

The Billboard

This Week in the Center-Fold Section
SUMMER PROGRAMMING QUARTERLY
TODAY'S TOP RECORD TALENT
ANNUAL JAZZ SECTION

PF 50 C
 FRANCIS C LAUDA
 118 MIDDLENECK RD
 PORT WASHINGTON L I N Y
 0531 00516 99 R 67801206

JUNE 27, 1960 **THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY**

Victor Leads 'Hot 100' Sweepstakes

Snares 14 Top 50 Disks at Half-Way Mark; Col., M-G-M Tie for Second Slot

By **BOB ROLONTZ**

NEW YORK—RCA Victor led the field for the first six months of 1960 with more single records in the top 50 of The Billboard's "Hot 100" chart than any other label, with a total of 14. Following on the heels of RCA Victor were Columbia Records and M-G-M Records, both with a total of 10 singles in the top 50 from the period January thru June, 1960.

A total of 148 records bounced into the top 50 of The Billboard's "Hot 100" in this six-month period, from a total of 64 different labels. This is a higher figure than in any similar six-month period over the past three years, on both the number of records and the number of labels. This would indicate that neither the payola probes nor the slow singles business halted or even altered the spate of singles record releases every week. It would also indicate that the singles record business continues to grow wilder even in the face of slow single sales.

It is important to note that the number of singles a record firm may get into the top 50 listing in The Billboard does not necessarily reflect total sales. One company may have one record on the charts that sells 1,000,000 (such as Presley's "Stuck On You"), and another firm may have four on the charts that only sell 200,000 each. But obviously the more activity any label can get on its artists the more chance there is to break a record thru for a big one.

Mercury Runs Third

After Victor, Columbia and M-G-M, the order of firms for the six-month period with records in the 50 was as follows: Mercury 8, ABC-Paramount 6, Cadence 5, Capitol 5, Decca 4, Atco 4, Top Rank 4, Dot 4, Jamie 3, Imperial 3, Carlton 3. Companies with two records on the top 50 were Laurie, Cub, End, Coed, Roulette, Challenge, Cameo, Guaranteed, Dolton, Vista, Swan, Chancellor, Warner Bros., United Artists and Big Top. Labels with one record in the top 50 of the "Hot 100" were Alton

Judd, University, Shad, Era, Vee-jay, Anna, London, Epic, Warwick, Chess, Atlantic, Liberty, Hi, Old Town, Fire, Brunswick, Rita, Amy, Canadian-American, Donna, Brent, Phillips International, Minit, Ace, Goldisc, Keen, Federal, Verve, Calico, Argo, Lute, Soma, Madison, Monument.

Separate Listing

(Many of the labels named above are subsidiaries of other labels, such as Cub, a subsidiary of M-G-M, and Atco, a subsidiary of Atlantic. However, for this six-month report, all labels are listed separately.)

It is interesting to note that artists, 28 to be exact, have been able to come up with two or more strong selling records that have landed in the top 50 of the "Hot 100" during the first six months of 1960. Five artists have actually hit the top 50 with three big-sellers in this period. They are Duane Eddy (Jamie), Brook Benton (Mercury), Tommy Edwards (M-G-M), Bobby Darin (Atco), and the Everly Brothers (Cadence-Warner Bros.)

Artists who have had two records on the chart so far in 1960 have been: The Crests (Coed), Conway Twitty (M-G-M), Jimmy Jones (Cub), Jimmy Rodgers (Roulette), the Four Preps (Capitol), Dion and the Belmonts (Laurie), Bobby Rydell (Cameo), Connie Francis (M-G-M), Lloyd Price (ABC-Paramount), Sam Cooke (RCA Victor), Paul Evans (Guaran-

(Continued on page 36)

MONO 33 SINGLE NO NEGATION OF FALL PRICE CUT

NEW YORK—In view of the interest on the part of many record labels in the forthcoming seven-inch monaural 33 single record (The Billboard, June 20), many traders have been asking whether the possibility of a price cut on singles has been shelved by manufacturers. This is not necessarily so. It is known that several majors are now conducting in-depth studies on the monaural 33 single to see if it can be brought out in the fall at a price considerably lower than 98 cents, the current 45 monaural single price. (See separate story, this issue.)

It is no secret that last year RCA Victor was seriously considering a deep price cut for 45 r.p.m. disks. But some Victor execs had come to the conclusion that if Victor did lower the list price, it would not be economically feasible to bring out a record for less than 69 or 79 cents. A price of 49 cents, it was felt, would require the sale of more records than could be reasonably conceived, in order to make a profit. The firms considering a price drop for the monaural 33 single are also thinking in terms of 69 or 79 cents.

There has been one deep price slash to date on the stereo 33 single. Columbia Records, which introduced the stereo 33 last year, issued one record at a special price of 33 cents. This contained a Johnny Mathis waxing on one

(Continued on page 78)

Mono 33 Single Can Spur 1-Speed Industry Thinking

Col., Victor Mull Capitol's Lead; Sympathetic Viewpoint Foreseen

By **REN GREVATT**

NEW YORK—Capitol Records' avowed intention to release 33 speed monaural singles to the retail market has produced a considerable stir on the diskery front here. Despite a lack of evidence of clear-cut planning on the part of other record companies, there appears to be an undercurrent of sympathy for any steps which might lead to eventual one-speed industry.

Among the major companies, no plans have been announced as yet for following suit. Columbia and Victor are known to be giving the matter thought. Decca, on the other hand, appears to have little interest until such time as a clear demand for the product is indicated.

Regarding Victor, it is known that the top exec brains of the firm have for some months been engaged in broad study of the problem of singles. The thinking has been identified not only with matters of speed, but with price structures as well. Beyond this, there has been much study of buying habits of single record customers.

Price Structure

On the matter of price, it is known that considerable attention has been devoted to the idea of a healthy cut on singles. Originally,

(Continued on page 36)

By **LEE ZHITO**

HOLLYWOOD—A chorus of consent favoring seven-inch, 33 1/2 r.p.m. singles last week reverberated thruout the record industry here with a number of coast-based labels preparing to issue their singles in small LP form.

Unanimous approval of the seven-inch LP concept swelled following The Billboard's disclosure (see June 20 issue) that Capitol will release selected 33 1/2 r.p.m. monaural and stereo singles simultaneously with their 45 r.p.m. counterparts. Firms jumping aboard the seven-inch LP bandwagon include Del-Fi, Imperial, Liberty and Verve, with indications that others will join the line-up in the near future. The four firms plan to hit the market with 33 1/2 singles before fall while continuing their 45 releases.

