Clarence Center, N. Y.
Phone: Oxford 0835

Bargains—Rides for Sale

Herschell MGR, complete factory rebuilt, new horses, \$6,000; KIDDIE RIDES, all in good condition; Water Boat Ride, Choo-Choo Locomotive Train, Fire Engine, Elephant Ride. All rides can be purchased individually.

R & B KIDDIELAND
403 Lafayette Blvd., Long Beach, N. Y.

FOR SALE

One of Nation's largest, best equipped Kiddielands, located in heart of Ohio's vacationland. Beautiful grounds, 16 modern Rides, Restaurant, Arcade, Shelterhouses, Gift Shop. Many, many other things. Priced to sell. Reason, other business pressure.

Write
MELVIN MOORE

1736 N. Memorial, Lancaster, Ohio

Phone OL 3-8822

AMUSING...
AMAZING...
HAIR-RAISING
Unique dark rides by ARROW

Complete design and engineering service, from idea to installation

ARROW DEVELOPMENT CO.
243 Maffett Blvd. • Yorkshire 7-3334
Mountain View, Calif.

trackless trains • tram-cars • horse drawn trolley cars • gas & electric antique cars
gas freeway cars • merry-go-rounds • boat rides • streamline & 19th century trains

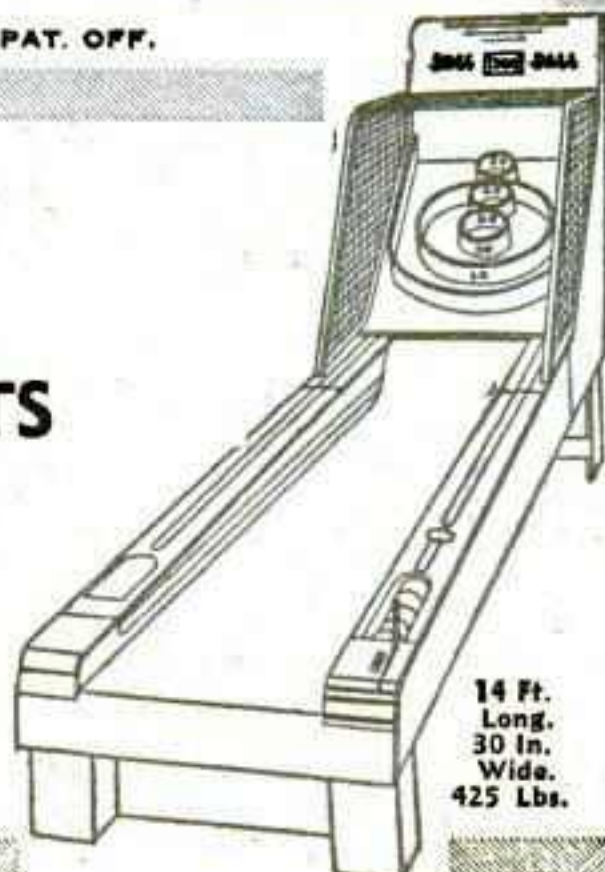
SKEE-BALL

REG. U. S. PAT. OFF.

for profits year after year in

**PARKS—RESORTS
ARCADES**

GET STARTED FOR 1960 BY ORDERING YOUR ALLEYS NOW.



14 Ft. Long, 30 In. Wide, 425 Lbs.

SOLD ONLY BY

PHILADELPHIA TOBOGGAN CO.

130 E. Duval Street, Philadelphia 44, 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.

CONCESSION SUPPLY CO

3916 Secor Rd. Toledo 13, Ohio Ph.: GR 4-2408

For Sale

Complete Power Mij Speedway

6 Cars, like new, portable Track, extra new gas Motor, Ticket Box, rolls of Tickets, \$1000, here. Also 18 car Ride-o, \$3500, good condition.

A. KARST

Forest Park, Hanover, Pa. Phone: ME 3-5268

FOR SALE FOR SALE

AMUSEMENT PIER AT BUCKEYE LAKE PARK, OHIO.

Showing a good profit for 35 years. 7 Buildings for concession spaces. Big Paddle Wheel Boat, accommodates 150 people. 1 large Restaurant, 80 seats and 10 booths. 1 Lunch and Beer Parlor, 30 seats. 2 small Concession Rooms for games. 11 U-Drive-Em Boats, rent by the hour. Apartment to live in or rent out. 1 Shooting Gallery and Guns. 1 Pottery Pitch Stand. 1 Milk Bottle Ball Game. 1 Coke Bottle Game. 1 Fire Engine Kiddie Ride. 1 8-Car Pony Kiddie Ride. Peanut, Popcorn, Carmel Corn and Candy Apple Stand. Bozo Ball Game. 1 Dodgem Ride, 10 cars, in building. All Games and Rides all open. All ready to go. Price, \$45,000.00. Terms, \$15,000.00 cash, balance in two or three years. Write:

GRATZIANO AND CARLIN
Buckeye Lake, Ohio Phone: 4101 or 2850

DARK RIDES

made THRILLING with

GLOWING COLORS

AND STROBLITE BLACKLITE

• Write for Information

STROBLITE CO. Dept. B-5
75 W. 45th St., N.Y.C.

KIDDIE CAR RAILROADS

Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliation we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

YOUR KEY TO PROVEN MONEY-MAKERS

- B-14, Aero Train and Pump-It Hand Car by Ottaway Amusement Co.
- Bubble Bounce by Custer Specialty Co.
- Sea Horse Game by Fascination.
- Stage Coaches and other Theme Vehicles by Carriage Craft.
- Animated displays by Outdoor Dimensional Displays Co.
- Miniature Golf by Holmes Cook.
- Tubs-O-Fun Ride by Hampton Amusement Co.
- Hot Rod Cars, Jr. Hot Rod Cars and Calypso Ride by Hot Rods, Inc.
- Fish Ponds by Huck Finn Ponds Co.
- Electric Band Organs by Ross Davis.

Park Designs, Building Layouts, Display Figures, Building and Front Designs and Park Accessories. All the above are represented by

RICHARD D. McFADDEN

County Road, Clarence Center, N. Y.

Phone Oxford 0835

The Famous

CAGNEY STEAM TRAIN

Finest quality since 1892 now being manufactured in 15" gauge by the

EAGLE LOCOMOTIVE WORKS, INC.

5 WATER STREET SOUTH RIVER, N. JER.

24" and 26" gauge trains available soon.

IF IT'S THE MOST BEAUTIFUL MINIATURE GOLF COURSE YOU HAVE EVER SEEN, IT WAS BUILT BY FAIRWAYS MINIATURE GOLF

The beautiful custom-designed 19-hole permanent course completely installed by our staff of experienced craftsmen.

The 19-hole portable built with big course features, easily installed indoors or outdoors.

The finest player-proved miniature golf hazards, your best bet to improve your established course.

Scheduled for April, 1960, openings:

- Hershey Park, Hershey, Pa. (Portable)
- Million-Dollar Pier, Atlantic City, N. J. (Portable)
- Mill Bowling Center, Portland, Maine (Portable)
- Lakeview Park, Royersford, Pa. (Custom)
- Pinebrook Golf Center, Passaic, N. J. (Custom)
- Geauga Lake Park, Geauga Lake, Ohio (Custom)

FAIRWAYS OFFERS MORE IN DESIGN, METHOD OF CONSTRUCTION AND NECESSARY SUPPLIES AND EQUIPMENT. FINANCING CAN BE ARRANGED.

FOR INFORMATION AND DETAILS WRITE TO

FAIRWAYS MINIATURE GOLF

223 N. CLARENDON AVE.

MARGATE CITY, NEW JERSEY

DESIGNS FOR RECREATION AREAS

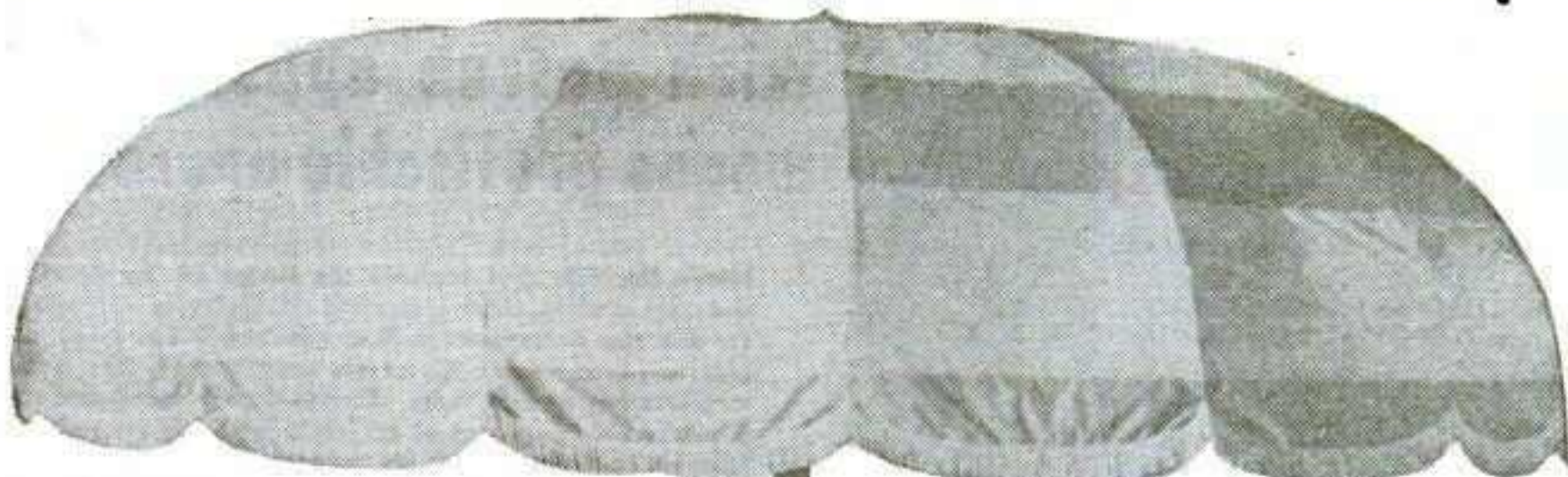
Consulting and Designing Service

Let us plan your amusement center, theme park. Turn idle highway property into profits. Dress up your drive-in with spectacular entertainment for all ages. Original displays, activities, exhibits, eye-catching structures, custom-drawn to your requirements. Write for information or call for appointment. Tel. CI 4-9309.

DESIGNS FOR RECREATION AREAS, INC.

140 W. 44 St. N. Y. 36, N. Y.

The Big Hit of the Florida State Fair, Tampa



THE GIANT UMBRELLA

26 Feet in Diameter.

Engineered and Constructed of Nylon and Aluminum for Years of Rugged Service. Color-Fast, and a Choice of Color—Combinations in Red, White, Blue, Yellow, Green and Orange. Rotator Optional. Folds for Easy Handling and Storage. Complete Weight 160 lbs. "As Solid as the Rock of Gibraltar."

"NEED SHADE IN YOUR PARK?" This GIANT UMBRELLA is the top for the New

Price: complete \$795.00
F.O.B. Factory, Fort Worth, Texas

Rust-Proof All Aluminum Construction.

Kiddie Ride of Aeroaffiliates of Fort Worth, and this Kiddie Ride was the Top Gross Kiddie Ride at the Fair.

This is the Ideal Top for Kiddie Rides of all kinds; Center Concession Stands such as Novelties, Eats and Drinks, Games, etc. Many Amusement Parks and Kiddielands have already placed orders for early delivery in 1960. Also ideal for Trailer Parks and other outdoor installations.

Duce AND COMPANY, Inc.
1103 Ross Avenue Dallas, Texas
Phone: Riverside 2-2278

WONDERFUL OPPORTUNITY

For retired or semi-retired, with Amusement Park experience. Owner due to other business interest has decided to sell all rides in one of the most beautiful parks in the U. S. A. Year round operated. Complete Kiddieland including ten rides to one reliable person. Ten major rides will sell to one or more responsible persons. All rides are beautiful, and first class condition and are all set up and operating and doing a very good business. All rides to be operated on percentage and contract in the park for period of not less than two years with option. Unlimited possibilities. Approximately 500,000 population within 20 mile area, 600 miles to the closest Amusement Park of its size. If financially responsible and interested, write:

The Billboard, Box D-135, c/o Billboard, Cincinnati 22, Ohio.

WANTED

In Permanent Park

SCRAMBLER • LOOPER • TILTAWHIRL

or any other major rides not conflicting with WILD MOUSE, MERRY-GO-ROUND OR WHEEL.

OLYMPIC PARK

1300 Scottsville Rd.

Rochester 11, N. Y.

Phone: BE 5-5341

POPCORN--COTTON CANDY--SNO-KONES--APPLES

WE HAVE EVERYTHING YOU NEED

WRITE NOW FOR OUR 120-PAGE CATALOG

GO "GOLD MEDAL" ALL THE WAY

GOLD MEDAL PRODUCTS CO.

World's Largest Manufacturer of Concession Equipment and Supplies
313 E. 3rd St., CINCINNATI 2, OHIO

when answering ads . . .

Say You Saw It in The Billboard

Magic Mountain of Denver

• Continued from page 84

ready done plus \$273,000 due on the park site.

As first planned, MM would be a giant kiddieland with 40-foot-high fairyland characters in a Magic Forest, an old-time Western town, a full-scale Indian village 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-

type administration building was ready for occupancy.

But money for construction was needed faster than it was coming in, and in November, 1959, with the park about 40% complete, Allen J. Lefferdink of Boulder, Col., was named chairman of the board. Lefferdink, whose finance-insurance empire had a record for giant-sized and successful stock selling ventures, said that he was entering the picture "to add impetus to something that is already great."

Lefferdink's organization was to complete the sale of MM's remaining 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 they 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.

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" theme, "Aunt" Ethel McGuinness will have children submit creative work such as drawings and models of New York scenes.

A contract has been signed between Ed Sullivan and M. T. Raynor, park president, for network TV coverage of the opening on

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 19 and 26. There will be a pre-opening Saturday (18) to benefit three charities, and part of the Sullivan show may be taped on that day.

Advertising campaign will start in mid-May, five weeks ahead of the premiere, and will include all media as well as outdoor locations.

MARCO PROPOSES PLAN

Cedar Point Outlines \$6,000,000 Project

SANDUSKY, O. — Plans to convert Cedar Point on Lake Erie into one of the largest and best summer resorts in the Midwest have been announced by officials of the G. A. Boeckling Company, operator. An eventual expenditure of \$6,000,000 on the amusement park is contemplated. An additional \$10,000,000 later will go into an exclusive residential colony north and west of the resort.

George A. Roose, president, said last week that the present amusement area of 40 acres will be expanded to approximately 100 acres by making use of the lagoon area for two boat rides and adding other rides in a former picnic grove. Upwards to 200 more rooms in the 1000-room Hotel Breakers are to be modernized along with the lobby and cafeteria before the hotel opens on June 11. More than

125 of the hotel's rooms were modernized before the 1959 season and a 200-seat coffee shop installed.

Scheduled for construction this spring are 50 new cabanas on the Lake Erie beach. New playground equipment will be installed before the resort opening. Last summer a concrete block bathhouse was completed.

A network of lagoons was dug north and west of the resort area shortly after the turn of the century. In the past these lagoons were used by persons renting canoes, rowboats or pedalboats. The area presents a junglelike appearance with many large trees and much underbrush.

After many months of intensive study by C. V. Wood Jr., of the Marco Engineering Company, Los Angeles, he recommended that the lagoons be utilized for boat rides

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 England settlers and others.

Details of scenic effects along the second boat route are being worked out by Special Effects, a Denver firm. Winfield H. Hubbard, E. Douglas Hubbard and John Mabbett, of the firm, have just visited Cedar Point to look over the lagoons and discuss possible scenes and actions.

Mabbett and Douglas Hubbard went to New York from Cedar Point to supervise installation of their equipment at Freedomland. The firm is also working on designs for Magic Mountain outside Denver.

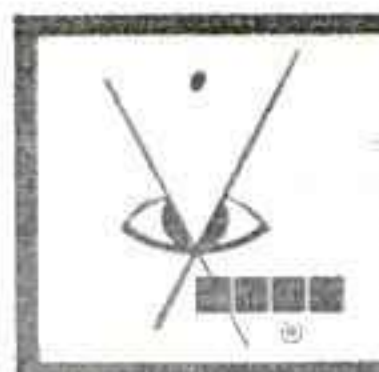
To reach the lagoons a half-mile roadbed will be prepared for a new train ride. An 1865 model train has been ordered from Allan Herschell Company.

AUTO-PHOTO STUDIOS ARE STAR PERFORMERS

AUTO-PHOTO STUDIOS are made with an eye to the future, recognizing the needs of location owners and operators. Integrity and sincerity of purpose are the "watch-words" at the factory where the AUTO-PHOTO STUDIOS are built and assembled with meticulous care thus making them

"THE BEST INVESTMENT IN THE COIN-MACHINE FIELD"

Write for details and name of nearest distributor



AUTO-PHOTO CO., Inc.

1100 East 33rd Street, Los Angeles 11, California

PHOTOME, Ltd., / Hersham Factory Estate
Hersham, Surrey, England
FOTOFIX, G.m.b.H., / Kaiserplatz 7
Krefeld, Germany

Lloyds' Caution Affects Liability Insurance Market

PUBLIC liability insurance coverage for carnivals, parks, circuses and other amusement enterprises still is relatively hard to get and high priced.

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

up and shows often buying more insurance, the brokers have reported highly successful years in several cases.

Lloyds looms large in the field because it not only still writes direct coverage of show liability but also writes so-called excesses. In this, a domestic company might cover the first several thousand of a show's insurance itself and then place the balance with Lloyds or another larger firm as the amount in excess of what it wants to keep. Thus, Lloyds' attitudes in the field influence actions of other insurance companies.

However, the Lloyds' prices are higher, American companies have not changed rates. Insurance brokers report prices unchanged. The

average rate for \$50,000 and \$100,000 coverage for a carnival is 5.95 per cent, one broker reported. He said that the similar average for circuses is 3 per cent.

Circus and carnival insurance premiums are based on percentages of the show's gross business. Amusement park insurance, however, is priced differently. A manual rate is determined for each kind of ride on the market as well as for other coverages. Thus, one type of ride might be rated at \$2.50 per \$100 gross. The comparable figures for each unit in the park are added together to arrive at the total insurance cost.

Parks generally have good insurance records and certain parks are sought after by insurance men

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, auto races and all similar types of events, as well as rain insurance and other specialties for general use, are available from the same brokers who supply the basic public liability coverage. They also have a market for workmen's compensations insurance and other hard-to-handle insurance problems.

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 in most cases.

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 America's hundreds of insurance companies are insuring circus, carnival and park operations.

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 lower 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.

Agents—Advance or Insurance—Are Important to Show's Success

AGENTS are mighty important to shows. Whether it be an advance agent, special agent, press agent or insurance agent, shows rely on them for much special skill, knowledge and assistance. It is especially true now of insurance agents or brokers.

Experienced show management knows that not every insurance 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 rarer than the route experts.

Since there are few brokers writ-

ing show coverage and they are so essential to operation of a circus or carnival, it becomes increasingly important for the show owners to gain approval of the brokers. It's a sellers' market and not everyone can get the insurance experts to do business with them every time. A record of costly accidents and 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 liability coverage. They don't know enough about the problems and the business to risk it. Moreover, it is

likely that none of the insurance companies with which they do business will issue a policy on such specialized coverage. So experienced men know and newcomers will find quickly that the man who sells them other insurance isn't likely to provide their show or ride insurance.

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 risk. Insurance firms usually are interested in underwriting this specialized risk only if they have a



CHARLES A. LENZ



ALBERT T. LENZ

OWN *Lenz* INSURANCE FOR

Quality

According to Webster, "QUALITY" is defined as:

"That which makes something what it is . . . EXCELLENCE, SUPERIORITY."

LENZ INSURANCE has always been . . . EXCELLENT — SUPERIOR. DON'T BE FOOLED!

You Can Sacrifice **QUALITY** And Maybe Save a Buck But When It Comes to Settlement, **SHOWMEN . . . You May Be Out of Luck!**

CHARLES A. *Lenz* & ASSOCIATES
◀ INC. ▶

"THE SHOWMAN'S INSURANCE MEN"

1492 Fourth Street, North

Phones: 5-3121-7-5914

ST. PETERSBURG 4, FLORIDA

Special
INSURANCE
Section

SEASONAL OR YEARLY INSURANCE NEEDS

FOR

- CARNIVAL RIDE OPERATORS
- PARK OPERATORS
- KIDDIELANDS
- CONCESSIONAIRES

NATION WIDE CLAIM SERVICE

SEND FOR DETAILS

CALL or WRITE

"MIKE" LAW

LAW BROTHERS

135 S. LaSalle St., Chicago, Illinois
Phone: Financial 6-1210

INSURANCE

FOR SHOWMEN

- RIDES AUTOS
- TRUCKS TRAILERS

LOWEST RATES

LESH AGENCY

Established 1927

202 S. MAIN BLUFFTON, IND.

R. C. FISCHER & CO. INSURANCE

158 SANTA CLARA AVE.

OAKLAND 10, CALIF.

Olympic 3-5300

IT PAYS TO OWN

Lenz INSURANCE



COMPARE SERVICE, KNOW HOW, COMPANIES & RATES BE SAFE—NOT SORRY

CHARLES A. Lenz & ASSOCIATES, INC.

"The Showman's Insurance Men"
1492 Fourth Street, North
P. O. Box 7038, St. Petersburg 34, Fla.
Phones 5-3121—7-5914

INSURANCE

Wm. K. O'Connor & Co.

53 W. Jackson Blvd., Chicago, Ill.
Phone: Harrison 7-1721

INSURANCE

For the Amusement Industry

SAM SOLOMON

"A Showman for Over 30 Years"
5017 N. Sheridan Road, Chicago, Ill.
Phone: Longbeach 1-5555

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, Pools and Beaches' insurance 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 scene is the reverse, with jury awards continuing high and most insurance rates going up when ever they change at all.

Minneapolis Track Opens Race Season

MINNEAPOLIS—Raceway Park near suburban Savage opened its racing season yesterday (10) with a double-header program. Features included early model (1932-1948) cars and modified late models (1949 and newer). In addition, special races brought the go-karts into action.

One reason cited for the success in the park association plan is the "intense engineering service" carried out by the insurance company. Each insured ride is inspected at the outset and again during the year.

The park association plan is directed by John Logan Campbell, insurance broker. One must be a member of NAAPPB to apply for the insurance, but not all members are eligible. A member must have a good loss record and he must operate enough rides to make the pre-

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 insurance business. The association plan has been in force many years and was formed when coverage was quite difficult to obtain anywhere. The association aids in the promotion of this insurance and is repaid its expenses in this. From then on the plan involves the broker and the insurance company in the same fashion as other insurance.

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 crystallize 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 and broker as carefully as they choose you. That's the admonition of show insurance specialists who say that the past year has seen several showmen left in hot spots by failures of insurance companies.

The specialized brokers point out that in a few cases where insurance coverage has been bought on the basis of price alone, the buyers later have discovered that the insuring company has been forced out of business or has been ordered closed by State regulating authorities.

Then the showmen rush to other brokers and seek coverage from another company. Some brokers charge that they know of cases where a showman did not learn that his insurance company had closed until he had an injury claim to present, and then found there was no one to receive it.

It often is difficult to buy liability insurance for shows, it is pointed

out. The brokers and the companies carefully weigh the loss experience of an applicant before they decide whether to issue him any insurance. The underwriters study a showman's record. They may decide to give him coverage at low rates, regular rates, high rates or not at all. They arrive at their decision thru study and knowledge of the showman's operation.

What seems to be increasingly important now, in the view of leaders in the business, is that the show make an equally thoro study of the insurance company that is involved. Such an investigation should turn up indications as to whether the company is sturdy enough to stay in business and pay its claims. Often, where a showman can make only a limited study of insurance companies, he takes an alternative. And that is selecting the broker on the same sort of dependability basis.

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 without legal defense, and in the event of a verdict against him there is no insurance to pay the judgment.

Another show insurance broker points out that the term "reinsurance" should not be confused with this sort of situation. Often an insurance company will insure a client for a given amount, say \$100,000, but then will itself buy insurance with another larger company for part of that amount. Then if there is a loss, the first company does not suffer all of it. But this does not apply in case the first company fails; the second company insures the first, but it does not insure the client against failure of the first. And if the first firm fails, the client's entire coverage is jeopardized.

Ga. Course Posed for Jekyll Is.

MACON, Ga.—Fifth annual fair workshop and short course of the Georgia Association of Agricultural Fairs is tentatively set for May 23-24. Members are being surveyed about their choice of a new location.

Previous sessions have been at Rock Eagle State Park in Eatonton, but this year it has been suggested that the site be Jekyll Island, off Brunswick. Officers are W. L. Benton of Savannah, president, Mrs. E. N. Nicholson of Hiawassee, vice-president, and Joe F. Pruett of Macon, secretary.

You get the Full Benefit of EXPERIENCE—RELIABILITY—SERVICE—Plus Full Insurance Coverage

When You Deal With

Haas-Wilkerson-Wohlberg

Two Centrally Located Offices:

ST. LOUIS:
214 N. FOURTH ST.
MAin 1-5000

KANSAS CITY:
3101 BROADWAY
JEfferson 1-1100

INSURANCE

FOR THE

AMUSEMENT INDUSTRY

CLEM SCHMITZ

30 Rockefeller Plaza, New York 20, N. Y.

ANNOUNCING

A NEW SERVICE IN THE BILLBOARD



The **WHO'S WHO** Listing of Acts and Attractions

Talent Mart

The Amusement Industry's Foremost Booking Guide

LOCAL ★ NATIONAL ★ INTERNATIONAL

12 Big Talent Buying Issues only \$8.00 each

YOUR BIG OPPORTUNITY

to spotlight your ACT or ATTRACTION to the TALENT BUYERS OF THE WORLD . . . cut down lay-offs . . . secure more money . . . get better dates.

CHANGING CONDITIONS in BOOKING . . . make it essential for the future of your ACT or ATTRACTION to be on record for the convenience of these buyers at all times, and also because new people are buying acts and attractions for new operations. ONE DATE . . . can mean \$500 to \$1,000 more revenue for every ACT or ATTRACTION. The sky is the limit!

The Amusement Industry is on the move . . . many ACTS and ATTRAC-TIONS will be in demand this year by FAIRS—PARKS—CARNIVALS—CIRCUSES—SPORT AND TRADE SHOWS—SHOPPING CENTERS—ONE-SHOT BUYERS—SHRINES BOOKING DIRECT—TELEVISION—ADVERTISING AGENCIES—MOTION PICTURES and FOREIGN BUYERS IN CANADA, MEXICO and OVERSEAS.

Everyone interested in buying an ACT or ATTRACTION will want a copy of The Billboard's new

TALENT-MART

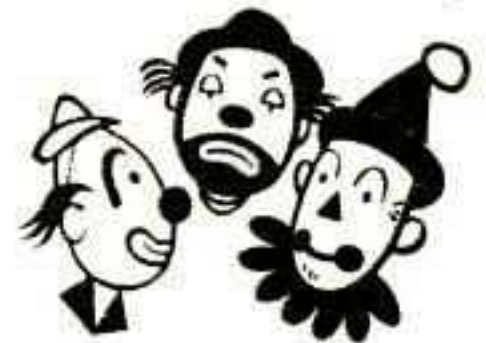
This WHO'S WHO LISTING for ACTS and ATTRAC-TIONS will appear in The Billboard the FIRST ISSUE OF EACH MONTH.

Only The Billboard, because of its continuous leadership in the amusement industry, is in a position to bring you this outstanding service. You can be sure of top coverage of active talent buyers IN THE WORLD EVERY MONTH.

Consider the cost . . . only \$8.00 per listing . . . to the world's most active talent buyers. This is one of the finest programs ever offered any ACT or ATTRACTION, at LOW COST, to keep in action. Your entire cost for one year (12 issues) is only



\$96



With this program you know that your ACT or ATTRACTION will be given a bigger opportunity to get the best dates and the most money. Now for the first time your ACT or ATTRACTION will be seen by LOCAL . . . NATIONAL . . . INTERNATIONAL talent buyers . . . at this special LOW RATE, which we understand is fully deductible from your income tax. This gives you that BIG OPPORTUNITY to help your ACT or ATTRACTION go up.

General Information

All listings in the Talent-Mart will be the same size. Don't be left out—get started now in the next important

- Each listing measures 1 1/8" x 2".
- No pictures or illustrations.
- Only address changes permitted without charge.
- Sold only on a yearly basis (\$96.00 with order).

TALENT-MART

Dated May 2 — Last day for your listing is APRIL 27 (Wednesday).

CHICAGO

188 W. Randolph St.
Central 6-9818

NEW YORK

1564 Broadway
Plaza 7-2800

ST. LOUIS

812 Olive St.
Chestnut 1-0443

HOLLYWOOD

1520 N. Gower
Hollywood 9-5831

The Billboard TALENT-MART Contract for ACTS & ATTRAC-TIONS

- 1 Use this handy form for your listing. Please PRINT or WRITE plainly.
- 2 Return in the business reply envelope or send to the nearest Billboard office.
- 3 Your listing will start in the next "Talent-Mart" and will run for one year. (One each month.)
- 4 This contract is NON-CANCELLABLE.
- 5 Check or cash for the full amount (\$96.00) must accompany this contract.

ACT OR ATTRACTION _____

PERMANENT ADDRESS _____

CITY & STATE _____ SIGNED _____

Pyro Displays Show Durability

ONE of the big strengths of fireworks displays as an amusement feature is its durability.

Dozens of major shows have been going on for years, drawing thousands and hundreds of thousands annually over periods up to 30 or more years in some instances.

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 going on 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 27-year-old Orange Bowl celebration in Miami, pyrotechnics have played an important role. And the St. Petersburg, Fla., Sun Festival has

been using them for over 30 years 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 Stadium, usually tops off the evening with 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 seminars.

The show expects an attendance of more than 10,000. Admission 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.

The show will again be produced by John Harden Associates of Greensboro, with Robert E. Zimmerman serving as manager for the second year. The Arena and adjoining buildings will house displays of more than 300 companies planning to exhibit. Over 20 top-level national authorities in the fields of interest will be principal seminar speakers. J. S. (Doc) Dorton, fair manager, is a consultant.

WISCONSIN

Beaver Dam Fair Gets New Plant

BEAVER DAM, Wis. — The Dodge County Fair is scheduled to hold its 1961 fair at a new plant four miles east of this city, Dr. J. C. Leatherberry, president, announced.

The new site, which totals 60 acres, was purchased at \$400 per acre and is located at the junction of Highways 33 and A, a former airport.

The fair recently sold its in-town fairgrounds to Wayland Academy for \$125,000. The move was made necessary by a fire in May, 1958, which destroyed several buildings on the old location, including the grandstand. Temporary structures were used in 1958 and 1959 and again will be used this year.

Improvement of the new site will begin as soon as an architect is engaged, Leatherberry said.

Ice Follies Using 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 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 team.

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, of New York, former Eastern titlist.

Bill Bikle has taken over the role of animal impersonator for Don Manning, who joined the armed forces. Anna Mitchell, of Regina, Sask., has been advanced from the ensemble to pairing with Colin Beatty.

VEGREVILLE, Alta. — The Vegreville Arena Association has been formed to go ahead with plans for a skating and hockey arena. A provincial government grant will be sought and local service clubs and the Vegreville Exhibition Association will assist. There will also be a public subscription. Art Schmidt has been named chairman of the arena group, with Terry Cole as secretary-treasurer.

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. 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 Toshi Ogatsu, operator of the Marutayama Ogatsu Fireworks Company of Japan. His combination of aerial and ground displays is fired from twin barges midway between the Hudson's banks at 90th Street, where the river is nearly a mile wide.

Ogatsu and the crew he brings from Japan have started their shows with 21-gun salutes intermingled

FOR 11 YEARS

Weekly Pyro Shots Help Hypo Foamy

AN OUTSTANDING case of fireworks used for promotional purposes by a commercial firm is the 11-year promotion program of the F. & M. Schaefer Brewing Company. The shoots have been going off in the N. Y. York and New England bathing 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 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 fireworks artist. The choice of a Japanese firm was not necessarily because of the superiority of his product, but partly because of the oriental fireworks tradition and also because of the publicity to be derived from his participation.

Interstate Fireworks Company has been handling the series from the floating platform, anchored a mile from the boardwalks.

The company has worked closely with chambers of commerce, with reciprocal advertising benefiting both parties. Schaefer is a major 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 estimated 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 them off the beaches of Nantasket 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 life into a commonly dull business day, for Tuesdays had never been 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 link the two with the Schaefer name. He was right. With dealer relationships in the amusement area now better than ever, the programs have had a favorable impact on sales. Over the years Rockaway Beach has also been a participant in the promotions. By means of its sponsorship of a colorful and spectacular entertainment device, the firm has earned considerable good will and the beaches have increased attendance — the perfect promotional marriage.

Political Themes Loom Big for '60 Set Pieces

RIGHT in the middle of the space era, a more localized theme will probably take over fireworks set pieces this season—at least during the latter part of the summer.

It'll be elephants, donkeys and presidential candidates. Hundreds of set pieces will be designed in the shapes of the two presidential aspirants in addition to the two animals that symbolize the two major political parties. And in pre-election shows, there'll undoubtedly be a big question mark.

Even tho the election will move 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

will be brought to the earth by guided interceptor missiles. Our two new States, Hawaii and Alaska, will be saluted in a variety of methods. Between now and the time that many shows are fired, other events of a newsworthy or historical nature will be depicted in pyrotechnics.

At fairs the growing list of name attractions used are finding their way into the post-show displays. If a Western actor is featured, and they're still strong, a gun fight or a stagecoach hold-up may be displayed. Top musical acts are also saluted in fireworks and this type of set-piece theming can go on to almost any subject.

Fireworks are flexible and the people who produce and fire the shows have, over the years, become extremely versatile and original.

25,000 See Spokane Show

SPOKANE — Twenty-five thousand persons were drawn to the sixth annual Sports Show in the Spokane Coliseum March 22-27.

The six-day show was open from 1 p.m. to 11 p.m. and 9 p.m. feature shows at 4 p.m. and 9 p.m. featuring the Andrews Sisters, Chad Mitchell Trio, tumbling artist Bruce Sidlinger, Texas Babe and her stunts, the Anders and their balancing act, and Monte Blue, emcee.

Attractions included Jim Baker's band, Mrs. Monte Blue doing oil portraits, Dave Woodward of the Waco School of Diving, Virginia and Terry Bryand, dry fly tiers, a trout pond, archery range and displays of the latest camp trailers, tents and other equipment for hunting and fishing enthusiasts.

The show was sponsored by Spokesman-Review Charities, Inc., for charities of the three major faiths in the Spokane area. General admission tickets were \$1.25 for adults and 50 cents for children.

FIREWORKS

FOR ALL OCCASIONS
FAIRS — PARKS — CELEBRATIONS

Programs include services of expert Pyrotechnics and are covered by either Public Liability Insurance or Bond.

WE DO NOT HANDLE COMMERCIAL FIREWORKS, BUT WE DO SPECIALIZE IN PROFESSIONAL FIREWORKS DISPLAYS

Available at all times to serve the public	ALEX ZARRILLO MEMBER N.S.A. Manufacturer of Neptune Fireworks	Highest type and superb quality
181 Heckel St. Belleville 7, N. Jer.		Established 1890 Plymouth 9-3733

A NEW SERVICE



TALENT-MART



See page 90

Deer Park—Deer Park Fair Assn. Aug. 25-27. 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 McNott. 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 Egbert. Longview—Columbia Empire Fair. July 27-30. Fred B. Reynolds. Lynden—Northwest Washington Fair Assn. Aug. 17-20. Brad Knapp. Manson—Lake Chelan Valley Fair. Nov. 18-19. Mrs. Everett L. Smith. Menlo—Pacific Co. Fair Assn. Aug. 11-13. E. 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—Clallam 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 Wacker. 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—Stillaguamish Community Fair. Aug. 26-28. Mrs. Marie Stengelend. 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. Vancouver—Orchards Community & 4-H Show. Aug. 14. Norman Rochester.

Vancouver—Clark Co. Fair Assn. Aug. 18-21. 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

Cedar Lakes—Jackson Co. Jr. Fair. Aug. 19-21. Conza Raines. 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 Virginia. 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. Pennington—Ritchie Co. Agr. Fair Assn. Aug. 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. Agr. Soc. Aug. 11-14. A. H. Thayer. Beaver Dam—Dodge Co. Fair Assn. Sept. 7-11. Forrest Knaup. Black River Falls—Jackson Co. Agr. Soc. Aug. 11-14. Eugene Savage. Bloomington—Blake's Prairie Agr. Soc. Aug. 19-21. Mrs. Robert Brodt. Cedarburg—Ozaukee Co. Agr. Soc. Aug. 4-7. Arnold Groth. Chilton—Calumet Co. Agr. Soc. Sept. 2-5. Herbert Harder. Chippewa Falls—Northern Wis. Dist. Fair Assn. July 31-Aug. 7. Ralph Davis. Crandon—Forest Co. Agr. Soc. Aug. 25-28. Lester Grandine. Darlington—Lafayette Co. Agr. Soc. July 20-24. Lyle Atkinson. DePere—Brown Co. Agr. & Fair Assn. Aug. 17-21. R. O. Planert. Durand—Pepin Co. Free Fair. Aug. 16-17. Keith Sommerfeld. Eagle River—Vilas Co. Agr. Soc. Aug. 19-21. Herman Smith. Eau Claire—Eau Claire Co. Jr. Agr. Soc. Aug. 8-11. Willard Hamm. Elkhorn—Walworth Co. Agr. Soc. Sept. 2-5. R. B. Harris.

Ellsworth—Pierce Co. Fair Soc. Aug. 19-21. Bernard Drewiske. Elroy—Elroy Fair Assn. July 14-17. Lawrence Amberg. Fond du Lac—Fond du Lac Agr. Soc. Aug. 10-14. Wm. S. Schwefel. Florence—Florence Co. Fair Assn. Sept. 3-5. Ruben E. Bergsten. Friendship—Adams Co. Agr. Soc. Sept. 8-11. Leslie Schmidt. Galesville—Trempealeau Co. Agr. Soc. July 21-24. Frank M. Smith. Gay Mills—Crawford Co. Fair & Agr. 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 Agr. Soc. July 28-31. Marlin Sundquist. Green Lake—Green Lake Co. Jr. Fair. Aug. 5-7. Willys Gjermundson. Hayward—Sawyer Co. Agr. 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. La 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. Agr. Soc. Sept. 7-11. A. S. DeBuhr. Lodi—Lodi Union Agr. Soc. Sept. 23-25. Vern Hillestad. Luxemburg—Kewaunee Co. Agr. 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. Agr. 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—Buffalo Co. Agr. Fair Assn. Aug. 12-14. John Bollinger. Monroe—Green Co. Agr. Soc. July 27-31. Roland Karlen. Neillsville—Clark Co. Agr. Soc. Aug. 4-7. Harold Huckstead. Oshkosh—Winnebago Co. Fair Assn. Aug. 30-Sept. 2. Robert Misky. Phillips—Price Co. Agr. Soc. Aug. 18-21. Barney Zacharias.

Plymouth—Sheboygan Co. Agr. Soc. Sept. 1-5. 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 Agr. Soc. July 28-31. Harry Vruwink. Richland Center—Richland Co. Agr. Soc. Sept. 8-11. Rubie Talledge. Rosholt—Rosholt Free Community Fair Assn. Sept. 3-5. Russell Wroldstad. Saxon—Iron Co. Fair Assn. Aug. 26-28. Mrs. Florence Hardie. Seymour—Outagamie Co. Fair Assn. July 13-17. Maynard Puls. Shawano—Shawano Co. Agr. Soc. Sept. 2-5. Karl Korting. Stinger—Washington Co. 4-H Club Fair. July 21-24. Maurice Hovland. Spooner—Washburn Co. Jr. Fair. Aug. 15-17. W. H. Dougherty. St. Croix Falls—Polk Co. Fair Soc. Aug. 5-7. John Rothermel. Sturgeon Bay—Door Co. Fair 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. Agr. Soc. Aug. 4-7. Elwin G. Leet. Viroqua—Vernon Co. Agr. Soc. Sept. 15-18. Evan Friedel. Wausau—Marathon Co. Agr. Soc. Aug. 17-21. C. J. McAleavy. Wausaukee—Marquette Co. Agr. 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. Agr. 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. Newcastle—Weston Co. Fair Assn. Aug. 18-21. Earl Christensen.

Powell—Park Co. Fair Assn. Aug. 18-20. Paul 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. Pete Jensen.

CANADA

Alberta

Barhead—Barhead Agr. Soc. Aug. 2-3. J. Jensen. Battle River—Battle River Agr. Soc. Aug. 2-3. Hubert Dechant. Benalto—Benalto Agr. Soc. July 26-27. P. Kachmar. Calgary—Calgary Exhn. & Stampede. July 11-16. Maurice E. Hartnett. Camrose—Camrose Agr. Soc. Aug. 8-10. J. E. Stuart. Darwell—Darwell Agr. Soc. Aug. 20. Mrs. C. O. Conrad. Edmonton—Edmonton Exhn. July 18-23. A. J. Anderson. Girouxville—Donnelly-Falher-Girouxville Agr. Soc. Aug. 4-5. Mrs. R. St. Andre. Goose Creek—Goose Creek Agr. Soc. Aug. 17. David Black. Grande Prairie—Grande Prairie & Agr. Soc. Aug. 15-17. Mrs. Margaret Tennant. High Prairie—High Prairie Agr. Soc. Aug. 11-12. Mrs. Ivy Smith. Lethbridge—Lethbridge & Dist. Exhn. July 6-9. C. E. Perry. Lloydminster—Lloydminster Agr. Soc. July 25-27. G. A. Mansell. Mayerthorpe—Mayerthorpe Agr. Soc. Aug. 19. A. E. Gunton. Medicine Hat—Medicine Hat Agr. Soc. July 21-23. E. V. Elford. Olds—Olds Agr. Soc. Aug. 12-13. R. D. McKinnon. Pincher Creek—Pincher Creek Agr. Soc. Aug. 16. Mrs. J. Lynch—Staunton. Priddis—Millarville—Priddis-Millarville Agr. Soc. Aug. 20. W. R. Jackson. Red Deer—Red Deer Agr. Exhn. Aug. 4-6. D. W. Robertson. Rimbey—Rimbey Agr. Soc. July 26-27. R. A. Anderson. Vauxhall—Vauxhall Agr. Soc. Aug. 31. C. S. Douglas. Vegreville—Vegreville Exhn. Assn. Aug. 1-3. T. K. Cole. Vermilion—Vermilion Agr. Soc. July 28-30. S. C. Heckbert. Wetaskiwin—Wetaskiwin Agr. Soc. Aug. 2-3. Mrs. Doris Kirkwood. Wildwood—Wildwood Agr. 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 Agr. Assn. Sept. 23. Armstrong—Interior Provincial Exhn. Sept. 14-17.