Del-Fi prexy Bob Keene said he's convinced labels are suffering the loss of countless thousands of singles sales to adults who refuse to bother with adapting 45's to their LP players. As a case in point, Keene said that Del-Fi's "Roll Call Company J" was a single with stronger adult appeal than to youngsters and therefore would have enjoyed a far greater sales return had it been issued in the small LP form. He said he will select only those singles with adult interest for the addition seven-inch LP release.

His first — and it may become the industry's first — is scheduled for release within two weeks.

(Continued on page 36)

NEWS OF THE WEEK

ARMADA Starts Fight on Bootleggers; New Indictment Noted in New Jersey . . . Developments of the week on the bootleg record front included the hiring of legal counsel by ARMADA to investigate and bring offenders to trial; the exposition of new views on the application of the Copyright Law on the problem, and the returning of additional indictments in Newark, N. J. . . . **Page 2**

Splurge of "Covers" Hits Market; Seen as Safest Kind of Release . . . Record men are responding to the so-called "singles problem" by putting out "safe" records. Regarded as the safest kind of record is the cover, and a check of charts and disk releases shows the heaviest cover activity in several years, with as many as three versions of the same tune making the charts simultaneously. . . . **Page 2**

Am-Par Distrib Meet Sparks Orders; War on Bootleggers . . . Orders in excess of \$1,000,000 were written up during the ABC-Paramount distributors' convention in Hollywood, Fla., last week on the combined new LP product introduced by ABC-Paramount, its subsidiaries Grand Award and Command, and the lines Am-Par distributes—

Chancellor, etc. Special discounts and bonus deals were offered on the various packages. During meet, Enoch Light, Grand Award - Command prexy, and Am-Par prexy Sam Clark outlined plan for war on disk bootleggers. . . . **Page 3**

Newport Festival to Open Al Fresco Jazz Season . . . The curtain goes up this weekend on the first, and the biggest, of the outdoor jazz festivals when Newport opens its gates at Freebody Park Thursday, June 30. . . . **Page 3**

DEPARTMENT AND FEATURES

Amusement Park	83	Music	2
Operation	83	Music Pop Charts—	
Arena, Auditorium	84	Top LP's	30
Newsletter	84	Honor Roll of Hits	36
Audio Products	20	Hot 100	38
Bulk Vending	101	Tomorrow's Tons	39
Carnival Confab	91	Hot C. & W.	40-B
Circuit Trouping	86	Hot R. & B.	40-D
Classified Ads	92	Music Record Reviews—	
Coin Machines	101	This Week's LP's	41
Fair-Exhibition	85	Singles	39-40-A
Management	85	Radio	2
Final Curtain	88	Roller Rumbles	84
Hot 100	38	Routes	80
Letter List	101	Show News	80
Merchandise	98	Talent on the Road	82
		TV-Music-Radio	2

IN THE MARKET FOR SEA LIONS!

CALIFORNIA SEA LIONS — ALL SIZES. Top quality only. Feeders and semi trained. Ocean Aquarium, 1113 Strand, Hermosa Beach, Calif.

Livestock like this, plus all types of equipment and supplies, are advertised in The Billboard's Classified Section each week.

"The Gathering Spot for Thousands of Buyers and Sellers Every Week."

Anti-Disk Bootleg Battle Lines Dig In

New N. J. Indictment; ARMADA Funds Pledged; Legal Wheels Grinding

NEW YORK — The week's developments on the bootleg record front included an additional indictment by the Essex County Grand Jury in Newark, N. J., the entry of ARMADA on an active basis on the bootleg scene, and additional reflections on the part of some legal men, regarding the possible application of the Copyright Law on the matter of counterfeiting and bootlegging of records.

ARMADA has acquired the service of the Philadelphia law firm of Blanc, Steinberg, Balder and Steinbrook, to aid in investigations of bootlegging and helping to bring offenders to prosecution.

In a statement in this connection, Art Talmadge, recently elected proxy of ARMADA, disclosed that ARMADA has pledged funds for this purpose. It was understood the initial amount pledged was \$50,000. Talmadge also noted: "ARMADA will seek to prosecute criminally and bring civil suits against those who traffic in bootleg and counterfeit records, right up to the dealer, under applicable federal and State laws."

Heading up the disk bootleg investigatory team from the Philadelphia law firm is Sigmund H. Steinberg, assisted by another member of the firm, Morton S. Gorelick. Steinberg underscored the point made by Talmadge regarding the chain of marketing. "We have every intention of going after any dealers who handle this merchandise," Steinberg declared. "We intend to prosecute them. They are just as liable as the man who sells them."

Charles Seton, attorney for Laurie Records, who has become active on this scene since Laurie, in New Jersey, took issue this week with those who say there is no federal legislation with application to bootlegging.

Seton pointed to Section 104 of the Copyright Law, which holds that anyone who wilfully com-

mits an infringement of a copyright for profit is guilty of a misdemeanor. In the view of some, including Seton, this part of the Copyright Act would have application, since a label can be copyrighted. The penalties for a conviction in this case would be imprisonment of not more than a year and a fine of not less than \$100 and not more than \$1,000 or both.

Meanwhile, in Newark, N. J., Sidney Mittleman was indicted last Monday (20) by the Essex County Grand Jury. The four-count indictment charged Mittleman with having "unlawfully vended" phonograph records having forged and counterfeited stamps and labels to Vogel Record Center; Automatic Music Service, a juke box operator; Market Merchandisers, Inc., and Murray Graber.

MUSIC POSTAL BILL READY FOR IKE'S PEN

WASHINGTON — The House - passed postal bill to put sound recordings, as well as published music in sheet or book form, under special fourth class rates for cultural material, passed the Senate last week, and needs only the President's signature to become law. The bill's passage writes "finis" for this session to efforts by Rep. Torbert MacDonald to have the rock, or pop tunes excluded from the special "cultural material" rates. (See The Billboard, June 13, 1960.)

At the same time, an administration bill to raise all postal rates, including the fourth class rate, has so far been effectively bottled up in the House Post Office Committee, by a majority vote which went against its chairman Tom Murray, who is backing the rate raise. Legislation appears dead for this session.

Merc Adds 3 Staffers to Field Force

NEW YORK — Mercury Records has added three new staffers to its field staff — Alan Wolk, George Hayes and Eddie Lambert.

Wolk, formerly Southern regional sales manager of Verve, takes over the same post at Mercury, replacing Shelby Singleton, who will devote most of his time to Southern division artist and repertoire duties for the label.

George Hayes, recently with London Records, replaces Chet Woods as Eastern regional sales manager, headquartered in Boston. Woods was upped to the post of Mercury Distributors, Inc., veepee this month.

Lambert takes over Clark Geartner's spot as promotional manager for Mercury in the Florida territory. Geartner has resigned to start his own business.

Pressers Set Meet on RCA Competition

Victor Custom States LP Price More Than 30c

NEW YORK — Custom division of RCA Victor last week denied that it was quoting a price of 28-30 cents for 12-inch LP's during its summer program. While not quoting figures, it indicated that the prices were beyond that figure. Meanwhile, however, indie pressing plants scheduled two separate meetings to discuss what tactics to take with regard to RCA Victor competition.

The Independent Record Manufacturers Association, representing pressing plants, sound studios, and suppliers, will have a meeting of its executive board Wednesday (29). A meeting of the full membership has been set for July 12, to discuss the same matter. The Association stated its members did not agree with RCA Victor's statement re its prices.

RCA Victor noted that its press- (Continued on page 16)

House Action on Harris Bill Pends

Scheduled Debate Sidetracked by Harris Blast at Knight, Time, Life Publications

WASHINGTON — The House vote on the Harris anti-payola and broadcast reform bill had still not been taken as of The Billboard's deadline last Friday (24). The bill, if passed, would revise sponsorship identification in the Communications Act to allow airing of free records without announcement, and would provide penalties of suspension and fines for delinquent broadcasters. The bill would still need a Senate vote to become law, in the brief time left before a weary Congress staggers to July adjournment.

Debate and vote on S. 1898,

a Senate-passed bill amended by Committee agreement to include the Harris broadcast reform provisions, had been scheduled for Thursday (23) in the House, but Harris took up the closing hour and a half in an impassioned blast at the Knight newspapers, and Time-Life Publications for their recent allegations that Harris and other congressmen had drinking tabs paid at taxpayer expense as "food" items during a return trip from Antarctica, at a Hawaii stop-over.

Harris won standing applause (Continued on page 16)

Victor Issues Stereo Singles

NEW YORK—RCA Victor will release a new line of stereophonic singles drawn from the firm's best selling albums.

Fronting the new line are "Route 66" and "You Came a Long Way From St. Louis" by Perry Como; "Tennessee Waltz" and "Goodnight Irene" by Chet Atkins; "You're Driving Me Crazy" and "Taking a Chance on Love" by Perez Prado; "Daddy" and "Stardust" by Pat Suzuki; "Blues for Mother's" and "Spook" from the Hank Mancini Peter Gunn album; "I Remember It Well" and "I Could Have Danced All Night" by singing stars from the Lerner and Loewe package; "Day O" and "Jamaica Farewell" by Harry Belafonte among others.

The stereo singles are packed in full-color sleeves which can be inserted into existing pre-paks.

PLAYING IT SAFE

Boom in Cover Disks as Versions Mushroom; Double-Up on Charts

By REN GREVATT

NEW YORK—At a time when the disk geniuses are supposed to be desperately seeking a new sound and a different gimmick as the solution to what has come to be known as the "singles problem," the fact is that everybody appears to be making "safe" records. The "safeness" in this case appears to be equated in terms of cover rec-

ords. In a word, rarely have cover records been so prominent. Beyond this, it is a rarity indeed to note the success on the charts of as many as three versions of the same song.

In addition, it's to be noted that below the level of actual chart success, a number of tunes have picked up as many as five different versions in a matter of only two weeks.

At the chart level it can be noted this week that the song, "Look for a Star," has made the grade in three different performances. Leading the pack is Dean Hawley on Dore (68) followed by Billy Vaughn on Dot (73) and Garry Mills on Imperial (78). Add to this readings by Garry Miles on Liberty and Mickey Como and Glenn Stuart on Laurie, neither of which have yet made the grade.

Another prominent example is the revival of "There's a Star-Spangled Banner Waving Somewhere," in terms of an ode to the Soviet-captured, U-2 pilot Francis G. Powers. The tune, written by Red River Dave, has reached its second stage of hitdom via a ver-

sion by Savoy by the writer himself. It is understood that this master was acquired by Savoy prexy Herman Lubinsky after others had turned it down. But today it's the leader of five versions, in the 89 spot of the Hot 100.

Others are by Tommy Dee on Challenge, Betty Johnson on Coed, Jack Rivere on Shasta and a new reading this week by Mac Wiseman on Dot. Wiseman elected to perform the original lyric of the song.

Probably the hottest example of the moment of two different versions of a tune going big is that of the tune, "Alley-Oop." This week on Lute Records the Hollywood Argyles, the first group out with the novelty, showed up in No. 3 spot. Following closely in the 16th slotting are Dante and the Evergreens on Madison.

The German tune, "Banjo Boy," has three versions, all of which have showed on the charts. Last week the Art Mooney reading on M-G-M was in the 100 spot. This week the original version by Jan and Kjeld on Kapp leads the way (Continued on page 14)

Contemporary to Decca Distrib In Chicago Market

HOLLYWOOD — Les Koenig's labels (Contemporary, Good Time Jazz, California Stereo, Society for Forgotten Music) have appointed Decca Distributing as their Chicago distributors. Since Decca already represents the Koenig firms in other Midwestern markets, the addition of Chicago brings the entire Midwestern territory into the Decca fold. Approximately 24 other distributors will continue to handle the Koenig lines in the remaining U. S. areas.

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 _____

Occupation _____

Company _____

Address _____

City _____ Zone _____ State _____

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 Zhitto... 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: CEntral 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

Music Adv. Sales Dir. ... Dan Collins, N. Y.
Music Adv. and Prom. ... Andrew Caida, N. Y.
Show News-Mdse. ... Robert Kendall, Chicago
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. Second-class postage paid at Cincinnati and at additional entry office. Copyright 1960 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5; The Billboard International; Puppets, the monthly magazine of amusement management; and High Fidelity, the magazine for music listeners. 19

Printed by WORLD COLOR PRtg. CO., St. Louis Vol. 72 No. 26

AMERICAN MUSIC FILLS RED EARS

USIS Officer Cites Pop Music As Core of Service Program

By OMEP ANDERSON

EAST BERLIN — In Budapest cafes juke boxes play American hit tunes — in some cases in competition with gypsy violinists. In Poland cellar clubs have been established for American jazz, and in Mother Russia dog-eared Elvis Presley disks are bootlegged.