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 "KATE" of "REAL McCOYS"
Ann B. Davis "SCHULTZIE" of "BOB CUMMINGS SHOW"
Louie Quinn "ROSCOE THE BOOKIE" on "77 SUNSET STRIP"

Robert Horton "THE SCOUT" of "WAGON TRAIN"
Guy Williams "ZORRO"
Eric Fleming Star of "RAWHIDE"
Don Durant "JOHNNY RINGO"
Mike Connors Star of "TIGHTROPE"
Bobby Diamond "JOEY" of "FURY" and "BRAVE STALLION"
Irish McCalla "SHEENA QUEEN OF THE JUNGLE"
JIMMY DODD and "THE MOUSEKETEERS"

CLYDE BALDSCHUN & ASSOCIATES

Personal Management and Show Producers

20218 SANTA RITA ST.
Telephone: Diamond 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

MACON, Ga.—A heavy all-day 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

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.

"This kind of loyalty reminds me of the old days," Lucio said, "and I'm confident about the new season."

High praise was given in the newspapers for the excellence of the performance, presented under the direction of Justino Loyal, equestrian director. The eight-piece band, directed by Ramon Escorsia also came in for special mention.

Charles H. Blaum, director of publicity this season, handled the Macon date. He landed stories on 19 days out of a possible 21 days. From Macon Blaum went to Knoxville, and then moves on to handle the date in Norfolk.

Freddie Canestrelli, a part owner of the King Bros. Circus last year, and his wife, Ortans, are back with the Cristiani Family this year and have sold their interest in the other show.

After suffering financial reverses last fall on the trek east from Cali-

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, midgit; Big Eddie Carmel, giant; Lady Jean, tattoo; Ward Hall, vent and magic; Susie the Elephant Skin Girl; John Haly, strong man, and Estelline Pike, sword swallower. Tommy Hart is assistant and Bobby Reynolds is lecturer, altho Eagle pitches in frequently with announcements.

The show is adequately geared for the building's heavy basement traffic, and crowds are kept moving and satisfied. Leonardo came here from the Fernandez date in Hawaii. Haly has a young, fresh face and polite manners which helped him get a booking on the Dave Garroway TV show this week.

Beatty Staff Rolling In; Start Billing

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, execu-

(Continued on page 95)

CIRCUS TROUPEING

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.

★ ★ ★

Estelline Pike, sword swallower with Ringling for the New York date, reports that she went to authorities to claim the body of the late Rose (Conway) Duffy, tattooed lady, after reading about the death in The Billboard March 21. She learned that a neighbor already had claimed the body and burial was at Calvary Cemetery, New York. . . . Charlie Campbell, who 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.

London Daily Mail in February interviewed Henry Ringling North, who said he and his wife plan to go to Ireland, where they and John Ringling North plan to build a large home. . . . CFA members catching the Ringling show at Greensboro, N. C., included the Phil Michiloves and their daughter, Paula; the Alan Gorees, the John 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.

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.

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.

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.

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 and the Bakers.

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 Vonderheids 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 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 at Toronto.

Frank Miles, former Hamid-Morton elephant handler is very ill in St. Vincent's Hospital, New York, and would like to hear from friends. . . . Paramount Pictures says it will re-issue "The Greatest Show on Earth" during the summer.

Berni Miller has the promotion for Adams-Sells dates within the city of Chicago.

CHINA CIRCUS DUE IN FALL

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 throuout the nation, and it probably will open at Palisades Park near New York.

The Schumanns of Denmark appeared at circuses in London and Vienna and now have opened their own Circus Schumann in Sweden. The Flying Marilees are with it. In Vienna the Schumanns bought a new group of horses. . . . Karl Knecht writes from Evansville, Ind., that he has visited recently with Irene Ringling Bonsigneur and her husband. Her son, Charles Ringling, was in Evansville recently. The 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 theaters.

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

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

WANTED

Must be able to type or take shorthand. 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.

Morris Bluestein

2650 S. Shepherd Houston, Tex. Wants his friends to know he carries complete line of Novelties and Carnival Merchandise. Catalog will be ready April 17.

Anyone knowing the whereabouts of the following persons:

John J. (Jack) Kenney
Jack Bishop
please advise
K. GORDON MURRAY PRODUCTIONS
580 Biscayne Blvd. Miami, Florida
Franklin 1-5304

4 PHONEMEN

Kiwanis Club date. UPC's and Banners. Phones in; pay daily. Johnny Mallon and Mike Hastings, call. Deal just starting.

Call ERNIE

RRdwood 3-3604 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

721 Main St. Hartford, Conn.

STERLING BROS. CIRCUS

WANTS AT ONCE

Family Acts, Clowns. Sanchez Sisters, Hannella, 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

1—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



TALENT-MART



See Page 90

GARDEN BROS.' CIRCUS

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.

5—PHONEMEN—5

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.

1959 SEASON ROUTE BOOK
100 PAGES IN COLORS. \$1.50 (POSTPAID)
ALG KELLY AND MILLER
ART MILLER, WALNUT RIDGE, ARK.

4—PHONEMEN—4
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 4-8822 or SH 4-8932

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.

Dobritch Production Pleases

Continued from page 52

falo, Des Moines, played in 0, has been dropped.

Some of the acts seen here will remain with the show much longer owing to prior commitments. However, the nucleus—Bert Rix Bears, Flying Geraldos, Bert Holt, the Princess Tajana aerial ballet, Aldo Cristiani's Domans, Wells and the Four Aces, George Hanneford Family, Ed Eddy Kuhn's animals, Celeste the Girl in the Moon, and the Smos' aerial motorcycling act—scheduled to make the full tour. Six night shows were scheduled, Monday, Wednesday and Saturday matinees and a Saturday morning performance. Prices are \$2.50 and \$2.50, tax included.

In Clown alley are George Lally, producing; Don Adams, Happy Kellem; Mike, Victor, Leo and Alfredo Landon; Pietro Fioravante Bizzarro, Garner Swinton and Jim Snell, the comedy t-ups making six appearances during the performance.

Colorful Pageantry

The program, running two and one-quarter hours, opened with an overture by the band, followed by a grand entry by uniformed drummers, performers and animals, colorful display that got the show off to a fast start with Albert Rix's Bears in the center ring.

The Rix bears depend more on comedy than sensationalism, and go over big with the kids as they do barrel rolls, pedestal mounts, somersaults, ladder climbs and sides in a pleasing turn.

The Geraldos, working with precision on twin trapezes, offer a routine of tricky acro work that is novel, their repertoire including

barefooted catches, foot-to-foot, and back balance while the gal hangs suspended by the male's feet.

Next on are the Bournellys, Wells and the Four Fays, and the Alfredo Landon Midgets. The Landon troupe offers comedy tumbling that is fast and furious, while the others do rapid acro work that pleased.

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 Lacy's 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 balancing.

A fine change of pace is the work of the Three Bizzarro Brothers, Italian comedy musicians who, basically, are bellringers. They play bells by hand, then go into a "music box" routine in which they play tunes by pressing musical 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 doing an ironjaw suspension from a swaying cable, he juggles clubs, balls, spinning hoops on arms and feet, and balances a spinning sphere on one finger tip while juggling balls in the other hand. Its novelty earned the performer a warm hand.

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 horse.

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 Hunt shows in end rings contribute everything one might seek in bull acts, including a mouth carry of Miss Rita, and trundled off to a hand after a closing long mount.

Celeste, on the high revolving rigging, contributed a sound brand of gymnastics, and the act's pyro finish closed the show in spectacular fashion.

Books, Films, 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" continues 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 Keller, who changed from college professor to wild animal trainer, and C. P. Fox's "Pictorial History of Performing Horses." More circus books also are in the works to join the ever-increasing library on the subject.

Cristiani Rolls

Continued from page 94

California, the show has been revamped and expenses trimmed in a "now or never" endeavor. The show acquired 12 new tractor units and three new trucks from the Thornton Motor Company of Macon, and the tops and all equipment present a sparkling appearance on the lot. New aluminum chairs are used in the grandstand.

Most of the staff remains the same but there are some new faces.

Bud Fisher continues as legal adjuter. Arnold F. Maley is back assisting Treasurer Robert Brown and Gregg Petterson in the wagon. It was somewhat of a homecoming for Maley and his wife, Mrs. Esma Maley, former residents of Macon. 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.

Despite the rain and boggy lot the show was thronged with visitors, including Mrs. Floyd King and children, Walter D. Nealand, Charles T. Underwood, L. D. (Doc) Hall, John Weikel, Fred Newhall, Ding Simpson, and the show's attorney, 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, arrived last week, as did Edna Antes, secretary. On Long Island, group ticket sales are being handled by Walter Hauser. Initial sale in response to advertising was very good. The show is running one-column, page-long ads in Newsday and the Nassau Suffolk editions of the New York News and Long Island Press.

Ringling-Barnum 90th Edition

Continued from page 51

better, the fairyland figures are more cleverly presented, and the floats, while simply made to knock down for baggage car storage, are enjoyable. In this brief period is one of the current edition's stellar moments, a fine marriage of color, sound and motion.

Plusses and Minuses

During intermission it is possible, and provident, to review the general impressions thus gathered, and make an appraisal. Harold Ronk is with it after an absence, and was never more imperious in his announcements, or more powerful of voice with vocals. There is scarcely a tuxedo in the joint, but this is no longer a world premiere, rather, it is another stop along the route. The great outpouring of talent, it must be reported, is simply too overbearing and quickly offered to permit adequate appreciation. As was the case the previous year, the whistle mercilessly cuts short a number of performances before the acts can show their best skills.

On the plus side is, again, the fact that these traffic conditions seem to be surmounted. Acts gallop on and off in a hurry and if the intent is to bewilder young eyes, the show emerges the victor. Costuming is superior, particularly in the fairyland spec and in the concept of dressing acts similarly in the big displays. It makes for the entrances of large, cohesive groups, breaking into individual acts. Scarcely appreciated by casual viewers is the monumental task of Tuffy Genders and his crew, who started hanging the big hall at 5 a.m. and wound up at 4 p.m., an 11-hour job compared with two-day and three-day projects of former years. Only the previous night, the 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 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 shown the acts to be functioning in better style since then. Another five-act display features Unus, plus the Aguilers and Del Morales, perch; Rigaretis, balancing on ladder, and Manfred, chair stacking.

New Imports Described

Ferry Forst's illusions are awe inspiring to the kiddies, utilizing mechanical devices which are not very mysterious. With a darkened 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 a bar traversed by a cat and a monkey. They finish the act by climbing a rope to a rocket ship, then descending, hanging from parachutes. The monks are the other performers. The dogs stand 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-

tine, using a box for Slender Stella effect. This follows the manage number. "Folkland Fair," opening with simulated European folk dancing and blending into Charles Moroski and Gana Lipowska, centering Liberty act, flanked by Marion Seifert and Harry Gilhuys, dressage. Starting with a single animal, Moroski builds with two, doing a waltz, then three, encircling the ring and rearing back for a walk-out.

Five-act display to follow Kasten's Animals features Paterson's Trampoline in the center, the St. Leons and Bokaras, teterboards, and (8) Sons of Algiers and (7) Nadi Janos Troupe, tumbling and pyramid building. Harold Alzana holds his next-to-closing spot, continuing to display a masterful feeling for suspense. The inclined ascent and descent, rope skipping, high-wire dancing, still create the air of tension so necessary to success with this type of performance.

Grand finale is "Orchids and Ice," throwing together all sort of patriotic elements. The two new States are honored by having girls decked out as Hawaiian hula dancers and Alaskan Eskimos with dried fish dangling from their waists. Others have star-spangled costumes. Unrelated to this theme are the 13 elephants which run on for their mount, representing Africa and Asia. Above these and sundry other performers revolve two huge illuminated American flags, some 30 feet by 40, and studded with miniature bulbs. The Zacchini double cannon blasts out a finale to the show, 160 minutes after it all began.

What spectators are viewing in 1960 is a huge charge of performers, reminding 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 CHUCK BROWN Phone: WO 4-6896 Rockford, Illinois

LEAPERS WANTED FOR FLYING ACT

Girls Preferred Good Salary and Treatment BOX D-136 c/o The Billboard, 2160 Patterson St. Cincinnati 22, Ohio

PHONEMEN

Man wife team to travel Ohio at top commission, selling and collecting for ads in papers owned and sponsored by Peace Officers, DAV and/or AMVETS. Sales records of last 15 years furnished.

JIM VOELKL

P. O. Box 5802 Columbus 21, Ohio (HU 8-3025, no collect)

PHONEMEN

UPC's and Banners MILLS BROS. CIRCUS Lynn, Mass. and three other towns in Mass. Call Lynn 5-6190 No Collect

PHONEMEN

BOOK-TICKETS AND BANNERS Office 209 E. Broadway, Tucson, Ariz. Sheriff's Pose Day Phone—MA 2-3662 Night Phone—MA 2-3381 Johnny Bodin, come in. Can use you both here. No Collects Want good bannerman for Albuquerque, N. M.

OKLAHOMA RANCH "America's Greatest New" WILD WEST RODEO

"Showing 26 States and Canada, East of the Mississippi" For Fairs, Civic Promotions, Parks, Celebrations, Stadiums, Cities large or small, indoors or outdoors. Contact us at once for open dates, terms and literature. 118 Boca Ciega Dr., St. Petersburg 8, Fla.

PROMOTERS

Capable of handling good auspices, large or small towns. Steady, no layoffs or off-season. Full percentage daily. This is our money route if you can stand prosperity and work clean.

JACK KELLY

Gen. Promotion Mgr. Tommy Scott Show. Phone: CH 7-2804 and CH 7-3497 Albuquerque, New Mexico

PROMOTERS WANTED

Promotional Directors, high caliber, large towns with top sponsors.

Contact

PAUL CRISTIANI CRISTIANI BROS.' CIRCUS

Monticello Hotel, Norfolk, Virginia

PHONEMEN

UPC's and BANNERS Clyde Beatty Circus for Jersey City and West New York. Roger McDermott, Bill Davis, Ed Montel and George Bernard, get in touch. Contact EDWARDS, Chairman Our Lady of Mt. Carmel Church 99 Broadway Jersey City, N. J. Henderson 5-7080

PHONEMEN

for Cristiani Bros.' Circus dates in Midwest. Phone TOM PARKER SA 6-8228, Joliet, Illinois. Have openings in several good towns.

PROMOTER

With PHONE CREW. State convention books. Long commission. Write or phone HOWARD ERMEL Box 105, Carmel, Ind. Victor 6-2142.

Spencer, Ia., Fair Cuts Night Revue, Re-Programs

SPENCER, Ia. — The Clay County Fair here has cut down its night act program to one evening, 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 and modified stocks are in for a matinee and evening contest on Saturday the final day.

Night harness racing will make

its debut here on Wednesday evening and will also run the following afternoon. A thrill show has been booked 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 & 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 performances there was a light afternoon and 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 house.

Waxahachie (22) gave one-quarter 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 for an eight-day midway.

Cattle Bldg. Ruined by Snow Weight

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 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 Regan 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 theaters.

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 and son-in-law as officers, deposited checks totaling \$250,000 with a bank in connection with the sale, but allegedly did not sign the checks. The amusement park said bickering ensued between the seller and the buyer and the sale was not 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 Providence to cost upwards of \$1,000,000.

FAIR-EXHIBITION MANAGEMENT

Colorado State Fair Adopts Tight Gate

PUEBLO, Colo.—The Colorado State Fair Commission has adopted a new pay policy in a move to make the fair more self-supporting.

The commissioners have decided that in 1960 everybody must pay to see the exposition, rodeos and other attractions. They put it right on the line. Not even the governor will be a guest. Members of the Legislature, newspapermen covering the show and exhibitors will be required to ante up at the gate.

The traditional free admission for children under 12 is out. The youngsters will pay half fare—25 cents.

The fair is no different than any other business organization, according 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 commissioners we discussed many ways where we could increase our income. 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 new 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 at half price thru the entry department," Fugate said.

Fugate pointed out that in former years the fair management had given free tickets to persons performing voluntary services on the grounds during the fair. In eliminating these free tickets, the fair management will expect to pay for services provided the fair, but believes that the everyone-pays policy will be the best long-range policy.

The commissioners add that much difficulty has been experienced in the past in controlling free admissions and complimentary tickets. Some 15 years ago a free gate for everyone was tried, but was abandoned after one unsuccessful attempt.

A few years ago free admission was given everyone under 18 years of age, but then it was found that the fairgrounds had turned into a 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, secretary-manager 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 between 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 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 this year for four days starting June 16. West Coast Shows will play the midway and the stagershow will be booked and presented by George Hunt & Associates, Hollywood.

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.

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.

CONCESSION SUPPLY CO.

3916 Secor Rd. Toledo 13, Ohio Ph.: GR 4-2408

EVERYTHING in ENTERTAINMENT
AL DVORIN AGENCY, INC.
54 West Randolph Street Chicago 1, Illinois Phone: FRanklin 2-4980

Concessionaires
Make Us Your Midwest Headquarters for
POPCORN • SEASONING • BOXES • COTTON CANDY & SNO-KONE SUPPLIES & EQUIPMENT
Top Quality—Prompt Shipments
DORE POPCORN CO.
5913 W. North Ave., Chicago 39, Ill. Phone: MErrimac 7-4162

TOM THUMB DONUT MACHINES
Now Available
Output 180 dozen an hour. 20"x20"x18". Weight only 110 pounds. Operates on 220 AC current. Tremendous profits selling at 20¢ per dozen. Biggest hit with the kids at any fair or carnival. Write for information.
BON VIVANT
314 S. 12, Omaha, Nebraska.

FOR SALE
One 36-foot 2-abreast MGR. Allan Herschell; one 12 Ell Wheel, one Long-Arm Octopus. All in good condition.
BOX #984
The Billboard, 188 West Randolph Chicago 1, Ill.

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.

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 rollerade 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.

Melody Skating Rink of Groton, Conn., in an ambitious drive for family trade, is urging patrons, via newspaper ads, to hold birthday parties at the rink. Ads plug the rink's private room for such affairs and "all facilities at no extra charge to make your party an enjoyable one." An engraved loving cup is presented to each guest-of-honor at these functions.

Melody Figure and Dance Club slated "Melody on Wheels '60," fifth annual presentation, for three performances, March 22-24, at \$2 top, at Melody Skating Rink, Groton, Conn. Sequence titles included "In Old New York," "The Golden Goose," "Dutch Treat," "Wonderland Alaska" and "Old Southern Magic."

Riverside Roller Rink of Agawam, Mass., held a recent skating party for the benefit of the Western 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 Lentz, rink professionals, rehearsed skating routines for intricate chorus numbers for several weeks with club members.

East Bellevue Roller Rink, Inc., Highway 70 South, Harding Road.

ROLLER SKATE RESISTANT RUBBERLOCK FLOORING



ROLLERTILE was developed especially for rugged use in rink lobbies and around skate areas to resist wear and abrasion usually caused by skate wearing traffic.

- CUTS SKATE NOISE IN LOBBY TO ZERO
- REDUCES SKATE SPEED IN LOBBY OVER 100%
- MAKES LOBBY SAFER FOR SKATERS AND SPECTATORS
- LESS OVERALL COST THAN OTHER FLOORING
- INTERLOCKING EDGES
- NO MASTIC, CEMENT OR SPECIAL SKILLS TO INSTALL
- NOW IN BEAUTIFUL COLORS

SIZES: 24"x24"x1/4" Thick
24"x24"x1/2" Thick
9"x9"x3/4" Thick
9"x9"x1/2" Thick

Data available upon request. Send square footage or floor plan for free estimate to attention of:

M. M. LEVITT, Sports Division
MITCHELL RUBBER PRODUCTS, INC.
Dept. 40, 2114 San Fernando Road
Los Angeles 65, Calif.

SKATING RINK TENTS

42 x 102 IN STOCK
52 x 122 AT ALL TIMES

NEW SHOW TENTS
MADE TO ORDER

CAMPBELL TENT & AWNING CO.
100 Central Ave. Alton, Ill.
Phone: HO 5-8885

MAKE REAL MONEY WITH

Porto-Bilt.

TENT COVERED RINKS

Write
W. T. SHACKELFORD
Box 425, Smyrna, Ga. Phone: HE 5-5978
Phone: 8-2183, Marietta, Ga.

AUDITORIUM

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 wheelchair patients were coming, and when they arrived there was no room for them and their attendants.

Under the new system, the auditorium management will have to have advance notice and there will be room for 12 wheelchairs. There will probably be no admittance charge.

1960 Stock Cars to Get Premiums at IMCA Race Meets

ST. PAUL—In a move to encourage the use of 1960 model stock cars in races, a premium will be paid to owners by the International Motor Contest Association.

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 not as a part of, the advertised purse.

The car must be a 1960 model stock car and must meet all IMCA specifications as set forth in the 1960 Official Rule Book.

The car need not start in the feature to be eligible for this fund, but must have previously attempted qualifications for that particular feature thru time trials, qualifying heats or a combination of both.

Building Standards Seen For New Travel Trailers

TRAILER dwellers, and there are a lot of them in outdoor show business, may soon be living in travel trailers that were built under a code of industry standards.

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.

Right now the Mobile Homes 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.

The standards in effect are the result of two years of study, research 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 1, 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 Housing, these installations are equivalent to those used in conventional housing.

The new MHMA-TCA standards

and the California code are 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 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 with the MHMA Standards Division. 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 standards.

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-law.

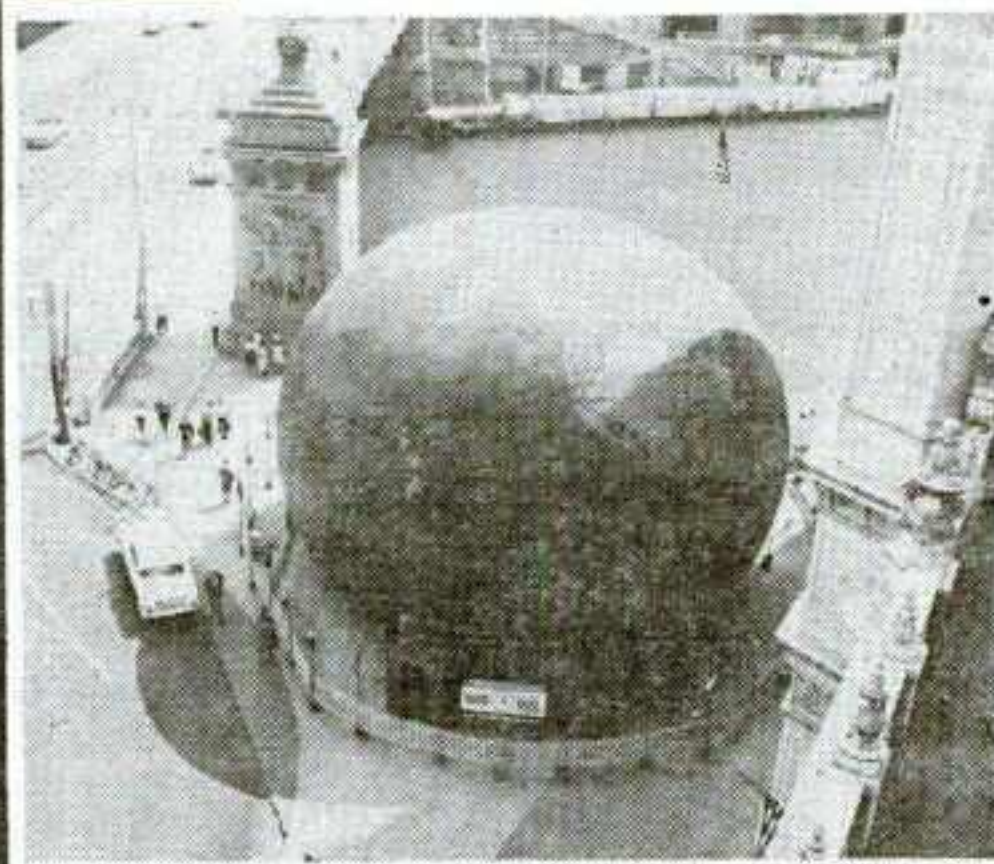
A NATURAL WINNER!

Build Up the Pulling Power of Your . . .

- FAIRGROUNDS
- SHOPPING CENTER
- FARMER'S MARKET
- AMUSEMENT PARK
- BOARDWALK
- SPECIAL DISPLAYS
- PROMOTIONS
- ETC.

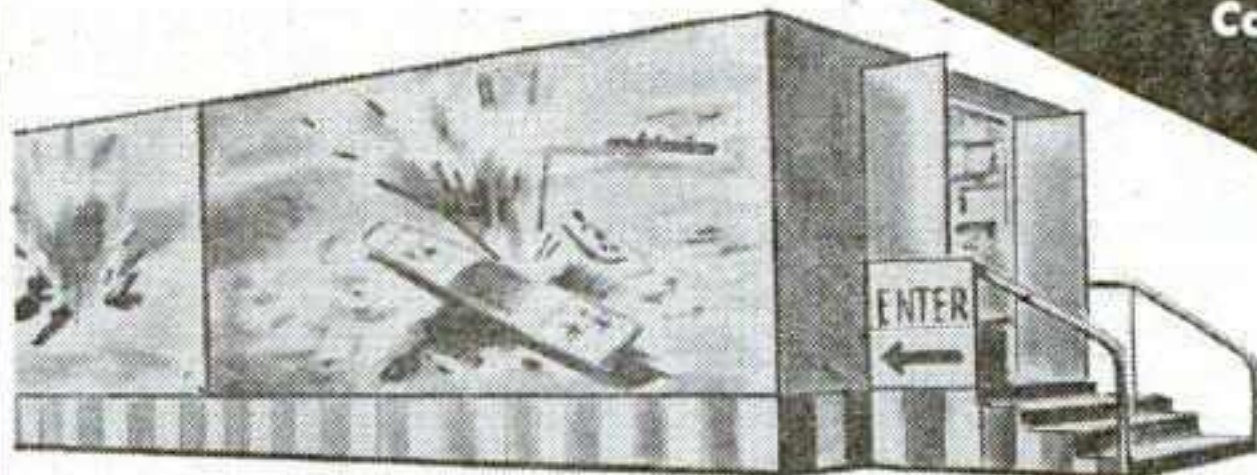
As the Pan American World, This Unit

drew 225,000 people by itself at the BRUSSELS WORLD FAIR and won the gold medal. A 4 1/2-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 . . .

makes 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.

Owned by Historics, Inc., 37 Wall Street, New York City

Bookings exclusively thru

JET WORLD PROMOTIONS, INC.

533 BROADWAY, NEW YORK CITY. WALKER 5 6076, LEW SAKA

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.

SHOPS BUSY

Allan Herschell Charts Ride Sales

NORTH TONAWANDA, N. Y. —Altho its announcements of Sky Wheel and trackless train additions evoked considerable comment in the outdoor amusement industry, regular Allan Herschell ride products 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 output.

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 following:

Asociacion 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.

Ralph E. Higgins, of Denton, Tex., visited the plant March 24 and placed orders for a G-16 Miniature Train, Rodeo, boat ride, Brownie tractors and tracked Roadway Ride. Bill Bradley, Herschell's Southwest representative, will assist in preparations and installation at Higgins' new Kiddieland, aiming at

a May 1 opening. The park will also have a San Antonio Roller Works Ferris Wheel.

From Lake Winnepesaukah, Rossville, Ga., it is reported that Mrs. E. D. White's Mad Mouse 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 15. Tracks for this unit have already been laid.

C. J. Mercer, of Jacksonville, Fla., has received his new Roller Coaster and Helicopter. Carl Puline, of Erie, Pa., was there and, as an old hand, advised on the erection.

White Swan Park, Coraopolis, Pa., has ordered a Mad Mouse and delivery was scheduled for April 1. Fantasyland, Gettysburg, Pa., asked that its 1865 Train be shipped April 1, altho its tracks were completed last fall.

FLORENCE, N. J. — Circus owner Harry T. Hunt last week charged that TV performer Ed Sullivan was overly critical of American circuses and circus acts on his recent all-circus television show. He also challenged Sullivan's statement that three-ring circuses are confusing.

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 auditoriums throuth 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 loads of equipment for tents, seats, cookhouse, power plant and other things for which it now substitutes local facilities. But the show is a big one and will be transporting a whole trainload of circus entertainment.

Auditorium Crowds Exceed 1,000,000, St. Paul Reports

ST. PAUL—Attendance at the Auditorium here last year passed the million mark for the second consecutive year. The total of 1,085,572 was a 53,156 gain over 1958, it was announced. The annual statement submitted by Edward 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 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.

ARENA, AUDITORIUM NEWSLETTER

Austin Tabs Winners

By TOM PARKINSON

AT THE AUSTIN Municipal Auditorium and Civic Center, Manager 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 Coliseum, 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 two shows; Kingston Trio, 4,500 on a Sunday afternoon, and Jose Greco, 9,000 in two shows. Doing nearly as well were Players of Lugano, Pomplona Choir, Dallas Symphony, Louis Armstrong, Ballet Russe de Monte Carlo and the Bach Aria Group.

One of the most successful programs has been that of the 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 more than a year ago. . . .

NBC Schedules TV Program About Coming Conventions

A SPECIAL TV PROGRAM about the upcoming political conventions 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 expansion of a rink at Kelvington. . . . Lloyd Center shopping center at Portland, Ore., is to include an ice rink. . . . Anheuser-Busch has completed Busch Gardens, a "space frame" next to the firm's Tampa brewery. The arena-like dome is transparent and contains tropical birds.

Oberammergau Passion Play In Greenville Appearance

OBERRAMMERGAU 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, and Murray Klein, attorney.

Minneapolis Variety Club Starts Marty Chalfen Fund

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.

1960 FAIR DATES

REPRINTS NOW AVAILABLE

ORDER YOUR EXTRA COPIES WHILE LIMITED SUPPLY LASTS

The Billboard, 2160 Patterson St., Cincinnati 22, O.

Please send me _____ copies of THE BILLBOARD'S copyrighted 1960 FAIR

DATES REPRINTS at 50c each. My payment of \$ _____ is enclosed.

Name _____

Company _____

Address _____

City _____

Zone _____ State _____

A Few Choice Dates Still Available

NEW YORK OPERA FESTIVAL

FOURTH TRANSCONTINENTAL TOUR—UNITED STATES & CANADA

FALL—1960

SPRING & FALL—1961

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

1860 Broadway, N.Y.C. 23, N.Y. Plaza 7-4515

Also Available Through Civic Concerts & Community Concerts

AGMA-ATPAM-IATSE

Permits Needed to Move Oversize Trailers

THE MOVEMENT of oversized travel trailers and mobile homes in many cases requires permits from State authorities, just as does movement of oversize or overweight trucks, and separate permits are sometimes required by toll roads.

Below is a list of State and toll road authorities from which these permits can be obtained:

- State Offices**
- Alabama: Permit Section, State Highway Department, Montgomery.
 - Arkansas: Arkansas Highway Department, Permit Section, Little Rock.
 - California: State of California, P. O. Box 1499, Department of Public Works, Division of Highways, Sacramento.
 - Colorado: Colorado Department of Highways, Denver.
 - Connecticut: State of Connecticut, State Highway Department, 284 Sheldon Street, Hartford.
 - Delaware: Traffic Division, 152 South State Street, Dover.
 - Florida: State Road Department, Tallahassee.
 - Georgia: Truck Weighing Di-

vision, State Highway Department, 325 State Highway Building, Atlanta.

Idaho: Permit Division, State Highway Department, 603 Main Street, Boise.

Illinois: Central Permit Office, Division of Highways, State Office Building, Springfield.

Indiana: State Highway Department, Permit Engineer, State House Annex, Indianapolis.

Iowa: State Highway Commission, Safety and Traffic Engineer, Ames.

Kansas: Special Permit Division, Traffic Department, Topeka.

Kentucky: Department of Maintenance, State of Kentucky Highway Department, Frankfort.

Louisiana: State of Louisiana, Department of Public Safety, Division of State Police, Baton Rouge.

Maine: Maine State Highway Commission, Maintenance Division, State House Annex, Augusta.

Maryland: State Road Commission, 108 East Lexington Street, Baltimore.

Massachusetts: Secretary of Public Works, 100 Nashua Street, Boston.

Michigan: Michigan State Highway 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 House Annex, Concord.

New Jersey: Division Motor Vehicle, State House, Trenton.

New Mexico: District Highway Engineer, Office, Albuquerque.

New York: District Engineers' Office, Little East Neck Road and Montauk Highway, Babylon, Long Island.

North Carolina: State Highway

Home Lot Sale To Continue Via 45 Units

BALTIMORE — Sixteen sports shows and other exhibitions in April will wind up the indoor display season for the Cape Coral, Fla., realty development. More than 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 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 current season there will be units at the Toledo Garden and Flower Show, Charleston, S. C.; Pawtucket, R. I.; Columbus, O.; Board Show; Tulsa Home Show; Baltimore; Springfield, Mass.; Davenport, Ia.; Syracuse and elsewhere.

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 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 that the attendance prior to 10 in the morning was not sufficient. Closing time will remain at 11 p.m.

Otto Gretona Dies in Florida

SARASOTA, Fla.—Otto Gretona, 55, owner of the Gretona high wire act, died of a heart attack at his home here Friday (March 25). He came to this country with the troupe in 1929 and appeared with the Ringling-Barnum circus seven years.

The Gretonas joined Cole Bros. Circus and made their permanent home at Rochester, Ind., from that time. The act has appeared with numerous other circuses in recent years, including Clyde Beatty, Clyde Bros. and Cristiani Bros.

Working with him in the act 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 Oregon State Fair, Salem, from 1915 to 1922, and was manager from 1922 to 1933. From the latter date to 1950 she was secretary to the State fair manager and in '950-'51 managed the Multnomah County Fair, Gresham. Since that time she has been secretary to the manager of Lane County Fair, Eugene. Burial was in Salem.

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 Works here.

The wheel has 12 seats, is 42 feet high and folds onto its own trailer. According to Garbrick, it 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.
- Big State: *Joseph Sima; Alice, Tex.
- Burkhart, Carl: Many, La.
- Byers Bros.: *James L. Reed; Port Arthur, Tex.; Baytown 18-23.

- Geren, W. R., No. 2: (25th St. Shopping Center) Columbus, Ind., 11-23.
- Gladstone Expo.: Batesville, Miss., 18-23.
- Gold Medal, No. 2: *Al Wallace; Harriman, Tenn.; La Follette 18-23.
- Golden Gate: *A. R. Sistrunk; Red Bluff, Calif., 12-17; Redding 18-24.
- Greater Kastl: *Gustie Pelan; Cortez, Colo.
- Hames Ams.: Fort Worth, Tex.
- Heart of America: *Jack Wilson; Salina, Kan., 14-20.
- Holiday Am. Co.: Miami, Okla., 12-23.
- L & L: *Bryan Carter; Calhoun City, Miss.; Houka 18-23.
- Manning, Ross: Hampton, Va., 18-23.
- Midway of Mirth: *Frank X. Lavell; 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.
- Powelson Ams.: *Happy Powelson; 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., 11-23.
- Wolfe Ams.: *S. R. Holt; Greer, S. C.

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; Bristol, Okla.
- Drew, James H.: Gainesville, Ga., 13-22.
- Gentsch, J. A.: *Fay Curtis; Winona, Miss.
- Georgia Am. Co.: Toccoa, Ga., 18-23.
- Geren, W. R., No. 1: (Dixie Manor Shopping Center) Columbus, Ind., 11-23.

Circus Routes

- Clyde Beatty-Cole Bros.: (Long Island Arena) Comack, N. Y., 15-24.
- 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) Erie, 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; Hebronville 20; Benavides 21; San Diego 22.
- Wirth: (Island Garden) West Hempstead, N. Y., 11-24.

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, Ia., 20; (Music Hall) Omaha, Neb., 22-23.

Legitimate Shows

- Look Homeward, Angel: (Tower) Atlanta, Ga., 11-13; (City Aud) Savannah 14; (Memorial Aud) Greenville, S. C., 15; (Royal) Columbus, Ga., 16; (Lanier) Montgomery, Ala., 19-23.
- Sweet Bird of Youth: (Biltmore) Los Angeles, Calif., 11-16.

Ice Shows

- 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.

Ill. State Fair Posts 800G for '60

SPRINGFIELD, Ill.—The 1960 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.

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, N. C.

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 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 Contest Revue, fair grandstand attraction, March 18 in Scranton, Ia. He was the former owner of a cotton mill in the East, owner of a stable of harness horses, and was active in the Rich organization until his death.

WILSON—Ella S., 74, longtime Oregon fair official, 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. Milo Anthony, show operators.

CARNIVAL CONFAB

BUSTER 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 house trailer while playing Dade County Fair, Miami. They'll tour with Royal American.

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.

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

* * *

Jack Dickstein, retired concessionaire and past president of the Michigan Showmen's Association, is being honored by Daylight Masonic Lodge 525, Detroit, which is naming its new class of candidates after him. . . . Jake Kotzon, retired concessionaire, and longtime chairman of the Michigan Showmen's Association sick committee, is ill in Maybury Sanitarium, Northville, 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 spending a couple of weeks tanning 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. . . . Mrs. H. L. (Mary) Rogers, well known among showfolk, lost her sister, Mrs. Lessie Harris, recently.

Charlie Byrnes

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 had one of its best seasons so far as attendance is concerned. A new member, recently added to the rolls is Harley F. Larsen, 22-year-old show owner. Mike Krekos reported the recent Hi-Jinks drew close to 350 who, in addition to all the other entertainment, heard music by Nikki and her violin and entertainment by Mickey Hogan. Awards were made to Joe LaMont,

* * *

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 new canvas.

Chas. Krekeler Frames Own Show

CINCINNATI—Charles Krekeler, formerly of Motor State Shows, last week announced formation of an as yet untitled show to play Ohio-Kentucky-Indiana territory. Krekeler, who also formerly trouped with the Lee Becht Shows, will carry eight rides plus concessions and shows. He recently bought from Becht a popcorn trailer 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

WEST COVINA, Calif.—Sutton'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 comfort station with a 2,000-gallon septic tank for the public as well as show employees. Also carried is a custom-built trailer with 14 bunks

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 37½-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 Sutton, includes Harry Allen, assistant manager and general agent; Ronnie Wald, concession manager; Louis Smith, electrician; John Thorpe,

(Continued on page 113)

A LIE IS A LIE NO MATTER HOW YOU TELL IT 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

P. O. BOX 512

TAMPA, FLORIDA

FARROW AMUSEMENT COMPANY

1960 ROUTE



TELEPHONE Fleetwood 3-7644

E. E. FARROW, Gen. Mgr.

FARROW AMUSEMENT Company

P.O. BOX 10417 JACKSON 9, MISSISSIPPI

FAIRS • CELEBRATIONS • SHOPPING CENTERS • SPECIAL EVENTS

March 1, 1960

OVER 100 SHOWS. RIDES CONCESSIONS

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 better serve you.

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 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,
E. E. Farrow
 E. E. "Ernie" Farrow

- 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
Manitowoc, 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 6**
 ALL FAIRS AND CELEBRATIONS UNTIL CLOSING—NOV. 1
 NOW PLAYING SHOPPING CENTER—JACKSON, MISS.

- SHOWS** 10-in-1, Snake, Monkey, 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-a-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. LE ROY FINLEY, ASST. MGR. GENE CAIN, BUS. MGR.
 JEANETTE FARROW, Sec. DOROTHY FARROW CAIN, Treas. HENRY BUSH, Ride Supt.
 EARL RIECKEN, Mech. & Electrician CLARENCE WALTERS, Mail & Billboard Agent J. REESE, Publicity

30th SEASON

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-a-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-owned rides.

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 Solier Place (Phone: Clinton 4-4707) Wood River, Ill.
No Collect Calls Accepted

SURPLUS CARNIVAL EQUIPMENT 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-5 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.

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 Eli 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 Louisiana. Write:

Box 4110, c/o Billboard Pub. Co., 812 Olive St., St. Louis, Mo.



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 1

All reply: K. R. (ANDY) ANDERSON, Owner-Mgr.

2710 Garfield Rd., Tacoma 3, Wash.

(Phone: Broadway 2-6969)

OLSON SHOWS

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..... 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.

HELP..... 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 exclusive 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.

TIMONIUM MARYLAND STATE FAIR (1960)

AUG. 29-SEPT. 10 ATTENDANCE—250,000

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

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 REFRESHMENTS. 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 five-ride 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-Go-Round, No. 5 Eli Wheel, 16-Tub Octopus, new Paratrooper and Kiddie Rides. All replies to

TROY E. WILLIAMS, WILLIAMS AMUSEMENT CO.
c/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

(Formerly B. W. Christophel)
(Phone: PArkview 6-2744)

7022 Raymond

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

Wanted AGENTS Wanted

For the following: Milk Bottle, Duck Pond, Add-Ball, Punk Back, Allbi-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, 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 11-14; Houlika, 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 Kiddie 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, Ill.

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, Junlor 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 show-owned 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.

Setting up of the organization's 14 rides at Ocean Beach, New London, Conn., has been under way for a Sunday (10) opening. Weekend schedule will be pursued until the weather breaks.

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 concessionaires are returning this season. Eddie Horwitz, Bama Storey, Butch and Fay Rossito, Eddie Kubek, Rocky Dell, Tommy Woods and Blackie Weiner are included.

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.

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.

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 meeting.

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.

SUFFOLK, Va. — Preparation for the 1960 tour is just about wrapped up in Virginia Greater Shows quarters. With most work restricted to outdoor projects, the recent spell of snowy weather set things back somewhat. Opening is set for Suffolk in mid-April, manager Rocco Masucci reports.

Two more North Carolina fairs have been added to the route, namely Snow Hill and the Five-County Fair in Zebulon, and the show is also augmented by addition of new equipment. Opening will see 10 rides, 7 shows and

about 35 concessions. Two more rides will join for the opening.

Sixteen men are in quarters, all of them good workers. Color scheme this year is ivory with blue trim. New canvas is on order from Norfolk Tent and Awning Company, including a Side Show top and various concession tents.

Vistors have included local businessman Larry Briggs, Jab Robinson of Robersonville, N. C., and Wade Privette of the fair in Zebulon. Winter projects are supervised by general agent William C. (Bill) Murray.

Phoenix Shopping Marts Yield \$\$ for Capells

PHOENIX, Ariz.—Capell Bros. 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

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.

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.

Ollis has an encouraging route of 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.

A second unit will be framed to cover conflicting dates, it was added. The No. 1 Unit will carry circus acts and work behind a free gate.

Tampa Ladies Get \$1,300 From Shows

TAMPA—The treasury of the Ladies' Auxiliary of the Greater Tampa Showmen's Association was enriched by \$1,300 at its recent meeting.

Mrs. Esther Groscurth, wife of 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 for \$200 from the James E. Strates Shows.

Brodbeck-Schrader Map Fair, Celebration Route

KINSLEY, Kan.—Brodbeck & Schrader Shows will open the season at Guthrie, Okla., playing the 89ers 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.

The show has booked its regular 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 Trail Days, Gering, Neb. Cheyenne, Frontier Days has been increased one day to include Sunday the week of that event.

Later dates include the Rocky Ford (Colo.) Watermelon Day, Kay County Fair at Blackwell, Okla.; Cherokee Strip Celebration at Ponca City, and the fair at Guymon, Okla. Closing date of the show is at the Arkallah Celebration at

Arkansas City, Kan., on Halloween. Route at present is scheduled to include 27 celebrations.