Here in East Berlin you can go to the East German capital's only night club, the "Melodie," and hear little played except lightly Red-calcimined American hit tunes.

A few years back the Communists were labeling American pop music as "decadent," the cultural counterpart of chewing gum, blue jeans, and cola drinks. But the Reds were never able to make the ban stick, and today all pretense of prohibiting American music has been dropped behind the Curtain.

East Berlin is the staging area for Communist travel to the West — the Communist travel crossroads between East and West. And as Communist you meet here no one seems not only willing — but ever eager — to discuss American music, preferably pop music.

It was at the Budapest, a ritzy Red restaurant on East Berlin's Stalin Allee, that a young Hungarian engineer grasped me by the coat lapels, towed me to a corner table, and there admonished me: "Now we are going to talk music—your American pop music. My English is good enough; I practice listening to the BBC and the Voice of America."

In Moscow, American modern music coexists with Soviet modern music at concerts conducted under the U. S.-Soviet cultural exchange agreement — concerts, incidentally, that are sold out weeks before the date.

American disk producers may harvest as high as \$150,000,000 in 1960 from foreign sales of records originating with American artists.

U. S. diplomatic officials in West Berlin are jubilant over the rocketing popularity of American pop music. For years they have had to take brickbats from foreign critics, friend as well as foe, who sniffed that "Americans may be generous and all that, but, culturally, you're barbarians, and let's face it."

A veteran U. S. foreign service officer, apprised of the young Hungarian engineer's fascination with American pop music, agreed, "Our music has suddenly become the core of the U. S. information program. It is making more friends for us — on either side of the Curtain — than any other single

feature of the USIS program. It's amazing, and all the more so because our pop music has caught on so unexpectedly fast."

The U. S. Information Agency reports that there is literally hardly a corner of the world where American-inspired or exported records are not bought in quantity.

(Continued on page 16)

Am-Par Seeks Promo Cash Safeguards

HOLLYWOOD, Fla. — In a move to make promotional allowances payola-proof, ABC-Paramount prexy Sam Clark asked his distributors to sign a special agreement during Am-Par's national distributors' meeting here last week.

The letter required the distributor to "warrant, represent and promise that any promotional allowance granted them by Am-Par and any monies realized from any records given free of charge or at a reduced price shall be utilized to defray accepted promotional costs... displays, newspaper ads, etc.

The distributors were also asked to promise not to utilize any such records "by giving or offering to

(Continued on page 16)

Rene on NARAS Board

HOLLYWOOD — Henri Rene was named to the National Academy of Recording Arts and Sciences' Los Angeles Chapter Board of Governors replacing the recently resigned Billy May. Other NARAS developments include continuing efforts by the LA and New York chapters to develop a national constitution for the Academy. One of the points in the constitution calls for the creation of a board of trustees to serve as a national governing body.

Swindle Sheet Crackdown Looms

Legislation Would Kill Tax Deduction For Entertainment in Expense Accounts

By MILDRED HALL

WASHINGTON — The music and entertainment world was jolted last week when the Senate approved the Clark legislation to kill tax deduction on entertainment, gifts beyond \$10 per year per recipient, and social or sporting club dues in "swindle sheet" items heretofore allowed as necessary business expenses.

Food and liquor would still be deductible items on the employee expense account, in the Clark amendment to a House-passed bill extending corporate and excise taxes for another year (H. R. 12381). However, even these, in exorbitant amounts, would come under the careful scrutiny of Internal Revenue Service, in its new get-tougher policy on reporting ex-

Am-Par Distributors Hear Plans For War on Bootleggers

Will Set Up Full-Scale Investigation

By JUNE BUNDY

HOLLYWOOD, Fla. — A plan for a full-scale private investigation of disk bootlegging, trans-shipping, and the need for more aggressive selling were the main topics up for discussion at ABC-Paramount's annual national distributors meeting here last week (June 20-24).

Many distributors present lamented the fact that bootlegging of disks has become so widespread that it is beginning to have a serious effect on their business, and some opined that the current "semi-recession" in the record business was sparked by bootlegging and trans-shipping practices.

In line with this, Enoch Light, prexy of Am-Par's new subsidiaries Grand Award and Command, and Am-Par's prexy Sam Clark are jointly readying a private investi-

(Continued on page 18)

AM-PAR PUSH

Teen Idols Get Special Promotions

HOLLYWOOD, Fla. — ABC-Paramount has set special LP promotions for its three top teen-aged stars — Paul Anka, Fabian and Frankie Avalon. Latter two, of course, are on Chancellor which is distributed by Am-Par.

The "Paul Anka Swings for Young Lovers" album features a special package containing the album and a framed picture of Anka, which is wired to a shadow-box so that it may be used as a night light.

The "Spectacular" picture-LP package — available in monaural only—retails at \$4.98. Distributors are offered a deal of one free LP with every six. The LP alone will also be made available at the regular

(Continued on page 18)

Meet Sparks Huge Disk Orders

HOLLYWOOD, Fla. — Disk orders in excess of \$1,000,000 were written up by ABC-Paramount, its subsidiaries Grand Award and Command, and the lines it distributes — Chancellor, etc. — during the firm's national distribution meeting at the Hotel Diplomat here last week.

The orders were taken on 12 new ABC-Paramount albums, seven new Chancellor packages, five new Grand Award LP's and four new Command albums — as part of Am-Par's over-all sales program for its new fall LP line. Push is tagged "The Big Fifth," in keeping with the label's celebration of its fifth birthday.

The ABC-Paramount - Chancellor plan (see story elsewhere for Command - Grand Award sales

(Continued on page 18)

5-DAY SWING

Jazz Fiesta to Be Newport's Biggest

By BOB ROLONTZ

NEW YORK — The biggest, swiftest jazz festival season of all time will be kicked off this weekend when the sixth annual Newport Jazz Festival opens on Thursday for a five-day stand. It is the longest Newport Jazz Festival booking ever—other years the NJF only ran three or four days—and is expected to top all other jazz clambakes both in coin and in attendance.

This year's NJF is promised to be a more musically serious and less gimmicky festival than those of the past three seasons, which will please the critical fraternity no end, even if it does not please the young audience. Reason for the shift is that the Newport Festival Board feels the NJF was straying too far from the pure jazz fields

into peripheral types of music.

Altho there were some casualties in summer jazz fest last year, notably the Playboy Jazz Festival in Chicago and a few others up New England way, new ones have come along this year to replace them. A sort of a pre-summer season jazz clambake was put on most successfully in New York's Madison Square Garden early in June by The New York Daily News and George Simon. And Sid Bernstein is presenting a jazz festival in Atlantic City, the first of its kind in the Jersey resort. The big-time festivals such as French Lick, Ind., and Monterey, Calif., are back this summer bigger than ever.

When the Newport Jazz Festival opens in the Rhode Island resort

(Continued on page 16)

Rose Wins New Credits

NEW YORK — Billy Rose won additional performance credits on a number of the songs he co-authored with key writers in a case decided by the ASCAP Board of Review this week. Decision was handed down June 22. Rose brought the case up to the Review Board on a group of tunes, requesting that the performance credits for songs which he wrote with collaborators be divided between them according to their proportionate share of royalties signed by all of them with the publishers of the songs, according to the rules set up by the writer's classification committee in a letter dated August 2, 1951.

In this letter, then-President Otto Harbach noted that credits would be divided 50 per cent to the composer or composers of the music collectively and divided equally be-

(Continued on page 18)

Command Sets Distrib Deal

HOLLYWOOD, Fla. — Enoch Light, prexy of the Grand Award-Command labels — Am-Par's new subsidiaries — presented a plan here last week at the Am-Par distributors' convention, whereby distributors will receive a 25 per cent bonus (a one-for-four deal) on the entire Grand Award catalog including five new LP releases for July. Only package not included in the deal is a two-LP piano set.

The plan also includes special incentive for distrib salesmen — a 5-cent bonus for every monaural sale and a 10-cent one for every stereo. The plan is set up to cover a three-month period—July 18 thru October 18.

If a distrib meets or exceeds his allocated sales goal for the first month, he may order on the same bonus arrangement for the following month. The same rule applies to the third month of the campaign.

Grand Award - Command sales chief Loren Becker said that originally they had not planned to allow any discounts on the Command label. However, because of cut-price competition from bootlegged

(Continued on page 16)

Victor Maps Big Belafonte Campaign

NEW YORK—The heavy promotional guns of RCA Victor are being brought to bear behind a merchandising campaign centered on the LP catalog of Harry Belafonte.

The campaign takes as its theme "The Many Sides of Belafonte" and carries with it special promotional and merchandising features for dealers and passed down from distributors.

A special sampler-type LP that carries the "Many Sides of Belafonte" title contains excerpts from all of Belafonte's LP's is also being included. This is being sent to reviewers and radios along with a special press kit that includes feature stories, artist bio, column items and photos.

On the dealer level special Belafonte emphasis is being applied thru a three-bin Belafonte rack with headline that carries the special promo theme.

Garner-Columbia Fireworks Flare

NEW YORK — The hassle between Erroll Garner and Columbia Records erupted into a full-fledged battle this week. The Garner forces, in the person of his manager Martha Glaser, made a motion in the Supreme Court of the State of New York for a restraining order against the issuance by Columbia of a Garner album titled "The One, The Only Erroll Garner." Hearing on the motion was to be held Wednesday (29). Reason for the motion, according to Miss Glaser, was that the release of the album was unauthorized, since she claimed that Garner had not approved the album cuts as per his contract. In addition, Garner, again according to his manager, was supposed to have all tapes returned to him at the end of his contract, and Miss Glaser stated that the contract was ended because Columbia had allegedly breached

it. Action was also started by the Garner side this week against Columbia for alleged breach of contract.

On the Columbia side officials there denied all charges by Garner and Miss Glaser. They the contract called for, and he, not they, had breached the contract by refusing to record for the past year or so. According to Harvey Schein, legal exec at the firm, Columbia was going ahead shipping the Garner album (the first Garner set released by Columbia in almost a year) in spite of the motion. He said Columbia would reply to the request for an injunction in court on Wednesday and would also defend itself against the breach of contract charge.

The estrangement between Garner and Columbia goes back almost two years, since Garner stopped recording for the label. (His original five-year pact was signed in 1956 and was to run to mid-1961.) Altho both sides met many times in the intervening months, no way could be found to bring the sides together. Meanwhile, Miss Glaser has been actively talking to other diskeries about a new contract, and it is believed that one large firm is close to signing the pianist. According to Miss Glaser, the first new release by Garner in almost two years will be issued shortly, and will be a live recording of one of his summer concerts.

Decca Slows Singles Issue

NEW YORK — Decca and Coral Records have suspended release of any new single records for at least one week, and possibly longer, according to Sydney Goldberg, vice president of sales for Decca Distributing, due to "unprecedented sales activity on the many singles released within the past few weeks."

Extensive effort has been placed on a planned release schedule of Decca, Coral and Brunswick product, according to Goldberg, with the accent placed on fewer releases each week and strong concentration by the sales and promotion department per release.

Coral and Brunswick releases currently generating excitement in the Park Avenue headquarters of the Decca family are disks by the McGuire Sisters, Billy Williams, Nick Noble, the late Buddy Holly, and Pete Fountain.

On the Decca side, creating a stir are platters by Brenda Lee, Carl Dobkins Jr., Bob Beckham, Earl Grant, Roberta Sherwood, Bobby Helms and the Kalin Twins. In the country genre, disks by Bill Anderson, Ernest Ashworth, the Wilburn Brothers, Roy Drusky, Carl Belew and Ernest (play it Billy Bird) Tubbs, are also creating interest, according to Goldberg.

Shapiro to Col. Int'l A.&R. Post

NEW YORK — Nat Shapiro has been appointed to the post of director of international artists and repertoire for Columbia Records. Appointment was made by Columbia prexy Goddard Lieberson, to whom Shapiro will be directly responsible. In his new executive post, Shapiro will direct all a.&r. and artists' relations and will coordinate merchandising services and creative packaging services relative to the firm's international operations.