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, electrician; Fred Howey, concession superintendent; Mrs. L. M. Schrader, office manager; Susan Schrader, bookkeeper; Mrs. Fred Howey, concession auditor; Leroy Howbaker, winter quarters foreman.

Mr. and Mrs. Andrew Crandall will have the Funhouse, the bingo and several other concessions; Mr. and Mrs. Wayne Lugaheal, Willard Cook, Mr. and Mrs. Bill Cartwright, Frank Swartz, Mr. and Mrs. Lester Neiderhiser, Frankie Culver and Mr. and Mrs. Vance Cook will be among the independent ride, show and concession operators.

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 announced 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 Lions Club; Northeastern Firemen's Federation Parades, Vandling, June 13-18, and Dupont, June 27-July 2; an American Legion July Fourth 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 the Chairplane and The Billboard sales.

Projects under way here in preparation for the season's May 21-28 opener at McAdoo, Pa., under 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 charge of quarters and the repainting of rides and trucks.




Morris Hannum Shows

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 replies to
MORRIS HANNUM, 934 Murdoch Road, Philadelphia, Pa.
 Phone: (Philadelphia) CHestnut Hill 7-8176



THOMAS JOYLAND SHOWS

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 troupe only. Also Grind 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 LINDLEY 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. 2-abreast 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 LINDLEY, Mgr.
 BEARDSTOWN, ILL. (PHONE 632)

ATTENTION, COMMITTEES
 Have July 18-23 open for Central or Southern Illinois or Western Indiana.



S AND W SHOWS

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.

Monarch EXPOSITION SHOWS

OPENING MAY 2, SIKESTON, MO.

NOW BOOKING FOR 15 FAIRS AND A SOLID ROUTE ENDING IN OCTOBER.

<p>CONCESSIONS Hanky Panks of all kinds, also Long & Short Range, Novelties, Jewelry, Ball Games, Pitches of all kinds, Pronto Pups, etc. WANT GOOD COOKHOUSE AND GRAB FOR SEASON.</p>	<p>SHOWS Will book FUNHOUSE and Family-Type Shows.</p>	<p>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.)</p>
<p>RIDES Will book one major Ride not conflicting. To simplify the help situation, will sell one or two major Rides to be booked on show. Terms to reliable party.</p>	<p style="text-align: center;">M. E. REID, Owner-Mgr. Winter Quarters, Fairgrounds, Blytheville, Ark.</p>	
<p style="text-align: center;">GEO. GLOYD, Asst. Mgr. (Phone: Poplar 3-7462)</p>		

THOMAS SHOWS

"THE NORTHWEST'S GREATEST SHOW"

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-a-Plane, Tilt-a-Whirl and Roll-a-Plane. Also Second Men who drive. Top wages and bonus. **CONTACT:**

BERNARD THOMAS, Mgr.
Box 438, Lennox, South Dakota (Phone: Midway 7-2407)

CETLIN & WILSON SHOWS

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

<p>SHOWS: Any Shows that do not conflict.</p>	<p>RIDES: Any new Major Ride that does not conflict with what we have.</p>
<p>CONCESSIONS: Penny Arcade, Long and Short Range Galleries, American Palmistry, Photo Gallery and all Hanky Panks.</p>	<p>HELP: Workmen in all departments. Can place a Carpenter and Show Foreman.</p>

Address: WINTER QUARTERS, BOX 787, PETERSBURG, VA.

AMUSEMENTS OF AMERICA, INC.

LAST CALL! 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. HIGHWAY NO. 1.

<p>CONCESSIONS 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.</p>	<p>RIDES 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.</p>	<p>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!)</p>
--	---	--

Everyone wire, write or phone: (No collects, please.)

JOHN VIVONA OR ART LEWIS Hotel Petersburg—Petersburg, Va.

GOLD MEDAL SHOWS NO. 1

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

FAYETTEVILLE, N. C.—Work on Marks Shows equipment is buzzing along at the fairgrounds here, 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 outfits.

Charley Travers has been on hand to open quarters, and Marks

has spent his time between here and business trips. One development this season is the return of Vernon Korhn as office secretary, after spending several years with Royal American Shows.

Marks will have his new Tilt-a-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 back-end 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.

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.

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 only.

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 of rides.

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

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

Complete 72 Unit Skill **BINGO**

In Excellent Condition
H. ROSENBLUM, 809 Monroe Avenue, Asbury Park, N. J. Prospect 5-7216.

FOR SALE

Tubular Banner Line complete with expanded 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.

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 will 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.

WANTED

RIDES — CONCESSIONS

May 25-30th Brookfield, Lions Club. July 29-31 Thiensville, Wis., Lions 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 Kiddie Rides. Top salaries to capable and reliable men. Address:

ERNIE ALLEN, BAKER UNITED SHOWS c/o Western Union or Box 21-1 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** 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, Avlon Fan, Holiday Rambler, 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 Gulch 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 TODAY!

SAVE MORE MONEY—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.



ROHR'S MODERN MIDWAY

OPENING CHILlicothe, Ill., APRIL 29

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 HOPESTON 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 family-type Show. Due to dis-appointment 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, DEMONSTRATORS, 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

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.

HUB 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. Good treatment and pay. (No cars.) All replies to

HUB LUEHR, 2314 N. 101st St., Milwaukee 13, Wis. (Phone: GLenview 3-6461), until April 16; then Winter quarters at St. Anna, Ill. (Phone: Kankakee, Ill., WE 3-3586.)



A NEW SERVICE TALENT-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 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 Kiddie Rides. HELP in all departments.

All replies to BILL PAGE, Bessemer, Alabama.

WANT RIDE MEN

Foreman 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 Dodge 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 Kiddie 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 84.
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 Foreman and Second Men, semis and straight jobs. Must have license. Wheel, Merry-Go-Round, Octopus, Flying Scooter and Kid 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, Popcorn, 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 Joins. 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, Kiddie 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, Crab, 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.



CHARLES T. GOSS

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, called the Whirlpool to fit into the nautical setting, is one of the two portable devices on the road. The Flying Dutchman, Goss adds, is the only two-story dark ride in the United States.

Goss was born in Cabool, Mo., an undisclosed number of years ago. His father was a postal worker and the family moved to St. Louis sometime before 1904. That 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 Jim Atkins in a partnership deal in 1909 and was with him until 1911. . . . Then back with Bouscher.

Goss went on his own in 1911 and trouped with C. M. Goodell thru Illinois and Iowa. In the winter he was with Young Bros., and the Tubby Snyder railroad show.

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

joined Heinz & Wolf Shows and was assistant manager of William Wolf Show from 1921 thru 1926. Quit show business as such and went into the show equipment business in St. Louis for more than 14 years. . . . Credited with lighting such shows as Sol's Liberty and was instrumental in convincing show owners that dual wheels were the thing after they were introduced in 1929.

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 is concerned," Goss says of his job at POP. If the Velares say the word, Goss will not be long in changing that statement. *Sam Abbott*

Detroit Club To Sponsor Midway Stand

DETROIT — The Michigan Showmen's Association will sponsor a carnival operation here May 9-15 to be called a Spring Festival with proceeds to finance the organization's annual Christmas party for underprivileged children.

The announcement was made here Monday (4) at the final meeting of the season. The midway will be on Peterboro Street, a block west of the clubhouse. Plans are to have six major and four kid rides and club members who operate rides are being invited to bid for the privilege.

The final meeting was a joint one with the Ladies' Auxiliary. Vice-President Harry Stahl was in the chair for the men's meeting and Vice-President Marion Fodell presided at the women's portion of the meeting.

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 Game 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, \$3,500. Kiddie Train, electric, 4 coaches, good condition, \$500. A unit of 12 Roll-o-Ball Alleys with 24 slots, 9 ft. long, totals register electrically, \$250. Ten Pokering Tables, \$300. All can be seen here.

New Rialto Park
Olcott, N. Y.
Phone Newfane: 5Spring 8-9417

WANT TO BUY

ELI SCRAMBLER FOR CASH

Contact:
Box 988, The Billboard
188 W. Randolph St.
Chicago 1, Ill.

CALL

SYCAMORE, OHIO, 7-5552
for
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 answers.

DAVID B. ENDY
127 N.E. First Ave. Miami, Fla.

GOLD BOND SHOWS

Contracting Now for 1960

Want Rides, Shows and Concessions. Also Ride Help. Address:
P. O. Box 229, Mt. Sterling, Ill.
Winter Quarters—Fairgrounds

FOR SALE MOON ROCKET

WILL ACCEPT REASONABLE OFFER. 1946, excellent condition.

Write or wire
P. O. BOX 282, Baltimore 3, Md.

ANYONE KNOWING THE WHEREABOUTS of

LAWRENCE MATURO LILLIAN MATURO

and L'Angelus Attractions

Please Contact:
Box 989, The Billboard
188 West Randolph St., Chicago 1, Ill.

CONCESSIONAIRES

SIX CATS—5 various styles. Ea. \$10.00-\$12.00	SPOT BOARDS, Set of 3 Ea. \$25.00
PUNKS—11 inch Doz. \$30.00	ADD-EM-UP DART BOARDS, Sponge Rubber Ea. 20.00
PUNKS—13 inch Doz. 36.00	POP-IN BUCKETS, Short Range Ea. 65.00
PENNY or COIN PITCH BOARDS, Ea. 60.00	SPUTNIKS UNDERHAND BALL GAME Ea. 65.00
UNDER 11 or OVER 30 ROLLDOWN TABLES Ea. 40.00	GAMOLINE UNDERHAND BALL GAME Ea. 45.00
THREE-LEGGED BOTTLE STANDS, Ea. 20.00	NEW DEVIL'S BOWLING ALLEY 300.00
THREE POUND ONE-BALL BOTTLES Ea. 5.00	HI-STRIKERS, Wood, 24 ft. 400.00
SIX POUND ONE-BALL BOTTLES, Ea. 6.00	New Aluminum HI-STRIKERS, 26 ft. 600.00
NEW STYLE BELL ONE-BALL BOTTLES, 3 lbs. Ea. 5.00	NUMBER WHEELS made to order.
1 1/2 POUND THREE-BALL BOTTLES, Old Style 3.00	MEDIUM RANGE GUNNER BUCKETS and PIC- TURE FRAMES made to size and order
THREE POUND THREE-BALL BOTTLES, Old Style Ea. 5.00	Aluminum SIX-CATS Ea. \$35.00
DAM FAMILY PULL-UP SLATS, Ea. 60.00	Minimum order of 6 sold to anyone
GAUCHO PULL-UP SLAT PUNKS, Doz. 54.00	3 PIN ROLL-THE-BALL GAME Ea. \$50.00
or Complete Frames for \$306.00 for 12 ft.; 14 ft. 357.00	NEW BANK AND BOUNCE Ea. 65.00
SWINGER BALL and PIN Ea. 25.00	Terms: 25% deposit with all orders
JEWELRY SPINDLES 60.00	WRITE FOR FREE CATALOGUE
PAK GAMES, Complete Ea. 160.00	

RAY OAKES & SONS P. O. BOX 4344, TAMPA 7, FLORIDA
Phs.: REdwood 6-9774; Nights: REdwood 6-5467

**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
7283 Bellaire Ave., North Hollywood, Calif. Phone: POplar 5-0909 or POplar 5-0320

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. White, 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 Adams 49878.

**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

2112 HARNEY ST., OMAHA, NEBR. ATLANTIC 2424

SOUTHLAND AMUSEMENTS

WANT - WANT WANT WANT

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 Zenda 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 Creative 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 Panks not conflicting. Can use Corks, Dart Balloons, String Game, High Striker, Chuck and Tree 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 brand-new 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.

NORMAN CARPENTER

1730 Celina Rd. 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 Alibi. 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. Salary and bonus.

Merchandise Concessions: Hanky Panks, Duck Pond, Jewelry, Gallery, Pitches. Contact

HARRY J. KAHN, Mgr.

60 Parkside St., Springfield, Mass. Phone: Republie 6-0237

Sunset AMUSEMENT COMPANY

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-drome.

HELP

T. J. McManus can use Pea Dealer. All rides filled at this time.

HAVE SCRAMBLER TO BOOK (on account of two) DURING FAIR TIME.

Address: 701 No. Main St.

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

Phone—Essex 2-2000

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 Kid Rides. Second Men on all Rides, including Wheels and Tilt 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.)

JEFF HARRIS ENTERPRISES

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 plans 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 matinees. 20,000 tickets sold in advance. Located on Club Grounds. Answer:

JEFF HARRIS
108 WALNUT AVE., REVERE, MASS. Atlantic 4-8528.
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. 300,000 expected.
P.S.: Dingers, stay away. Will be prosecuted.
Replies: **PETE CLEMENTS**, Workman's Store, Winchester Amusement Co., Winchester, Va.

AMERICA'S BEST CARNIVAL & CIRCUS SIDE SHOW

BANNERS
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 raffles 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:
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.
CONCESSIONS: Cook House, Penny Arcade, Derby, Novelties, Photos, Pitches, Ball Games, Age & Scales, Short & Long Range, Roman Targets or what have you. No flats or mitz gamps. **SHOWS:** Will book any Shows of merit, except Mechanical.
HELP: Want Foreman for #5 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 Motors. Contact
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 Kit 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, Ill.

RIDES FOR SALE

42 Foot MERRY-GO-ROUND, 26 HORSES and 3 CHARIOTS. Completely reconditioned.
KIDDE 21 Foot FERRIS WHEEL, 1959 Model.
For more information write
THEEL MFG. COMPANY
Lawrence & Spruce Streets
Leavenworth, Kansas
Phone: MU 2-4351

FOR SALE

1949 Ideal, 30 horse, 36 ft. Herschell Merry-Go-Round and 32 ft. Trailmobile Van Trailer \$7,875.00
1951 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
P. O. Box 2 Dayton 1, Ohio

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 drive, 2 horse motor. A good ride only needs paint, \$850. Kiddy Chairplane, needs some seats, \$175. 5 kw. Plant, good as new, \$125. '32 Ford Stake, 12 ft. 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 Allib 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, no collects.

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 Greek. Good route for Geek Show, Salina, Kan., this week

FRENCHY BOULLION

Heart of America Shows

Hub Luehrs Opens Tour On April 28

MILWAUKEE — Hub Luehrs' Ideal Rides will open the season on April 28 for annual celebrations and fairs in Indiana and Illinois. The rides and confection trailer will operate at shopping centers in the St. Louis area until the official May 30 opening at the Veedersburg (Ind.) Annual Street Fair.

Fluorescent light towers, an electric drive unit for the Merry-Go-Round, new canvas from the Campbell Tent & Awning Company of Alton, Ill., and slimline for the Wheel and Jenny will enhance the set-up.

Staff includes Mrs. Winifred Luehrs, wife of the owner, who 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; Ray and Herman Carter, electrician and light towers, and Cy Darlington, Merry-Go-Round.

Ralph and Ruby Wyszong plan to be back with their concessions, as well as Richard Marshall. Others to join with concessions will be Wesley (Sarge) McNutt, Bill (Pappy) Williams, and Ike and Don Chapman and their families.

Oregon State Fair to Have 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 the 1960 Arizona State Fair to be held here November 4-13, Charles H. Garland, executive secretary of the State Fair Commission, said last week.

Siebrand was the highest bidder with a guarantee of \$85,000. Nearest bidder, almost a toss-up, was West Coast Shows. Crafts 20 Big Shows was also represented in the bidding.

The date will be the fifth straight year that the Siebrand organization, which winters here, will have held the contract. The show completes its annual tour here.

Merriam Adds Frolic for May 12 Bow

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 Iowa 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 in 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 season.
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.
CONCESSION
3916 Secor Rd. Toledo 13, Ohio Ph.: CR 4-2408

WHEELS
ALL SIZES—ALL NUMBERS
Big 6 Dice Wheel with Crate, \$250.00
CARDINAL PRODUCTS CO.
Les Berger
175 Powers Street Brooklyn, N. Y. EV 7-8111

ROYAL AMUSEMENT CO.

Wants First and Second Men for Wheel, Merry-Go-Round, Swing, Book 1 or 2 Rides, Hanky Panks, not conflicting. Agents for Barklets, Swinger, Six Cats and Hanky Panks. Open April 18. This show has been around Birmingham lots for 15 or 20 years. Pop. call. 4826 Terrace S. C., 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.
413 West 41 St. New York, N. Y. CHickering 4-1736

RIDE HELP WANTED

Foremen 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
Manchester, Vermont Phone: 444

Seattle Expo Starts Plant Construction

SEATTLE —Construction starts 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.

The building is financed by the State of Washington and will cover

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 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 year for locations on the 74-acre site.

Signing is expected soon for the erection of a monorail system between downtown Seattle and the fairgrounds.

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 racing strip was necessitated by the demolishing of Mechanics Building to make way for the \$50 million Prudential project, a Radio City-like structure now being erected in the heart of Boston. The 1959 Flower Show was staged in two adjacent halls in Boston, Horticultural 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 fears.

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, Ia., 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.

Advance Tic Sales Up at Calgary Ex

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 event.

\$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, Kilroy 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

LUXEBURG, WIS., July 21-24, Fair

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

HELP First and Second Men on most Rides. Winter quarters opens May 1.

Come on.

SHOWS Want to book any worthwhile Shows. Glass House, Monkey, Walk-Thru, etc. (No Girl Show or Gypsies.)

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

ALBERT STEELE, SR., Pres. R. R. #4, Valparaiso, Indiana

RAY STEELE, Manager-Lot Supt.

ALBERT STEELE, JR., Secretary-Treasurer (Phone: HO 2-1568)

JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

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:

JOHN H. MARKS, Prince Charles Hotel

FAYETTEVILLE, N. C.

MEEKER SHOWS

WANT WANT WANT
CONCESSION AGENTS

for office-owned Hanky Panks

OPENING

WASHINGTON STATE APPLE BLOSSOM FESTIVAL
WENATCHEE, WASHINGTON, APRIL, 25.

RALPH MEEKER

3848 East B Street, Tacoma, Washington

Phone: GRenfield 4-5237 — or Central Washington Fair Grounds, Yakima.

CAN USE

For coming season, opening week of 21st at Strawberry Festival in Tennessee, Pitch-That-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 Kiddie 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, Hill May 10, 1712 Southwest Road, Sanford, Fla.

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 Range Gallery, Sets, Bee Hive, Darts, Nickel Pitch. All reply to Winter Quarters, Caney, Kan., until April 15; then Joplin, Mo.

PARADA SHOWS




JOHNNY'S UNITED SHOWS

A FAMILY TRADITION

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, Cordole, 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.	SHOWS Place Grind, Wildlife. All must be family type, clean.	
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.	HELP Foremen: M.G.R., Tilt, Dodgem, Paratrooper and Kid Rides. Second Men on Wheels and Rockplane. 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.



"A Clean Modern Midway"

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 Glass 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, Ind.

EVANS UNITED SHOWS

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.

PENN PREMIER SHOWS

worlds • cleanest • midway

OPENING LYNCHBURG, VA., SHRADERS FIED, APRIL 18

CONC. HELP Buster Westbrook can use man to operate Long Range Shooting Gallery. Must drive truck. Babe Westbrook can use man to up and down concessions and drive semi.	CONCESSIONS Photos, Novelties, Age & Scales, Glass Pitch, Basket Ball, Hanky Panks for both #1 and #2 Shows. #2 Show will play solid celebrations. Big advance ticket sales. Contact at once, space will be limited. #2 Show opens middle of May.	
RIDE HELP Scooter Foreman, King Scooter on two trucks. Good pay 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 place Second Men who drive semis. Use wives in ticket boxes. Scooter and Hot Rod Help contact Harry (Buster) Westbrook.	SHOWS Wildlife, Monkey Circus. Jerry Lipko can place Acts for Circus 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 OPENING APRIL 15, MASON CITY, W. VA., ON LOT APRIL 13. LAST CALL

Want Glass 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: GARfield 2-1254.
NO COLLECT CALLS.

NOTICE!

Mr. and Mrs. Red McCullum, Roy McCurdy, 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
Mobile, Ala. Phone: GR 7-6122

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, Columbus.

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 Department of Highway and Public Works, Office Engineer, 816 Cotton States Building, Nashville.

Texas: District Office, U. S. 81 Interregional, North Five-Miles, Austin.

Utah: Utah State Highway Patrol, 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: Department 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 Night Show At Bloomsburg

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 titles for record and dance party 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.

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 stagershow 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 Evert, the Four Bogdadis, and Flipper the Seal. Joe McKenna was master of ceremonies.

Stagershow 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 will celebrate its 100th anniversary June 22-25. Harry Bahler heads the steering committee planning the centennial. He is assisted by Ronald Gillam, Lowell Jones and 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, from 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 amusement 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 ever-present 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 lay-off 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 features are the giveaways of kid-sized 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 Beach.

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 Hillgoss, 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 Bill Unks, fire-eater; Crazy House, George Thompson, and Glass House, Blash and Hillgoss.

A Baby Coaster on the show is owned by Norman Schue. New attractions soon to be added include a new Funhouse, gorilla show, monkey circus and a Mickey 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 outfit). 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 MOTORDROME.

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.

BILL HAMES SHOWS

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.

A. J. CARL SHOWS

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

WM. T. COLLINS SHOWS

"WORLD'S LARGEST MOTORIZED MIDWAY"

WANT

WANT

WANT

For the outstanding route in the Middle West. Fairs starting June 27 at Grand Forks, No. Dak. Winterquarters are now open. Show opens June 4 at Austin, Minn.

Grand Forks, No. Dak.—
GREATER GRAND FORKS STATE FAIR
Jamestown, No. Dak.—STUTSMAN CO. FAIR
Fargo, No. Dak.—RED RIVER VALLEY FAIR
Minot, No. Dak.—NO. DAK. STATE FAIR
La Crosse, Wis.—LA CROSSE INTER-STATE FAIR
Thief River Falls, Minn.—PENNINGTON CO. FAIR
Maquoketa, Iowa—JACKSON CO. FAIR

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.

CONCESSIONS: Can place Hanky Panks of all kinds. SHOWS: Motordrome, Monkey or any show of merit. No collect calls accepted. All replies to

WM. T. COLLINS, 801 E. 78th Street, Minneapolis 23, Minn. Phone: UNion 9-5097

BILL CHALKIAS

WANTS

SIDE SHOW ACTS

Ticket Sellers who can drive Trucks.
Good proposition for MAN WITH GIRLS
For well-framed Girl Show.
MAN ABLE TO HANDLE SNAKE SHOW.
SHOW OPENS MAY 16.
Address: BILL CHALKIAS
P. O. Box 155 Tarpon Springs, Fla.

Attention, Show Folk!!

Extremely important to have present address of the following show people who toured Canada with us:

John Belmar	John Bitel	John Corley Ray
Max Edward Brooks	Lebec	James Ward
Jos. F. Cummings	Steve & Beverly Libitz	Lydia Dawn
	Henry F. Labrecque	

Please contact me at once.
KING REID SHOWS

Manchester, Vermont

BEST MERCHANDISE BUYS

CEL-MAX Spring SELL-OUTS



Going! Going FAST! CLOSE-OUT WATCH SETS

Men's Jeweled Watch—Expansion Band—Matching Cuff Links & Tie Bar

\$3.88

A big seller at TWICE THE PRICE! Handsomely packed in satin-lined gift box. While supply lasts! Rush your order TODAY. Min. order 6. 25% cash with order, bal. C.O.D.



BOXED Jewelry SETS

\$8.90

Doz.

Sparkling Earrings
★ Necklace
★ Bracelet in each set.
Pearls and sparkling hand set stones. Thousands of more expensive sets included. Closing out the whole factory lot. Shipped assorted! High style at low, low price! Make terrific profits!
25% cash with order, Bal. C.O.D.

CEL-MAX, Inc.

582 S. Main Street MEMPHIS, TENN.

SPRING! JUMP! RUN!

& run fast for these extra

Super Special Values

- A-1 Top-Action BALL PENS \$ 4.25 Gr.
- 4-Pen 4-Color DESK SETS, Bxd. 24.00 Gr.
- POCKET COMBS, Good Grade 1.00 Gr.
- "CLIPPED" POCKET COMBS 1.40 Gr.
- 27" Mercerized SHOE LACES 1.20 Gr.
- 10c Pkg. (20 Count) SAFETY PINS 4.75 Gr.
- 10c Pkg. (120 Count) Straight Pins 6.00 Gr.
- 10c Rubber Tip BOBBY PINS 5.25 Gr.
- 25c Cds. Rubber Tip Bobby Pins. 12.00 Gr.
- NYLON HAIR NETS 3.60 Gr.
- RAINFHATS w/Plastic Case 5.00 Gr.
- NYLON Darning, M'd'g THREAD 2.88 Gr.
- 100 Ct. NEEDLEBOOKS w/Threader 7.20 Gr.
- 25c NYLON TOOTHBRUSHES, Bxd. 7.95 Gr.
- 25c Carded NAIL CLIPS 12.00 Gr.
- 50c "Butterfly" OPERA GLASSES 18.00 Gr.
- "Keep Cool—Be Gay" FANS 15.00 Gr.
- 60 Inch Sim. PEARL ROPES 12.00 Gr.
- 10c PINGPONG BALLS 6.00 Gr.
- 5c "Big as Any" BALLOONS 1.00 Gr.
- PARTY POPPERS 5.00 Gr.
- KEY CHAINS w/Novelties 2.50 Gr.
- 50c BIKE PADLOCKS, Very Sturdy 1.80 Dz.
- 6 Ft. Flexible STEEL RULERS 3.25 Dz.
- "MAGNET-HOLD" FLASHLIGHTS 6.25 Dz.
- 4-Cell BLINKER LANTERNS 10.80 Dz.
- "Big-Value" Cigarette Lighters 1.95 Dz.
- "OMEGA" CHROME LIGHTERS 3.60 Dz.
- "OMEGA" Zippo-Type LIGHTERS 4.50 Dz.
- \$1.00 Men's Nylon WATCHBANDS 2.40 Dz.
- Men's Leather WALLETS, Bxd. 5.40 Dz.
- Mech. BOY ON BICYCLE 3.25 Dz.
- 20 Inch VINYL BEACH BALLS 6.00 Dz.
- \$3.00 GT. VINYL BLOWUP TOYS 14.40 Dz.
- ITALIAN SUNGLASSES, M&L 6.00 Dz.
- \$1.00 ASS'T GIFT CHINA ITEMS 4.80 Dz.
- FLIP PERPETUAL CALENDARS 3.25 Dz.
- Midget (Hi) Type CAMERA 4.80 Dz.
- 120 BOX CAMERAS 10.80 Dz.
- \$1.00 Relig. NECKLACES, Ass'd. 4.80 Dz.
- Ass't JEWELRY & NECKS, Bxd. 6.60 Dz.
- Lg. Sz. METAL TELEPHONE INDEX 3.75 Dz.
- \$1.49 CHINA KEROSENE LAMPS 4.80 Dz.
- \$3.00 CHINA LAMP w/Shade 14.40 Dz.
- Elec. IMMERSSION HEATERS 5.75 Dz.
- 50 Ft. CLOTHESLINE (Wire Core) 3.60 Dz.
- 50 Ft. Garago Trouble Life w/Cage 14.40 Dz.
- 50 Ft. Plastic GARDEN HOSE 10.80 Dz.
- 89c Carded POCKET KNIVES 3.25 Dz.
- 51-15 LADIES' NYLON HOSE 4.50 Dz.
- MAGIC SILICONE CLOTHS 1.80 Dz.
- 12-Pc. Wood Carving Tool Set 6.60 Dz.
- Fan, Flashlft, Vac. Cleaner 21.00 Dz.
- 2 1/2 Power Folding BINOCULARS 1.20 Ea.
- 300 Power MICROSCOPES 3.00 Ea.
- GT. Sz. Musical Jewelry Boxes 3.00 Ea.
- \$5.00 Top-Quality WALLETS, M&L 2.00 Ea.
- ELECTRIC ALARM CLOCKS 2.50 Ea.
- \$22.50 Chrome "Pop-Up" Toasters 7.00 Ea.
- \$19.95 STEAM & DRY IRONS 7.25 Ea.
- \$24.95 GRILL & WAFFLER, Com. 7.75 Ea.
- ELEC. IMMERSSIBLE SKILLET 8.75 Ea.
- Elec. TABLE MODEL RADIOS 9.75 Ea.
- BATTERY PORTABLE RADIOS 11.95 Ea.
- 6 Transistor Pocket RADIOS 20.00 Ea.
- PORTABLE BATTERY SHAVER 5.00 Ea.
- 36-INCH Lifesize DOLL 9.00 Ea.
- \$3.00 6-Pc. STEAK KNIFE SETS 1.25 Set
- ALL Plastic Playing Cards (2dks.) 3.40 Set
- Men's WATCH ENSEMBLE 3.75 Set
- GIANT SLUM DEAL (1,000 Pcs.) 25.00

ACT FAST. These are special offers good until May 15, or in the case of closeouts, while stock lasts. TERMS: NET. F.O.B. N.Y. Full payment or 25% deposit, bal. C.O.D. required. FREE CATALOG given with all orders. Over 40 years of great value giving.

MILLS SALES CO

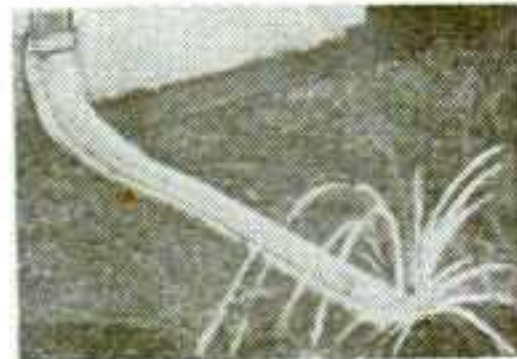
Wholesale • Since 1918
889 BROADWAY, New York 3, N. Y.

new merchandise for tomorrow's . . . parade of hits

FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

DOWNSPOUT



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. Retail for \$4.95. — H. D. Campbell Company, Rochelle, Ill.

TABLE LIGHTER



Butane-fueled lighter for the table. Cylinder is said to be good for more than a year of lights. Fingertip control adjusts flame to suit needs of pipe, cigar or cigarette smoker. Suggested retail price, \$18.50. — Ronson Corporation, 1 Ronson Road, Woodbridge, N. J.

ICE BUCKET

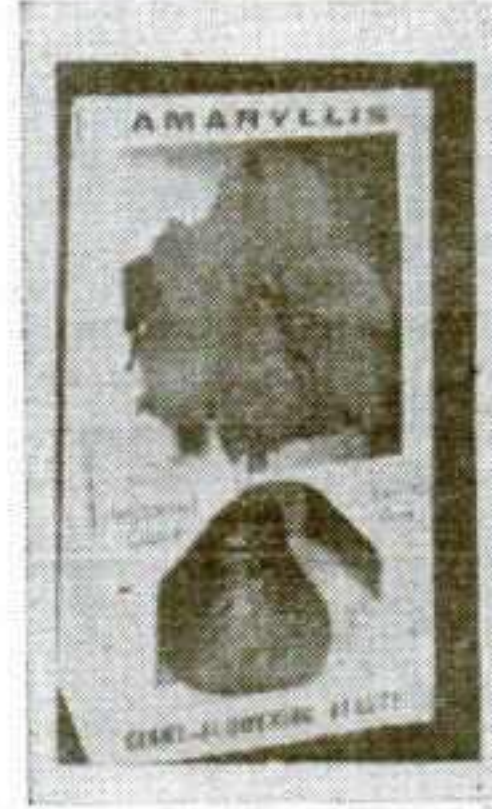


In form of old-fashioned coal bucket. Holds three and one-half quarts of ice cubes. Has plastic insert that serves as an ice jacket to keep cubes firm and separate. Made of aluminum. Retail for \$9.95. — West Bend Aluminum Company, West Bend, Wis.

PLANTER

Wall unit measuring 20 1/2 by 26 1/2 inches. Featured in white. Dealers may obtain factory-mounted plaques for display with or without back-up stock. — Artistic Wire Products, East Hampton, Conn.

AMARYLLIS BULB



Bulb is three to three and one-half inches and is packaged with complete growing directions. Flower is an amaryllis, said to be one of the most popular currently. Retail in the \$1 range. — Hewett P. Mulford & Company, Lebanon, O.

SQUEEZE TOYS



Recent additions to the line of soft squeeze toys are a saucy skunk (shown) and his raccoon companion. All rubber and have a whistle which will not rust or bend. No rubber odor or taste and decorations will not wear off in mouth or thru washing. Retail at 59 cents. Packaged in clear poly bags with hanger-type labels. — Oak Rubber Company, Ravenna, O.

TOT CARRY



Called a Papoo-Seat, it's for carrying youngsters. Comfortable for both adult and baby. Holds baby up to 35 pounds. Fits in purse or pocket. Retail at \$3.98. — Papoo-Seat, 3011 Las Palmas, Houston 27.

LOOK . . .

BEST STYLES
BEST VALUES
BEST PRICES

"PEARL"—WHERE YOU GET THE BEST OF EVERYTHING

IF YOU ARE INTERESTED IN

MEXICAN IMPORTS

Read This

ALL HAND TOOLED MEXICAN PURSES AND WALLETS ★ MEXICAN TARNISH PROOF RINGS ★ HAND PAINTED SKIRTS ★ 100% WOOL JACKETS ★ ZARAPES ★ ALL SIZES ★ MEN'S HAND TOOLED BELTS ★ IMPORTED FISHING AND HUNTING KNIVES ★ THE BEST MERCHANDISE AT LOWEST PRICES ★

Ask For Free Catalog

PEARL SALES CO.

P. O. Box 675 El Paso, Texas
L. B. Z. Levin, Owner
Any items you will not find in this ad ask for them and we WILL TRY to get them for you.

—MR. BASKET—

THE ONE BASKET that changes to a Hundred Shapes and a Hundred Uses.

No Pitching Necessary—Strictly Counter Set-Up. Made of wire and completely covered in Multi-Color Plastic. A wonderful Flash.

Thousands to be Sold at 1960 FAIRS and HOME SHOWS.



Cost 43¢ per Basket—suggested retail price, \$1.00 to \$1.50. Only sold in gross lots, \$61.92 per gross plus freight.

PAYABLE NORM DIST. CO.

c/o Van's Store Cincinnati, Ohio
5917 Vine Street Phone VA 1-6141

CLOSEOUTS!

24" Bugged Tuff Clown. \$6.00
11" All-Plush Scotty. \$1.00
8" Window Box Doll \$0.75

36 Pcs. only \$18 F.O.B.

GIANT

42" Clown \$15 dz.
22" TV Dog \$15 dz.
28" Plush Bear. \$18 dz.

18 BIG Pcs. only \$24 F.O.B.

Free Catalog—1,000 Easter, Plush Imported Toys & Carnival Goods.
REPRESENTATION WANTED

AGE TOY

536-A Broadway
N. Y. C.
WO 6-3627

You Can't Beat BRODY

For Merchandise

OUR NEW 1960 CATALOG, 72 illustrated pages, many new items and PRICES for Auctioneers, Concessionaires, Carnivals and etc. Full line of PLUSH PREMIUMS & GIVE-AWAY Items. Send for FREE COPY.

M. K. BRODY & CO., INC.

916 So. Halsted Chicago 7, Illinois
L. D. Phone: MONroe 6-9520-9521
—in Business in Chicago for 49 years—

GIGANTIC! SPRING SPECIAL

Men's—Women's—Kid's
RUBBER SANDALS

Asstd. Colors, Asstd. Sizes.
Sample Pair, \$1.00.
Sample Doz. Pairs, \$5.00.

32¢ per pair 26¢ per pair in
in 8 doz. pairs lots. 48 doz. pairs lots.
29¢ per pair in 23¢ per pair in
24 doz. pairs lots. 72 doz. pairs lots.

Write for special prices.
25% cash with order—balance C.O.D.
or 10% cash in full discount.

C. SNYDER SALES

P. O. Box 1082, Washington 13, D. C.

SENSATIONAL PROFITS !!EVERY DAY!!



No. 185
Full of Life!
Fire! Brilliance

\$3.50

doz. gross



ROMAN HEAD
No. 712

\$3.75
doz.

\$39.00
gross

It's a beauty! Sells on sight. Rated wholesalers, write for samples.

WHITNEY & COMPANY, INC.

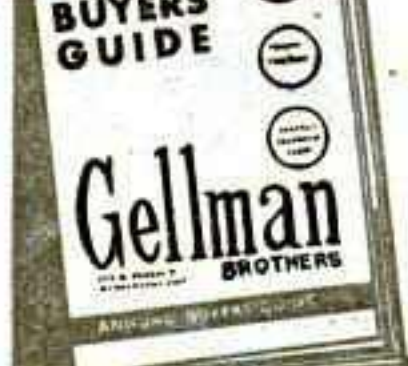
158 Pine Street Providence, R. I.

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices



GELLMAN BROS.

119 N. FOURTH ST. MINNEAPOLIS, MINN.

MEDICINE MEN!



Write today for wholesale prices on our complete line of Tonics, Liniments, Ointments, Salve, Foot Preparations, Vitamins, also a complete line of Cosmetics and other fast-selling and big-profit items.

CELTONSA MEDICINE CO.

Dept. BB 1016 Central Ave.
Cincinnati 2, Ohio

PLASTER NOVELTIES

BRIGHT & GLOSSIE
Small, Medium & Large
Send for price list.
MIDLAND ART
STATUARY NOVELTY CO.
Kansas City 30, Mo.
BUS. Phone—JA 3-9520
RES. Phone—JA 3-3493
Formerly Florentine Art Statuary Co.
1931 to 1945

Sure-Fire Pitch Qualatex[®] Mouse Heads



Workers Available

3 Styles

10" and 15" Sizes

Order Today From Your Supplier

the **PIONEER** Rubber Company 407 Tiffin Road Willard, Ohio

NOW! NO COMPETITION

THERE IS ONLY ONE

3 WAY FOOD CHOPPER

Chopper-Dicer-Mincer

Does The Job Quickly...by Just Tapping The Knob!



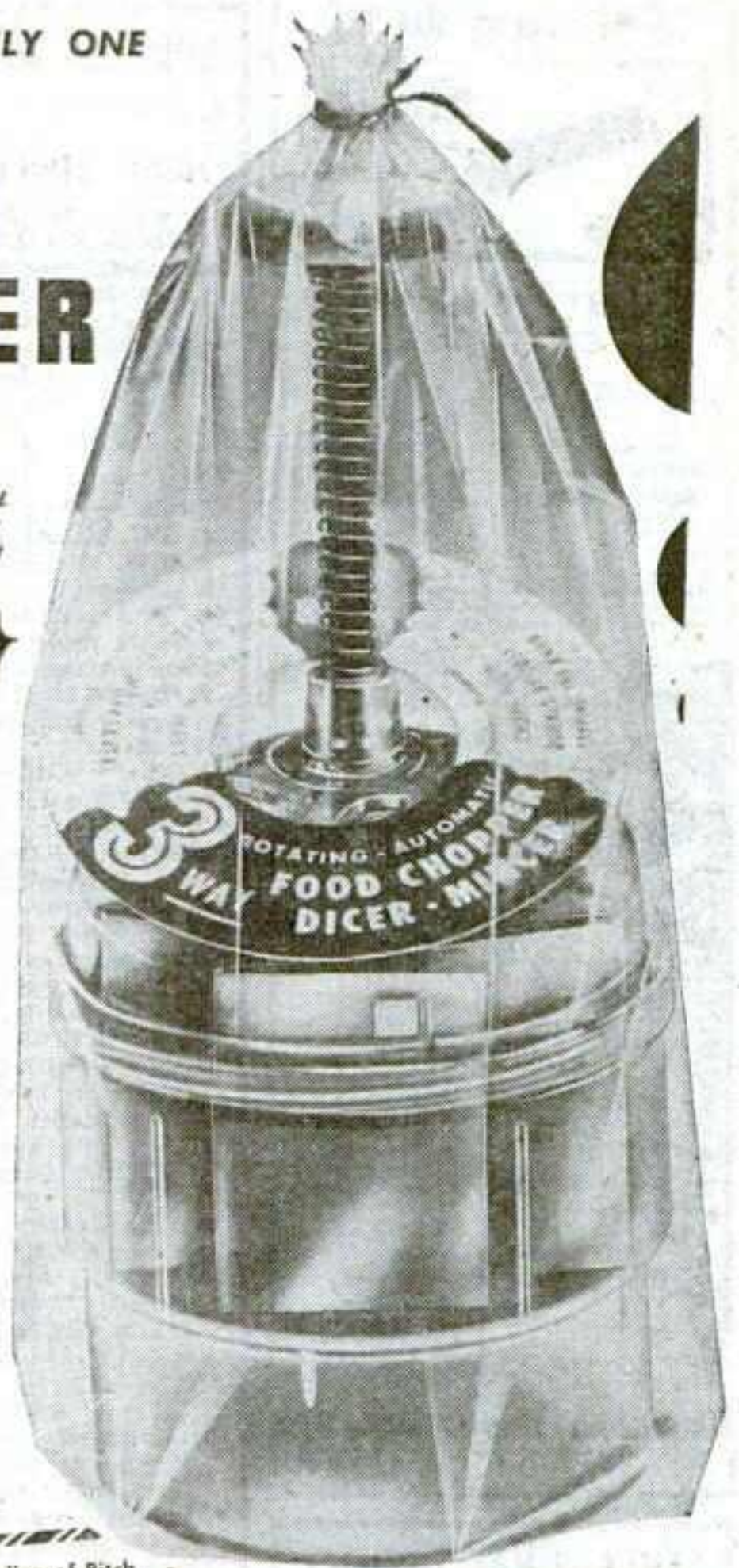
- ★ Chop, Mince or Dice most solid or leafy foods, raw or cooked vegetables, meats, fruits, nuts, cheese, bread, etc.
- ★ A clean, safe, effortless timesaver and worksaver.
- ★ Made of the finest quality materials, guaranteed to give years of pleasant use.

**BASE LOCKS SECURELY IN PLACE!
WILL NOT COME APART IN USE!**

- Big Impulse Sales Appeal
- Full Easy-to-Follow Instructions Furnished
- 3 Colors: Red, Green, Yellow
- Packed 36 Units in Master Carton
- Shipping Weight, 35 lbs.

We carry a complete line of Pitch Items, Ironing Pads, Auto Polish, Foot Remedies, Vitamins, Uke Oil, Furniture Polish, Plastic Towels, French Baskets, Maui Products, Fizz Caps, etc.

Distributed by
Crestline Products Co.
4608 N. Ravenswood Ave., Chicago 40, Ill.



Polyethelene Bag!

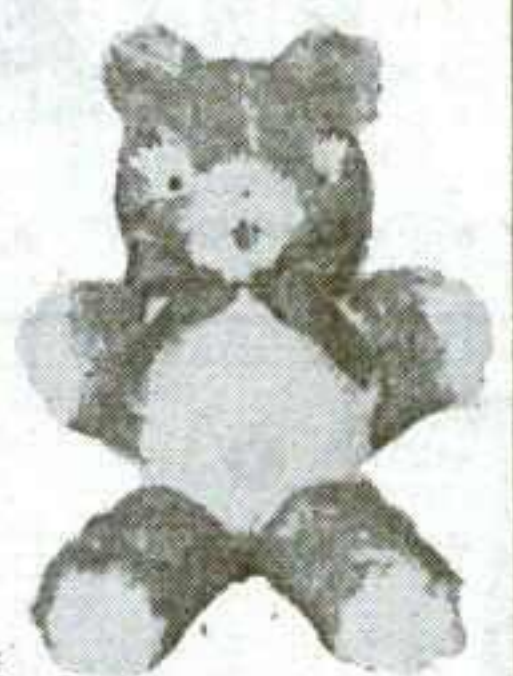
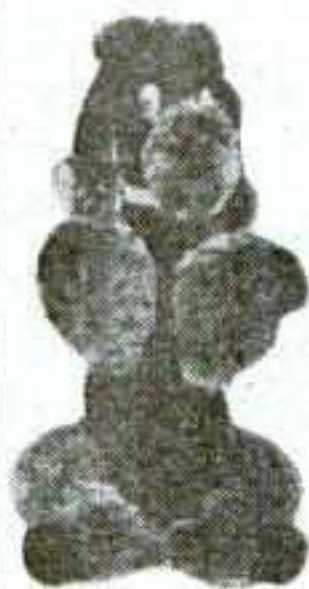
ORIGINAL SWISS DESIGN . . .
Made in U. S. A. by exclusive licensee under ZYLYSS patent No. 2,782,826



World's Largest Carnival Supply House

OUR VOLUME BUYING SAVES YOU MONEY!
WE CARRY EVERY TYPE MERCHANDISE.

All Items in Stock for Immediate Shipment.
PLUSH HEADQUARTERS OF THE AMERICAN CONTINENT.



LISTED BELOW ARE BUT A FEW OF THE PLUSH TOY SPECIALS

No.	Description	F.O.B. ST. LOUIS	F.O.B. PHILA.
7442	Giant Shaggy Bear	33" \$46.40 Dz.	\$42.60 Dz.
7441/1	Giant Bear	30" 24.75 Dz.	22.40 Dz.
7443/1	Large Bear	28" 22.50 Dz.	20.40 Dz.
7450/1	Medium Bear	27" 21.00 Dz.	19.20 Dz.
7453/1	Regular Bear	25" 18.75 Dz.	17.40 Dz.
5047	Giant Begging Poodle	26" \$50.00 Dz.	\$44.85 Dz.
5046	Medium Begging Poodle	23" 34.80 Dz.	31.20 Dz.
5039	Giant Shaggy Dog	34" \$81.00 Dz.	\$75.00 Dz.
5045	Medium Shaggy Dog	26" 49.60 Dz.	43.70 Dz.
5038	Regular Shaggy Dog	18" 24.90 Dz.	22.10 Dz.

WRITE FOR COMPLETE CATALOG OF TOYS
AVAILABLE FROM OUR ST. LOUIS WAREHOUSE
25% deposit required on all C.O.D. orders.

Over 150,000 Square Feet of Warehouse in St. Louis. Use this Giant Warehouse as your own—Overnight Shipments anywhere.

NEW ILLUSTRATED CATALOG NOW READY—WRITE FOR YOUR COPY TODAY. IMPORTANT: To get your Catalog, please state Business or Show you are with—and kind of Merchandise you are interested in.



ACME PREMIUM SUPPLY CO.

2201 WASHINGTON AVE. Phone: ST. LOUIS 3, MO. GARfield 1-6445

REED BALLOON STICKS JAP PENNANT CANES

Direct Importers selling only through legitimate jobbers. Immediate shipments. Lowest prices.
CHARLES H. DEMAREST, INC.
215 Water Street New York City 38



OVER 3000 TERRIFIC VALUES!

1960 CATALOG NOW READY

MAKE YOUR REQUEST. STATE NATURE OF BUSINESS.

B. PALMER SALES CO.

1431 SECOND AVENUE

DALLAS 10, TEXAS

Sailor Doll
Major Doll
Military Cadet
Fireman
Baseball Player
Football Player
Kelly the Tramp
Pirate w/saber

\$1.80 dz.
\$21.00 gr.

SPECIAL CIRCUS CLOWN

\$1.50 dz.
\$17.50 gr.

DRUMMER MONKEY
w/drum & drum sticks

\$1.80 dz.
\$21.00 gr.

INDIAN DOLLS

6 1/2" ... \$1.75 dz.—20.00 gr.
4 1/2"75 dz.—8.00 gr.
24" Indian Peace Pipes ... \$2.48 dz.
46" Indian spear w/rubber tip ... \$2.50 dz.—\$28.00 gr.
Indian beaded leather belt ... \$6.00 dz.

INDIAN CUB KNIFE
w/beaded sheath

\$1.60 dz.
\$18.00 gr.

PLUSH ANIMALS
w/squeak

Scotty Dogs ... \$3.60 dz.—\$40.00 gr.
8" Honey Bears ... 3.60 dz.—40.00 gr.
Dog & Cat ... 3.60 dz.—40.00 gr.
7" Setting Scotty ... 3.60 dz.—40.00 gr.
8" Cuddle Bear ... 3.60 dz.—40.00 gr.
12" large size Teddy Bear ... 7.20 dz.

Sitting black & white **PANDA BEAR**

\$3.60 dz.
\$40.00 gr.

CUTE LITTLE SCOTTY

\$2.25 dz.
\$24.00 gr.

PUPPY
Squeak tail

\$2.25 dz.
\$24.00 gr.

8" PLUSH APE
w/rubber head

\$3.00 dz.

FRENCH POODLES

\$3.75 dz.
\$42.00 gr.

Poodles-squeak head \$4.50 dz.—\$50.00 gr.
Large French Poodles \$5.75 dz.—\$45.00 gr.

FI-FI WIRE PUP

\$1.60 dz.
\$18.00 gr.

Large Fi Fi Pup \$3.25 dz.
\$35.00 gr.

PLUSH SKUNK
fan tail

\$5.75 dz.

RUBBER INFLATES
w/squawker & bow tie

Horse \$2.00 dz.
Elephant \$2.00 dz.
Baby Reindeer \$22.50 gr.
Baby Bambi \$22.50 gr.

ASSORTED RUBBER ROCKER ANIMALS
(6 different animals)

\$3.25 dz.

PUPPY IN BASKET

\$3.50 dz.

SNOW WATER BALLS
w/bambi, seal, stork, fish or penguin

\$2.00 dz.

DANGLING SPONGE DICE

\$1.75 dz.
\$18.50 gr.

METAL SWORDS
w/scabbard

\$1.75 dz.
\$20.00 gr.

Decorated—gold trim Samurai sword
w/scabbard

15" ... \$1.80 dz.
16" ... 2.00 dz.
20" ... 3.00 dz.
22" ... 3.50 dz.

25 Prism type Binoculars

7" Jumbo w/compass and shoulder strap
Special \$4.50 dz.

PEARLIZED OPERA GLASSES
Assorted colors w/compass and shoulder strap

3 x 3 1/2" ... \$2.00 dz.
3 1/4 x 3 1/2" ... 2.50 dz.
4 x 4" ... 3.50 dz.

METAL BREAK ACTION CORK PISTOL

10" ... \$1.80 dz.—\$21.00 gr.

12" break action cork pistol 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

\$3.50 dz. \$39.00 gr.

20" Bolt action rifle ... \$3.60 dz.
21" smoke and spark cork rifle ... 5.25 dz.

COMMANDO RIFLE
w/rubber bayonet

\$6.25 dz.
29" Double Cork Rifle \$6.25 dz.

SPECIAL SLUM ASSORTMENT—\$5.50 per 1,000
includes razors, fans, watches, rings, etc.

GRAB BAG ITEMS

3" Harmonicas	\$3.00 gr.
Cigar fans	2.75 gr.
Chinese small plastic fans	3.00 gr.
Rubber Snakes	3.50 gr.
Shrunk Heads	3.75 gr.
Large Razors	1.50 gr.
21" Blowouts	1.50 gr.
Miniature Pocket Knives	3.60 gr.
Dangling Skeletons	2.50 gr.
Rubber Hot Dogs w/Snake	6.00 gr.
Plastic Push Button Knives	4.50 gr.
Double Mustache w/Blowout	3.50 gr.
Dart Pistol Sets	7.50 gr.
Assorted western badges, carded	1.75 gr.
Private Eye Badges	1.75 gr.
Hawaiian leis	1.50 gr.
Paper Folding Fans	3.00 gr.
Assorted Key Chains	2.50 gr.
Indian Head Brooch, carded	1.75 gr.
Indian Headress	3.00 gr.
Water Shell Flowers	1.50 gr.
Comic Hat Bands per 100	1.50
Feather Balloon Squawkers	1.50 gr.
Feathered Suction Birds	3.50 gr.
Plastic Bird Warblers	3.75 gr.
Mexican Kiddie Straw Hats w/elastic	3.00 gr.
7" Rubber Dagger	3.00 gr.
Plastic Cigarette Holders	1.75 gr.
Purse Mirrors—Picture Back	1.75 gr.
4" Fur Monkeys	3.50 gr.
Double Heart Kiddie Bracelet	2.75 gr.

SLUM JEWELRY

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	3.50 gr.
Double Heart Kiddie Bracelet	2.75 gr.

Prices F.O.B. New York. 25% deposit w/order. Send for catalog.

SCHATTUR NOVELTY CO.
144 PARK ROW PHONE: CORTLAND 7-8986 NEW YORK 7, N. Y.
Special Prices to quantity buyers where possible

RAYON PARASOLS
w/floral designs

21" spread ... \$2.25 dz.
25" spread ... 2.50 dz.
29" spread ... 3.00 dz.
33" spread ... 4.00 dz.

Dangling Sponge Baby Shoes
Dangling Sponge Boxing Gloves

\$1.75 dz. \$18.50 gr.

Assorted COLORED CUB KNIVES
w/leather sheath ... \$1.25 dz.—\$14.00 gr.

Stag Handle Cub Knife w/sheath \$.90 dz.—\$9.60 dz.

HI HAT FEATHER DOLLS

5" ... \$.75 dz.
7" ... 1.10 dz.
9" ... 1.60 dz.
12" ... 3.00 dz.

SPECIAL FEATHERBACKS

\$.75 dz. \$7.20 gr.

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 items.

MISCELLANEOUS ITEMS

Dz.	Gr.
10 1/2" 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	4.80 54.00
1/2" Bamboo Walking Canes	1.40 16.00
3/8" Bamboo Walking Canes	1.00 10.80
12 x 18 Checker Speedway Flag	2.00 22.50
Wee-Gee plastic Water Pistol	1.25 14.00
Fur Dogs, inside whistle	1.00 10.80
Jumbo Rabbit Foot w/key chains	.60 6.50
Miniature Flashlight w/key chain	1.80 21.00
Miniature Cigarette Lighter	2.25 25.00
5" Plastic Chinese Fans	.85 9.00
Trick Arrow thru Head	1.00 9.00
Trick Dagger thru Head	1.00 9.00
Small Bird Cage w/Singing Bird	.80 8.50
Nudie Girlie Key Chain	.80 8.50
Gi Gi the playful Pup	1.00 10.80
Rodeo Bull Whips	4.80 54.00
Vinyl Skullhead, glittering jewel eyes	2.40 27.00
Vinyl Devil Head w/horns-jewel eye	2.40 27.00
Palomino metal Horse w/bridle chain	1.50 17.50
Flying birds w/sticks	6.00

FUR MONKEYS

7" ... \$.80 dz.
10" ... 1.40 dz.
12" ... 2.40 dz.
15" Feather Monkey ... 3.50 dz.

LARGE SHRUNK HEAD
Replica of the Amazon

\$3.75 dz.

RUBBER BUBBLING SQUIRT BOY
double action squeeze bulbs

\$2.50 dz. \$27.00 gr.

BALLOONS

2 1/2 Mousehead ... \$5.00 gr.
2 1/2 Mousehead ... 7.50 gr.
Two in one w/inside mousehead balloon ... 7.00 gr.
2 1/2 Patriotic Flag & Uncle Sam ... 5.00 gr.
Polka Dot Paddle Balloon ... 5.50 gr.
Kat balloons ... 6.00 gr.

TRI MOTOR BOMBER
w/24" stick ... \$16.50 gr.

PLAID DESIGN PANDAS

\$1.75 dz.
\$20.00 gr.

Assorted color Panda

BLACK & WHITE PANDAS

4" ... \$.75 dz.
5 1/2" ... 1.60 dz.
10" ... 3.60 dz.
12" ... 4.80 dz.

DANCING DOLL
DANCING MANIKINS
Complete with Mousehead balloon and envelope with printed instructions.

\$8.40 gr.

SCOTTY DOG
w/beret

\$3.60 dz.

Vinyl Pony Tail Drink & Wet Doll
in tub w/towel, soap, brush & baby bottle. Individually packaged in cellophane Display Bag. ... \$5.75 dz.

Colt-7 Metal Cork Pistol

\$1.80 dz. \$21.00 gr.

15" BLACK & CHROME TELESCOPE
w/gold trim

\$4.20 dz. \$47.50 gr.

KIDDIE PONY TAIL DOLL
w/Zipper bag. \$3.60 dz.

SURF WEAR RUBBER SANDALS
Ideal for beach wear or home

Children size ... \$3.50 dz.
Women size ... 4.80 dz.
Men size ... 5.40 dz.

CHROME 3-KEY TRUMPET

\$1.80 dz.

Metal Kazoo frombone ... \$2.40 dz.
Musical Accordions ... 3.50 dz.
Ukulele or Banjo ... 4.80 dz.

10" PEARL TELESCOPES

3 section
\$1.75 dz.
15" black telescope, gold trim
\$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 and shoulder strap

3 3/4 x 3 ... \$2.00 dz.
4 x 4 ... 3.50 dz.
4 3/4 x 4 ... 4.50 dz.
5 x 4 1/2 ... 6.00 dz.

72" RODEO BULL WHIPS

\$4.80 dz. \$54.00 gr.

Big Season Eyed By Balloon Makers

BALLOONS in a myriad of colors, shapes and themes again loom as big sellers for the 1960 season.

The brightly colored novelties, whose sales at one time were confined to the horn-blowing street vendor 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 colorful. Styles are keeping up with the times, and the potential market has been broadened by the designing of balloons for many occasions and age groups. Even popular kid characters 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

No new balloons as such are being offered by National Latex Products, also of Ashland, but C. W. Myers, vice-president, points out that new packaging, both polyethylene bags and printed boxes, are being used to attract the eye. Prices are being maintained and all signs point to greater sales this year, Myers added.

Betty Wolfe, sales manager of the Toy Products Division of the Pioneer Rubber Company, Willard, O., says the general outlook is good. New in the firm's line are Crazy Cats with huge inflatable ears and two-color print. Prices are slightly higher due to increased labor and material costs.

Giant 36-inch dolls and animal and bird toss-up balloons are being 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.

One of the latest additions to the 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 Popeye, 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.

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.

The Ashland (O.) Rubber Products Corporation, is themeing its new balloons on the space age, according to E. H. Walters, president. Rockets and satellites are featured, and many new and colorful packages 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, however, should be excellent, altho extremely competitive, Walters believes.

SOLID SELLER

Personalized Jewelry Sales Still Strong

PERSONALIZED jewelry items, highly popular among all age groups, will roll their merry way this year while earning satisfying profits for stands at fairs, parks, resorts and along midways. So long as an item can be embellished with a name or initial, or with some personalized sentiment, it is assured of continuous popularity, and the fact that it is cheap—say, as low as 50 cents including engraving—is an enhancing side of its appeal.

As in all phases of the bargain jewelry industry, engraving items are seldom new. This year, as in recent years, there has been an awareness of the teen-age market springing from the quick flurry of sales that occur when the group takes a fancy to some decorative 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-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. Ragging 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 stencil 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
"I-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.



KIDDIE WESTERN STRAW HAT
w adjustable chin cord
\$2.40 dz.



STRAW KIDDIE ETON CAP
w/pompon
\$2.75 dz.



WHITE STRAW RIBBON HAT
\$5.50 dz.




GAY NINETY SKIMMER HAT
w/wide striped ribbon
\$6.50 dz.



CALYPSO BIRD NEST HAT
\$1.50 dz. \$17.00 gr.
2 gross bale \$30.00



YACHT HATS
Sanforized twill
\$6.25 dz.



STRAW GONDOLIER
Exclusive new straw with kerchief and matching ribbon
\$9.60 dz.



KIDDIE STRAW PINCH COWBOY HAT
w/star decoration
\$2.50 dz.



COOLIE HATS
12" ... \$1.50 dz.
\$16.50 gr.
16" ... \$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.
HOPPING FUR DOG
\$3.00 dz. \$35.00 gr.





LARGE PONY TAIL GIRL ON BIKE
\$5.25 dz.



MONKEY ON TRAPEZE
\$6.00 dz.
MONKEY
w/Hula Hoop
\$6.00 dz.




DANCING COUPLE
\$3.25 dz. \$36.00 gr.



LARGE BUCKING BRONCO
\$6.25 dz.



CRAWLING BABY
\$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 dz.; 36.00 gr.
Knitten Kitten ... 6.00 dz.
Walking Collie ... 6.25 dz.
Walking Dog ... 6.25 dz.
Begging Cat ... 6.25 dz.

PRICES F.O.B. NEW YORK
25% DEPOSIT W/ORDER

SCHATTUR NOVELTY CO.

144 PARK ROW
NEW YORK 7, N. Y.
SPECIAL PRICES TO QUANTITY BUYERS WHERE POSSIBLE

SAW 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.
Send 50c for samples.

VARCO, INC.
91 Broadway
Jersey City 6, N. J.

FRAMING! BUY 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 Dart Balloons (Box, 5 Gr.)...	3.75
Bingo Cage, Balts. Master Card. Set	10.50	Balloon Darts. Gross	4.00
Bingo Cards (100 card unit)...	4.25	Imported Leis. Gross	1.65
Carnival Baseball. Doz.	2.00	Tinsel Flying Birds. Gross	7.75
Hoopla Rings, 4, 5, 6, 7". Doz.90	4" Fur Monkey. Gross	4.00
Beachcomber Hats. Doz.	1.60	7" Fur Monkey. Gross	9.00

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

BALLOONMEN!

get back in business with these

FLASHY HELIUM GAS and STICK BALLOONS



61-158



61-107



40-108



61-120



05-100



01-127



05-103




05-107



61-171 Patriotic Assort.



05-105



09-100



09-101



NEW BRIGHT COLORS



DART BOARD BALLOONS



FREE PUMP
WITH 61-016 (5 GROSS)
61-015 (1 GROSS)

ADDED ATTRACTIONS

- ★ Patriotic Holiday Assortment
- ★ 2-Color Flowers and Birds
- ★ Red Devil Balloons

NEW for '60

JOLLY JOEY CLOWN HEAD & NOSE
No. 61-107
NOW with 2-Color Head

KITTY CATS
No. 61-158
with BIG OA (Over-all) NEW FACE PRINT

HY-GLOSS CATS
No. 61-166 & 61-120
with WINNER STRIPES and NEW GREEN EYES

Get your 1960 OAK Catalog showing all these WINNERS in their New BRIGHTER Colors. JUST FILL OUT THIS COUPON—PASTE ON A POST CARD & MAIL

THE OAK RUBBER CO., 213 Sycamore St., Ravenna, Ohio
RUSH me your Catalog Sheet showing all the new 1960 Balloons. I am most interested in:

NAME _____

ADDRESS _____

USE (Check Box) Handouts Demonstrators
 Stick Balloons Gas Balloons Dart Balloons

My Regular Balloon Jobber Is _____
His Address Is _____



THE OAK RUBBER CO.
213 Sycamore St.
Ravenna, Ohio

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 store-keeper, 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 merchandise.

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 models.

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 new.

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 traded-in 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, Ill.

JUST A REMINDER!
MOTHER'S DAY IS
JUST AROUND THE CORNER

Beautiful
Austrian
Necklace
on
Hand-
Painted
Pearl.

Only
\$39.00
Gross



Specify Necklace or Pin.
25% deposit money order or check
with order.

MONEY BACK GUARANTEE
JEWELS BY ELMA
254 West 34th St., New York 1, N. Y.
BRyan 9-5719

CLOSEOUT!

TV TORCHIER

Eye-catching, colorful! Very effective prize or premium! 32K fired gold decorated black and white bases. Linen finish parchment shade. 11" high overall.

Only \$12 Doz.
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.
2723 S. Archer Chicago 8, Ill.
DAnube 4-1415



ENGRAVERS AND DEMONSTRATORS: ATTENTION!

WRITE FOR NEW CATALOG

Men's, Ladies', Girls', Boys' and Kiddie's Expansion Photo Idents from \$4.00 dz.
Boys', Girls', Men's, Ladies' Expansion Idents from \$3.75 dz.

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 on 24" chain. Nickel or gold plated \$24.00 Gr.
Bracelets \$27.00 Gr.



McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.

printing...for
Pennies!



...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.

Dual Cylinders • Printer's Style Paste Ink • Silk Screen



Gestetner Corporation
216 Lake Ave., Dept. 34
Yonkers, N. Y.
Please send descriptive literature and specimens.

NAME.....
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)

\$50.00 gross (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)

SONLENN TRADING CO.

420-424 W. Fairmount Avenue Philadelphia 23, Pennsylvania

MEXICAN PINATAS

- Over-all size, approx. 24" \$ 12.00 dz.
- 8 to the carton, weigh about 12 lbs.
- 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.

F. L. DE ARKOS Laredo, Texas

SLUM JEWELRY and RESALE JEWELRY

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.

SAMUEL B. POCKAR CO.

477 SMITH ST. (Rear) (GA. 1-7066) PROVIDENCE 8, R. I.
1919—41ST ANNIVERSARY—1960

SALESBOARDS **LOW**
JAR TICKETS **FACTORY**
AND **PRICES**

HOROSCOPE TICKETS

PHONE OR WRITE FOR PRICE LIST AND CIRCULAR
EMPIRE PRESS, Inc.
644 ORLEANS ST. CHICAGO 10, ILL. Ph. MOHAWK 4-4118

NEW FAST SELLING POPULAR

Souvenirs FOR '60

PARKS—RODEOS—SPORT EVENTS—CIRCUSES—FAIRS—CARNIVALS—ETC.

No. 4502 — RUBBER HEAD SPEAR. Bamboo handle — 36" shaft. Per Dozen \$ 1.50 Per Gross 16.80

No. 5917 — DOUBLE HEAD RUBBER TOMAHAWK. Per Doz. \$1.80 Per Gross 18.00

BEADED BELTS

Fine quality 3/4" cowhide expertly hand beaded in flashy, authentic Indian designs. Detachable buckles, plastic laced edge. Assorted sizes, 20 thru 32. No. 2022 — 3/4" BEADED BELT. Per doz. \$4.50

No. 5648 — SMOKE RIFLE. TERRIFIC VALVE. Rifle that actually smokes and sparks. Controlled cork. Just look at this low price. Per Dozen \$5.40 — Per Gross \$60.00

No. 6460 — PEACE PIPE. 21" long. With whistle. Per Dozen \$2.40 — Per Gross \$27.00

No. 6620 — DRINKING AND WETTING PONY TAIL DOLL. Life-like hair on vinyl plastic 4 1/2" doll. Attached plastic nursing bottle. Per Dozen ... \$ 1.80 Per Gross ... 18.00

No. 955 — PLASTIC BACKSCRATCHERS. Per Dozen \$1.00 Per Gross 10.00

No. 6425 — COMPASS. Real compass with mirror back and leather strap. 1-3/4" in diameter. 2 doz. to box. Per Dozen \$ 1.50 Per Gross 15.00

No. 1407 — JUMBO PENCIL. Giant 9 1/2" pencil with enormous eraser. Metal trimmed and attached tassel. Per Dozen \$ 1.50 Per Gross 16.80

No. 3933 — IMPORTED LITTLE BUCKEROO in pigskin sheath. Per dozen \$ 1.40 Per gross 15.00

No. 6252 — GERMAN LIGHT - WEIGHT LARGE HUNTER with SHEATH. 8" overall length. Exceptional value. Per Dozen ... \$3.00

No. 2387 — ROUGH-NECK PIPE. 5 1/2" length with 2 1/2" rough cob bowl. Per dozen .. \$1.50

No. 6455 — TRICK BRANDY GLASS. 2 1/2" small brandy glass with seal — shut glass with lid in liquid of simulated whiskey — assorted colors. Key sealed in. Per Doz. \$ 1.35 Per Doz. \$ 1.35 Per Gross 14.40 Per Gross 14.40

No. 6450 — TRICK WHISKEY GLASS. 2 1/2" after with seal — shut glass with lid in liquid of simulated whiskey — assorted colors. Key sealed in. Per Doz. \$ 1.35 Per Doz. \$ 1.35 Per Gross 14.40 Per Gross 14.40

BLACK BEAUTY Shiny black, white maned metal horse trimmed in gold; tan saddle No. 6560 2-5/8" tall \$2.40 doz. No. 6565 2" tall ... \$1.50 doz.

SOUVENIRS GIFTS NOVELTIES

WRITE FOR FREE CATALOG NOW — FAIRWAY MFG. CO. 1900 ST. LOUIS AVE., ST. LOUIS 6, MO., DEPT. B-60.

PENNANTS

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.

AMERICAN FLAG COMPANY

Dept. J
1418 Walnut Street
Philadelphia, Pa.

CONVENTION BADGES and BUTTONS

50-STAR FLAGS

BANNERS

CATALOG ON REQUEST

WM. LEHMBERG & SONS, INC.
138 N. 10th Street, Philadelphia 7, Pa.
Walnut 2-2044
Dept. 5

FLAGS

50 STAR - ALL SIZES

COMPETITIVE PRICES
STRING PENNANTS
LETTER BANNERS

EDGERTON & CO., INC.
430 W. 13th St. P. O. Box 433
INDIANAPOLIS, IND.

11" MONKEYS

Brightly DRESSED — SOFT VINYL HANDS AND FACES — FLEXIBLE HANDS HANG FROM ANYTHING!!

Available for Immediate Delivery

PRICE **\$6.75** Dozen

Fenco inc.
242 Fourth Ave.
New York 3, N. Y.

Assorted Boys & Girls

JOBBER! 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.

DISPLAY FIREWORKS

Buy your Display Fireworks from a Showman.

Want Kiddie Ferris Wheel.
EDENS FIREWORKS SALES CO.
Elizabethton, Tenn.
Phone: Lincoln3-2942

WIRE WORKERS, ATTENTION

WIRE WORKERS' SUPPLIES AND JEWELRY FOR ENGRAVINGS
MOTHER PINS—WITH ANY NAME TO ORDER—MOTHER PINS



Pearl Plate of Snail and Fresh Water and Plastic Plate, also Findings. Copper base and Silver base Wire sold in large quantities at wholesale prices. \$5.00 for samples and deposit with each order. No catalogue request. (Wire Workers' Supplies nearly at wholesale price. We are the cheapest in the country.)

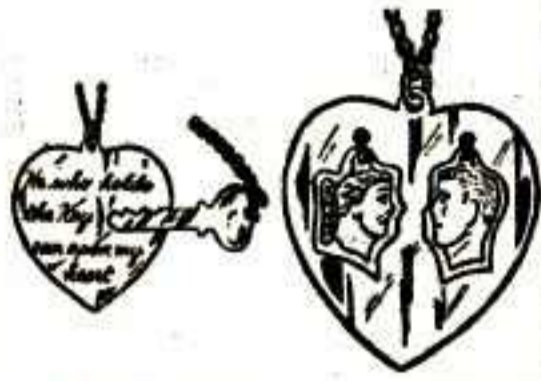
AMERICAN JEWELRY NOVELTY MFG. CO.
P. O. BOX 503
NORTH ATTLEBORO, MASS.

ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS

SPRING SPECIALS FOR ENGRAVERS

AMERICAN MADE

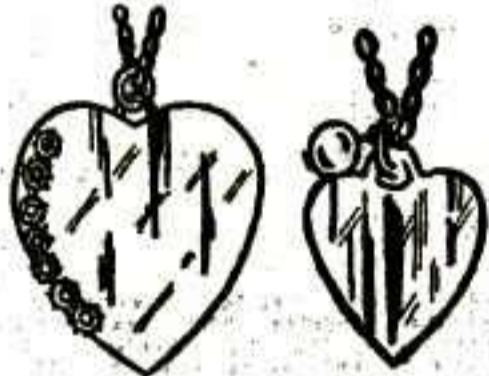
NEW SHIPMENT JUST ARRIVED



GOLD LARGE HEART with KEY 24"
No. 3/153 (\$33.00 Gross) Doz. \$3.00

GOLD SMALL HEART with KEY 16"
No. 3/170 (\$24.00 Gross) Doz. \$2.25

GOLD LARGE HEART with BOY & GIRL 24"
No. 3/154 (\$33.00 Gross) Doz. \$3.00



GOLD RHINESTONE HEART 24"
No. 3/152 (\$33.00 Gross) Doz. \$3.00

GOLD SMALL RHINESTONE HEART 16"
No. 3/174 (\$24.00 Gross) Doz. \$2.25

GOLD SMALL HEART with PEARL 16"
No. 3/173 (\$17.50 Gross) Doz. \$1.50

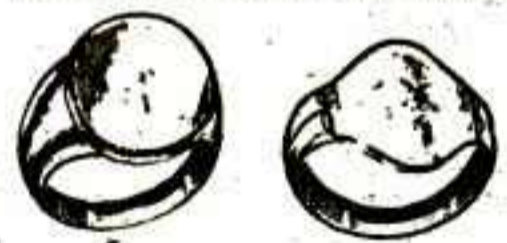


GOLD BROKEN HEART 24"
No. 3/151 (\$33.00 Gross) Doz. \$3.00

GOLD SMALL BROKEN HEART 16"
No. 3/171 (\$24.00 Gross) Doz. \$2.25

GOLD BRIDAL 24"
No. 3/119 (\$33.00 Gross) Doz. \$3.00

GOLD SMALL BRIDAL 16"
No. 3/172 (\$24.00 Gross) Doz. \$2.25



CHROME SIGNET RINGS (Assorted)
No. 3/526 Gross \$5.75

Catalog Now Ready
Write for Copy

ORIENTAL TRADING COMPANY

(Phone Jackson 6115, Jackson 3850) 1115 Farnam St., OMAHA, NEBR.



HIGHLY POLISHED ALUMINUM 24" NECKLACES

No. 3/110 Disc Gross \$4.00
No. 3/111 Heart Gross \$4.00
No. 3/112 Clover Gross \$4.00

HIGHLY POLISHED—THINNER GAUGE—24"

No. 3/110B Disc Gross \$4.00
No. 3/111B Heart Gross \$4.00
No. 3/112B Clover Gross \$4.00

14" CHILD'S NECKLACES

No. 3/120 Disc Gross \$3.60
No. 3/121 Heart Gross \$3.60
No. 3/122 Clover Gross \$3.60

CHROME or GOLD-PLATED NECKLACES 24"

No. 3/114N Disc (Doz. \$1.75) Gr. \$18.00
No. 3/115N Heart (Doz. \$1.75) Gr. \$18.00
No. 3/116N Clover (Doz. \$1.75) Gr. \$18.00
Also AMERICAN MADE available at \$24.00 Gross.

ALL NEW HIGHLY POLISHED



No. 3/100 Child's Aluminum Idents \$2.50 Gross



No. 3/101 Ladies' Aluminum Idents \$3.60 Gross



No. 3/102 Double Heart Idents \$6.00 Gross



No. 3/102 Men's Aluminum Idents \$6.00 Gross



CHROME PHOTO IDENTS

No. 3/133 Men's Idents Doz. \$3.95
No. 3/134 Ladies' Idents Doz. \$3.95
No. 3/135 Boys' Idents Doz. \$3.95
Gross Lots \$45.00

Indian Theme Invades Low-Priced Ring Field

THE LOW-PRICED ring business has existed and thrived for years on a diet of easily cataloged 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 appearance, they feature an irresistible simulated turquoise matrix stone. There are no less than 54 distinctly different female styles of presentation of these rings, 36 in women's styles and 18 for misses. And for the men and boys another 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 lariats 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.

about cheap jewelry, certainly a practice which has developed thru experience, the successful Indian rings fall in the 50-cent and \$1 retail category. Most rings shown at jewelry stands and in chain (syndicate) stores are so priced, although there are foreign rings scaled as low as a dime. This is not to indicate that American ring manufacturers are bound to the half-dollar level, for they have 25-centers 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 mineralogy, 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 hundreds of numbers available in a wide choice of finishes, all of them flashy and cleverly merchandised. No midway, shore resort or downtown store has been complete, or ever will be, without a broad, gaudy, but appealing panorama of 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 3 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.

SHELDON CORD PRODUCTS

3848 W. Madison St. Chicago 24, Ill. Phone: NE 2-3898

P D Q-World's Greatest PHOTO BOOTH CAMERAS



Dependable — a **35mm** film. Makes **DIRECT POSITIVE** pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed. Write for details.

P D Q CAMERA CO.

1544 W. Cortez Chicago 22, Ill.



JUST ARRIVED MECH. JUMPING DOGS SMALL IMP. PANDAS FULL LINE OF TOYS AND DOLLS

BELL SALES CO.

1107 SO. HALSTED ST. CHICAGO, ILL. Phone: HAYmarket 1-2711-2 Open Sundays Until 3 P.M.

WAGON JOBBERS SALEMEN

Easy sales to Homes, Stores, Garages, Service Stations, Arthritis Reliever, Vitamins, Royal Jelly, Polish, Lifetime Income from repeat orders. Write H B Co., Decatur, Ala.

SHEER, BEAUTIFUL NYLONS

guaranteed against **RUNS and SNAGS** or replaced within guarantee period **GUARANTEE PROTECTION ONE YEAR**

SEND NO MONEY. PAY NOTHING ON DELIVERY.

Wear a pair before you buy for 2 weeks. If you are not delighted in every possible way, keep the worn pair as a gift to you, return the five unworn pairs and you owe us nothing. Otherwise, after two-week trial period, remit \$5.95 in full payment for all six pairs which will then be subject to our replacement **GUARANTEE!**

SIZE

8 1/2, 9, 9 1/2, 10, 10 1/2, & 11

COLORS

DUSTY, Roseblush, Toupe Beige MORN, Light Natural Beige VISTA, Subdued Natural Beige TWILIGHT, Glamorous Steel Grey

TRY BEFORE YOU BUY

Mailed on approval

Your cost 6 PAIRS, \$5.95

THIS OFFER FOR LIMITED TIME.

GOOD IN U.S.A. ONLY.

SEND SIZE (one size only) and COLOR, you may have assorted if desired.

UNIVERSAL

P. O. BOX 105 BELLEFONTAINE, OHIO

SCOTTY KIDDIE HANDBAG

In Assorted Colors With **PEARL NECKLACE AND BRACELET SET \$6.00**



We carry a complete line of Expansion and Photo Idents, Rings, Pins, Religious and Engraving Jewelry. Send \$15.00 for Samples.

JACK ROSEMAN CO.

307 Fifth Avenue, New York 16, N. Y.

THE OLD RELIABLE

BEN HOFF

STILL TAKING CARE OF MY CARNIVAL PEOPLE—AND I MEAN IT!

We are specializing in Plush Bears.

No excelsior—cotton only. Will under-

sell any competition.

Featuring—Toys, Dolls, Novelties and Slum Items

IF INTERESTED, WRITE FOR PRICES.

J. K. TOY & NOVELTY CO.

210 Johnson Avenue, Brooklyn, N. Y. PHONE: Glanmore 6-4341—Evergreen 6-1797

HERE IT IS! . . . The Service Hundreds of Mail Order Operators, Direct Mail Advertisers, Business Firms Are Looking For!

"TOWN & COUNTRY" Mailing Service

A complete mail service—typing, mimeographing, addressing, folding, inserting, mailing —to cover any area, local or nationwide. Prompt, personal attention to every order. We specialize in mailings with "the professional touch" that does so much to get RESULTS! Reasonable rates. WRITE FOR FULL PARTICULARS.

TOWN & COUNTRY ASSOCIATES Dept. 88 P. O. Box 665 Greenfield, Mass.



BALLOONS FOR STREETMEN

These Are All S-T-R-E-T-C-H-E-D Gr. Spirals, extra long \$5.25 276 Spirals, even larger 7.50 Army Target, weather 7.20 212 Mickey Mouse Club 7.50 226 Two-in-One 12.50

STICK & GAS BALLOONS

#11 Two-in-One \$7.00 #12 Pastel Circus Prints 4.75 #13 Patriotic Asst. 4.50 #14 Patriotic Asst. 5.75 #17 Polka Dot, tricolor or asst. 5.50 #27 Polka Dot, tricolor or asst. 7.50 #10 Mousehead 5.00 #15 Mousehead 7.50 #14 Tiger Kat 4.50 #14 Pastel Kat 4.00 #15 Tricolor or Polka Dot Kat 4.50

24" Reed Sticks \$.60 24" Heavy Reed Sticks .75 36" Heavy Reed Sticks 1.20 48"x3/16 Dowels \$18.00 M \$20.00 C

Hand Balloon Pump \$2.50 ea. One Stroke Govt. Pump \$20.00 ea.

HELIUM NOW AVAILABLE

FEATHER DOLLS

7" \$12.00 9" 18.00 12" 33.00 Feather Back Dresses 7.20

PLUSH PANDA BEARS

4" \$7.00 \$8.00 5" Asst. Colors 1.50 18.00 7" 3.00 22.00 10" Asst. Colors 3.75 42.00 13" 5.40 49.00 Sitting, push down w/sq. 3.80 39.00

PLUSH DOGS

w/squeakers 4" Asst. Styles \$18.00 4" Furry w/elastic 24.00 7" Furry 42.00 7" Plush 42.00

FUR MONKEYS

w/Pipe & Glasses 4" \$3.25 7" \$8.00 9" 1.20 14.00 12" 2.40 27.00 15" Jumbo feather Monkey 3.50 42.00

SAILOR DOLLS

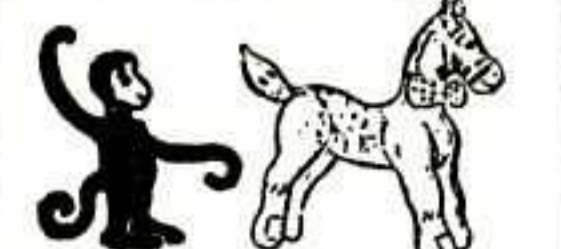
5" \$7.50 \$8.50 8" 1.80 21.00 12" 3.00 33.00

INDIAN DOLLS

& SOUVENIRS 4 1/2" Vinyl Doll \$19.00 8" Vinyl Doll 30.00 Mother & Daughter 28.00 Peace Pipe 24.00 Bamboo Tomahawk 21.00 Feather Headdress 21.00

CUB KNIVES

w/sheath 4" Stag Handle \$.90 \$ 9.60 4" Colored w/laced sheath 1.25 14.40 4" Colored w/leather sheath 1.75 19.00 7" Knife w/leather sheath 2.75 30.00 9" Hunting Knife 4.50 34.00



INFLATE ANIMALS

MONKEY, HORSE, BAMBI \$1.80 dz. \$21.00 gr. LARGE HORSE, \$5.00 dz.



MANIKIN DANCING DOLLS

Tissue Manikins \$3.75 Envelopes w/instructions 1.50 Mouse Balloons 3.25 Imported Mouse Balloon 2.40

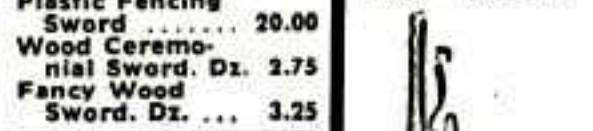
BREAK ACTION PISTOLS

Without Spark \$21.00 With Spark \$33.00 Automatic Repeater Cork Pistol, \$39.00 Gr.

SWORDS SABERS

Black Metal w/sheath \$20.00 Plastic Fencing Sword 20.00 Wood Ceremonial Sword Dz. 2.75 Fancy Wood Sword Dz. 3.25

POP RIFLE



RAYON PARASOLS

25" Spread—Flowered \$28.00 33" Spread—Flowered 45.00 21" Spread—Crook Handle 27.00

COLT PISTOL



\$3.00 Dz. \$33.00 Gr. Caps for Colt Gun, 40¢ Dz. BUCKING BRONCO \$21.00 Gr.



MECHANICAL WIND UPS

Crawling Baby \$3.25 \$36.00 Hopping Fur Dog w/slipper 3.00 35.00 Boy on Bike w/bell 3.25 36.00 Bunny on Bike, moves legs 3.25 36.00 Roll-Over Cat 3.50 39.00 Swiss Warblers .40 Flip-Over Fido 3.50 39.00 Chick Merry-Go-Round 3.50 39.00 Swimming Doll 3.25 36.00

RELIGIOUS ITEMS

12" Plastic Crucifix \$4.00 8" Plastic Crucifix 3.25 4" Plastic Crucifix 1.80 Water Balls, Asstd. Saints, Made in Italy 6.00 Madonna of Travel for Cars 2.25 8" Statues of Saints 7.20 12" Statues of Saints, Asst., Italian 14.40

FLAGS W/SPEAR TOPS

8x12 U.S. 50 Star \$.90 \$10.00 12x18 U.S. 50 Star 1.60 18.00 8x12 Pirate, cotton 1.35 15.00 12x18 Pirate 2.00 22.50 8x12 Confederate 1.35 15.00 12x18 Confederate 2.00 22.50 8x12 Starter 1.35 15.00 12x18 Starter 2.00 22.50 12x18 Texas State 2.50 30.00



TRAMP CLOWN \$1.80 \$21.00 DRUM MAJOR 1.80 21.00 SATIN CLOWN 1.80 21.00 PIRATE DOLL 1.80 21.00 3" Tramp Clown \$1.80 \$21.00 2" Drum Major 1.80 21.00 2" Satin Clown 1.80 21.00 2" Pirate Doll 1.80 21.00 2" Fireman Doll 1.60 19.20 4" Indian Doll 1.80 21.00 7" Sailor Doll 1.80 21.00 Assorted Gross of Dolls 21.00

SPICY NOVELTIES

Bubbling Boy \$2.25 Corkscrew Boy 3.50 Spicy Comic China Ashtrays 1.50 Square Comic China Ashtrays 1.50 Busty Babe—Salt & Pepper \$4.80 Swinging Legs Ash Tray 4.80 Peek-a-Boo Telescopes 1.25 Comic Post Card Plaques 4.00 Wolf Deck Player Cards 12.00 Plastic Pee Boy .75 Fur-Lined China Potty 1.50 Fisherman Cork Screw 4.80 Comic Wood Coasters .75 Sponge Dice, Dangles 1.75

RUBBER TIP INDIAN SPEARS BAMBOO

35" Bamboo Spear \$1.60 \$18.00 42" Bamboo Spear 2.50 27.00

BULL WHIPS



Braided Leather \$4.80 Dz. Extra Long, \$6.00



PONY TAIL PURSE DOLL \$6.25 Dz. \$72.00 Gr.

BOMBERS-PINWHEELS

3 Prop Bomber \$16.00 6 Prop Bomber 20.00 4 Point, decorated 8.00 8 Point, decorated 9.00 4 Point w/bell 9.00 Large 8 Pointer 10.80

BEATNIK CIG. HOLDER

\$2.00 Dz. \$21.00 Gr.