The promotion of Shapiro to the new post is another step in the Columbia plan to strengthen and expand its overseas activities, which now cover South America, Europe, Australia, and parts of Africa and Asia. Shapiro up to now has been the co-ordinator of international a.&r. He is also the co-author of two jazz tomes, "Hear Me Talkin' to Ya," and "The Jazz Makers."

Stereo 33s Build on Jukes; Variety Asked

NEW YORK — Juke box operators are now asking for more varieties of music in the seven-inch 33, according to Arnold Silverman, national promotion manager of the Seeburg Corporation. He noted that his firm has had requests for Mexican, Spanish and country music on the stereo seven, as well as more jazz waxings.

Silverman claimed that operators using stereo 33's are getting more and more play on the stereo platters and showed that on some boxes disks advertised on the firm's "Album of the Week" promotion on Seeburg boxes were getting more location play than many of the hit records on 45 r.p.m. disks. He felt that the stereo seven records, most of which feature sides from albums, were bringing adults back to the juke boxes.

In line with the demand for more jazz, Spanish and country music on stereo seven, Columbia Records is releasing sides on this

Seeco Head to Latin America

NEW YORK — Seeco Records prexy, Sidney Siegel, left last week for a 10-day tour of his Latin American distribution outlets. Siegel has scheduled stops in San Juan, P. R., Havana, Mexico City and Caracas. The trip is undertaken in line with Seeco's expanding operation of opening its own distribution outlets in Latin America. Ray Irrizary, Seeco export sales chief, accompanied Siegel.

Also from Seeco this week, came news of the first album release by Larry Kert, star of the Broadway musical hit, "West Side Story." Because of his close association with the composer of the "West Side Story" score, Leonard Bernstein, Kert will do an all-Bernstein program. Arrangements will be by Richard Wess.

PARK NAMED FOR HANDY

WASHINGTON — The late W. C. Handy, composer of the "St. Louis Blues," was honored last week (22) by the dedication to his memory of a 12-acre public park in St. Louis, the city his composition helped make famous.

Mayor Raymond E. Tucker dedicated the W. C. Handy Park, at ceremonies which included the introduction of Handy's widow, son and brother, and a two-hour band concert featuring Handy "blues" tunes.

Handy was a member of the American Society of Composers, Author and Publishers. The Society was represented at the dedication ceremonies by Paul Cunningham, director of public affairs.

Chappell to Move Offices

NEW YORK — The 150-year-old Chappell & Company, music publishers and manufacturers of musical instruments, has signed a 10-year lease for 11,300 square feet of space in the KLM Building on Fifth Avenue here. The space will be used for executive offices.

Chappell is the second company to move into the KLM Building; they join G. Schirmer, Inc., who take over their space in July. Chappell will not move into its offices until the fall.

speed for juke box use by Miles Davis, Dave Brubeck, Ray Price and the Trio Los Panchos. Silverman also mentioned that Argo Records was making its two best-selling artists, Ahmad Jamal and Ramsey Lewis available on stereo seven as well.

Silverman said that when the operators put on new "Artists of the Week" promotions, locations ask that the old 33 disks be kept on the box. This has happened so often, said Silverman, that in a few more months he expected many Seeburg boxes to contain as much as 40 per cent stereo seven disks, as against 60 per cent 45's.

HATS IN JAZZ RING

Cool Cats From Nashville Set for Newport Festival

NEW YORK — The impact of Nashville on the American music scene continues to grow. The fount of country music — not content with becoming a major force in the pop field — is now entering the world of jazz. Chet Atkins and a group of cool cats will make the Newport Jazz Festival scene and are scheduled to perform Monday (4).

The occasion has been dubbed "Nashville Night." With Atkins, the RCA Victor a.&r. exec and guitarist, will be guitarist Hank Garland, pianists Floyd Cramer and Brenton Banks, drummer Buddy Harman, saxist Boots Randolph, bassist Bob Moore and vibist Gary Burdon.

These instrumentalists are very active on the Nashville recording scene, playing all types of material. But they have all kept close to the jazz genre. Atkins has always played some jazz and years ago toured with dance bands. As his a.&r. work increased, he took to

HOT 100 ADDS EIGHT

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

71. Josephine (Feist, ASCAP) — Bill Black's Combo, Hi
82. Question (Pri-Gan, BMI) — Lloyd Price, ABC-Paramount
86. You've Got the Power (Wisto, BMI) — James Brown and the Famous Flames, Federal
89. There's a Star-Spangled Banner Waving Somewhere, No. 2 (The Ballad of Francis G. Powers) (Miller, ASCAP) — Red River Dave, Savoy
92. Sticks and Stones (Tangerine, BMI) — Ray Charles, ABC-Paramount
96. Don't Come Knockin' (Travis, BMI) — Fats Domino, Imperial
97. Born to Be Loved (Bourne, ASCAP) — Billy Bland, Old Town
98. I've Been Loved Before (Selma, BMI) — Shirley and Lee, Warwick

IRS Defines Tax Status On Copyrights

WASHINGTON — Proceeds from the transfer or exclusive licensing of a copyright are to be treated as the proceeds from a sale of property, and not as rents or royalties, in reporting income, regardless of whether payment is in royalty, percentages of sales or any other periodic form of payment.

Internal Revenue Service spelled out the tax status of copyright exploitation last week, to clear up any possible confusion, and to point out that a similar ruling, originally designed to cover patent assignments, is now held applicable

(Continued on page 18)

Top Rank Inks Mack

NASHVILLE — Paul Cohen, newly appointed country a.&r. chief of Top Rank Records, has signed Warner Mack, well-known c.&w. chanter. Mack was signed to a long-term, exclusive pact. He is known as both writer and singer and formerly was on Decca.

Meanwhile, in New York, the Rank firm announced two appointments. Herbert Restmeyer becomes comptroller and Victor Linn was named production co-ordinator. Both will report to Harold Friedman, a director of the company.

SHOW BUSINESS OFFERS LOESSER BIRTHDAY BOWS

NEW YORK — Broadway, radio stations, TV stations and other areas of the entertainment business are saluting Frank Loesser this week on the occasion of the composer's 50th birthday Wednesday, June 29. "The Garry Moore Show" will salute Loesser by devoting the entire segment of "That Wonderful Year" on his Tuesday (28) TV show to the cleffer, and radio Station WNTA paid tribute to Loesser via a 10-hour musical program.