ACROBAT HORSE ARTY THE ACROBAT WALKING KITTEN \$6.25 Dz. WALKING COLLIE DOG \$72.00 Gr.

Additional Wind-Up Toys

Dr. Jocko, Walking Playful Puppy w/whisk, Begging Kitten, Musical Bear, Hopping Fur Scotch Terrier, Thirty Bear, Hungry Bunny, Singing Bird in Cage.



CLEVER KITTY \$4.80 Dz.

PLUSH SKUNK



Lg. \$6.00 Dz. Med. w/stinker button, \$3.75 Dz.

PLUSH BEARS



w/sq. & bell, asstd. colors, \$3.75 Dz. \$42.00 Gr.

FIFI THE POODLE

\$4.80 Dz. \$54.00 Gr.

BATONS w/bell

\$18.00 Gr. Whips—Silk Lash \$17.00 Bamboo Walking Cane 10.00 Bamboo Cane, heavy 20.00 Maple Parade Cane 27.00 34" Swagger Cane 10.80 Bamboo Pennant Cane—\$2.00 per 100. \$15.00 per 1,000.

TELESCOPES

Two Section \$.75 \$ 8.50 Three Section, pearl 1.75 20.00

OPERA GLASSES

Pearl Opera Glass \$2.00 \$24.00 Pearl Opera Glass, med. 3.00 33.00 Black Opera Glass 2.00 24.00 Black w/strap, med. 3.25 36.00 Black Super Binocs 6.50 75.00

PLUSH BAMBI

\$6.00 Dz.

GIGI DOG

Small \$1.50 dz. Medium 3.75 dz. Large 6.00 dz.

JOCKO MONKEY

8" Stuffed \$1.80 \$21.00 11" Stuffed 3.25 36.00 12" w/moving eyes 8.75 66.00

FLYING BIRDS

Imported—Tinselled, Gr. \$6.00 Domestic Birds, Gr. 8.50



3 1/2" STAR BUTTONS \$1.80 Per Dz.

HATS—NOVELTY, CARNIVAL—HATS

GONDOLIER HAT

w/Scarf, \$10.80 Dz. without scarf, \$5.50 Dz.



PONY TAIL DOLL IN TUB

\$6.25 Dz. \$72.00 Gr. 4 1/2" 3.75 Dz.



FELT PORKIE

\$4.50 Dz. ALL COLORS



PLUMES

\$1.00 Dz.

COWBOY HATS STRAW

Painted Tots' & Boys' Sizes \$4.50 Dz. Black Half Masks .90 Gr. Natural, unpainted, 2.40 Dz. Sombrero, lg. 4.00 Dz.

FELT 10 GALLON

Tan or Turquoise \$7.20 Dz.

PLASTIC CRASH HELMET

w/goggles for races \$3.50 Dz. \$39.00 Gr.

FELT CONFEDERATE OFFICER'S HAT

UNION OFFICERS' HATS \$7.20 Dz. \$84.00 Gr.

COOLIES

16" \$21.00 12" 18.00 8" 8.00 Straw Sunbonnet, \$1.75 Dz. \$20.00 Gr. Confederate Garrison Cap \$4.80 Dz. \$54.00 Gr. Union-Blue Garrison Cap \$4.80 Dz. \$54.00 Gr.

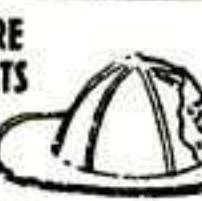
FUZZY HAT

\$1.50 Dz. Better Fuzzy Hat \$2.25 Dz.



FIRE HATS

Red or White \$19.80 Gr. 7" Fireman Doll 1.80 Gr.



BRIDE & BRIDESMAID NEW!



w/Double Skirts \$4.50 Dz. \$51.00 Gr.

MOTORCYCLE CAPS

All colors \$6.25 Dz. \$72.00 Gr. Plastic Motor Cap \$6.50 Dz. Captain Caps \$6.25 Dz. \$72.00 Gr.

IVY LEAGUE CAP

Domestic \$6.00 Dz. Imported 4.20 Dz.

GOB HATS

Heavy Twill, \$4.00 Dz. \$45.00 Gr. Anchor Gob, \$2.50 Dz.

DERBIES

Felt \$3.50 \$39.00 Top Hat 4.50 Plastic 2.00 21.00

LADIES' SUN HATS

W/Eyelets \$4.00 \$45.00 W/Sea Shells 4.00 45.00 Men's Toyo Caps 2.25 24.00 New Sun Cap 4.50 51.00

25% deposit with order, balance C.O.D., F.O.B. New York

CHARLES SHEAR

150 Park Row, New York 7, N. Y. Phone: WOrth 2-2495 All orders shipped same day. All prices subject to change. Write for complete list. SPECIAL PRICES TO QUANTITY PURCHASERS WHERE POSSIBLE

SLUM ITEMS

Wide Assortment 1000 Penny Items \$5.50 100 Nickel Items 3.00 100 Dime Items 3.00



MOULI TRIPLE DRUM GRATER

3 TIMES AS USEFUL AS THE FAMOUS ORIGINAL MOULI GRATER

The famous original with GRATER DRUM



NEW SLICER DRUM NEW SHREDDER DRUM

NOW IT GRATES! SLICES! SHREDS!

A New Market Is Ready for You!

Sell the New Triple Grater to Millions of New Customers at **\$1.98** Retail. And the Two (2) New Drums (Packed Separately) for 98 Cents to Customers Who Have the Original Grater.

Concentrate on Selling Mouli:

- You Make the Full "Old-Fashioned" Profit Margins You Need
- No Price Beefs to Blow Your Tips
- Millions Know the Mouli Name Is Quality

The Mouli Julienna (still going strong nationally on TV at \$2.98 retail) and we have a special new extra profit price for demonstrators. The Mouli Salad Maker (gaining in popularity every year, still \$4.98 retail).

And you build your gross and profit when you carry the Mouli profit twins:

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.

MOULI MFG. CO.

91 BROADWAY JERSEY CITY 6, N. J.



NEW! NEW! NEW FRENCH KITCHEN MASTER

ONLY \$4.98 RETAIL



and it does all this and more:

- MAKES FRENCH FRIES
- MAKES COLESLAW
- CORES AND DIVIDES FRUITS
- STRAIGHT SLICES
- WAFFLES SLICES
- GRATES
- CUBES
- JULIENNES



GRATER CORER AND DIVIDER FRENCH FRY CUTTER SLICER AND WAFFLE KNIFE

No Other Kitchen Tool Can Do as Much!

Made of high-grade steel with adjustable dial for slicing thin to thick and for waffle-style potatoes or beets. Fold under legs. 4 different attachments. Sell clean merchandise that sells. Hop on the bandwagon early with this new sensation. Full profit margins. No cut prices to blow your tips. Write now for full profit prices.

Send \$2.00 for sample of FRENCH KITCHENMASTER to cover handling and postage.

VARCO, INC.

91 BROADWAY 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. Linderry, 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 Doty Burt, Phil Carroll, Mr. and Mrs. Carl K. Wilt, Orillo Van, Roger Boyd, Whitey Ford (the *Continued on page 124*)

SPECIAL

TOYO CAPS
Two Tones—Fancies

All with TOYO Sweatbands. Packed Two Dozen Assorted to the Box. Sizes: 6 3/4 to 7 1/2.

\$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

25% Dep., Bal. C.O.D. or 10% Cash in full discount.

C. SNYDER SUPPLY
Dept. 2, 803 Florida Ave., N. W.
Washington, D. C.

SPECIAL

KEROSENE COPPER LAMP

\$2.75 Dozen

Sold in dozen lots only. Truck shipments only.

25% Dep., Bal. C.O.D., F.O.B. Chi.

J & N COOK, Inc. 763 W. Taylor Chicago 7, Ill.
OPERATED & MANAGED BY JIM & NAT COOK. OUR ONLY LOCATION.

FOX TAILS
RACCOON TAILS
with Cord or Comic Cord

RABBIT FEET
All Colors

LOW PRICES
For Jobbers and Distributors.

CHARLES BRAND NOVELTY
154 West 27th St. New York

NEW • HOT

LADY ELBAN

LIGHTER WATCH ALL-IN-ONE ATTRACTIVE AND BEAUTIFUL

- 7 jewel movement
- All movements re-conditioned by master craftsmen & elec. timed
- Gold Plated
- Each in attractive gift box
- Written 1 yr. guarantee 3 or more — \$7.50 Sample — \$8.50

TERMS: 25% with order, Bal. C.O.D., F.O.B. Chicago.

CEES TRADING COMPANY, INC.
1344 So. Halsted St. Chicago 7, Ill.

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 583.
- California**
Hollister—San Benito Co. Saddle Horse Show, June 24-26. J. M. Leonard, 618 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 Fallon 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 437.
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 F. 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 Possé (Fairgrounds), June 11-12. Carl H. Smith, Box 1774.
Boise—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 132.
Meridian—Meridian Dairy & Stock Show, June 2-4. Herald J. Cox, Box 836.
- 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.
Shawneetown—Sesquicentennial, July 1-4. A. Keith Phillips.
- Indiana**
Columbia City—Old Settlers' American Legion Celebration, Aug. 9-13. Stuart D. Smith.
Huntingdon—VFW Street Fair, July 18-23. W. O. Randol, Markle.
Remington—100th Anniversary Celebration, June 22-26. Harry Bahler.
St. Paul—Fair-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 1-4.
Sibley—Osceola Co. Livestock Show, Aug. 13-17. 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, Box 55.
Henderson—Sesquicentennial & July 4 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, 668 Garden Drive.
Middlesboro—Tri-State Horse Show, Aug. 6. R. E. Johns, Box 74.
Owingsville—Lions Club Horse Show, July 3-4. Joe R. Thompson.
- Louisiana**
Gonzales—East Ascension Strawberry Festival, April 23-24. John D. Gonzales, 302 Caldwell St.
Crowley—Intl. Rice Festival, Oct. 20-21. Rupert F. 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 1228.
Morgan City—La. Shrimp Festival, Sept. 5-10. Alfred K. Brizzard, P. O. Box 429.
Opelousas—Louisiana Yambilee, Oct. 26-27. Vernon E. LaCour, P. O. Box 110.
Shreveport—Holiday in Dixie, April 27-May 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. 13-17. 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, 45 Beacon St.
New Bedford—Feast of the Blessed Sacramento, Aug. 5-7.
- Michigan**
Detroit—Windsor—International Freedom Festival, June 25-July 4.
Detroit—National Automobile Show (Cobo Hall), Oct. 15-23.
Detroit—Detroit Jr. Livestock Show, Dec. 6-8. Geo. Ridley, 6750 Dix.
Hillsdale—Hillsdale Celebration (Fairgrounds), July 2-4. W. K. Farquharson, 9 Union St.
Livonia—Livonia Exposition (Detroit Race Center) April 28-May 1.
- Minnesota**
Zumbrota—VFW Convention & Loyalty Day Celebration, April 30-May 1. Ray Sandon.
- Missouri**
Aurora—Tri-County Jr. Livestock Show, Sept. 17. John R. Buckley, P. O. Box 146.
Bollivar—Kiwanis Jr. Livestock Show, June 15-18. Robert Houk.
Carrollton—Carroll Co. Jr. Livestock Show, Sept. 15-17. 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.
Marcelline—Jaycee Celebration, July 2-4. Jerry Clark.
Maryville—Nodaway Co. 4-H Pat Lamb Show, June 7. Kenneth Walkup.
Maryville—Nodaway Co. Jr. Livestock Show, Sept. 19. Kenneth Walkup.
Purdin—Linn Co. 4-H Pat Lamb Show, June 3. Eugene Thurlio.
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 Embrey.
St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 20-22. H. M. Garlock.
Sedalia—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 (Civic Aud), April 30-May 1. L. Wm. Baker.
- Nevada**
Carson City—Admission Day Celebration, Oct. 31. Chamber of Commerce.
Las Vegas—Heldorado, May 19-22. Gordon L. Shelton, P. O. Box 873.
Reno—Nevada Jr. Livestock Show, April 22-24. W. O. 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 (Coliseum), 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 (Coliseum), July 16-24.
- North Carolina**
Asheville—Antique Fair, Aug. 8-12.
Beaufort—251st Anniversary Celebration, July 3-10.
Blowing Rock—Blowing Rock Horse Show, Aug. 5-7.
Chadbourn—Strawberry Festival, May 18-20.
Charlotte—Charity Horse Show (Coliseum), June 9-11.
Greensboro—Greensboro Horse Show, May 11-15.
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 12-14.
Tryon—Tryon Horse & Hound Show, April 28.
Waynesboro—N. C. Dogwood Blossom Festival, May 26-29.
- Ohio**
Bradford—Bradford Pumpkin Show, Oct. 11-15. Mrs. Hazel Eberwine.
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 Firemen's Assn. Convention, June 13-18.
Parma—Parma's Fun 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)

CARNIVALS ♦ PARKS ♦ CIRCUSES ♦ FAIRS



The New MIRACLE CROSS & CHAIN

With magnified Lord's Prayer in center of Cross. Each Cross in beautiful box. Assorted colored stones. This makes a beautiful and practical gift.

\$4.50 doz.

LADIES' 5-PIECE GENOVA WATCH SET

Watch & Expansion Band to match. This also includes Necklace & Earrings exquisitely styled. Beautiful plastic hinged leaf-like box which can be used as candy dish.

\$6.00 complete set

\$69.00 per doz. sets

Sample Set, \$7.00



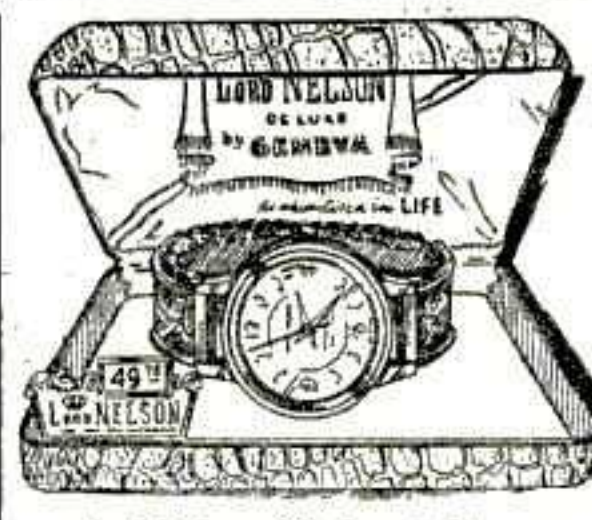
MEN'S 11-PIECE WATCH SET

Consists of yellow Goldtone Watch with metal Goldtone Expansion Band to match. Retractable Ball Point Pen & Pencil Set, Goldtone Pocket Lighter, Cufflink & Tie Slide Set, Money Clip & embossed, hinged silk-lined box. Service Guarantee included.

\$5.85 **\$69**

set complete Per Dozen

SAMPLE SET, \$7.00 Postpaid



Lord Nelson, Windsor & Mercury waterproof, shock-proof, anti-magnetic MEN'S WRIST WATCH

With split second hand, stainless steel back and combination leather and metal Expansion Band. Advertised in Life magazine. Boxed with \$49.75 price tag.

\$5.50 each Sample **\$6.50** postpaid

\$63.00 per doz.



7-Pc. MEN'S WATCH SET

Includes Cuff Links — Tie Slide — Pen & Pencil—Watch & Expansion Band to match. Advertised in Life magazine, powerful seller. Metal Gold Tone Pen and Pencil Set. Tremendous value.

2 Year Service Guarantee

per set **\$4.50** **\$51.00** per doz. sets

Sample \$5.50 postpaid



FELT PORKIE HAT

With Large Plume, Black and Colors.

\$6.00 Doz.

\$69.00 Gross

Fastest Selling Hat This Year!



ROCK & ROLL GABARDINE CREW HATS

\$6.00 doz. **\$69.00** gross

CHA-CHA HATS

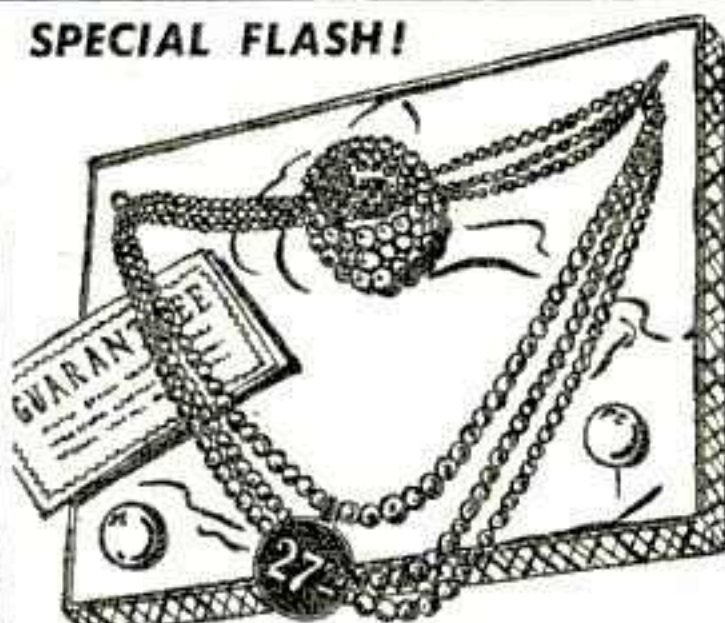
Inscribed Gob Hats

\$3.75 doz. **\$42.00** gross

While they last. Limited quantity.



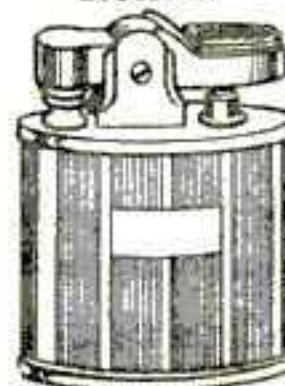
SPECIAL FLASH!



PEARL SET, \$6.00 DOZEN

Sample Set \$1.00 Postpaid

Fully Automatic CHROME POCKET LIGHTER



\$3.50 Per dozen

\$39.00 Per gross



Lord's Prayer Cathedral Pen

Read the Lord's Prayer magnified thru lens at top of Pen.

\$5.00 per doz.



ELECTRIC DRY SHAVER

Ideal for Men and Women

\$21.00 doz. Sample **\$2.00** With guaranteed ticket and price tag.

KIDDIE FELT CAPS

with POMPONS

Assorted sizes and colors



\$2.00 DOZEN



\$8.75 dozen

\$1.00 sample set postpaid

HARRIS SPECIAL

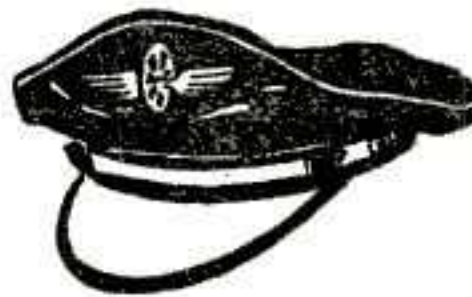
4-PIECE CAMEO AND BRILLIANT STONE JEWELRY SETS

Necklace, Earrings & Flexible Bracelet to match, 24 kt. gold plated. Satin lined gift box.

MOTORCYCLE CAP

WITH TWO BANDS

ASSORTED COLORS



\$6.50 dozen

MEN'S JEWELED GOLD TONE WRIST WATCH

Choice of new Suede Band or Metal Expansion Bands to match.

\$3.50 each **\$39.00** dozen



LADIES' GOLD TONE WRIST WATCHES

Choice of suede band or metal expansion band.

\$4.00 each **\$45.00** dozen

All watches fully guaranteed.

25% DEPOSIT REQUIRED—MONEY OR CASH—WE SHIP SAME DAY WE RECEIVE ORDER—WE SHIP ALL OVER THE WORLD

THIS IS OUR ONLY STORE

HARRIS NOVELTY COMPANY

SEND FOR LATEST CATALOG

1004 ARCH ST.

PHONE: MARKET 7-9848 - WALNUT 2-6970

PHILADELPHIA 7, PA.

BRIDE DOLLS

Beautifully Dressed—All Colors

For FAIRS • PARKS • CARNIVALS

Sample Dozen **\$6.00**

SPECIAL PRICES TO JOBBERS.

CONTACT US NOW!

No Catalogues. No C.O.D.'s.



VICTOR DOLLS 60 West 45th St. New York 1, N. Y.

FROM MEXICO DIRECT IMPORTERS

MEXICAN PURSES • WALLETS • LEATHER NOVELTIES • MEXICAN RINGS • HAND-PAINTED SKIRTS • WOOL JACKETS • SARAPES • FEATHER (BIRD) PICTURES • MARACAS • STRAW HATS • TOOLED BELTS • HAND-TOOLED SHOES • MEXICAN EARRINGS • MUSICAL INSTRUMENTS.

Write for FREE Catalog showing our complete line of unusual and low priced Mexican Hand-Made Novelties.

FLEISCHER & KASNER IMPORT CO. P. O. Box 7224 El Paso, Texas

BALLOON STICKS PENNANT CANES PLUSH TOYS—SLUM

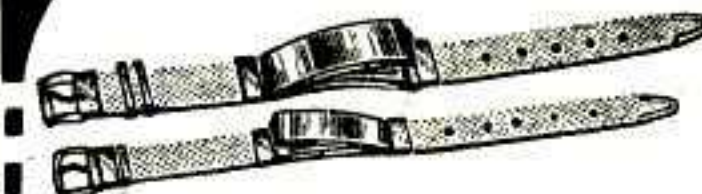
If you are a large user, write for quantity prices.

MIDWEST MDSE. CO. 1008 Broadway Kansas City 8, Mo.

SPECIAL CLOSEOUT!

MESH PHOTO IDENTS

Chrome plated. Styles for men and women. Mesh fully guaranteed.



CLOSEOUT PRICE **\$4.50** Per Doz.

Reg. \$7.20 Doz. BUY NOW, WHILE STOCKS LAST!

Send for FREE Catalog and information on SPECIAL SPINDLE DEAL

Frusco Pete Enterprises, Inc. 2048 W. NORTH AVE. CHICAGO 47, ILLINOIS EVERGLADE 4-0244

BUSINESS CARD PRINTING

Blue or black ink. Up to 7 lines of copy. 1M, \$4.35; 2M, \$7.95; 5M, \$19.25; 10M, \$35.50. SENT POSTPAID IN U.S.A. 3-DAY SERVICE. Over 7 lines, add 10¢ per line extra.

UNIVERSAL

P. O. Box 105 Bellefontaine, Ohio

MOTHER'S DAY CORSAGES

All on cards and pins. Velvet flocked beauties, red, white, pink. **\$12.00 gr. \$24.00 gr. \$36.00 gr. \$42.00 gr. \$48.00 gr.** Real like plastic flowers in pots 12 inches high. **\$9.00 dz. \$12.00 dz.** 25% dep., bal. C.O.D.

H & B FLOWERS Box 546 Grand Rapids, Mich.

WE MANUFACTURE



Novelty Fezzes for all occasions. Perfectly blocked—looks like real Fez. Also Felt Pennants and Plastic Pennant Strings.

THE G. B. FELD CO. 2254 E. 75th St. Chicago 49, Ill. Phone ESsex 5-4884

Midget Bible

Only 1x1 1/4-in. Over 200 pages. Illustrated. Choice of black or white cover with gold imprint.

ENGLISH PROTESTANT OR SPANISH CATHOLIC EDITION

Either style: 90¢ dozen, \$8.70 per 100. \$50.00 per 1000. F.O.B. Detroit. Send 15¢ for sample of both Johnson Smith Co., Detroit 7, Mich.

BURSTING WITH SPRING ENTHUSIASM!

DELUXE PLASTER



Assed. Dogs . . . Pkg. 48 \$.13½ ea.
 Lamb Pkg. 48 \$.13½ ea.
 Poodles Pkg. 48 \$.13½ ea.
 Sailor Pkg. 48 \$.13½ ea.
 Ship Pkg. 48 \$.13½ ea.

EXTRA LARGE PLASTER

packed 12 of a kind to carton

\$.33⅓ ea.

sold in carton lots only



Horse
Bulldog
Sportgirl
Two-Gun Tim
Clown

Duck
Patriot
Pig
Majorette
Bull

No less sold

PLUSH TOYS



All sizes and prices—Bears
— Poodles — Hounds — Ele-
phants—Dogs—etc. Priced
from Milwaukee or special
prices from eastern or Kan-
sas City shipping points.
Will not be undersold.

WRITE FOR OUR
1960 CATALOG--Dept. 5

JAP NOVELTIES

Priced from \$.50 per
gross and up. You name
it—we have it.

BEACON BLANKETS

One or a carload.
Their complete line.

Anchor and Federal GLASS

Nappies — Bowls — Dishes Glass — PLUS boxed sets.



NOVELTY HATS

Paper—Felt—Press Felt—Straw.

Jap Lanterns—all sizes and
prices. Jewelry — Watches —

Clocks—Appliances—Sporting Goods—Houseware—
Lamps — Cameras — Paper Goods.



CREDIT MANAGER TO OUR
LOST CARNY CUSTOMERS:

WHY HAVEN'T WE HEARD FROM
YOU!! REGARDING YOUR BALANCE.
REMEMBER . . .

25% Deposit, Bal. C.O.D. unless
rated or Churches, Organizations.



PRINCESS LAMP

(Sole Distributor)

Beautifully ruffled, colonial style, white dress over
wire frame. Light socket attached to frame. Height
19½ inches. Individually boxed. 6 to shipping car-
ton—weight 27 lbs.

Operators of Pin Game—Punchboard—Premium and
Concession outlets. Here is a NEW PROFIT ITEM.
(Sample \$4.00 cash with order.)

25% deposit, balance C.O.D. on all quantity orders.
Special introductory price. Only \$36.00 per dozen.
Free catalog for the asking. Please state type business.

Tell us what you need now,
will quote lowest prices.

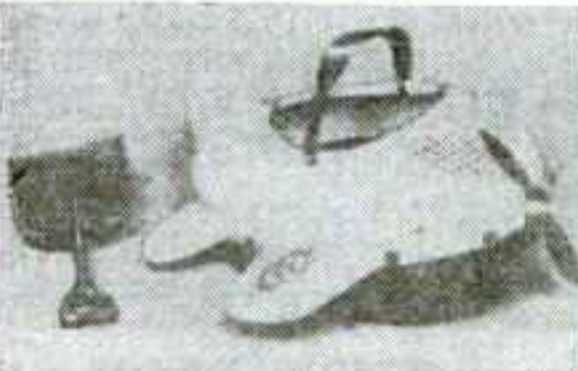
WISCONSIN DELUXE, INC., 2470 W. North Avenue, Milwaukee 5, Wis.

ENGRAVING JEWELRY

NECKLACES		RINGS	
HEART DISC NECK, 24" CHAIN	\$2.25 Dz. \$24.00 Gr.	KIDDIE ADJUSTABLE SIG RINGS, Highly Polished, 6 Dz. in tray . . .	\$ 9.00 Gr.
NEW BRIDAL NECK, 24" CHAIN	2.75 Dz. 30.00 Gr.	EXPANSION BAND SIG. RINGS, Sizes S. L.	\$2.50 Dz. \$27.00 Gr.
BOX CROSS NECK, 24" CHAIN	2.75 Dz. 30.00 Gr.	BOYS' N.S. SIG. RINGS, Sizes 5-10	3.00 Dz. 33.00 Gr.
BOX CRUCIFIX NECK, 24" CHAIN	3.00 Dz. 33.00 Gr.	BOYS' HEAVY SIG. RINGS, Mexican Style, U.S. Made	4.00 Dz. 45.00 Gr.
RELIGIOUS MEDALLION NECK, 18" CHAIN	4.50 Dz. 51.00 Gr.	U.S. Made	4.00 Dz. 45.00 Gr.
TINY HEART NECK	1.75 Dz. 18.00 Gr.	MEN'S HEAVY SIG. RINGS, Nickel Finish	3.25 Dz. 36.00 Gr.
STONE HEART NECK, 24" CHAIN	3.00 Dz. 33.00 Gr.	BOYS' HEAVY SKULL RINGS, Mexican Style, U.S. Made	2.75 Dz. 30.00 Gr.
KIDDIE BIRTHSTONE HEART NECK	1.75 Dz. 18.00 Gr.	GIRLS' STERLING BIRTHSTONE RINGS, 6 Dz. in Tray	3.00 Dz. 33.00 Gr.
IDENTS		LADIES' STERLING BIRTHSTONE RINGS	4.75 Dz. 54.00 Gr.
KIDDIE PLAIN IDENTS, CARDED	\$2.00 Dz. \$21.00 Gr.	TWISTED BAND FRIENDSHIP RINGS	1.75 Dz. 18.00 Gr.
GIRLS' PEARL IDENTS, CARDED, Gold Finish	2.25 Dz. 24.00 Gr.	ENGRAVED BAND FRIENDSHIP RINGS	2.00 Dz. 21.00 Gr.
BOYS' IDENTS, Nickel Finish	1.75 Dz. 18.00 Gr.	DOUBLE HEART FRIENDSHIP RINGS	3.25 Dz. 36.00 Gr.
LADIES' IDENTS, Nickel Finish	1.75 Dz. 18.00 Gr.	25% Deposit, Balance C.O.D. SEND \$5 FOR ASSORTED SAMPLES	
BOYS' HEAVY N.S. IDENTS	3.75 Dz. 42.00 Gr.	All Merchandise Sold on Money Back Guarantee within 10 Days of Delivery.	
MEN'S HEAVY N.S. IDENTS	6.25 Dz. 72.00 Gr.		
PHOTO EXP IDENTS	4.75 Dz. 54.00 Gr.		

ANKLETS, Fine Chain
\$2.25 Dz. \$24.00 Gr.

D. GORDON, 1842 NORTH PASS AVENUE,
BURBANK, CALIFORNIA.



SAND PLANE

Is equipped with a D-handle shovel.
The plane has a sand-sifter nose, also
rolls, floats, propeller turns and the
wind visor becomes a handle. In as-
sorted colors, \$1 retailer.

* WRITE FOR PRICES *

ELDON MFG. CO.

900 East 62nd Los Angeles, Cal.



FUR COATS

Low Priced!
Big Profits!

JACKETS
CAPES • SCARFS

ALL GENUINE FURS
Our new 1960 Sure-Fire
Line contains a big vari-
ety of best sellers for you.
Latest styles. All sizes.
Write for FREE NEW
ILLUSTRATED CATA-
LOG plus details of our
very popular remodeling
service. Satisfaction guaranteed or
money refunded. Prompt deliveries.
H. M. J. FUR CO. 158-B W. 28th Street
New York

LASTING BEAUTY, BRIGHTER THAN

DIAMONDS

FAMOUS TITANIA GEMS.
LOWEST WHOLESALE PRICES.

\$6.50 Per
Carat

MAKE TREMENDOUS PROFITS.
FREE CATALOGUE.

SYNTHETIC DIAMOND CO.
94A BAYARD ST.
NEW BRUNSWICK, N. J.

SIRO PELLEGRINI STATUARY CO.

Best Plaster in market for Carnivals,
Fairs and large Barrel, Pixie and Pig
Banks. Also Religious Items & Plaques
for stores.

For deliveries call:
MOOSIC, PA. GL 7-3801



DEMONSTRATORS LOOK!

NEW! NEW! NEW!

GOOD OLD-TIME GROSSES AND PROFITS ARE
YOURS WITH THE "RED-HOT" NEW

MOULINEX ELECTRIC GRINDER-BLENDER

2 Appliances in 1

A LIQUID BLENDER PLUS A
COFFEE, SPICE AND NUT GRINDER

SELLS FOR ONLY
\$17.95

COMPLETE



Now sell to the mass market.
No long pitch to close sales.
Show them how it grinds coffee,
nuts, healthful grains in seconds.
Show them how it blends, purees,
mixes, aerates liquid or semi-
solid foods in seconds. It's half
the price of competition . . . you
still make full profit margins.

Write today for prices and literature on this money-maker or send \$10.00 for
sample and convince yourself. It's so fantastic it would take a full page here
to tell you about it. ACT QUICK—BE FIRST!

VARCO, INC.

91 BROADWAY

JERSEY CITY 6, N. J.

NOTICE, ENGRAVERS AND DEMONSTRATORS

We Manufacture Our Jewelry in Our Providence Plant

Heart or Round 24 In. Necklace,
Gold or Nickel Plated,
\$18 per gross
Bracelets, \$21 per gross

Send for Catalog.
State Your Business.



ENGRAVERS JEWELRY CO.

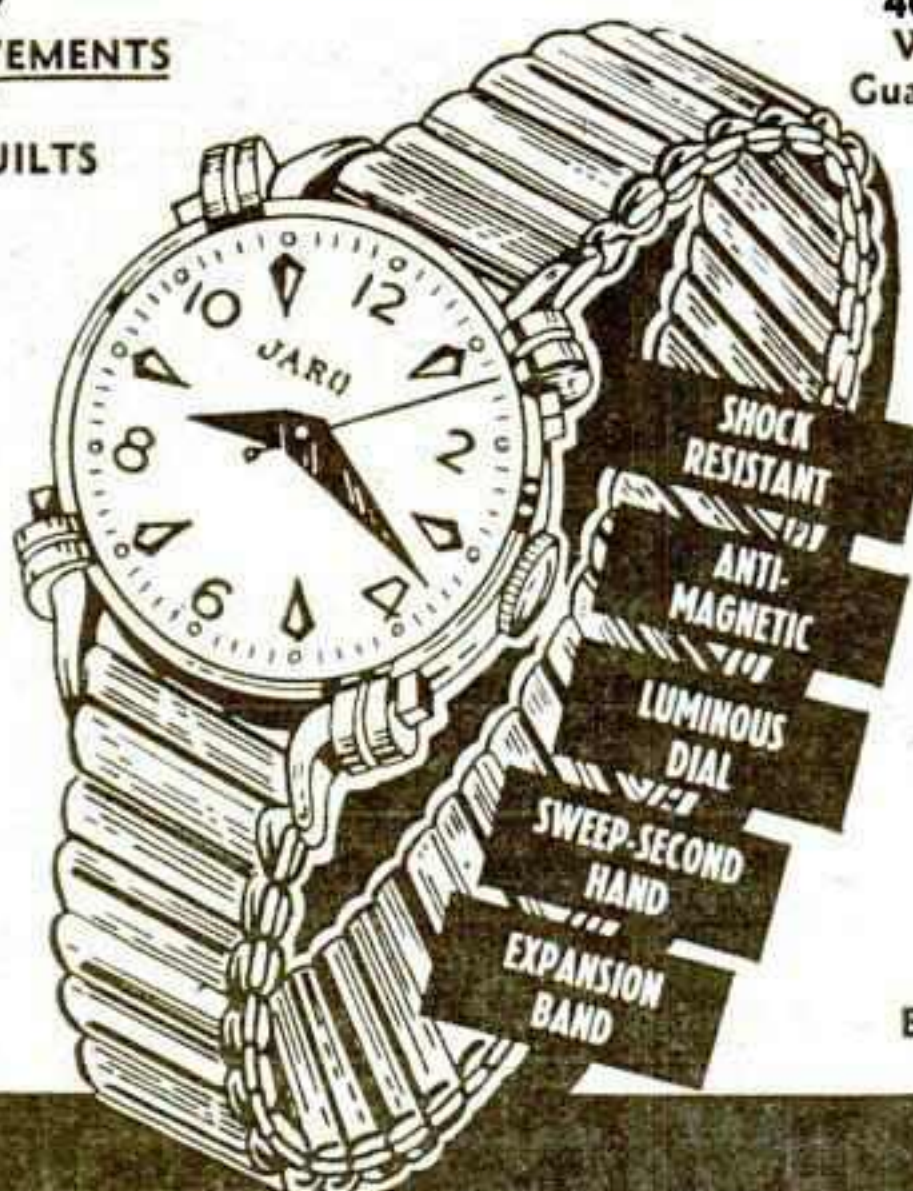
REAR 45 WALDO STREET

PROVIDENCE, R. I.

AMERICAN WATCH VALUE 17-JEWEL JARO

NEW MOVEMENTS NOT REBUILTS

400-Day Written Guarantee



Handsome 17 JEWEL WATERPROOF*

10 REASONS WHY YOUR NEW JARO WATCH IS SO SUPERIOR

1. 17 Precision-Ground and Polished Jewels minimize the wear and tear of moving parts.
2. Extra Sturdy Construction for rugged use.
3. Waterproof when crystal, crown and case are kept intact.
4. Shock-Protected by Jaro exclusive "V" Jewel Bearing and Cone Pivots.
5. Electronically Timed . . . 8 Adjustments for greater accuracy.
6. Sweep-Second Hand.
7. Luminous dial markers and luminous hour and minute hands.
8. Unbreakable Mainspring protected against atmospheric changes.
9. Anti-Magnetic feature of movement prevents loss of efficiency due to electromagnetic disturbances.
10. Ultra-Sonic Processing of the jeweled Jaro precision movement assures dust-free operation. Does not require periodic cleaning and oiling.

UNBELIEVABLE SPECIAL LOW PRICE

\$81.00 per dozen
\$7.50 each

25% Cash with order
Balance C.O.D.

EXCEL MERCHANDISE AND NOVELTY CO.
P.O. Box 1002, 1001-11 South 24th Street, Omaha 1, Nebr.

GUITARS

Terrific Appeal for GAME OPERATORS

★ AUCTIONEERS
★ PREMIUM USERS



Choice of Rock and Roll or Western Style.
Large, over 30" long, nearly 12" wide.

\$36.00 Doz.
Single Sample—\$4.00.
Both styles \$7.50 postpaid.
Cash with order.

PREMIER CREATIONS
Box A-1, Russells Point, Ohio

Direct From Manufacturer

SENSATIONAL PROMOTION

VERY LATEST
Hollywood Created

GLAMOUR EARRINGS



\$36.00 Per Gross Sample Doz. \$3.50

Free display rack with gross order.
HUNDREDS of fast selling styles Dangle—Clip On—Pierced. Highly polished tailored styles. Rhinestone type set with sparkling Aurora rainbow stones.
Guaranteed \$1.00 retailers. We will exchange any styles that don't sell. Send for FREE Catalog of 150 other hot jewelry items. 25% Deposit on C.O.D.'s.

PACKARD JEWELRY CO.
Dept. BE, 48 W. 25th St., N. Y. C. 10, N. Y.



WHEELBARROW

Has semi pneumatic rubber tire, green body and yellow handles with plastic grips. Bed is 17 1/2 x 15 x 6 1/2" with complete rolled edge. Height of 11" and 33" long. Retail \$3.00. Catalog and Price List sent on request to distributors.

STEEL STAMPING CO.
Lorain, Ohio

The Best Sales Boards and Jar Games

Write for information and prices.

GALENTINE COMPANY
Dept. B, 519 E. Jefferson Blvd., South Bend 17, Indiana

Japanese Directory—1960

Including world report bargain newsletter, only \$1. Featuring 16 mm. Movie Cameras, Magazine Load, \$2.50 ea.; 50 piece Dinner Sets, \$3.50; Hunting Rifles, \$3.25; Tape Recorders, \$13.50; Transistor Radios, \$3; Lighters, 17¢ ea.; Binoculars, \$1; Pearl Sim. Necklaces, 5¢; A.C. Champlon Auto-lite Spark Plugs, reconditioned, 15¢ ea. Many other bargains. Send \$1 now.

UNISCO
1315 Northside Berkeley 2, Calif.

MANUFACTURERS OF AMERICA'S

Brightest Colored

FELT RUGS

Samples \$2.50 Postage Prepaid

EASTERN MILLS
Box 154 Chelsea 50, Mass.

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

TIP BOOKS

BASEBALL BOOKS

at very, very reasonable prices.
Phone Wheeling—Cedar 34282

Columbia Sales Co.
302 Main St., Wheeling, W. Va.

PRICE LIST READY

Send for Your Copy at Once

SLUM

... Greater Values Ever Assembled

PLUSH TOYS and DOLLS

... Superb Values

FLASH

NEW ITEMS When They Are New

If you have not dealt with us in the past, ask those who have

BERNY NOVELTY CO., INC.

114 West 14th Street New York 11, N.Y.
Phone: ALgonquin 5-8290

Latest Men's & Women's Styles!

Nationally Advertised

- ELGIN
- BULOVA
- WITNAUER
- WALTHAM
- GRUEN
- BENRUS

Watches

SPECIAL
6 for \$39.50 (Sample \$8.95)
Complete with expansion bands!

All new, modern style for men—ladies' smart rhinestone cases—all makes. All rebuilt for dependable service.

CHOICE LOT
6 for \$49 (Sample \$9.95)
New cases! All Makes!

They look like new—rebuilt to run like new. Complete with new style expansion bands!

Buy Direct from
WEINMAN'S
182 S. Main St. Memphis, Tennessee



Sharpen Up for Fast Sales With Latest Smooth-Shave Import Sensation!

"VAAN" Self-Sharpening ELECTRIC RAZOR

Smallest size, sharpest and smoothest performance ever built into an electric razor! Powerful, trouble-free, long-lasting motor spins double ULTRA WIDE rotary head for close, slick, comfortable shave like no other in the world! Exclusive self-sharpening feature—actually gets SHARPER as you use it! Outperforms bigger, bulkier electric shavers for \$24.95 and more! Yet you sell VAAN for unbelievably low \$12.95—and pocket fast \$4.00 profit per sale.

Complete with brush, cord, hand-stitched cowhide carrying case—all in luxurious gift box! A year-round sales sensation.

Rush \$9.95 for sample P.P. Air Mail from factory demonstrator, details—prove it yourself first!!!

CAMEO SALES & SERVICE
Windsor Building, Boulder, Montana



Demonstrators! Jobbers! Pitchmen!

BONLEY PRESENTS SMASHING SALES SUCCESS

New—PLASTIC KITCHEN TONGS
★ INTERLOCKING PICKET FENCES
★ CAKE DECORATORS ★ METAL or PLASTIC TUBES
★ WAFFLE and PATTY SHELL MOLDS 19 DESIGNS

★ ALUMINUM PIE CRIMPERS
★ Inexpensive Give Aways
★ "TOASTALL" LIFTS MUFFINS, CRACKERS, BAGELS, ANYTHING SMALL out of Toaster.
★ PASTRY CLOTH & ROLLING PIN COVERS

Contact JACK LEVY. Phone: MONroe 6-7848—7849

BONLEY PRODUCTS CO., INC.
331 SOUTH PEORIA STREET CHICAGO 7, ILLINOIS

ORIGINAL The Mysterious WONDER MOUSE

PITCHMEN NOW IN PLASTIC!

MOUSE WORKERS ATTENTION

WON'T MELT IN HOT WEATHER

Made by EMIL, well-known mouse worker. They are perfectly balanced, everyone a worker. Mouse in gray color. Packed in attractive 3-color box. They are made better and sell better. In bulk, Mouse only with rubber tail, \$3.00 per gross. No less than 10 gross shipped. Per Gross Prompt shipment. 25% dep. with order, bal. C.O.D.

7.20

J & J SALES CO.
32 BROMFIELD ST. BOSTON 8, MASS.

ENGRAVERS THIS IS IT!

12 AMAZING NEW NUMBERS GUARANTEED TO JUMP YOUR GROSS

This Line of Engraving Jewelry is Entirely Different. We have worked Jewelry for many years—We KNOW and WE PREDICT IT WILL Be Your Biggest Money Getter.

SEND \$3.00 for Full Line of Samples (13 Pieces)

ALSO TERRIFIC LINE GRAB BAG MERCHANDISE \$18.00 GROSS

ED MURRY 67-52 152 St. Flushing 67, N. Y. Boulevard 8-6899

FREE—Our merchandise is heavy. To Pay Your shipping cost, we will give you an extra piece with every Dozen. Send \$3.00 for full line of samples (13 pcs.)

THE NEW! "ELVIS PRESLEY" FOR 1960

NOW READY FOR SHIPMENT. THE AUTHENTIC, ORIGINAL "ELVIS PRESLEY" DOG TAG JEWELRY . . . Serial Number and Blood Type, made into Necklaces, Anklets, Key Chains, Bracelets and Sweater Guards . . . BE FIRST IN YOUR TERRITORY! Each item individually carded . . . with picture of Presley on each card . . . Cards come in gay illustrated colors.

ELVIS PRESLEY NECKLACE . . . \$4.80 Doz. . . \$48.00 Gross
ELVIS PRESLEY ANKLET . . . 3.75 Doz. . . 36.00 Gross
ELVIS PRESLEY KEY CHAIN . . . 3.75 Doz. . . 36.00 Gross
ELVIS PRESLEY BRACELET . . . 3.75 Doz. . . 36.00 Gross
ELVIS PRESLEY SWEATER GUARD . . . 3.75 Doz. . . 36.00 Gross

For all those Jobbers who would like to sample a half dozen of each number (30 items) we have gotten together a sample assortment consisting of 6 of each number . . . SEND \$10.00 FOR THE 30-ITEM SAMPLE DEAL OF ELVIS PRESLEY PLUS 50¢ postage.
All items Retail for \$1.00 . . . Gross lots can be mixed in order to get the gross price.

BALDWIN-WARD MFG. CORP. • 294 BROAD ST., LYNN, MASS.

FREE! CATALOG ADULT GAMES

JAR TICKETS

- MATCH-PAKS
- TIP BOOKS
- SALESBOARDS
- PUSH CARDS
- BINGO and CASINO EQUIPMENT
- Complete Supplies

ACE GAMES Manufacturing Company
2241 So. Indiana Ave. Chicago 18, Illinois

Comedy "Juggling" Act

CLOWNS—MAGICIANS—M.C.'s

Looks like real juggling, but is a complete comedy routine using specially constructed and gimmicked props. No skill required, do it 5 minutes after you get it! Always ready. Terrific "Yock" finish! Can last from 2 to 7 minutes. Complete with illustrated routine. \$3.50 Postpaid. (No C.O.D.'s.)

THE "TOP SHOP" (Free Catalogue)
P. O. Box 1352-B Philadelphia 8, Pa.

when answering ads . . . Say You Saw It in The Billboard

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.

When there's servicing to be done, Ellsworth packs up his station wagon with machines, his wife gets behind the wheel, and together with Ellsworth Jr., they take off.

Their Ford route is set up somewhat different, tho, than the usual operator-owned bulk route. Altho Ellsworth owns the machines outright, he operates thru a franchise from Ford, and the machines are placed by a local civic organization that is also a partner in the venture.

Basically, the set-up is a three-way partnership between Ellsworth, the Ford corporation and the civic organization. The operator buys the machines and ball gum from Ford, which, in turn, contacts the civic organization thru which Ellsworth will work.

The civic group obtains the locations for Ellsworth and is, in fact, the sales and service contact. Whenever the location wants service, it calls the civic group, not him.

The civic group generally has a ball gum committee that handles the business and receives anywhere from 15 to 20 per cent of the machines' gross. Ellsworth gets the remainder. The location receives nothing, since it is donating the space to the civic organization.

The machines carry a familiar placecard atop the globe with the

legend that the space is being donated to whatever charity is involved. Typical groups that are co-operating in Ford ventures are Kiwanis, American Legion, Elks, Lions, Rotary and other local business organizations.

Ellsworth describes the operation as one of the "cleanest and most trouble-free set-ups in the business." 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 workshop.

When there's servicing to be done, the Ellsworth family trio

takes off in the station wagon with half a dozen or so full machines.

Mrs. Ellsworth does the driving and navigating, while Ellsworth Jr. hauls the fresh machine and stand into the location and brings out the empty.

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 six-week 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 own.

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.



SERVICING IS A FAMILY OPERATION. Mrs. Ellsworth drives the station wagon, while father and son work the machines. A full machine is taken to the location, the empty one comes out to the car and is refilled for the next stop.



ELLSWORTH SR. AND JR. fill about a half-dozen machines before starting out on the route. Remainder are filled as they work. Globes are sanitized and ball gum comes in sealed packets.



**AMCO
SANITARY
VENDOR**

The Finest for
Vending Flat Pack
Products

1c, 5c, 10c or
25c Operation

Vends flat packs up to
1/2"x2"x4 1/4". Advance
coin detector with auto-
matic coin return when
machine is empty.
Separate coin box.

For details and prices
Write, Wire, Phone Today.

We stock a complete line of vending
machines, stands, parts, supplies, charms,
capsules, merchandise and ball gum.

J. SCHOENBACH
Factory Representative for Stamp Vendors
and Stamp Folders—Write for Prices.
715 Lincoln Place Brooklyn 16, N. Y.
PResident 2-2900

INSIST
ON

**STAR
BRITE BALL
GUM**

Save Money!

Looking for
Something
NEW?

See Us at the
**GRAND
BAHAMA CLUB**

**N.V.A.
CONVENTION**

April 21 to 24
CARMEN D'ANGELO
DICK ROLLINS

CRAMER GUM CO. INC.

150 Orleans Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.

YOUR TICKET TO
SALES RESULTS—
THE ADVERTISING COLUMNS OF
THE BILLBOARD!

**SENSATIONAL NEW STYLE
NUT WARMERS**

BE THE FIRST IN YOUR
AREA WITH
THIS NEW TYPE WARMER

Write today for complete
Information

MULTI-MACHINE PRODUCTS CO.
5223 E. 12TH STREET
OAKLAND 1, CALIFORNIA



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 5-cent 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 a program of services and benefits for the confectionery manufacturers' representatives of the country. This announcement followed recent meetings in Cleveland and New York.

At the New York meeting the 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 and the Western Confectionery 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 were:

1. To establish a united national voice for the candy salesmen of America.
2. To establish a closer relationship among all candy salesmen's organizations throughout 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 on public relations for the candy industry and passed a resolution asking for full representation on the committee for the manufacturers' representatives' branch of the industry. At the same time it

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 pipe-rack 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 Iannone, Cal Fradkin and Vincent Iannone indicated the move was in line with the firm's current expansion plans.

Service

Servicing facilities will be directed 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 a cookie machine conversion for cigarette venders, the firm announced, and is now readying 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.

pledged its enthusiastic support for the public relations effort and indicated that it expects to provide a paid secretary soon to serve with other industry association executives on the candy public relations steering committee.

glasses. Because the white panel inset within the globe contrasts sharply with the charms, every machine gets more attention—particularly from the all-important toddler set, Millard has found.

The Arizona operator makes up the posters himself, changing them

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 of a few days with the poster-promotion program.

The Northwestern GOLDEN '59 is your best buy



Morris S. Gisser says: "The Northwestern GOLDEN '59 dispenses all small products from peanuts to capsules and jumbo ball gum. Its beauty draws more sales. Its simplicity of design makes it easy to service and clean. Write to me for complete information."

CLEVELAND COIN Machine Exchange, Inc.
2029 Prospect Ave., Cleveland 15, Ohio
Phone: TOWer 1-6715

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. Deluxe 1¢ or 5¢ Comb.	12.00
N.W. #29 1¢ Perc.	7.95
N.W. Model #33 1¢ Perc. Converted for 100 ct. B.G.	6.50
Silver King 1¢ B.G. or Mdse.	8.50
ABT Guns	30.00
Mills 1¢ Tab Gum	12.00
Acorns 1¢ or 5¢ B.G. or Mdse.	10.00

MERCHANDISE & SUPPLIES

Golden Non Pareil Almonds, 5-lb. vac. pack fins, per lb.	\$.85
Pistachio Nuts, Jumbo Queen, Red.	.68
Pistachio Nuts, Jumbo Queen, White	.63
Pistachio Nuts, Large Tulip	.65
Pistachio Nuts, Vendor's Mix	.61
Pistachio Nuts, Sheik	.56
Cashew, Whole	.49
Cashew, Butts	.41
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.52
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 Ct.	.59
Hershey's	.47
Rain-Bio Gum, 72 ct.	.30
Malt-ette, 100 ct., per 100	.35
Rain-Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Bio Ball Gum, 100 ct., 300 lb. minimum prepaid on all Rain-Bio Ball Gum.	.32
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30

Minimum Order, 25 Boxes, assorted.
Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.
One-Third Deposit, Balance C.O.D.

There Are Big Profits In

NUTS

GET YOUR SHARE WITH



49 NUT VENDOR

Interchangeable SANI-CARRY globe for faster servicing.
Displays merchandise to best advantage.
Also available in Hot Nut.

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

MAKE YOUR OPERATION MORE PROFITABLE

POPCORN VENDING WILL BRING BIG PROFITS TO YOU

It's here—the new Gold Medal Automatic Popcorn Vender. The best value in popcorn vending machines.

Make up to 8¢ profit on a dime sale. You pay 25% commission and net 50% profit.

Modern design, Unitized construction. Takes two nickels or a dime. National slug rejector.

Capacity 100 sales 20 x 20 x 60" low cost. Only \$295.00 f. o. b. Cincinnati.

GOLD MEDAL PRODUCTS CO.
308-18 E. THIRD ST. CINCINNATI 2, OHIO
For over 25 years the most respected name in the Concession Industry.

"A NEW OPPORTUNITY IN VENDING"

of

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 Vender for CRACKER JACK.

DISPENSES THE NEW FULL SIZE FOILED-WRAPPED PACKAGE

This Could Be You

Be the first with the best, remember that this is a non-competitive product, there is only ONE CRACKER JACK, compare this with any other vending item and judge for yourself the vast number of profitable locations for this automatic merchandiser.

Direct shipments of CRACKER JACK to selected distributors of the CRACKER JACK VENDING MACHINE.

Specifications — Model 50, 60" High — 17" Wide — 8 1/2" Deep. Capacity, 50 Boxes. Shipping Weight, 44 Pounds.

C. J. VENDORS, INC.
Exclusive Manufacturers and Distributors of Vending Machines for

CRACKER JACK

P. O. Box 476 Rialto, California

If you pride yourself on being able to pick a winner—take a long, deep look at this new Northwestern Cabinet Stand with dazzling Golden 59's outshining anything on the market. Here is merchandising at its best. Try a Golden 59 4-in-a-Row today, it's Hot!

See Your Northwestern Distributor or Write

THE NORTHWESTERN CORPORATION

2042 East Armstrong Street Morris, Illinois

WANT

Sales representatives currently calling on Bulk Vending Operators and Distributors to sell highly profitable **HOBBY CARD VENDORS**

Protected territory. Write today.
Box 272
The Billboard, 1564 Broadway
New York 36, N. Y.

Coast Ops Plan Per-Machine Tax Fight

By SAM ABBOTT
LOS ANGELES—A concerted fight on taxes and licenses on bulk vendors will be launched by the Western Vending Machine Operators with the assistance of Sid Kal-

lick, National Automatic Merchandising Association Western regional representative. The announcement came from William Siegle, WVMOA president, and Leo Weiner, chairman of the tax committee, at the regular monthly dinner

meeting held at the Nickabob Restaurant 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 vendors 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 lengthy 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

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.



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.

Service is Simplified with the

Northwestern INTERCHANGEABLE MERCHANDISE UNIT

Northwestern GOLDEN '59

- ... Easy to Service
- ... Easy to Clean
- ... Time Saving
- ... More Profit

Northwestern Distributor. Complete line of machines, parts, stands, supplies, ball gum, charms and capsules. Write, wire or phone today for complete information and prices.

H. B. HUTCHINSON, JR.
1784 N. Decatur Rd., N.E., Atlanta 7, Ga.
Phone: DRake 7-4300

RECONDITIONED VENDORS

GUM MACHINES

NW 10-Col. Tab, 1c. \$19.50
Mills 6-Col. Tab, 1c. 14.50
DuGrenier 6-Col. Tab, 1c. 14.50
S & M 6-Col. Tab, 1c. 9.95
Select-A-Vend 8-Col. Tab, 1c. 9.95

POPCORN MACHINES

Papcorn Sez, 10c Vend. 65.00

JUMBO BALL GUM

Acorn Model 400, 1c. 12.50
NW Jets, 1c. 8.95

CAPSULE MACHINES

Acorn Model 400, 5c. 12.50
NW Jets, 5c. 8.95

BULK MDSE.

NW Model 33, 1c (porc.) 7.50
NW Model 49, 1c. 12.50
NW Model 49, 5c. 12.50
Silver King Hot Nut, 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.
Write for free catalog

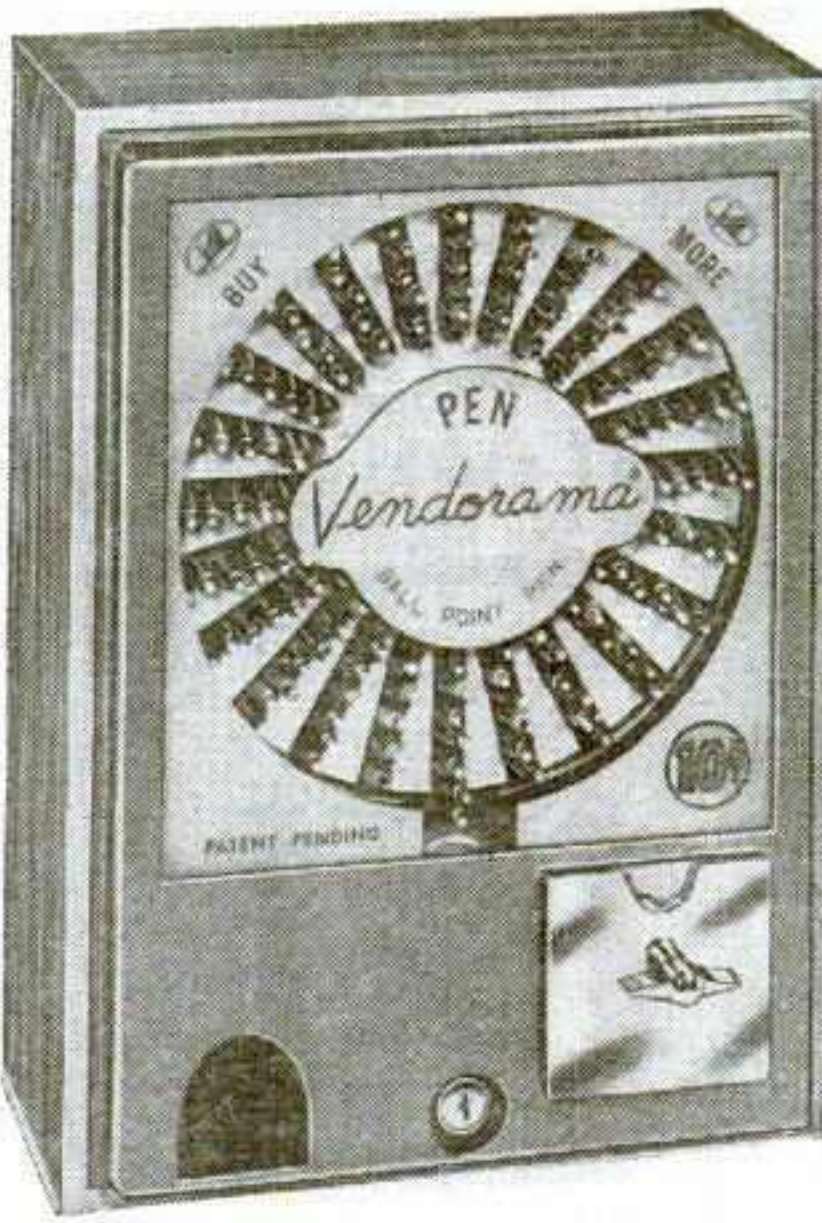
Rake Coin Machine Exchange
609-A Spring Garden St.,
Philadelphia 23, Pa. WALnut 5-2676

★ ★ ★ YOUR AUTHORIZED **VICTOR** DISTRIBUTOR ★ ★ ★

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDORS . . . PARTS AND SUPPLIES.

TOMORROW'S VENDORS TODAY

VICTOR'S



PEN VENDORAMA®

Victor's revolutionary and unique method of selling ball point pens.

The revolving action displays all pens and assures positive delivery. The cabinet is solid oak, trimmed in chrome, screened, and baked enameled in beautiful complimentary colors. Size 12" x 7" x 16 1/2" high. Capacity 168 ball point pens, vending at 10c each.

SUPER-100 CONSOLE MODEL

A show piece, designed for those choice locations. Fast Play—Big Profits—Holds two cases of Century 100 Count Ball Gum or 3,600 Balls. Super-100 is colorful and very attractive! Cabinet is solid oak with chrome-plated legs. Size 15 1/2" x 15 1/2" x 48" high.



GREAT NEW SUPER 100 CONSOLE MODEL

WRITE YOUR NEAREST VICTOR DISTRIBUTOR FOR COMPLETE DETAILS AND PRICES

- | | | | | |
|--|---|--|--|---|
| <p>■ Bernard K. Bifferman
4711 E. 27th St.
Kansas City, Mo.
WA 3-3900
Iowa, Neb., Mo., Kan., Colo.</p> | <p>■ Champion Nut Co.
1194-1198 Tremont St.
Boston 20, Mass.
Highland 5-8935
Mass., Conn., R. I., N. H., Vt., Mo.
Ed Flanagan</p> | <p>■ Ellingworth Supply Co.
659 Adams St., N.E.
Mpls. 13, Minnesota
SUnset 8-6972
Minn., N. D., Mont., S. D., Wyo.</p> | <p>■ Graff Vending Supplies
2817 W. Davis
Dallas 2, Tex.
WHitehall 8-7117
Okla., Ark., Tex., Miss., La., N. M., Ariz.</p> | <p>■ H. B. Hutchinson, Jr.
1784 N. Decatur Rd., N.E.
Atlanta 7, Ga.
DRake 7-4300
N. C., Ala., S. C., Tenn., Ga., Fla.</p> |
| <p>■ Logan Distr. Co.
1850 W. Division
Chicago 22, Ill.
HUMboldt 6-4870
Ill., Ind., Ohio, Wis., Mich., Ky.</p> | <p>■ Northwestern Sales & Service Co.
446 W. 36th St.
N. Y. 18, N. Y.
LONGacre 4-6467
New York State</p> | <p>■ Parkway Machine Corp.
715 Ensor St.
Baltimore 2, Md.
EAStern 7-1021
Va., Md., W. Va., Del.</p> | <p>■ Standard Specialty Co.
1028 44th Ave.
Oakland 1, Calif.
AN 1-9037
Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands</p> | <p>■ Veedco Sales Co.
2124 Market St.
Phila. 3, Pa.
LOCust 7-1448
Pa., N. J.</p> |

★ ★ ★ **VICTOR VENDING CORPORATION** ★ ★ ★

BIG SAVINGS

on BALL AND VENDING GUMS

Same fine flavors. Centers and Coatings

Direct Low Factory Prices

Bubble Ball Gum, 140-170 G. 210 ct. & Giant Size . . . 27¢ lb.
 Chicle Ball Gum, 130 ct. . . 35¢ lb.
 Clor-o-Vend Ball Gum . . . 40¢ lb.
 Clor-o-Vend Chicks, 320 ct. . . 40¢ lb.
 Chicle Chicks, 320 & 500 ct. . . 36¢ lb.
 Bubble Chicks, 320 & 520 ct. . . 28¢ lb.
 Tab (short stick), 100 ct. . . 38¢ box
 5-Stick Gum, 100 packs . . . \$1.90

F.O.B. Factory 150 lb. lots

AMERICAN CHEWING PRODUCTS
 33 years of manufacturing experience.
 4th & Mt. Pleasant • Newark 4, N. J.

The **Northwestern GOLDEN '59** is your best buy



Harry Hurvich says: "The Northwestern GOLDEN '59 dispenses all small products from peanuts to capsules and jumbo ball gum. Its beauty draws more sales. Its simplicity of design makes it easy to service and clean. Write to me for complete information."

BIRMINGHAM VENDING CO.
 540 Second Ave., N.
 Birmingham 4, Ala.
 Phone: FAirfax 4-7526



\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON, PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.

WRITE FOR PRICES

Invented and Made Only by

WATLING

Manufacturing Company

4541 W. Lake St. Chicago 24, Ill.
 Est. 1889—Telephone: Columbus 1-2772
 Cable Address: WATLINGITE, Chicago

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 countries.

Among St. Louis area bulk operators at the NVA convention will 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 one-half weeks. Adds Koritz, "we had to plan a month ahead to do this."

One of Samuel J. Phillips' 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 competition in the county is getting rough.

CHARM PACKAGE

Rings & Car Light Featured In Eppy Monthly Promotion

NEW YORK—Samuel Eppy & Company's latest "deal of the month" features a chrome, dual-light 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 . . .

GRAND NEW EPPY GIMMICKS

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.

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.

a day to be proud of . . .



When you receive your commission . . . and you see the bars . . . of an officer in the Naval Reserve. If you are a college graduate, between 18 and 21, you are qualified for the Navy's Officer Candidate School. Visit your local Office of Naval Officer Procurement for complete details on how you can serve your country as a commissioned Navy officer.

NAVY

TRAILER TRUCKS

STOP COLLECT THE WHOLE SET

MIX & MATCH CABS & TRAILERS

TRUCKS AND TRAILERS (Ea. Piece) PLASTIC

1-4M \$4.50 per Thous.
 5M and Up 4.00 per Thous.

VACUUM PLATED

1-4M \$8.00 per Thous.
 5M and Up 7.25 per Thous.

at your distributor or . . .

Karl Guggenheim
 33 UNION SQUARE
 N. Y. C. 3, N. Y. • AL. 5-8393

FAST SELLING!! (EXCELLENT VALUE)



TUNEFUL HARMONICAS

Kids will want 'em to be in tune with the birds! And they're priced right, too!

4 Hole Harmonicas with link for key chain.

Colorful two-tone plastic with metal reed. Packed 2 gross to a box.

★ Vends in all machines
 ★ Fits capsules
 ★ Excellent feature item

Only \$2.40 per gr.
 (Minimum order 6 gr.)
 Order from your distributor or:

paul a. PRICE co. inc.
 55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-8

BABY DOLLS with blue eyes, red lips, painted toes . . . a little charmer . . . only \$12.50 per M—lower prices for 5 M lots.

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

The PENNY KING Company

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms

ATLAS MASTER . . . The proved 1c-5c Vendor

Ask About Our ATLAS Finance Plan



Time payments available on Oak machines through all distributors.

All Oak machines are equipped with 1c, 5c, 10c and 25c coin mechanisms, or combination 1c-5c coin mechanisms.

WE HAVE oak's "ACORN"

All Purpose Vendor

The all-time favorite of the vending business. Vends all 1c and 5c bulk merchandise.

Guaranteed mechanically perfect—the one machine with virtually no depreciation. Today's Acorn looks the same as the original.



Below are listed factory authorized dealers.

AMERICAN NUT 1061 Tremont Street Boston 20, Massachusetts	LOGAN DISTRIBUTING CO. 1850 West Division Street Chicago 22, Illinois	RAKE COIN MACHINE EXCH. 609 Spring Garden Street Philadelphia, Pennsylvania
BIRMINGHAM VENDING 540 2nd Avenue, North Birmingham 4, Alabama	McPHAIL VENDING 1218 Eglinton West Toronto, Ontario, Canada	JACK SCHOENBACH 715 Lincoln Place Brooklyn, New York
BUYMORE SALES #6 Bayview Avenue Lawrence, L. I., New York	OAK SALES COMPANY 2033 Fifth Avenue Pittsburgh, Pennsylvania	SOUTHERN ACORN SALES 526-30 Bruns Avenue Charlotte 8, N. C.
DALE DISTR. (B.C.) LTD. 1168 Seymour Street Vancouver 2, B. C., Canada	OAK SALES OF FLORIDA 1121—71st Street Miami Beach, Florida	STANDARD SPECIALTY CO. 1028 44th Avenue Oakland, California
GRAFF VENDING SUPPLY 2817 West Davis Dallas, Texas	OPERATORS VENDING 1023 South Grand Avenue Los Angeles 15, California	STAR VENDING SUPPLY CO. 6327 Calhoun Road Houston 21, Texas
H. B. HUTCHINSON CO. 1784 N. Decatur Road, N.E. Atlanta 7, Georgia	QUEBEC VENDING CO. 109 Commissioner St. West Montreal, Quebec, Canada	VEEDCO SALES 2124 Market Street Philadelphia, Pennsylvania
IMPRONTO VENDING 300 North Gay Street Baltimore 2, Maryland	OAK MANUFACTURING COMPANY, INC. 11411 Knightsbridge Ave., Culver City, California	

Gotham UJA Drive Hits Home Stretch

NEW YORK — The Yacht Room of the Hotel Astor provided a nautical setting for the meeting this week of the coin industry committee for the 1960 United Jewish Appeal drive. The meeting featured the official introduction of the three guests of honor for the coin industry's annual UJA banquet, to be held in the Hotel Commodore, Saturday evening, April 30.

The three guests include Tom Greco, prexy of the New York State Coin Machine Association; Jack Wilson, prexy of the New York Operators Guild; and Carl Pavesi, prexy of the Westchester Operators Guild. The group was named for the honor last week following the withdrawal of Sanford (Sandy) Moore, who had previously been named.

The meeting was again helmed by the industry's best-known and most jocular emcee, Irving Holzman, who stressed that time was

growing short on the campaign and called for a powerful drive down to the wire. In order to bring out the heaviest possible participation, a telephone squad will go into action next week. The committee is pledged to raise \$30,000 plus an extra \$6,000 to provide quarters for two family units in Israel.

The distaff side was in considerable evidence at the meeting with the presence of Mrs. Al Bodkin, Mrs. Harry Siskind, Mrs. Barney Sugarman and Mrs. Bloom along with their husbands. Mrs. Bodkin made one of the warmest gestures of the meeting when she presented committee chairman Holzman with her own private donation to the cause of \$15 saved from her household money.

The committee will meet weekly from now on until the culmination of the campaign at the April 30 dinner, with the next meeting set for Thursday (14).



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.

Silbert Sees Need for European Coin Financing

NEW YORK — There is great potential for commercial installment sales financing on coin machine equipment thruout Western Europe, according to Art Silbert, veepee of Standard Financial Corporation. 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 that live music is still so relatively inexpensive, compared to rates in the United States. "Musicians can 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 recording work Americans contract for over there because their rates are lower. I even know of an American beer manufacturer who

is doing his radio and TV musical commercials in Paris and London instead of the U. S."

One fact that impressed Silbert was the profuseness of American-made pinball machines thruout 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 equipment for foods by storekeepers after closing of the store. "The weather was often far below freezing but the units seemed to work perfectly," Silbert said.

The same techniques of outdoor vending of foods were observed in Rome and Silbert added that everywhere there was evidence of film vending. On the other hand, in Israel, where life as yet holds few luxuries, there was little coin machine activity to be seen.

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 their own distributor organization, 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 Italy.

In interviews on his travels, Coleman has emphasized Seeburg's intention to expand its production of 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 threshold of big things in the European market, and that his trip will result in putting Seeburg into this market—and big.

Seeburg, in connection with 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

Coleman has been emphasizing that Seeburg's distribution system

parallels as an asset the firm's manufacturing capacities. He pointed out that this strong distributor organization could be used to put Seeburg quickly into merchandising equipment lines.

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 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 Automatic Canteen Company of America.

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 continue.

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 either, as being their chief earner. This is the pool table, currently 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 Chamber of Commerce and the

Omaha Industrial Foundation for helping arrange land tracts and other inducements to lure big industry to the area.

Singer cited several: A Western 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.

Omaha, most people agree, after stagnating for years, has suddenly become a dynamic industrial area.

A good labor market, which likewise has improved during the past five years, has attracted large numbers of persons to add to the city's revival.

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 ride with the tide, and it's been a healthy growth, too, operators

(Continued on page 149)

Bulletins

MOA Confab to Mull Tax Problems

CHICAGO—Leo Kaner, head of the Music Operators of 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 here on May 9-11.

Kaner said that answers to such operator problems as how to account for entertainment expense in a location, how to figure juke box depreciation for the greatest tax savings and how to figure salvage will be examined in detail.

Meanwhile, MOA President George A. Miller moved into the Hotel Morrison this week to complete arrangements for the convention. Miller said that only half a dozen exhibit booths are still open, and he added that based on current reservations, the 1960 convention could well set a new attendance record.

Jan. Coin Exports Below Par

CHICAGO—U. S. Department of Commerce figures for 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.

Jack Wakefield to Emcee Westchester Operator Fete

PORT CHESTER, N. Y.—Jack Wakefield, prominent nightclub comic, has been named master of ceremonies for the forthcoming seventh annual affair of the Westchester Operators Guild. Guild secretary, Seymour Pollack, who is general chairman of the affair, made the announcement jointly with entertainment chairman Nat Binsky.

Wakefield, who is Brooklyn born, first broke on the club scene in Canada in the early fifties, and since has played prominent spots across the Dominion and the United States. He appeared on

Broadway in "Catch a Star." Wakefield will be making his second appearance with the Westchester group at the May 17 party, having filled a similar role in the group's annual affair in 1958.

On another front, it was announced that the Westchester Operators Guild has voted to become associated as a group with the public relations program of the MOA Coin Machine Council. A check has already been sent to the council. The Westchester Guild members also are supporting their local United Jewish Appeal drive on close to a 100 per cent participation index.

Announcing

The Billboard OVERSEAS EDITION



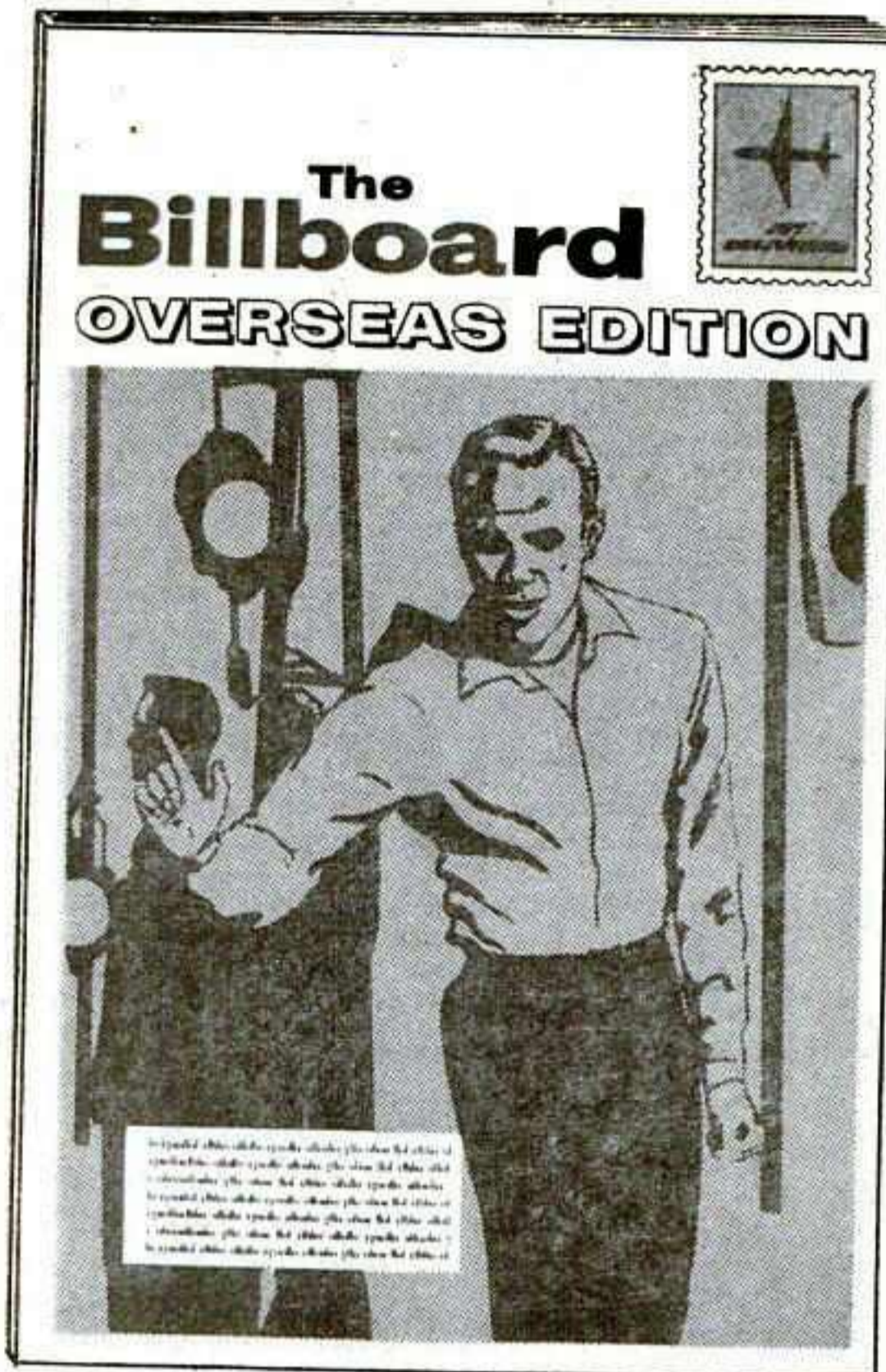
PLANNED, edited and written to serve the music, record and coin machine interests of overseas.

- RECORD DEALERS
- COIN MACHINE BUYERS
- RADIO & TV BROADCASTERS
- IMPORTERS & EXPORTERS
- RECORD MFRS.
- COIN MACHINE MANUFACTURERS
- DISTRIBUTORS
- MUSIC PUBLISHERS
- TALENT BUYERS
- ARTISTS
- MANAGERS
- AGENTS

and other related groups

FEATURING, EACH WEEK:

- ... Honor Roll of Hits
- ... The Hot 100
- ... Top LP's
- ... Reviews of Singles and LP's
- ... Activities of American artists, 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. coin machines
- ... Other features



The new 16-page . . . weekly . . . edition of The Billboard, jet-delivered to reach subscribers in West Europe on the very same day that the regular domestic edition of Billboard is received in the United States.

FIRST ISSUE OUT
MAY 2

Use the Coupon for your
FREE SAMPLE COPY
of the First Issue (May 2) of The
Billboard Overseas Edition

THE BILLBOARD OVERSEAS EDITION

1564 Broadway
New York 36, N. Y., U. S. A.

B60

- Please send, without cost or obligation, a free sample of the first issue of the new, 16-page weekly Billboard Overseas Edition.
- I am also interested in subscribing. Please send me subscription rates.

MY NAME _____

COMPANY NAME _____

NATURE OF BUSINESS _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

am . . . } presently a subscriber to the regular domestic edition of The Billboard.
 am not }



The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC

AMI

Table listing various music machines with prices. Includes models like D-40, E-40, F-80, G-40, H-200, I-200, J-200, and J-100M.

ROCK-OLA

Table listing Rock-Ola music machines with prices. Includes models like 1438, 1442, 1446, 1448, 1452, 1454, 1455D, 1455S, 1458, 1465.

SEEBURG

Table listing Seeburg music machines with prices. Includes models like M100B, M100C, 100W, HF100G, HF100R, V200, 100J, K200, L100, 201, 181, 101, 222, 220.

WURLITZER

Table listing Wurlitzer music machines with prices. Includes models like 1250, 1400, 1500, 1500A, 1800A, 1700, 1800, 1900, 2000, 2100, 2150, 2250, 2240, 2200.

BOWLERS & SHUFFLES

BALLY

Table listing Bally bowlers and shuffle machines with prices. Includes models like ABC, ABC Champion, ABC Super-Deluxe, ABC Tournament, All-Star, All-Star Deluxe, Bally Shuffle, Blue Ribbon, Champion Bowler, Club Bowler, Congress Bowler, Deluxe Club Bowler, Gold Medal, Jet Bowler, Jumbo Bowler.

Table listing King Pin Bowler, Lucky Alley, Lucky Shuffle, Magic Bowler, Mystic Bowler, Pan American, Rocket Bowler, Speed Bowler, Star Shuffle, Strike Bowler, Super Bowler, Trophy, Victory Bowler.

CHICAGO COIN

Table listing Chicago Coin bowlers and shuffle machines with prices. Includes models like All Star Team, Bowler, Binker, Bonus Score, Bowling Team, Bowling League, Bull's Eye Bowler, Championship, Criss Cross Target, Double Feature, Feature Bowler, Fireball Bowler, Flash Bowler, Holiday Bowlers, Hollywood, Lucky Strike, Miami Shuffle, Monte Carlo, Player's Choice, Rebound Shuffle, Red Pin, Rocket Ball, Rocket Shuffle, Rocket Shuffle Two, Score-A-Line, Shuffle Explorer, Skee Roll, Star Lite, Super Frame, Thunderbolt, Tournament Skl, Bowl, Triple Strike, TV Bowling League, Twin Bowler.

UNITED

Table listing United bowlers and shuffle machines with prices. Includes models like Ace Shuffle Alley, Advance, Atlas Shuffle Alley, Banner, Bonus Bowling, Bowling Alley, Bull-Up, Capitol Shuffle, Clipper, Comet Shuffle, Target, Cyclone, Deluxe Bowling, Deluxe Flash, Deluxe Mercury, Deluxe Shooting, Dual Shuffle, Duplex, Eagle Shuffle, Flash, Handicap, Hi-Score, Jumbo Bowling, Jupiter Shuffle, Leagues Shuffle, Lightning, Midget Bowling, Niagara, Playtime, Pixie Bowler, Rainbow Shuffle.

Table listing Regulation, Royal Bowling, Alley, Select Play, Shooting Star, Shuffle Targette, Simplex, Six-Star, Super Bonus, Team Shuffle, Alley, Top Notch, Venus, Zenith.

PINBALLS

BALLY

Table listing Bally pinball machines with prices. Includes models like Ballerina, Balls-A-Poppin, Bally U. S. A., Beach Beauty, Beach Time, Big Show, Big-Time, Broadway, Carnival, Carnival-Queen, Circus, Crosswords, Cypress Gardens, Double Header, Gay Time, Gayety, Hi-Fi, Ice Follies, Key West, Miami Beach, Miss America, Night Club, Parade, Sea Island, Show-Time, Sun Valley, Surf-Club, Variety.

GOTTlieb

Table listing Gottlieb pinball machines with prices. Includes models like Ace High, Add-A-Line, Atlas, Auto Race, Brite Star, Contest, Continental Cafe, Criss Cross, Daisy Mae, Derby Day, Diamond Lil, Double Action, Dragonette, Duette, Easy Aces, Fair Lady, Falstaff, Flag-Ship, Belles, Frontiersman, Gladiator, Gold Star, Gopdollar, Green Pastures, Gypsy Queen, Harbor Lites, Hawaiian Beauty, Hi Diver, Jockey Club, Jubilee, Lady Luck, Lovely Lucy, Majestic, Marathon, Mystic Marvel, Picnic, Queen of Diamonds, Race Time, Rainbow, Register, Rocket Ship, Roto Pool, Royal Flush, Sea Belles, Silver, Sittin' Pretty, Sluggin Champ, Southern Belle, Straight Flush, Straight Shooter, Score-Board.

Table listing Sunshine, Stagocoach, Super Circus, Super Jumbo, Toreador, Twin Bill, Whirlwind, Wishing Well, World Champ.

UNITED

Table listing United pinball machines with prices. Includes models like Brazil, Caravan, Havana, Hawaii, Manhattan, Mexico, Monaco, Nevada, Playtime, Pixies, Singapore, South Sea, Stardust, Starlet, Triple Play, Tropicana.

WILLIAMS

Table listing Williams pinball machines with prices. Includes models like Arrow Head, Big Ben, Casino, Circus Wagon, Colors, Crossword, Cue Ball, Dafty Derby, 4 Star, Dealer, 4 Fun House, 4 Gay Parade, Gusher, Hi-Hand, Hot Diggity, Jig Saw, Kings, Lazy Q, Lulu, Naples, 9-Sisters, Perky, Peter Pan, Piccadilly, Race-the-Clock, Regatta, Reno, Satellite, Screamo, Shamrock, Skyway, Smoke Signal, Soccer Kick-Off, Starfire, Star Pool, Steeple Chase, Super Score, Surf Rider, 3-D, Three Deuces, Tic-Tac-Doe, Tim-Buc-Tu, Thunderbird, Top Hat, Turf Champ, Wonderland.

ARCade & NOvETIES

Table listing Arcade & Novelties machines with prices. Includes models like All-Star Baseball, Aqua Duck, Auto Test Turnpike, Auto Photo Model, Auto Test (with sound), Balloonomat, Bang-O-Rama, Bat A Score, Batter-Up, Big Inning, Big League Baseball.

Table listing Big League, Big Top, Bike Race, Bing-O-Reno, Bull's Eye, Burp Gun, Carnival Gun, Champion Baseball, Circus Rifle Gallery, Coon Hunt, Crane, Criss Cross Hockey, Cross Country, Keen, Keen 1/56, Krossfire, Dale Pom-Pom, Davy Crockett, Deco Grandma, Deluxe 4-Bagger, Deluxe Crusader, Deluxe Ranger, Deluxe Skill Parade, Deluxe Vanguard, Dukey Roll, Deuces Wild, Drivemobile, Squalls Water, Dodge City, Star Slugger, State Fair, Steam Shovel, Super Big Top, Super Home Run, Super Pennant Baseball, Super Slammer, Super Star Baseball, Swami, Target-Roll, Test Pilot, Jolly Joker, Jr. Auto-Test, Jungle Fun, Jungle Hunt, Kays Hockey, Kiss-O-Meter, King of Swat, League Leader, Lucky Horoscope, Major League, Match Pool, Model 500 Shooting Gallery, Monkey Climb, Motorama, 1957 Baseball, Pan-O-Rama, Peep Barrels, Peppy the Clown, Photomatic, Pirate Gun.

Table listing Pinch-Hitter, Polar Hunt, Quarterback, Ranger, Red Ball, Rifle Gallery, Rock n Roll, St. Christopher, Safari, Satellite Tracker, Sczamball, Shooting Gallery, Shortstop, Sidewalk Engineer, Sky Raider, Sky Rocket, Softball League, Space Age, Special Deluxe Baseball, Spook Gun, Space Gunner, State Fair, Sportland Shooting Gallery, Sportsman, Squalls Water, Polo, Star Slugger, State Fair, Steam Shovel, Super Big Top, Super Home Run, Super Pennant Baseball, Super Slammer, Super Star Baseball, Swami, Target-Roll, Test Pilot, Jolly Joker, Jr. Auto-Test, Jungle Fun, Jungle Hunt, Kays Hockey, Kiss-O-Meter, King of Swat, League Leader, Lucky Horoscope, Major League, Match Pool, Model 500 Shooting Gallery, Monkey Climb, Motorama, 1957 Baseball, Pan-O-Rama, Peep Barrels, Peppy the Clown, Photomatic, Pirate Gun.