The latest show in the Loesser string was the recent musical, "Greenwillow," his fourth Broadway event. His first three hits were the fabulously successful "Where's Charley" in 1948, "Guys and Dolls" in 1950 and "The Most Happy Fella" in 1956. In addition to his Broadway successes, Loesser has penned scores of hits including "Heart and Soul," "Two Sleepy People," "Let's Get Lost," "On a Slow Boat to China," "Baby It's Cold Outside," "I've Got Spurs That Jingle, Jangle, Jingle," "Hoop De Doo" and "Praise the Lord and Pass the Ammunition."

Col. Strikes It Rich With 'Prizes Pkgs.'

NEW YORK — Columbia Records has been deluged with orders for its "prize package," the firm's new all-Columbia record pack which it offered both dealers and rack jobbers last week. (The Billboard, June 20.) Demand for the firm's six-record packs has been so strong, according to Bill Gallagher, Columbia sales chief, that three factories are now making up the packages.

Columbia's six-record packs consist of kiddie, pop, country, and EP disks, all packed in a poly bag. All of the packs retail for 98 cents except the EP pack which lists at \$1.29. The records in all the packs are cut-outs, and consist of records by many of the firm's top name artists, many of which were strong sellers. No current sellers are contained in these packs, only cut-outs.

Gallagher believes that the record packs will help Columbia control disposal of the firm's surplus singles, and perhaps also control competitive record packs' use of Columbia product. Gallagher reiterated his belief that the record pack idea is here to stay and indicated that other manufacturers might follow Columbia's lead.

BIG



*A GREAT
NEW STAR!*

**AUSTIN
CROMER**

Singing

**THE
MIRACLE
OF LIFE**

A great new single
receiving tremendous
sales reaction in
all Major Markets!

#19364

EVEREST RECORDS

BRITISH Newsnotes:

By DON WEDGE
News Editor, New Musical Express

Showing at the Rialto, London, on a premiere engagement is "Rich, Young and Pretty," which brings Conway Twitty his first movie showcase here. It is double-billed with "Girls' Town"—the first Paul Anka film to be seen here. Release for the latter has been set for July 11, but no date has been announced for the former. . . . Dick Clark gets the first extensive British visual exposure with "Because They're Young" being released July 4. Until now Clark has been a name only — a very well-known name—but he has yet to be seen at any length. The film will be coupled with "In the Nick," a comedy starring one of Britain's brightest talents, Anthony Newley. ATV's telerecording of the Royal Variety Show, transmitted Sunday,

May 22, attracted the highest viewing figure ever for a variety program in British television history. It had a TAM rating of 83 per cent and an estimated audience of 22,300,000. Sammy Davis, Nat Cole, Robert Horton and Liberace joined the cream of British artists for the show.

U. S. producer Mindy Brown is in London to prepare a series of musical TV films due to get under way in Europe during the summer. They are being mounted by M-G-M and Alan Jay Lerner, will star Larry Blyden and four girl singers and be shot in major cities around the world. The series is the sequel to the "Les Girls" idea, but it will have a different title.

BBC-TV is negotiating for another season of the "Perry Como Music Hall" shows, which should

(Continued on page 79)

BELGIAN Newsnotes:

By JAN TORFS

Juke Box Magazine, Mechelen Belgium

Sasha Distel, popular French singer, seems to have another winner with his current effort on Philips: "Mon Beau Chapeau" b/w "Monsieur L'Baron". . . . Impresario Arthur Mathonet phoned us to tell us that Paul Anka is definitely not coming in August. Georges Brassens, talented singing guitar player from France, will appear at the Kursaal, Ostend, July 30.

Jacques Raymond made his rec-

ord debut on Barclay with a Flemish rendering of two beautiful French melodies, "Bons Baisers, a Bientot" b/w "Frappe Dans Tes Mains". . . . After an initial recording by the Harmonica Boys (on Palette) "The Midnight Sun Will Never Set" has been recorded by another European artist: Henri Salvador sings the song on Barclay.

... "Auto-Mignon" is the name for a very handy automatic record player, designed by Philips and especially appreciated by our teenagers, since this record player is the only one designed for playing in a moving car.

Best Selling Pop Records in BRITAIN

Week ending June 24, 1960
(Courtesy New Musical Express, London)

- | Last This Week | This Week | Title | Artist |
|----------------|-----------|---------------------------------------|------------------------------------|
| 1 | 1 | CATHY'S CLOWN | Everly Brothers (Warner Bros.) |
| 3 | 2 | THREE STEPS TO HEAVEN | Eddie Cochran (London) |
| 4 | 3 | HANDY MAN | Jimmy Jones (M-G-M) |
| 7 | 4 | ROBOT MAN | Connie Francis (M-G-M) |
| 16 | 5 | GOOD TIMIN' | Jimmy Jones (M-G-M) |
| 11 | 6 | AIN'T MISBEHAVIN' | Tommy Bruce (Columbia) |
| 2 | 7 | CRADLE OF LOVE | Johnny Preston (Mercury) |
| 15 | 8 | DOWN YONDER | Johnny and the Hurricanes (London) |
| 5 | 9 | I WANNA GO HOME | Lionie Donegan (Pye) |
| 9 | 10 | SWEET NOTHIN'S | Brenda Lee (Brunswick) |
| 8 | 11 | MAMA | Connie Francis (M-G-M) |
| 10 | 12 | SIXTEEN REASONS | Connie Stevens (Warner Bros.) |
| 6 | 13 | SHAZAM | Duane Eddy (London) |
| 22 | 14 | RIVER, STAY AWAY FROM MY DOOR | Frank Sinatra (Capitol) |
| 17 | 15 | HE'LL HAVE TO GO | Jim Reeves (RCA) |
| 12 | 16 | STAIRWAY TO HEAVEN | Neil Sedaka (RCA) |
| 21 | 17 | ANGELA JONES | Michael Cox (Triumph) |
| — | 18 | MADE YOU | Adam Faith (Parlophone) |
| 19 | 19 | MUSTAPHA | Bob Azzam (Decca) |
| 13 | 20 | FOOTSTEPS | Steve Lawrence (HMV) |
| 23 | 21 | THAT'S YOU | Nat Cole (Capitol) |
| 30 | 22 | PISTOL PACKIN' MAMA | Gene Vincent (Capitol) |
| — | 23 | WHAT A MOUTH | Tommy Steele (Decca) |
| — | 24 | SHAKIN' ALL OVER | Johnny Kidd (HMV) |
| — | 25 | ROMANTICA | Jane Morgan (London) |
| 17 | 26 | LUCKY FIVE | Russ Conway (Columbia) |
| 20 | 27 | LET THE LITTLE GIRL DANCE | Billy Bland (London) |
| — | 28 | WHY DIDN'T YOU TELL ME? | Marke Anthony (Decca) |
| — | 29 | HAPPY-GO-LUCKY ME | George Formby (Pye) |
| 26 | 30 | YOU'LL NEVER KNOW WHAT YOU'RE MISSIN' | Emile Ford (Pye) |