Table listing Pinch-Hitter (continued), St. Christopher, Safari, Satellite Tracker, Sczamball, Shooting Gallery, Shortstop, Sidewalk Engineer, Sky Raider, Sky Rocket, Softball League, Space Age, Special Deluxe Baseball, Spook Gun, Space Gunner, State Fair, Sportland Shooting Gallery, Sportsman, Squalls Water, Polo, Star Slugger, State Fair, Steam Shovel, Super Big Top, Super Home Run, Super Pennant Baseball, Super Slammer, Super Star Baseball, Swami, Target-Roll, Test Pilot, Jolly Joker, Jr. Auto-Test, Jungle Fun, Jungle Hunt, Kays Hockey, Kiss-O-Meter, King of Swat, League Leader, Lucky Horoscope, Major League, Match Pool, Model 500 Shooting Gallery, Monkey Climb, Motorama, 1957 Baseball, Pan-O-Rama, Peep Barrels, Peppy the Clown, Photomatic, Pirate Gun.

Table listing Active rides of all years are included in the following listing.

Table listing Autista Racer, Capitol Auto, Hot Rod, King Car, Meteor Hot Rod, 1/4 Midget Racer, Stutz Bearcat, Bally Boat, Meteor P.T. Boat, Miss America, Scientific Boat, Sea Skate, Speed Queen, Tug Boat, Choo Choo, King Choo Choo, Old Smokey Train, Toonerville Trolley, MERRY-GO-ROUNDS, Bert Lane MGR, Capitol MGR, Centerpost MGR, Deco MGR, Lee MGR, Texas MGR, Pony, Big Beauty, Big Bronco, Bright Eyes, Champion Pony, Deco Medium Pony, King Pony, Lancer, Palomino, Pinto Pony, Pony Boy, Pony Express, Rainbow Crusader, Range Rider, Rawhide, Royal, Thunderbolt, Twin Pony, Lancer, Atomic Jet, Junior Jet, Meteor Rocket, Rocket, Space Patrol, Space Ranger, Space Ship, Super Jet, B & R Dog, Bull Ride, Dopey Duck, Elsie the Cow, Fire Engine or Puffer Wagon, Fire Fighter, Flying Saucer, Mother Goose, Motorcycle, Pete the Rabbit, Reindeer, See Saw, Twin Rabbit, Twin Zoo, Western Express.

Table listing Autista Racer, Capitol Auto, Hot Rod, King Car, Meteor Hot Rod, 1/4 Midget Racer, Stutz Bearcat, Bally Boat, Meteor P.T. Boat, Miss America, Scientific Boat, Sea Skate, Speed Queen, Tug Boat, Choo Choo, King Choo Choo, Old Smokey Train, Toonerville Trolley, MERRY-GO-ROUNDS, Bert Lane MGR, Capitol MGR, Centerpost MGR, Deco MGR, Lee MGR, Texas MGR, Pony, Big Beauty, Big Bronco, Bright Eyes, Champion Pony, Deco Medium Pony, King Pony, Lancer, Palomino, Pinto Pony, Pony Boy, Pony Express, Rainbow Crusader, Range Rider, Rawhide, Royal, Thunderbolt, Twin Pony, Lancer, Atomic Jet, Junior Jet, Meteor Rocket, Rocket, Space Patrol, Space Ranger, Space Ship, Super Jet, B & R Dog, Bull Ride, Dopey Duck, Elsie the Cow, Fire Engine or Puffer Wagon, Fire Fighter, Flying Saucer, Mother Goose, Motorcycle, Pete the Rabbit, Reindeer, See Saw, Twin Rabbit, Twin Zoo, Western Express.

Table listing Active rides of all years are included in the following listing.

Table listing KIDDIE RIDES: Active rides of all years are included in the following listing.

Table listing Active rides of all years are included in the following listing.

Table listing Active rides of all years are included in the following listing.

Table listing Active rides of all years are included in the following listing.

Table listing Active rides of all years are included in the following listing.

Wurlitzer Co. 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 Petet, Wurlitzer field service engineer and Leonard Hicks, head of the Los Angeles service department.

Among the 24 men and one woman who attended the first session were Catherine Walker, Joe McGann, Harry Burdmer, Johnny Flynn, Bob Hathaway, H. B. Crowley, Chuck Rowe, Ernie Luciero, Manley Cartwright, Dick Mack, Don Febela, Joe Mitchell, Emil F. Nelson, Jim Payne and Francisco Maldonado.

Also William Hoffer, Barney Smith, Walter Rozanski, Paul Ojeda, Walter J. DiRoche, Lee Walker, Daniel Mack, H. L. Crutts L. M. Bobins, and William Baird.

N. J. Game Commission Sets Rules

TRENTON, N. J. — New Jersey'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 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 games.

The rules, which run about 20 pages, set forth five categories of games that will be allowed in the State, if licensed. They are throw games, Arcade games, non-draw raffles, competitive games and stop-and-go games.

Exact Requirements

The one concerning coinmen most, of course, is the group under the heading, "Arcade Games." This is the first time The Billboard has been able to learn exact requirements under the new law.

Listed under Arcade games are 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 machines.

\$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 fit. The licenses shall be good for one year.

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

license. A separate license shall be issued for each specific type of game.

Careful Check

Each applicant or partner with a 5 per cent interest or more will 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 howlutes 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 a license if the fingerprint check shows he is not of good moral character, has ever been convicted 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.

X MARKS THE SPOT TO BUILD PROFITS

with the nation's oldest & largest

ONE-STOP

Record Service

Guaranteed immediate delivery in one prompt, postage-saving shipment to anywhere in the world. Any label, any hit . . . Musical Sales has it at . . .

DISTRIBUTOR WHOLESALE

Nothing over!

- Singles
- Albums
- Tapes
- Accessories

45 R.P.M. 60¢

33 1/3 R.P.M.

\$2.47 \$3.09 \$3.71

Write, wire or phone your order today to The

MUSICAL SALES CO.

Musical Sales Bldg. Seeburg Dist for Md.-Va.-D.C. Baltimore 1, Md. VERNON 7-5755

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

K

SEE YOU AT THE M.O.A. CONVENTION

MAY 9, 10, 11

Morrison Hotel, Chicago
AMI Booth 6 & 7

AMI

AUTOMATIC MUSIC INC.

Subscribe to The Billboard TODAY!
SAVE MORE MONEY—MAKE MORE MONEY

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 co-operating 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

May 9-10-11, 1960 Morrison Hotel, Chicago, Illinois

FOR FURTHER INFORMATION, WRITE OR CALL

MUSIC OPERATORS OF AMERICA, Inc.
Morrison Hotel, Room 1728 Chicago, Ill. FR 2-9600

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 and government parks which include revenue-producing facilities.) Arcades are included within this definition.

Responses from a random sample of funspot operators (over 500) provide a good indication of the recreation facilities offered at these spots. It is interesting to note that 15 per cent of the respondents in the 1959 survey indicated they include Arcades. Roughly, this would amount to a projected figure of 3,300 funspot Arcades in operation. The figures jumped to roughly 18 per cent, or 4,320 Arcades in 1960—an apparent increase of over one-third in a year's time!

It is further significant that the majority of funspot Arcades operate on a concession basis and are thus 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—the 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

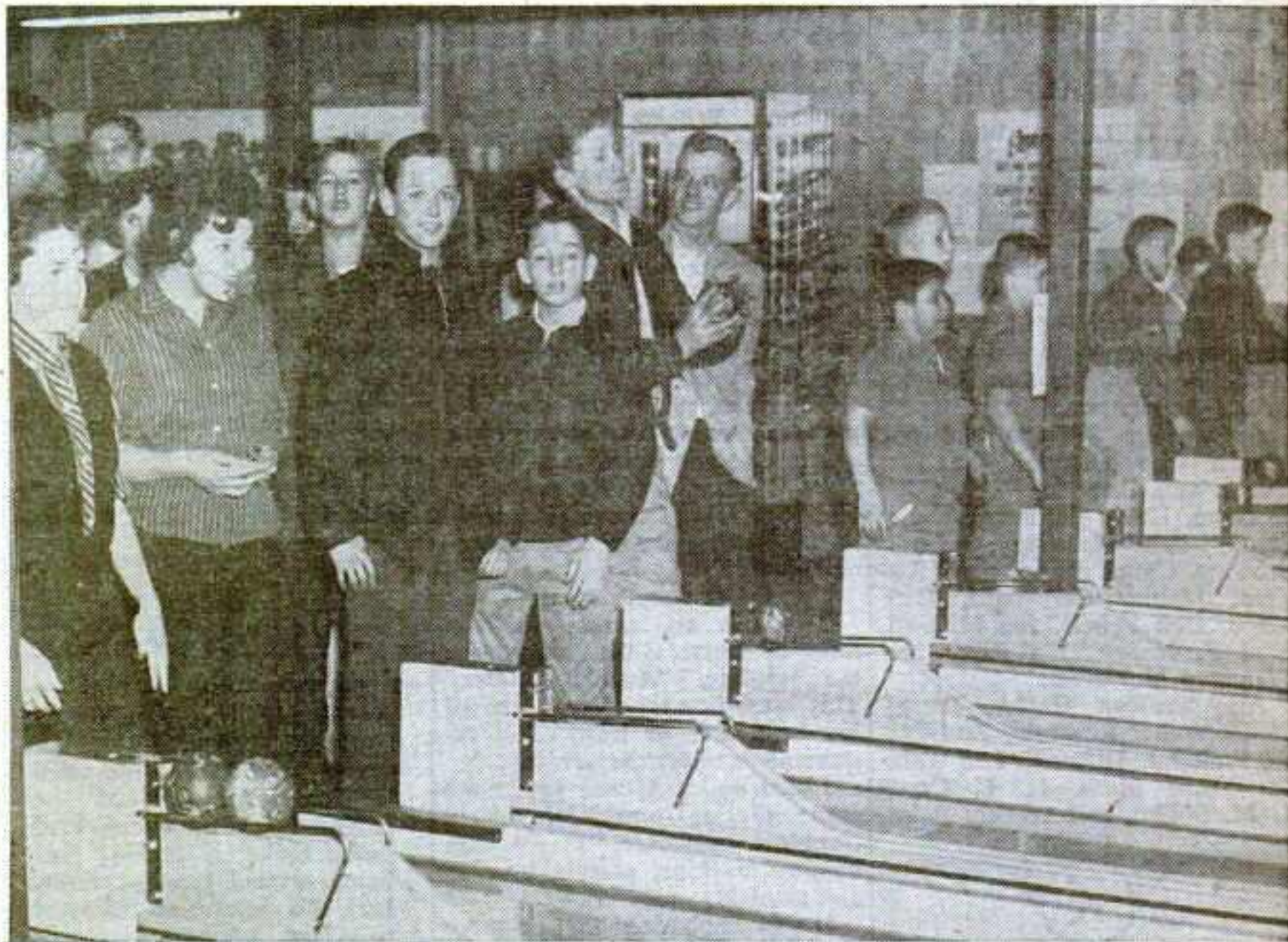
In addition to these, the old idea of the amusement park and kiddieland Arcade has been embellished by new versions of Arcades at participation funspots: Golf driving ranges, archery ranges, skating rinks, mini golf spots, batting ranges, bowling alleys and other high-traffic funspots, most of which offer more than two and some as many as five or six separate amusement attractions.

The first of the new coin-operated miniature bowling centers was opened in St. Louis in late 1958 by Jack Rosenfeld, a coin machine distributor, and in 1959 the idea caught fire around the country. By the end of that year such centers were springing up at the rate of one per week, and the number 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 a community need—a parent-ap-

(Continued on page 148)

The New Look in 'Arcades'



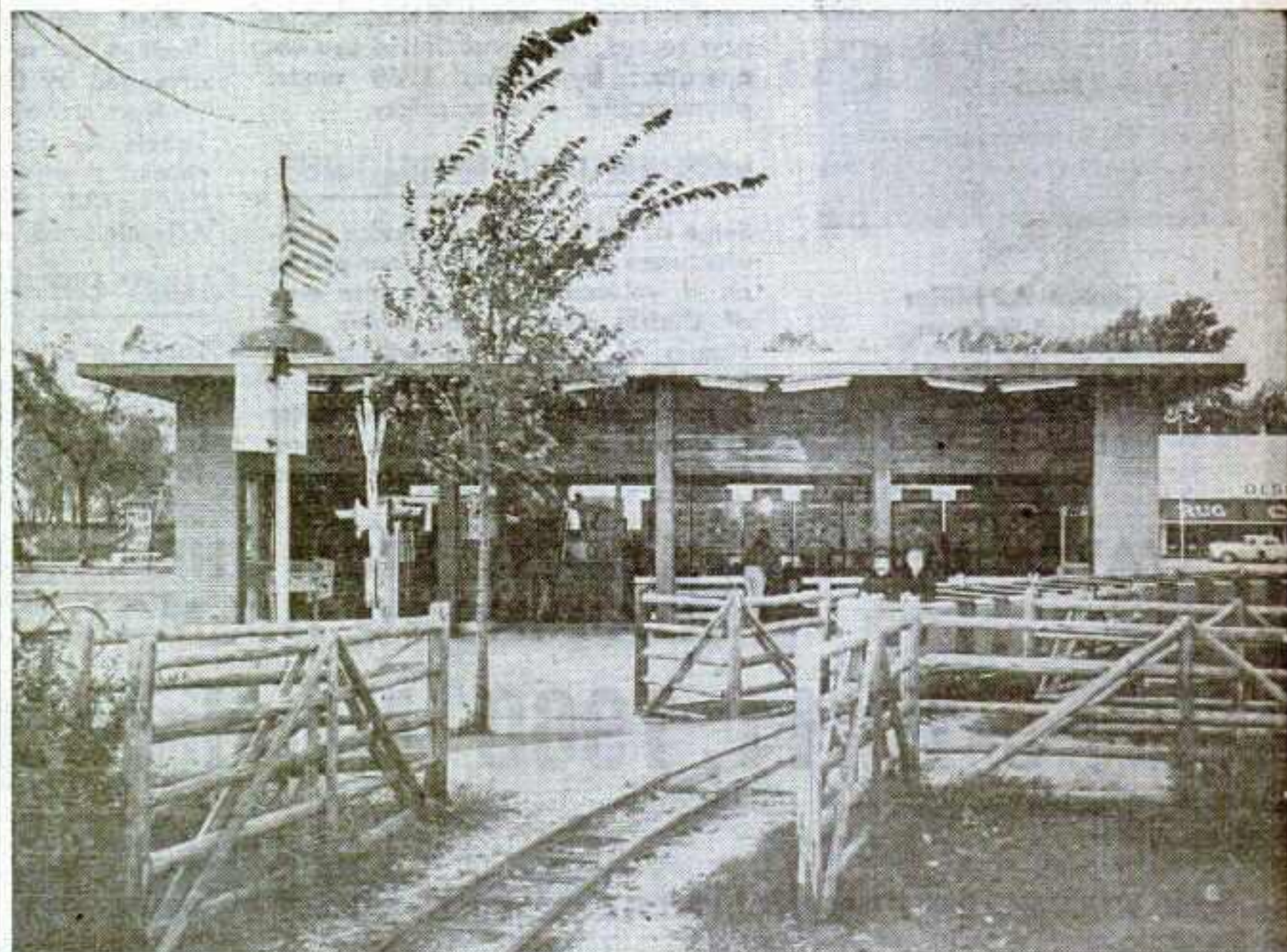
McKENNA'S BOWL-O-FUN in East St. Louis, Ill., jams with teen-agers eagerly bowling on coin-operated miniature alleys. Spot is typical of new-type rec centers that sprouted around the country over the past year and a half. This one is combined with drive-in restaurant.



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 Bowl-O-Fun coin bowling spot, East St. Louis, Ill. Prizes are given to top mother-daughter, father-son teams.



FUNSPOT ARCADE at the Fun Fair, Skokie, Ill., is combined with golf-driving range, major rides 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



MARV STEIN



BILL ADAIR

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 under which the distributor services an operator's route.

"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 Marv Stein, have gained national recognition for the work they have done here.

This trio is joined by Zaven 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."

NO HOOKY PLAYING

Distributor's Door-to-Door Service School in Session

MILWAUKEE—Badger Novelty Company, Rock-Ola distributor for Wisconsin and Upper Michigan, is breaking in a new service school technique. Instead of scheduling classes in its own headquarters, Badger now brings the schools directly to its operator customers.

According to Sales Manager Orville Carnitz, "We think we will get better results this way. When we held service schools in our own building a number of factors can cut into attendance and thus limit the effectiveness of the program. Weather can cut down the attendance, or sometimes operators and their personnel forget to show up."

Using our new plan, however, we make definite arrangements with the operator. Then he makes certain that all of his service and route workers are on hand at a

specified time—usually in the evening. We take care of the rest."

First of the new "mountain to Mahomet" service schools was conducted Tuesday evening (8) at the Mitchell Novelty Company. Instructions were given on servicing the new Rock-Ola Tempo juke boxes.

Richard Wegner, head of Badger Novelty Company's service department, handled the teaching chores. Also on hand was Orville Carnitz, Badger sales boss.

Mitchell Novelty Company staffers who attended included Co-Owner Ed Beck, General Manager Erv Beck, Sales Representative Dan Mattys, and the following route and servicemen: Frank De Sautel, Paul Weyandt, Eddie Kaye, Cliff Cothiel, Elmer Garrison, Leo Gehring and Andy Hood.

CLEANED & READY FOR LOCATION	
GOTTLIEB PINBALLS	
Race Time	\$300—2-Play
Picnic	250—2-Play
Hi-Drive	235—1-Play
Sittin' Pretty	200—1-Play
BALLY BINGOS	
Cypress Gardens	\$160
Sun Valley	150
Show Time	70
Big Show	40
Key West	40
(Send 1/3 Deposit)	
W. L. KRIEGER AMUSEMENTS	
709 Sherman St. Johnstown, Pa.	
Phone: 7-0841	

MUNVES ARCADES

Grandma Fortune	Write
Auto Test "60"	Write
Turnpike	Write
Satellite Tracker	\$495.00
Standard & Harvard Metal Typers	195.00
Lord's Prayer (used)	150.00
Lord's Prayer (new)	325.00
Exhibit Pop Gun	250.00
Genco Rifle Gallery	195.00
Genco Wild West	250.00
Genco Sky Rocket	150.00
Air Hockey	195.00
Air Football	195.00
Set Shot Basketball	175.00
Chicago Basket Ball	145.00
Chicago Midget Skee Balls	145.00
Chicago Goalie (2 Player)	110.00
Scientific Pitch 'Em & Bat 'Em	125.00
Scientific Batting Practice	100.00
Scientific Field Goal	125.00
Williams "57" Baseball	275.00
Keeney League Leader	135.00
Evans Bat-A-Score	75.00

Sensational INGO GRIP TESTER \$129.50

Hundreds of others too numerous to mention.

WRITE FOR NEW 1960 CATALOG
Parts and supplies for all machines—Fortune, Athletic, Amusement, Kiddie Rides.

MIKE MUNVES CORP.
577 10th Ave., New York BR. 9-6677

AD MEN of every kind ENDORSE THE BILLBOARD as a top selling force



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

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. Don't 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)

*** Funspot**
The IDEA Magazine of Amusement-Recreation MANAGEMENT

PROMOTION and PUBLICITY

issue now

OFF THE PRESS

includes

101 IDEAS FOR STIMULATING BUSINESS

ORDER FORM

One year \$3.00

Three Years \$7.00

FUNSPOT
Billboard Bldg.
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to Funspot for term checked above to begin with the IMPORTANT Promotion and Publicity Issue for which I enclose \$_____.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Type of Business _____

MONEY-SAVING SUBSCRIPTION

Order

Find out every

The Billboard

week in

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30. 859

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Type of Business _____ Title _____

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 Balthazar 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 Eving, P. & P. Distributing; Bud Wagner, Cislser 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 Milwaukee.

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.

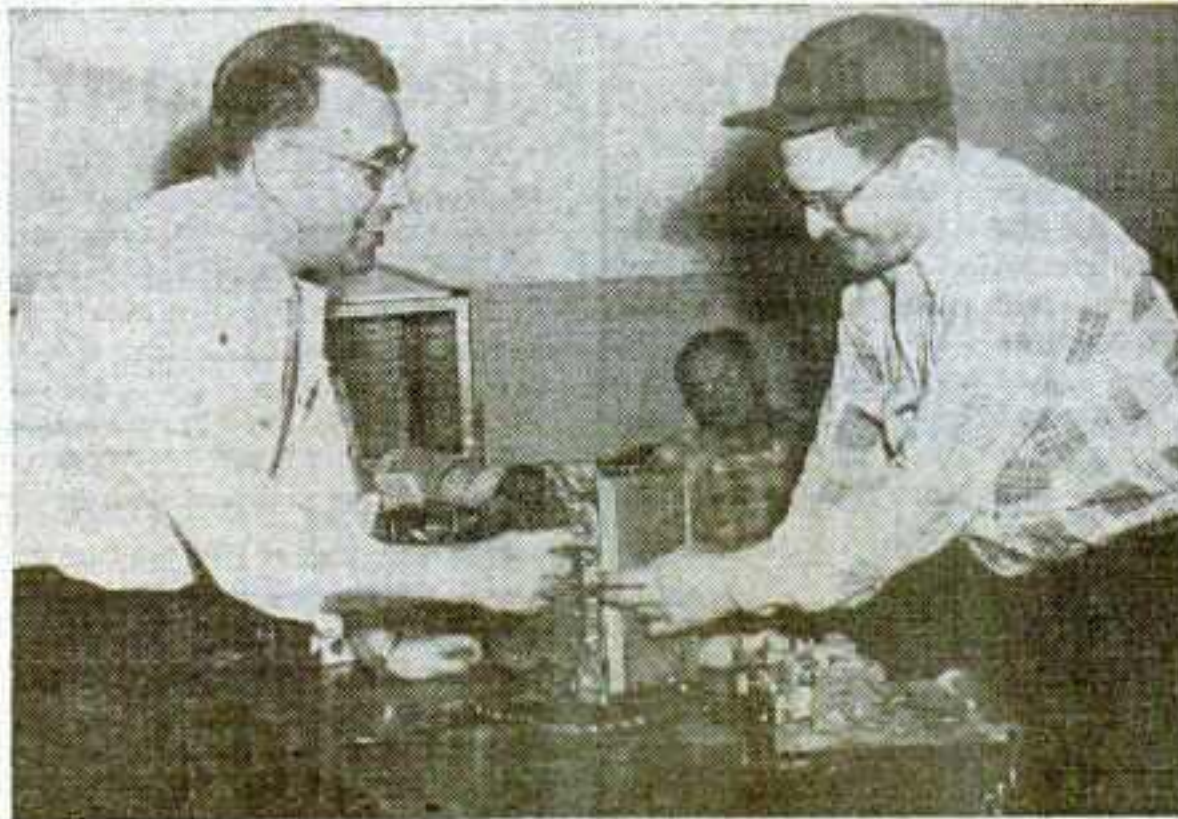
In addition to the loss at locations, Morgan lost several pieces of equipment, parts, records, tools, etc., when fire broke out in his rented building two months ago.

\$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 three-day 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 deluxe 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 adaptor cables, to sell at \$89.50 complete. The units will be han-

NEW YORK — Al (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 public relations and how to get it.

dled thru juke distributors across the nation.

It was learned this week that Stereomonic units will also be on display at the upcoming Music 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 anywhere.

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 producing 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 States.

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 featuring 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 Tivoli 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.

WURLITZER

world's greatest
money-making
music systems

At the M.O.A. SHOW—May 9-11

SEE
Valley

POOL TABLES

BOOTHS 27-28

VALLEY SALES CO.

333 Morton St. Bay City, Mich.
Twinbrook 5-8587

Gottlieb Ships 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 score. It is the second Gottlieb pin with this feature, first bowed on 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 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 now confined to Johnston-Willis Hospital as the result of a recent heart attack.

J. D. Chandler, MOV director, reports that while Bob is doing very well, he is still unable to receive visitors.

Campaign to Organize Tenn. Ops Gains Steam

MEMPHIS—Alan Dixon, member of the Memphis Music Association committee to organize the music and game operators of Tennessee into a State-wide association, said last week he had mailed letters to 35 operators in West Tennessee.

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 one-year terms, he added. He said he believed there should be officers from each section of the State. Tennessee is generally divided into three sections by geography, West Tennessee, Middle Tennessee and East Tennessee, because it is a long, narrow State.

On the committee with Dixon to organize a State-wide group are Parker Henderson, general manager of Southern Amusement Company, and Jack Canipe, Canipe Amusement Company.

Dixon said the two major purposes of forming the organization are:

1. To give State-wide, organized opposition to bills introduced in the Legislature which are unfair, discriminatory, unreasonable and confiscatory to the industry.
2. To work at better public relations for the industry.

Dixon said the letter stated that dues would be kept low so all operators could join, and if interest was sufficient a meeting would be called in the near future in a centrally located city.

Dixon said the State-wide group should be organized by January 15, 1961, if possible, when the next Legislature convenes. Dixon said eventually it would probably 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

the board of directors would all be full-time operators serving without pay, he proposed.

Dixon made a progress report on the organizing effort to the monthly meeting of Memphis Music Association Tuesday (22)

Who Said That?

• "Advance reservations for the 1960 MOA convention are coming in faster than in any year in MOA's history. I wouldn't be a bit surprised if more operators attend this year's show than any convention in our history"—George A. Miller, MOA president.

• "Operators who have been 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 Bally Manufacturing Company and CMC membership chairman.

• "Juke box operators who fail to keep accurate records for location expense are asking for trouble. The Internal Revenue Service requires that complete information be provided for these deductions. This 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.

REPORT FROM BRITAIN

By BINGO BEAUFORT

LONDON—Bowlers and shuffle 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.

The coin versions of bowling are 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 collections in many cases.

Curiously, most of the shuffles 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 situation.

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, is normally located in the foyer of Workers Skatetime here.

However, the Tuesday and Thursday sessions, held between 12:30 and 2 p.m., attract a large number of teen-agers during their lunch break. So the juke box is

moved from the foyer to the rink. Johnny Katz, who operates the box, says the management puts in enough money to cover the session, and the skaters select their own tunes on the house.

On the same location, Katz also operates a number of wall machines, a Bally Club Bowler, a Genco Motorama and a Kick Off football table.

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. Young.

Equipment includes Novamat, Beromat, Suomat, Orion, Golden Zwoff, Moulin Rouge, Monte Carlo, Roulomint, Rotamint, Casino and Ultra.

While none of this equipment is converted to British coinage, Adams and Young say that about half of their business is with operators who have mechanics capable of doing the necessary conversion.

The firm also sells slugs the size of the German 10-pfennig piece for use in the machine and Zeisikon key blanks for cutting to fit the German range. Auto-Slot carries spare parts and provides after-sales service.

JUKE BOX & GAME ROUTE FOR SALE

\$20,000 per year income can easily be doubled. Low overhead. Central Iowa. Write

A & S

2740 1st Ave., N.E.
Cedar Rapids, Iowa

5 BALLS

BALLY

U.S.A. \$195	Dude Ranch .. \$40
Beach Club .. 40	Miami Beach .. 40
Variety .. 40	Frolics .. 40
Palm Springs .. 40	Skill Roll .. 50

WILLIAMS

Arrow Head .. \$ 90	Turf Champ .. \$150
Cue Ball .. 120	Casino .. 150
Fun House .. 95	Jumbo Ten .. 95
Gusher .. 140	Strikes .. 185
Reno .. 100	Spot Pool .. 90
Snafu .. 58	Piccadilly .. 140
Steeple Chase 140	Tic Tac Toe .. 200
	Club House .. 190

GOTTLIEB

World Champ \$110	Miss Universe \$250
Hi Diver .. 225	Annabell .. 240
Queen of Diamonds .. 255	Sunshine .. 210
Sitting Pretty .. 215	Straight .. 215
	Shooter .. 215

United Star Dust .. \$40
C.C. Blonde .. 50

MUSIC

Buy With Confidence

Rock-Ola 1455 .. Write	
Rock-Ola 1442 .. Write	
Rock-Ola 1448 .. Write	
Rock-Ola 1454 .. Write	
Rock-Ola 1452 .. Write	

AMI F120 .. Write
Seeburg L100 .. Write

Distributors for
Rock-Ola—Gottlieb—Bally
Williams—Fischer

H. Z. VENDING & SALES CO.

1205-07 Douglas St. Omaha, Nebr.
Phone: AT 1121

SHAFFER SPRING SALE

ORDER NOW

SEEBURG

KD-200 .. \$595.00
VL-200 .. 425.00
HF100R .. 495.00
HF100G .. 425.00
M100C .. 350.00
M100B .. 275.00

AMI

H-200 .. \$550.00
G-200 .. 395.00
F-120 .. 350.00
E-120 .. 175.00
D-80 .. 125.00

CIGARETTE VENDORS

Seeburg 22 Col. \$259.50
Corsair 30 Col. 239.50
Eastern 22 Col. 179.50

Order for Spring Now

SHAFFER Music Company

Write for Illustrated Photo Catalog

849 North High Street

Columbus 8, Ohio

Phone AX 4-4614

Offices in Cincinnati and Cleveland

WE NEED THOUSANDS OF 8' SHUFFLES

WE ARE WILLING TO PAY THE PRICE.

UNITED

Speedy Mercury Mars 11th Frame Fifth Avenue Lightnings

Capitol Clipper Empire Super Bonus League Team

BALLY

Rocket Gold Medal Jet Mystic

Magic Blue Ribbon Jumbo Victory

CHICAGO COIN

Score-A-Line Flash Fireball Triple Strike

Bonus Score Blinker Feature Super Frame

KEENEY

Palisades Challenge

National Bikini

Besides the above we can use all other type models.

WIRE—PHONE—WRITE

RUNYON SALES COMPANY

Factory Representatives for:

AMI Inc., Bally Mfg. Co., Irving Kaye Co.
593 10th Ave., New York 36, N. Y.
Longacre 4-1880

221 Feelinphayson Avenue, Newark 12, N. J.
81 3-8777

231 Windsor Street, Hartford, Conn., JA 7-4470
Cable Address—RUNYONEX

when answering ads . . .

SAY YOU SAW IT IN

THE BILLBOARD!

ALUMINUM DE-GREASED DISCS
FOR STANDARD AND HARVARD
 METAL TYPER
 Packed in rolls of 100 • Available with special imprint
 Call our PARTS & SERVICE Dept. for all your Typer needs



STANDARD HARVARD
 METAL TYPER, inc.
 1318 N. WESTERN AVE.
 CHICAGO 22, ILL. • EV 4-3120

COINMEN
in the **NEWS**



ROCK-OLA
tempo II
 The World's Finest
 All-Purpose Phonograph
 Versatile Dependable Profitable

BOWLERS & SHUFFLES

CHICAGO COIN	UNITED
All Star Bowler\$150.00	Ace Shuffle Alley\$150.00
Blinker 200.00	Comet Shuffle Targetto ... 125.00
Bowling Team 125.00	Deluxe Shooting Star 125.00
Holiday Bowlers 150.00	Team Shuffle Alley 85.00
Rebound Shuffle 85.00	KEENEY
Shuffle Explorer 185.00	Diamond Bowler\$125.00
Skee Roll 125.00	Bonus Bowler 125.00
14 Ft. Bowlers\$195.00	Bikini Bowler 150.00
	Century Bowler 150.00
	Speed Lane 150.00
	JUKE BOXES
Seeburg B\$250.00	Seeburg R\$450.00
Seeburg C 295.00	Seeburg KD200 595.00

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

PURVEYOR Better Buys
 DISTRIBUTING CO.
 4322-24 N. WESTERN AVE.
 CHICAGO, ILLINOIS
 JUNIPER 8-1814

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

BUYS OF THE CENTURY

2200 Stereo plus
 2100\$978.75

KD200 plus 100R ... 855.00
 KDH200 plus 100R .. 874.50
 1455D plus 1438 ... 725.00
 1455D plus 100G ... 725.00
 1455D plus 2150 ... 725.00

Phonos ready for location
 1/2 Deposit, balance C.O.D.
 or sight draft

WE'RE MOVING!
 Must Get Rid of Inventory

- COON HUNTS
- AROUND THE WORLD TRAINERS
- DECO and NYLCO ROCKETS
- EXHIBIT SHOOTING GALLERIES
- FORTUNE TELLERS
- CHICAGO COIN SIX SHOOTERS
- KEENEY SPORTSMEN
- 3 Like New MUTO VOICE-O-GRAPHS and many other GUNS and ARCADE EQUIPMENT.

Will Trade Against Bingos and Shuffles.
 You can get the buy of your life . . . Make an offer or come in and see us!

SCOTT CROSSE CO. 1423 Spring Garden St. Philadelphia 30, Pa. Rittenhouse 6-7712

West

OUT COLORADO WAY

Jerry Harris, of Mountain Distributors, AMI Center in Denver, is spending a lot of his time touring Nebraska. Harris was accompanied on his February junket thru the Cornhusker State by **John Hoffman**, factory service 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 radio-equipped 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 experienced 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.

WURLITZER CENTURY MUSIC, INC.
 1112 NORTH HIGH ST.
 COLUMBUS, OHIO
 PHONE AXminster 1-1165

COMPLETELY RECONDITIONED UPRIGHTS

Auto Bell Side Show (new) \$345
 Auto Bell Play Ball 215
 Auto Bell Wagon Wheel 245
 Auto Bell Galloping Dominoes ... 295
 Auto Bell Horoscope (like new) ... 445
 Games Inc. Double Shot 245
 Games Inc. Wild Cat 395
 Bally Sportsman 425

BOWLERS & ARCADES

Bally A B C Champion Bowler, 14 ft.\$395
 Bally Trophy Bowler, 14' 445
 Bally Lucky Alley, 14' 545
 Bally A B C Shuffle Bowler 225
 Bally DeLuxe Shuffle Bowler 265
 Bally Rebound Shuffle 75
 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, 10-3-25. 345
 Bally Big Inning, 10-3-25. ... 295
 Bally Big Inning (Novelty), 10-3-25 275

FIVE BALLS

Gottlieb Buccaneer\$ 60
 Gottlieb Sea Bells (2-pl.) 135
 Gottlieb Rainbow 155
 Gottlieb Fair Lady (2-pl.) 155
 Gottlieb Flagship (2-pl.) 165
 Gottlieb Continental Cafe (2-pl.) 185
 Gottlieb Criss Cross 195
 Gottlieb Super Circus (2-pl.) 225
 Gottlieb Brito Star (2-pl.) 235

MUSIC

Wurlitzer 1900\$395
 Wurlitzer 2304 645
 AMI C-40 (conv. to 45 rpm) 75
 AMI D-40 (conv. to 45 rpm) 125
 AMI D-80 (45 rpm) 175
 Seeburg 100 A (conv. to 45 rpm) 125
 Seeburg V-200 M (conv. to VL) with speed read program holder 395
 Seeburg VL-200 with speed read. 445
 Seeburg KD-200 495
 Rock-Ola 1434 (45 rpm) 75
 Rock-Ola 1455-S (200 sel.) 425

Rush deposit to:

Mickey Anderson AMUSEMENT CO.
 314 East 11th St. Erie, Pa.
 Phone Glendale 2-3207

GET READY FOR SPRING
 With... **FISCHER QUALITY POOL TABLES**

Model B6—Deluxe 6 pocket pool
 Imperial VI Bumper Pools
 Imperial VII

UNITED FALCON BOWLING ALLEY
BIG BONUS SHUFFLE ALLEY

WILLIAMS GREAT NEW OFFICIAL BASEBALL
 DIFFERENT IN EVERY WAY!
 Exclusively at Empire!

1/2 Deposit, Balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE
 1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600
 DETROIT BRANCH—7743 Puritan, Detroit, Mich. Tel: Diamond 1-5800

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.

SALESBOARDS

COIN-OPERATED

R. C. WALTERS MFG. CO.

2532 Semple Ave. . . . St. Louis 12, Mo.

N. ILLINOIS, N. INDIANA and IOWA OPERATORS . . .

GOTTLIEB'S NEW 1-PLAYER WAGON TRAIN

STARTS THE PROFITS ROLLING IN WITH

More High Speed Action—More Players—More Features: Score-to-Beat, Roto Targets, Match Feature, many others!

ORDER NOW!

WANT TO BUY

GONDOLIER—ROTO POOL—SILVER—CRISS CROSS—STRAIGHT FLUSH—ROCKET SHIP—ROYAL FLUSH—ATLAS—RACE TIME—QUEEN OF DIAMONDS—ACE HIGH—AUTO RACE—DERBY DAY—CONTINENTAL CAFE—SUPER CIRCUS—CONTEST—MAJESTIC—DOUBLE ACTION—SWEET SUE—ATLAS.

WEEKLY SPECIAL!

GOTTLIEB 1-PLAYER SITTING PRETTY

Completely Reconditioned **\$215**

FOR SALE

RIFLE BOWLER CARDS
100-Number Cards . . . \$12.50 per 100
200-Number Cards . . . 15.00 per 100

NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey Chicago 14, Ill.
BUckingham 1-8211

SHOPPED BY EXPERT MECHANICS

Large Stock of **\$20.00**
3205 Wallboxes
5210 Wallboxes \$69.50

SEEBURG

Model R \$395
Model C 325
Model B 275
VL 355
V200 295
K. D. 475
Model B 195
200 Sel. Wall Boxes . . . 78.50
100 Sel. Chrome 37.50

AMI

H-200E \$495
D-80 145
D-40 85

ROCK-OLA

1438 \$210
1446 255
1455 425

BINGOS

Key West \$115
Show Time 130
Big Time 55
Big Show 75
Funway 495
Lotta Fun 495

UPRIGHTS

Mermaid (new) WRITE
Super Twin Wildcat WRITE
Wild Cat \$395
Deluxe Big Tent 275

5 BALLS

Duette \$ 80
Dragonette 75
Smoke Signal 70
Balls a Poppin' 60
Peter Pan 75
Easy Aces 95
Bally Circus 85
Diamond Lil 65
Hawaiian Beauty 90
Sweet Adaline 85
Wishing Well 95
Snafu 60

ARCADES

C.C. ROCKET SHUFFLE . . . \$110
C.C. King Shuffle 45
Bally Magic Shuffle 125

Call, Write or Cable

Cable: LEWJO.

Lew Jones Distributing Co.
Exclusive Wurlitzer Distributor

1301 N. Capitol Ave. 1635 Central Pkwy.
Indianapolis, Ind. Cincinnati, Ohio
Tel.: ME1rose 5-1593 Tel.: MAin 1-8751

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

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 Wycaver** 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**, proxy 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 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 Koski, 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 MUSIC • MUSIC • MUSIC AND ALL COIN EQUIPMENT

Send For New and Complete Listings

DAVID ROSEN
Exclusive A M I Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: CENTER 2-2903

Phone, Wire, Write Today!

"The Greatest Baseball Game Ever Made!"

WILLIAMS OFFICIAL BASEBALL

Immediate Delivery

Exclusive Gottlieb, Williams and Seeburg Distributors



Remember . . . IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-9480

VENDORS

Automatic Popcorn \$125.00
Pop Sez Popcorn . . . 65.00
300 Baby Grands . . . 6.50
200 brand new
Victors 12.50
DuGrenier 8-col. 200.00
Candy 95.00
Shipmans 6-col. 65.00
U-Select-It Candy . . . 12.00
Ball Point Pen 12.00
Nat. 9M Cig. 125.00
Vendors 125.00

Avenco Coffee & Hot Choc. \$295.00
Cole 3 sel. 495.00
Cold Drink 525.00
Apco 3 sel. 525.00
Cold Drink 525.00

ARCADE EQUIPMENT

Auto Photo #9 \$995
Mut. Photomatics . . . 395
Mut. Voice O Graph . . 295
Stand. Metal Typex . . . 225
Havy. Metal Typex . . . 210
Mills Panorams 350
Projector Panorams . . . 325
Midget Movies 125
Sidewalk Engineer . . . 135
Wms. Peppy 145
Balloomatics 145
Goalee 95
Miniature Golf 85
Miniature Football . . . 85
Bulls Eye Shooting . . . 95
Gallery 95
Ex. Space Gun 195

BINGOS BINGOS BINGOS

We have a very large selection—you name it, we have it. Price Right. Also LOTTA-FUNS.

MUSIC

Seeburg V 200 \$295
Seeburg C 100 250
Wurlitzer 2000 395
Seeburg Library Units 395

KIDDIE RIDES

Capital Ponies \$275
Ex. Pony Express . . . 175
Bally Champion 425
Ex. Bronco 395
Sandy Horse 425
Drive-Yourself 395
Mobile 395

WURLITZER DISTRIBUTORS

CLEVELAND COIN MACHINE EXCHANGE

2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715



FIRST with the BIG HIT . . .
NOW DELIVERING Chicago Coin's

"WORLD SERIES" BASEBALL

- Most Authentic Game Built
- Chock-Full of Action and Thrills!

Chicago Coin's
Bull's-Eye DROP BALL
4-GAME BOWLER—4-in-1
QUEEN BOWLER—16 Ft.
KING BOWLER—16 & 21 Ft.

NEW GAMES
Bally BEACH QUEEN
Bally LAGUNA BEACH
Bally OFFICIAL JUMBO
Gottlieb WAGON TRAIN
Keeney ELEVEN BELLS
Keeney BIG DIPPER
Keeney
CRISS-CROSS DIAMOND
United BIG BONUS—6 PL.
United FALCON
Williams NAGS
Valley 6-PKT POOL
Kaye 6-PKT POOL
Fischer 6-POCKET POOL

IMPORTERS!
36-Page Illustrated
1960 CATALOG
FREE!
SEND FOR COPY TODAY!

SPECIAL! 6-POCKET POOL TABLES
RECONDITIONED—REFINISHED! **\$165**
LIMITED QUANTITY . . . First-Come, First-Served



Cable: "FIRSTCOIN"—Chicago

COIN MACHINE EXCHANGE

Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

MANUFACTURERS—DISTRIBUTORS—SUPPLIERS**PUT MORE
Sell**

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

INVESTING YOUR ADVERTISING DOLLARS

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 they are primed to buy!

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 Billboard'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 7, Ill.
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

BOWLING PRIZE CARDS

100 Names, \$10.00 per 100 Cards
200 Names, \$15.00 per 100 Cards

MUSIC SHOPPED
1455 Rock \$425.00
1500 Wur 85.00
200-V—See 270.00
200-G—AMI 325.00
Write for Used Machine List.

DAN STEWART CO.
140 East 2nd South
Salt Lake City 11, Utah



• 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.

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 Denison, 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 Pilleteri.

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.

WORLD FAMOUS EXPORTER

—Inquiries Invited—

AMI 1-200M \$450.00
2 AMI G200 400.00
3 AMI E200 (repainted) 225.00
7 AMI E120 (repainted) 225.00
2 AMI D80 200.00
2 AMI D40-45 (repainted) 150.00
1 Rock-Ola 1465 650.00
1 Rock-Ola 1455 (Stereo) 800.00
5 Seeburg 100-A 80.00
Seeburg 100-A (change over) 135.00

BALLY and UNITED BINGOS

2 Bally Beach Club \$30.00
8 Bally Gayeties 35.00
1 Bally Gay Time 50.00
1 Varieties 45.00
2 United Brazil 50.00
1 United Cabana 35.00
2 United Caravan 50.00
2 United Manhattan 25.00
1 United Monaco 50.00
7 Assorted Rebound Shuffle Tables (United, Williams, Chicago Coin) 75.00

1 Auto-Photo (Model 9) \$1,000.00

Terms: 1/3 Deposit With Order (Money Order or Cashier's Check), Balance C.O.D. or Sight Draft on Your Bank.

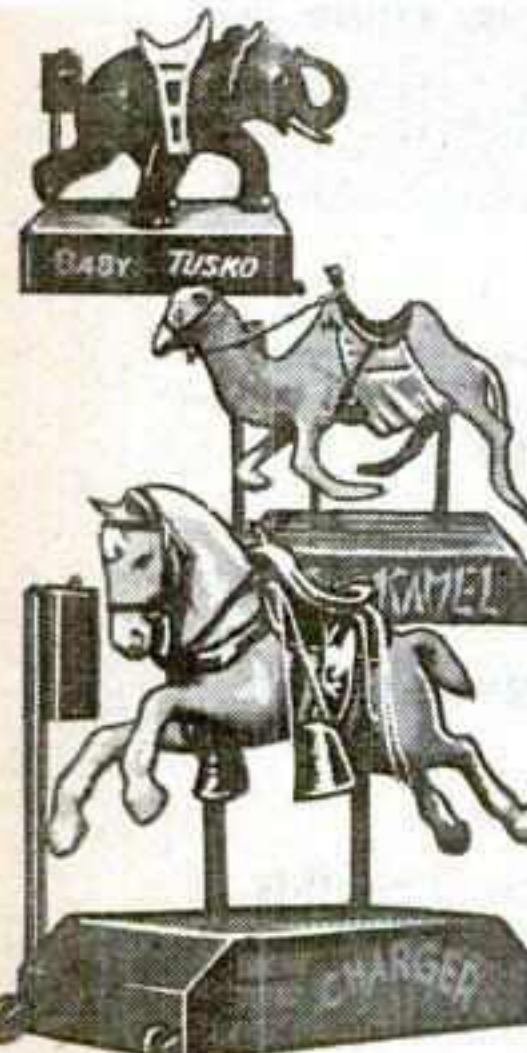


2315 Olive Street, St. Louis 3, Mo.
Phone: MAin 1-3511; Cable: "Cendist"

LOOK AT THE FACTS

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



2177 VENTURA BLVD.
THOUSAND OAKS, CALIFORNIA
Phone HUDson 5-2212

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!

ACTIVE AMUSEMENT MACHINES CO.

You can ALWAYS depend on ACTIVE ALL WAYS

666 N. Broad St. Phila. 30, Pa.
POplar 9-4495
Write or wire for prices

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	Gayety	60.00
Broadway	60.00	Beach Club	50.00
Variety	60.00	Night Club	60.00
		Bright Spot	50.00

"EXPORTERS, CONTACT US"

CROWN NOVELTY CO., INC.

1055 Baronne Street
New Orleans, La.
JA 2-7137—MA 3931

SPECIALS for SPRING from WORLD WIDE

BOWLERS

Un. 13' SIMPLEX	\$595
Un. 16' ROYAL	345
Un. 13' JUMBO	425
Bally 11' TROPHY	425
Bally 11' A.B.C.	225
Bally 14' A.B.C.	225
United HI-SCORE 14'	245
C.C. 16' T.V.	375
C.C. 14' BOWLING LEAGUE	225

BASEBALLS

Wms. PINCH HITTER	\$325
Bally HEAVY HITTER	325
Wms. SHORTSTOP	275
Bally BIG INNING	255
Wms. 1957 BASEBALL	225
Wms. 4-BAGGER	155
United STAR SLUGGER	145
United SUPER SLUGGER	125
Genco HI-FLY	75

BINGOS

BEACHTIME	\$295	NITE CLUB	\$ 75
SUN VALLEY	195	BROADWAY	75
MISS AMERICA	145	BIG TIME	65
SHOWTIME	110	SOUTH SEAS	65
KEY WEST	95	STARLET	65
BIG SHOW	85	PIXIES	55

SPECIALS!

FISCHER'S PARTY POOLS

w/Slate Top
LIKE NEW Only \$155

Williams

VANGUARD GUN \$375
HERCULES GUN 445

PHONOS

SEEBURG HF-100JL	\$545
SEEBURG HF-100L	595
ROCK-OLA 1475-200	745
ROCK-OLA 1465-200	545
ROCK-OLA 1458-120	545
ROCK-OLA 1455-200	445
WURLITZER 2100-200	495
WURLITZER 2000-200	375
WURLITZER 1700-104	275
A.M.I. C-80	375
A.M.I. C-120	395
A.M.I. F-120	345
SEEBURG M-100W	375
SEEBURG M-100C	295
SEEBURG M-100B	225

ARCADE

C.C. CRISS CROSS HOCKEY	\$245	Bally SKILL PARADE	\$145.00
C.C. EXPLORER	145	Bally SKILL ROLL	95.00
United SHOOTING STAR	125	C.C. REBOUND SHUFFLE	49.50
C.C. ROCKET SHUFFLE	110	Genco 2 PL. OFFICIAL SKILLBALL	95.00

THOROUGHLY RECONDITIONED! ORDER TODAY—CALL COLLECT!

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47
2330 N. Western Ave.

Phone: EVerglade 4-2300



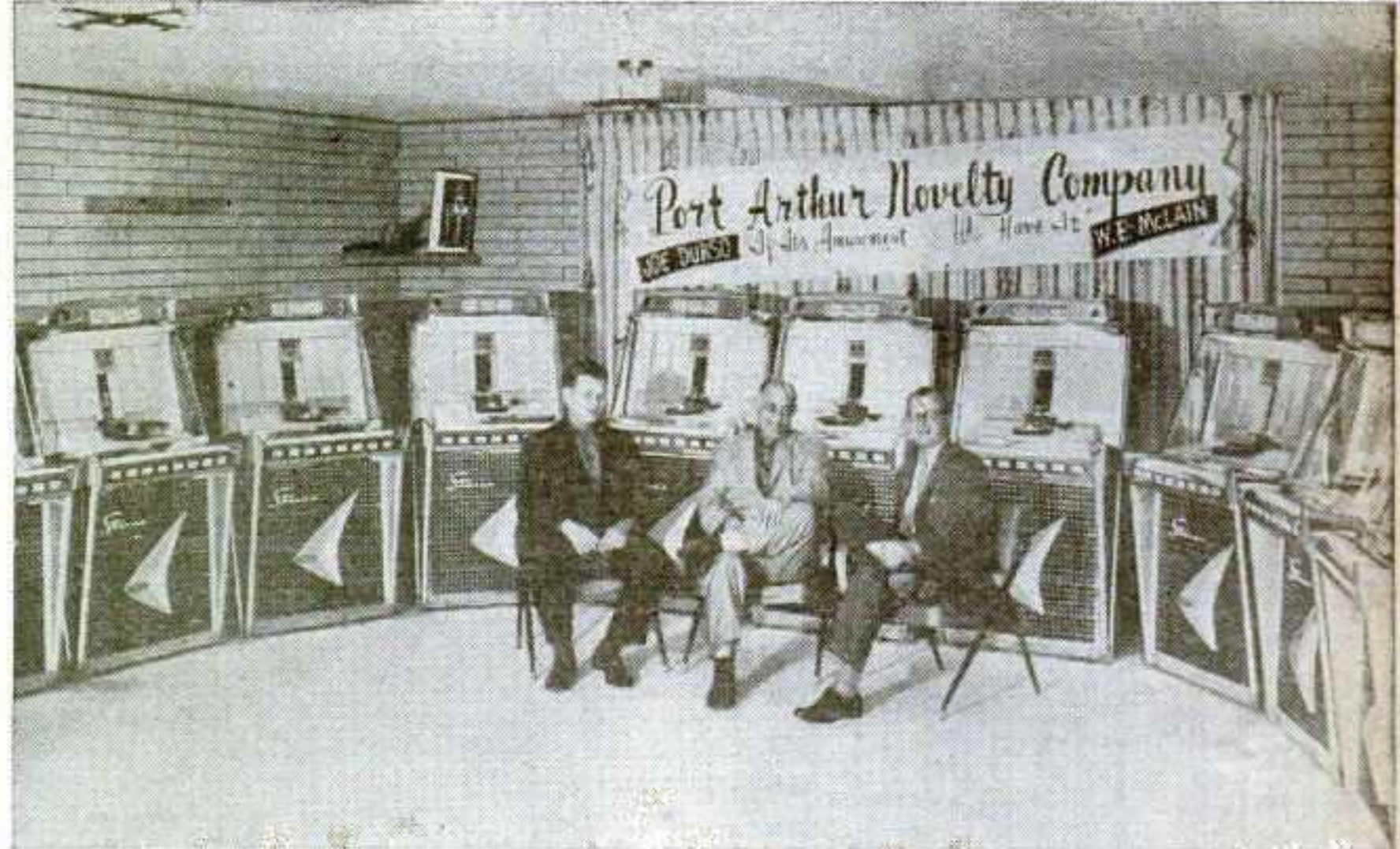
New LUCKY HOROSCOPE
5c, 10c or 25c PLAY

- NATIONAL 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.

GAME HOLDS APPROX. 1,000 NUMBERED OR STAR TICKETS

MID-STATE CO. 2369 Milwaukee Ave.,
Phone: Dickens 2-3444 Chicago 47, Illinois



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 co-owner.

ATLAS . . . Music and Vendors

MUSIC SPECIALS!

A. M. I. G-200 \$250	SEEBURG 200 Sel. WALLOMATICS . . . \$110
A. M. I. E-120 195	SEEBURG 100A 95
WURLITZER 1600 95	WURLITZER 1500 95

In Working Order

USED CIGARETTE VENDORS

SEEBURG 800E-1 \$250
9-Col. DUGRENIER (Mechanical) 45
22-Col. EASTERN MARK II 145
12-Col. EASTERN 115
10-Col. EASTERN 75
9-Col. NATIONAL 95
11-Col. NATIONAL (Slant Front) 175
11-Col. NATIONAL (ML) 155

Contact Us for PARTS for ALL BERT MILLS COFFEE VENDORS.

MUSIC

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

ATLAS MUSIC COMPANY

A Quarter Century of Service
2122 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

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 involuntary 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.

At the hearing in Brooklyn, presided over by Judge Zavatt, a change in a previous agreement entered in the court under which Moore would operate the company jointly with the receiver, Halstead Christ, was effected. It is understood now that Christ will actually run the company pending further court developments.

Besides the Wurlitzer Company, it was understood that other large creditors included Standard Financial Corporation and the Security

National Bank of Nassau County. It was noted that Security National had placed stickers on a number of machines on the Gibraltar route for which it held the paper. The stickers noted the units as being the property of the bank.

Moore's interests in court are being handled by his attorney, George Becker. Attorneys for Wurlitzer are Chadbourne, Parke, Whiteside and Wolfe. The receiver's counsel is the firm of Bleakley, Platt, Gilchrist and Walker.

when answering ads . . .
Say You Saw It in The Billboard

Davis Guarantee

- Phonograph Seam Cleaned
- Mechanism Overhauled
- Worn Parts Replaced
- Amplifier Reconditioned
- Sound System Tested
- Speaker Examined

YOUR SPRING LOCATIONS DESERVE PHONOGRAPHS WITH THE DAVIS 6-POINT GUARANTEE

SEEBURG		AMI		G120 \$395	
201 \$850		I200 \$595		F120 325	
KD200 595		I120 595		E120 175	
KS200 575		H200 495		E80 175	
HF100R 495		H120 495		D80 125	
HF100G 395		WURLITZER		2150 \$429	
100W 375		2250 \$549		2000 349	
M100C 350		Cigarette Vendors: Complete and Working			
M100B 275		Eastern Mark II \$165			
ROCK-OLA		Eastern Electric, 12 column 85			
1455 \$449		Eastern Electric, 10 column 60			
		Rowe Commander 11-column "E" 85			
		Rowe 8 Column, reconditioned, refinished 65			

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. *Bob Sudyk*

DETROIT NOTES

Philip Chokreff, who used to run a route of tab gum machines, has switched to juke boxes and cigarette vendors, 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 Baldrige, formerly of Detroit, who makes his home at Island Lake, will again operate the large Penny Arcade there. . . . Auto City Candy Company, operating cigarette vendors, 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

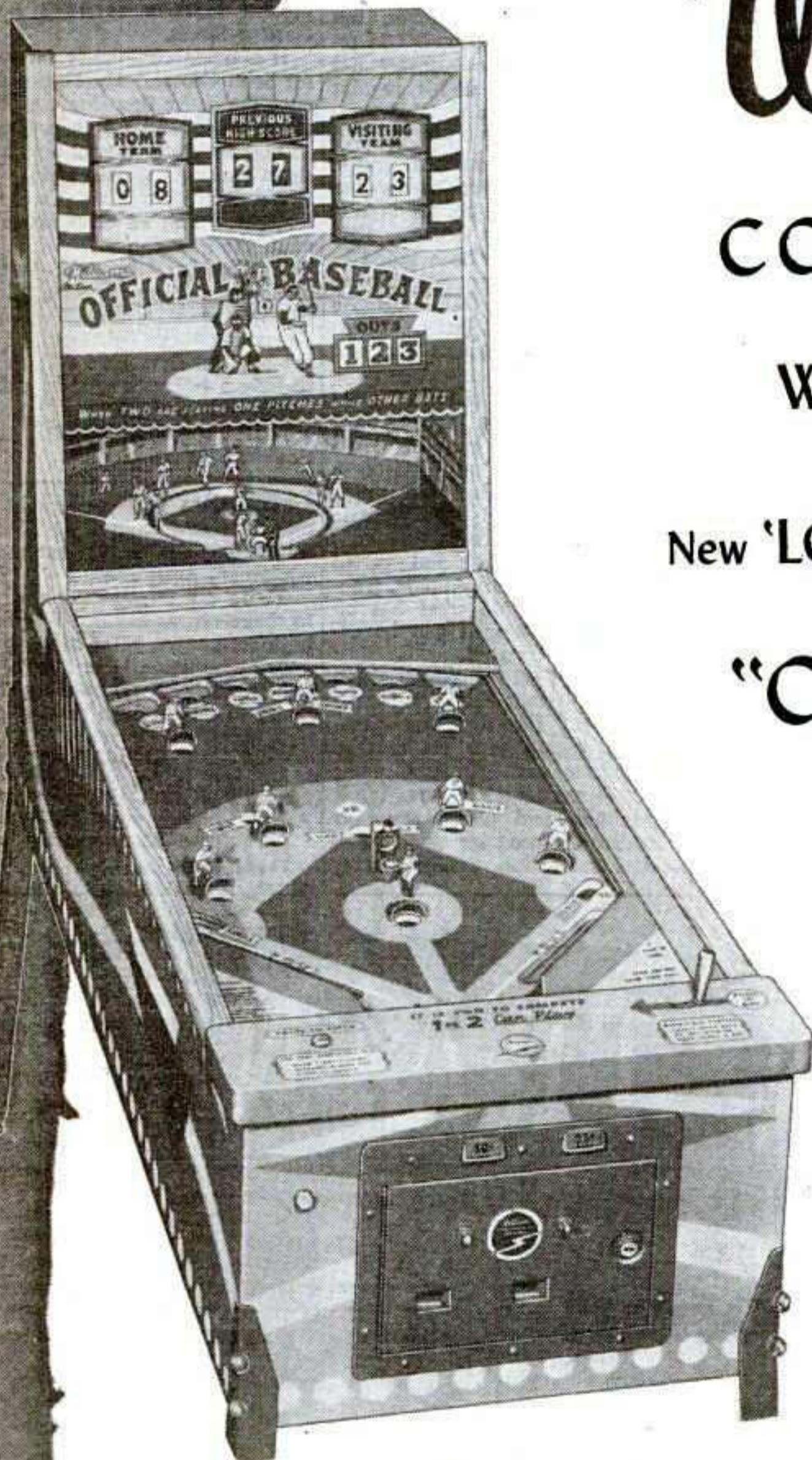
Terms: 1/3 Deposit Required

WORLD EXPORT
WESTERN EXPORT
DISTRIBUTING

Davis *Corp.*

Exclusive Seeburg Distributors

738 Erie Blvd., East, Syracuse 3, N. Y.
U.S.A.
Phone: GRanite 5-1631



We the undersigned distributors
 wish to publicly extend our
CONGRATULATIONS
 to
Williams Electronic Mfg. Corp.
 for introducing a
 New 'LOOK' and 'FEEL' in BASEBALL games
 with
"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** of Williams continuing ingenuity in Baseball game design.

- ADVANCE AUTOMATIC SALES**
1350 Howard Street, San Francisco 3, Calif.
- 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., Minneapolis 11, Minn.
- MIDWEST DISTRIBUTORS**
709 Linwood Ave., Kansas City, Missouri
- C. A. ROBINSON COMPANY**
2301 W. Pico Blvd., Los Angeles, Calif.
- 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., Miami, Fla.
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. • 4242 W. FILLMORE ST., CHICAGO 24, ILL.

Arcades Can Fizzle, Sizzle

• Continued from page 138

proved, supervised recreation spot for teen-agers and for the whole family to go for an inexpensive afternoon or evening of fun. The centers have drawn the praise of community leaders, police, PTA groups, recreation boards and the support of practically every type of community organization.

Fun While Shopping

First of the new store-area amusement game playlands was opened with a new Great Eastern Mills highway discount store in West Paterson, N. J., in late 1958. Set up by Runyon Sales of New Jersey (coin machine distributors)

in a 2,000-square-foot area at the store's entrance, it was specially designated and decorated as a coin game fun area for shoppers and their families.

Since then, many other such playlands have opened, altho, because of higher investment costs and more intricate arrangements, they do not offer as widely appealing a business venture as the recreation center-type spots. But they 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 supermarkets 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 surprising. This type of spot, with its high traffic and free-spending atmosphere, is a ready-made location for coin games.

One Philadelphia firm, Variety Vending, coin machine operators and distributors, has games spotted in over 40 bowling alleys, and most large operators have at least a few such spots. The fact that coin bowling games are widely popular today fits in perfectly with the



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 location.

The bowling alley game room is often now specially earmarked for this purpose. The operator who gets there first—when the plans for a new bowling alley are being drawn—will reap the benefits. The sales argument is an easy one—a clear percentage of the gross to the alley owner without the usual service and upkeep overhead.

Other types of operations include the "Arcade on wheels," which travels the fair and carnival circuit, setting up in a tent and moving over the ties. Such an Arcade is

often put up in six to eight hours and taken down in three to three and a half, covering as many as 20 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 stuffer 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 such 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 this barrier with Arcades, game rooms or recreation centers. While the schools and plants generally recognize the need for student and worker recreation facilities, they

Scott Crosse to 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 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 off-street 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.



ROCKET SHUFFLE

\$125.00

Reconditioned like new!

BANNER SPECIALTY COMPANY
FIFTH ST. ABOVE GIRARD, PHILA. 22, PA.
1508 FIFTH AVE., PITTSBURGH, PA.

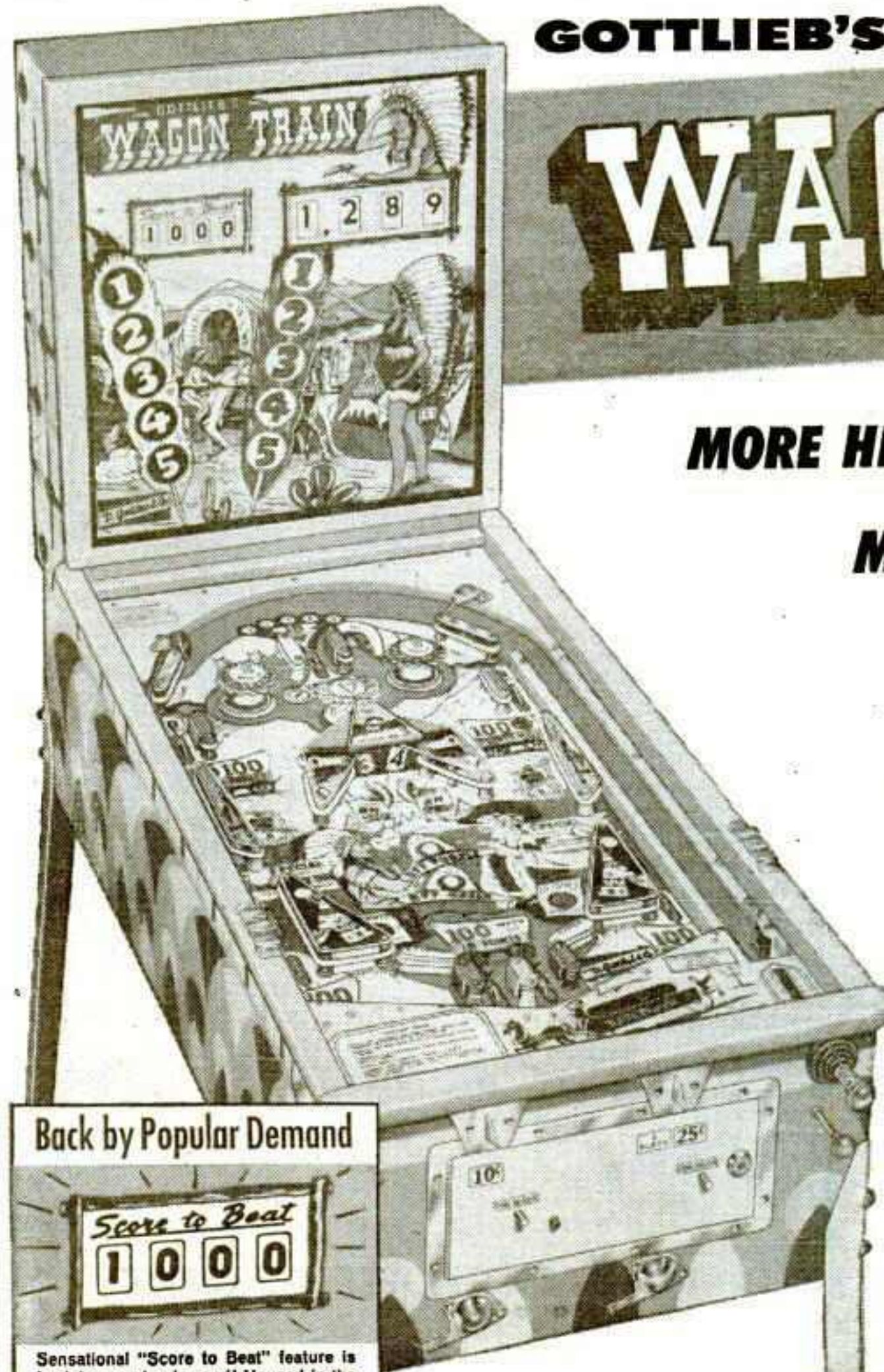
GOTTLIEB'S

WAGON TRAIN

MORE HIGH-SPEED ACTION!

MORE PLAYERS!

MORE PROFIT!



Back by Popular Demand

Score to Beat
1000

Sensational "Score to Beat" feature is back by popular demand! Housed in the light box, lights start flashing on and off when certain score is reached. Lights continue flashing until game is over.

- Lighting all numbers in Red or White Feathers scores special
- 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 • Single Player Panel Scoring
- Four places to spin Roto-Targets
- Match Feature • 2 Cyclonic Kickers
- And coin-box with locking cover

SEE YOUR DISTRIBUTOR FOR A DEMONSTRATION TODAY!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

It's Always Profitable to Operate Gottlieb Games

Collections Up 20% in Omaha

Continued from page 134

with music and legal type in doing the jobs.

The pins haven't been used in city for more than 10 years, operators relying solely on juke boxes, pool tables, shuffleboard, bowling alleys and five-balls, Singer points out.

Other Areas

Interestingly enough, the good news in Omaha haven't blanketed surrounding areas. The situation in outlying areas has been mixed and largely dependent on local conditions.

In Columbus, for example, some miles away, industry has boomed and business has been good. The city's population has climbed from an estimated 12,000 to between 30,000 and 35,000 in less than 10 years. The coin machine trade has prospered.

Other nearby areas with crop failures or declining business have been less fortunate. In many cases juke box and game collections have slipped way down, and many operators have been forced to relocate.

Big Cities

If a generalization could be made, it would be that the bigger cities have grown at the expense of the smaller towns.

Good highways and more attractive shopping areas in the larger cities have drawn people from the smaller business areas.

For distributors, in sales at least, the music business has been the big winner. "Operators seem to be looking for some new-type game to catch hold," Singer points out, "trying it slow."

Music Sales

Another Omaha juke box and game distributor, Hymie Zorinsky, echoes his feeling. While juke box collections have gone up about 20 per cent, Zorinsky says, our biggest item is music.

"Games sales seem to be slower, slightly up, but slower. Operators are looking for something new to pick up."

The operator, however, has no equipment sales worries, and collections are the only criterion. These are good. Jerry Witt, one of the city's largest music and game operators with some 150 locations, points to a better than 10 per cent hike over last year's collections, and business has been climbing for the past several years.

Pool Halls

Witt credits his pool tables as being the work horses in earning coin. "There are only three pool halls in Omaha," says Witt, "and the coin-operated pool games have made virtually every tavern into a pool hall to fill the need."

Witt says he has about 100 pool tables that average about \$20 a week (his share of gross). His music collections are about even with last year, with over-all machine average (his share) running near \$15.

Stereo, Witt feels, has not helped collections. It's just something you have to have.

Collections

Another Omaha operator, Howard Ellis, with stops in both Nebraska and nearby Iowa, says collections 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-

ators have mixed feelings about the future. Some, like Witt, are playing a wait-and-see game, concentrating on their current business. Witt feels the juke box business will earn, given good records and good equipment.

He relies on a strong program of personal contact with his locations, plus a heavy fare of new records to keep his routes on a solid footing. We'll always have taverns

and people to play music and games, he points out.

Stabilized

Some other operators, however, feel the juke box and game business has stabilized and that the so-called boom is over.

They feel collections will be good if general business conditions are good, but that the number of potential locations has leveled out. General feeling with this group is that for an operator to grow, he has to either buy more routes or diversify.

Ellis, for example, has recently entered the background music busi-

ness, feeling his juke box and game mechanical know how will hold him in good stead.

Business Different

However, while servicing has similarities, he notes, the business itself is entirely different. We cater to different locations entirely with our background installations. "So far, supermarkets and restaurants are the big users—you'd never find a juke box or game there."

The business will have to be substantially separated from our juke box and game route, he feels, yet it's a necessity for our growth.

Still other operators have turned

to cigarette vending or major vending 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 informal gatherings, operator talk inevitably turned to other sources of income with which they could supplement their juke box and game earnings.

Omaha, like other sections of the country, is eyeing the operating future carefully.

new...chicago coin's...new

WORLD SERIES



Thrilling!
NEW TYPE BASEBALL
You Must See it!
You Must Play It!

- 3 Exciting Scoring Fields . . . Left - Center - and Right Field!
- Player Skillfully Shoots for Field That's Lit! . . . 3 Outs per Game
- Added Attraction! Player Building Up 3 Home Runs Scores 3 Extra Runs!
- Added Attraction Pinch Hit Homes Runs Score 5 Extra Runs!
- Traveling Ball Action Plus Animated Players Deliver Every Thrill of Real Baseball!

Also Available in Free Play Model!

see these chicago coin's "profit winning" games!

★ QUEEN BOWLER

★ 4 GAME BOWLER

★ BULLS EYE DROP BALL

★ PLAYLAND RIFLE GALLERY

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

New 2-Way Orange Section increases play-appeal and profit

Any 2 in Orange Section
gives player free
RED LETTER GAME
with guaranteed features

3 OR MORE
IN ORANGE SECTION
SCORE AS GREEN

Simple but sensational! That's the verdict of operators with LAGUNA BEACH on location...who see the pepped-up profit produced by jucier-than-ever 2-way orange section. Get LAGUNA BEACH at your Bally Distributor today.



OK
feature
PLUS
ALL OTHER FEATURES
OF
COUNTY FAIR

Bally LAGUNA BEACH

3 FAST PROFIT HITS for every operating requirement

Beach Queens
FAST ONE-BALL PLAY
REPLAY MODEL

Island Queens
2 SHOTS A GAME
REPLAY MODEL

Tropic Queens
FAST ONE-BALL PLAY
NON-REPLAY MODEL

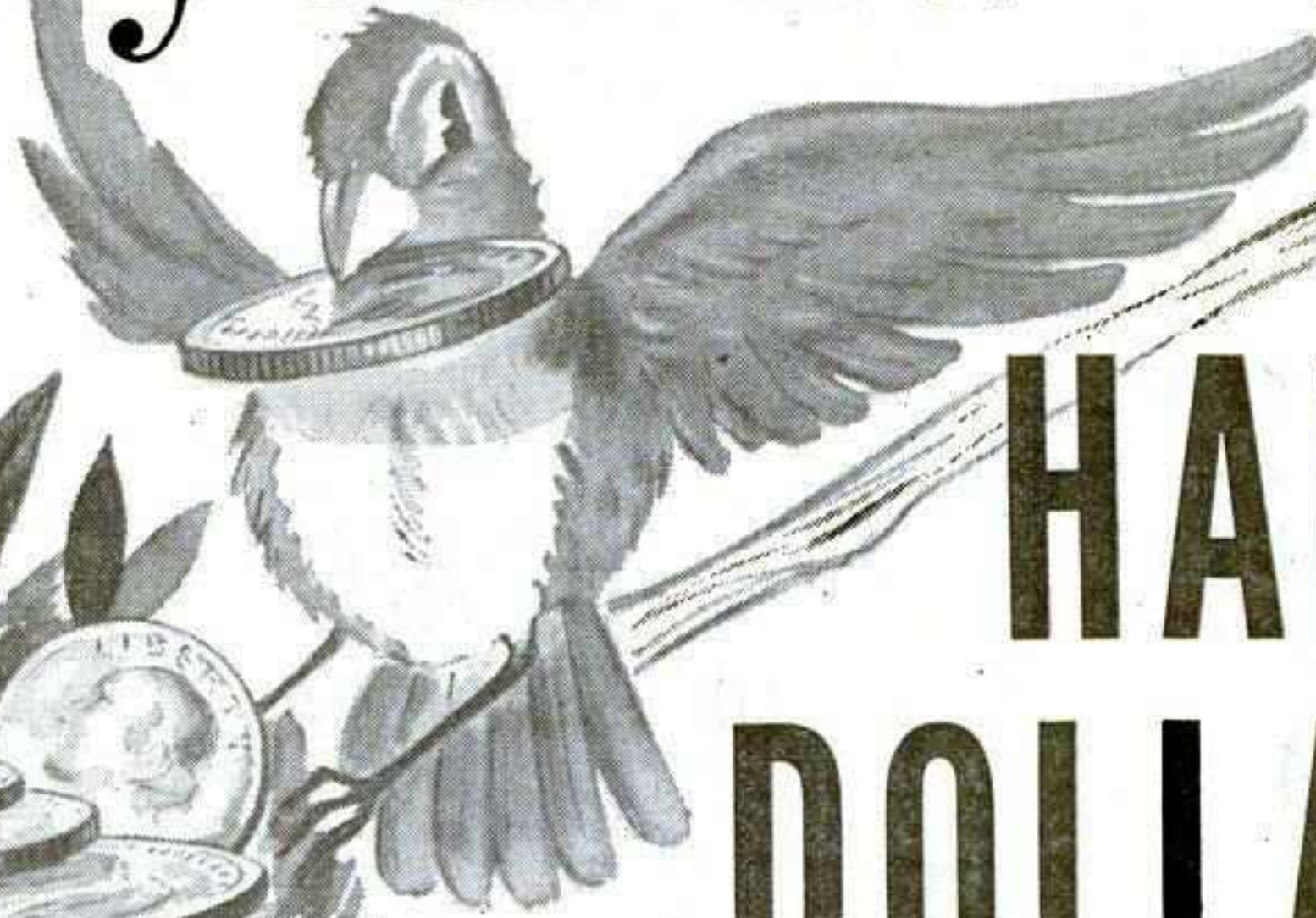


All "Queens"
equipped with
"AUTO-MISSION"
COIN-DIVIDER

New
DOUBLE FEATURE
doubles final score if Thumper Bumper hit when lit.
Popular "LIGHT-A-LADY" Scores
packed with "came-close, try again" repeat play appeal
SLING-SHOT KICKERS
insure extra lively ball-action
SPOTTING SUSPENSE
built into
KICKOUT-SAUCE

MANUFACTURED BY BALLY MANUFACTURING COMPANY, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

feather your nest with

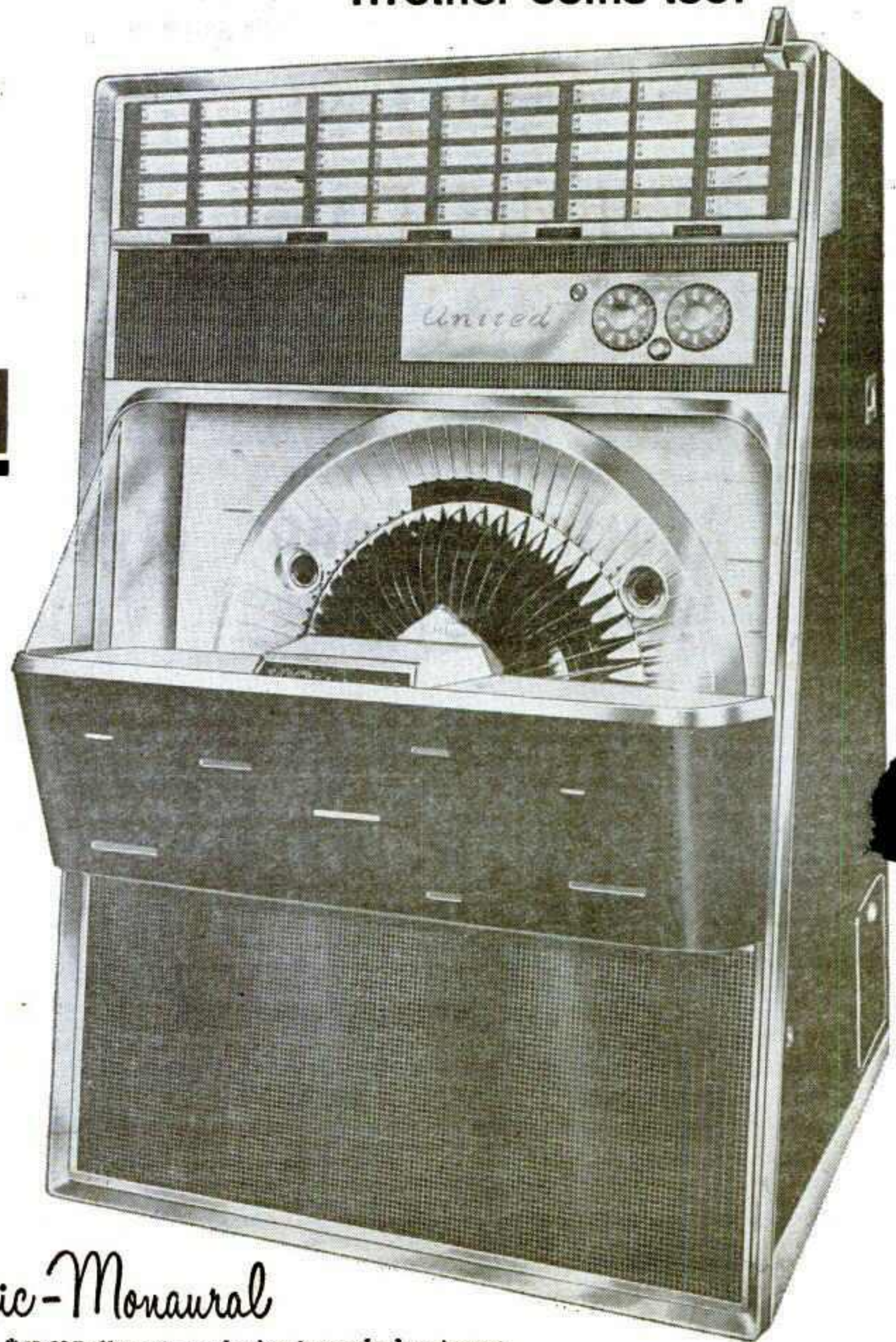


HALF* DOLLARS!

...other coins too!

operate UNITED!

Security belongs to those who plan for it. And right now... United Phonograph operators are enjoying the kind of income that will insure their security for years to come. Every day, more and more operators are switching to United. Every day, more and more locations are insisting on United. Everywhere, competition is being swept aside in favor of United, the phonograph that plays more and earns more... *much* more. Now is the time to feather your nest with an abundance of half-dollars along with plenty of other coins. Write for the complete United story today.



UNITED MUSIC CORPORATION
3401 NORTH CALIFORNIA AVENUE
CHICAGO 18, ILLINOIS
CABLE ADDRESS: UMCORP

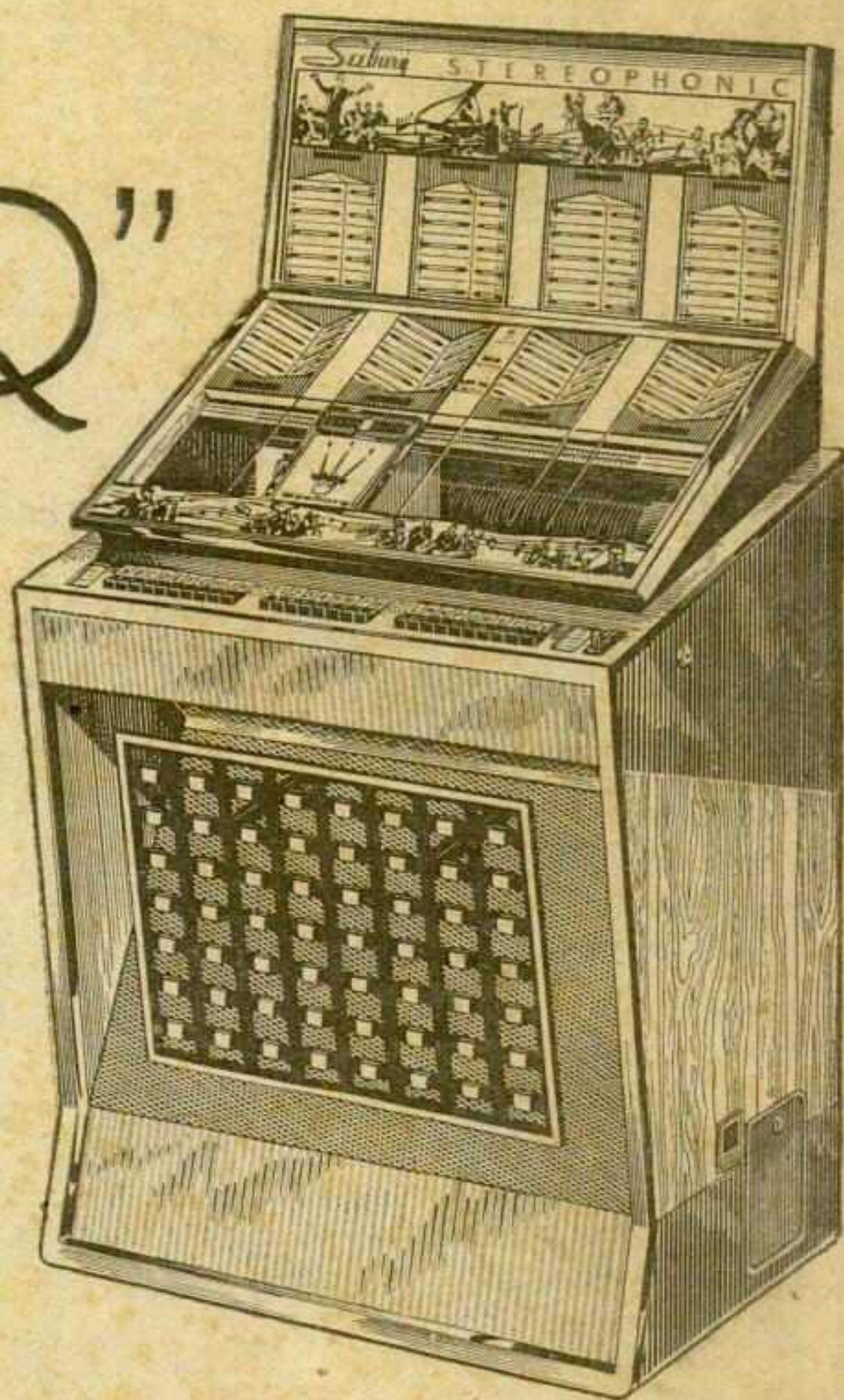
A COMPLETE MUSIC SYSTEM *Stereophonic-Monaural*

**Half-Dollar coin-mechanism is standard equipment*

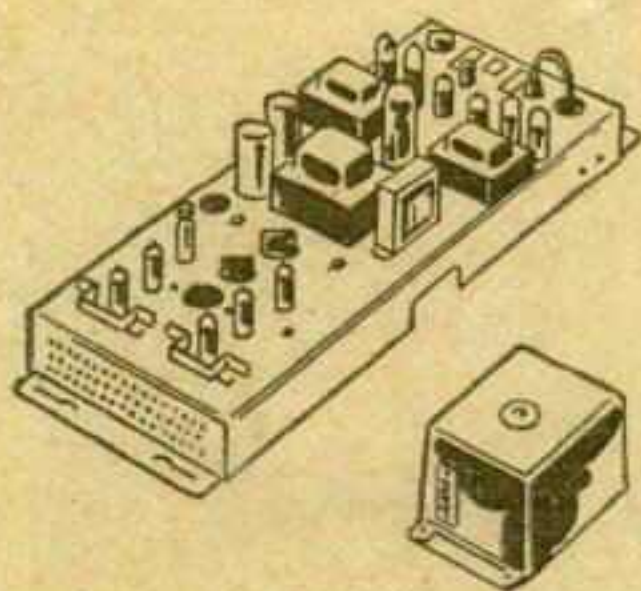
Attend the M.O.A. Show . . . You May Win a New United Phonograph

IT'S
EASY
TO ADD
FULL
STEREO
TO
THE
SEEBURG "Q"
MODEL

Seeburg 1960 Model "Q" monaural phonographs are *basically stereo*. The stereo stylus and stereo pickup are standard equipment. That's why you can add full stereo to monaural models quickly and inexpensively.



THIS IS ALL YOU NEED TO DO



Remove the plate on the monaural amplifier and install this Channel 2 side of the amplifier. Now you have a stereo amplifier.

Connect the stereo network unit and mount it inside the cabinet.

When you buy Seeburg, you protect your investment against future obsolescence.

SEEBURG
THE SEEBURG CORPORATION - CHICAGO 22, ILL.

America's finest and most complete music systems