ITALIAN Newsnotes:

By SAM'L STEINMAN

Sergio Bruni's obstinate insistence that he be allowed to sing last on the second night of the Naples Festival, which was refused in favor of Claudio Villa, resulted in his withdrawal. Instead of crippling the evening, he made it, because Ruggiero Cori, usually the guitarist in Marino Marini's instrumental quartet, sung it to the top place along with Flo Sandon's who did the other rendition.

The other song Bruni turned down was played with a piano solo by the Carlo Esposito orchestra and placed third. When Bruni tried to return on the final evening with a medical excuse he was turned down by the direction on the ground that the final rendition must be identical with the preliminary. Another factor was a threatened strike by all other finalists if he were readmitted. Final result gave the two Bruni numbers first and third once again.

Particularly hurt by the turn of events was "La Voce del Padrone" for whom Bruni records — original renditions by winning artists which went on sale the following day were big sellers. Meanwhile, Durium is rushing an edition of Cori singing "Serenata A Margelina," the name referring to the Neapolitan cliff near the rail station where many American visitors alight in the Bay city.

Naples theater was filled with tielless roughnecks who were brought in as part of the traditional claque by singers and record companies. Their interruptions marred the event and placed it far below San Remo's, which is a compulsory black tie affair. Organizers

of the festival knew what was going on and watered down the vote of those in the auditorium so that they cast only 50 of the 800 votes each night. Final night's event was broadcast in Eurovision thruout the Continental TV networks of Western Europe. . . . Graz, lots!

Best Selling Pop Records in ITALY

Week ending June 24, 1960
(Courtesy Musica e Dischi, Milan)

- | Last This Week | This Week | Title | Artist |
|----------------|-----------|-----------------------------|--|
| 3 | 1 | PUPPY LOVE | Paul Anka (Columbia) |
| 1 | 2 | SCANDALO AL SOLE | Percy Faith (Philips) |
| 4 | 3 | PERSONALITA' | Caterina Valente (Decca) |
| 2 | 4 | WORDS | Pat Boone (London) |
| 6 | 5 | LONELY BLUE BOY | Conway Twitty (M-G-M) |
| 5 | 6 | MORGEN | Eddie Calvert (Columbia) |
| 9 | 7 | IL NOSTRO CONCERTO | Umberto Bindi (Ricordi) |
| 8 | 8 | OH, OH, ROSY | Marino Marini (Durium) |
| 7 | 9 | NESSUNO AL MONDO | Peppino Di Capri (Carisch) |
| 10 | 10 | STUCK ON YOU | Elvis Presley (RCA) |
| 13 | 11 | IMPAZZIVO PER TE | Adriano Celentano (Jolly) |
| 11 | 12 | IT'S TIME TO CRY | Paul Anka (Columbia) |
| 14 | 13 | PICCOLA | Adriano Celentano and Anita Traversi (Jolly) |
| 12 | 14 | MARINA | Rocco Granata (Bluebell) |
| — | 15 | CORIANDOI | Mina (Italdisc) |
| 15 | 16 | LA GATTA | Gino Paoli (Ricordi) |
| — | 17 | SLEEPY LAGOON | Platters (Mercury) |
| 16 | 18 | PIU' SOLA | Domenico Modugno (Fonit) |
| — | 19 | THE HEART OF A TEENAGE GIRL | Craig Douglas (Top Rank) |
| — | 20 | STAIRWAY TO HEAVEN | Neil Sedaka (RCA) |

- THE MOST EXCITING NEW BALLAD SINCE "VOLARE"
- THE CURRENT BEST SELLING RECORD IN ITALY
- DESTINED TO BE A #1 HIT IN AMERICA!

OUR CONCERTO

JAMIE #1159

UMBERTO BINDI

Published by Shapiro, Bernstein

Philadelphia, Pa.

ELLA'S CONQUEST OF GERMANY!



**NOW A MATTER
OF RECORD** MG V-4041
MG VS-6163 (stereo)
ON 

This One



3JND-RTD-8RY6

Everybody's **FLIPPIN!**

OVER HIS NEW HIT

JIMMIE RODGERS

**FOUR LITTLE GIRLS
IN BOSTON**

and

**THE WRECK
OF THE
'JOHN B'**

R-4260



ROULETTE



GERMAN Newsnotes:

Northern Germany

By BRIGITTE KEEB

Music Editor, Automaten-Markt

Vera Lynn, one of the most popular foreign stars in Germany, whose latest success is "Sweetheart, My Darling, My Dear" has dissolved her contract with British Decca. She is now signed with M-G-M, which is distributed here by Deutsche Grammophon. . . . German fans are anxiously waiting for recordings of **Connie Francis** with German teen-age idol **Peter Kraus**, to be made at the end of summer. Connie has been starring in two television films made in Austria (Vienna) with Peter Kraus being stage manager for the first time.

The sensational success of the Oriental fox "Mustafa" grows daily and there is hardly a juke box in Germany or anywhere in Europe that isn't playing one of the six recorded versions of the tune almost continuously. . . . Coming up strong here is "Valentino" in the original version sung by **Connie Francis** as well as the two German versions, by **Caterina Valente** on Decca and **Angele Durand** on Electrola. . . . **Margrit Imlau** has a promising German version of "Angelique-O" entitled "Angelika" on Polydor.

Another smash hit by **Billy Vaughn** might be his new recording of the oldie, "Moonlight and Roses." Vaughn is very popular here as a result of "Sail Along Silvery Moon" and "La Paloma"; his saxophone style is famous and often imitated by German artists. . . . **Annette**, whose name became important here with "Tall Paul," is not so successful here with her new song "O Dio Mio." German pop fans seem to prefer the German version sung by **Nana Gualdi** on Philips. Nana has made German versions of most of the **Doris Day** hits.

Southern Germany

By JIMMY JUNGERMANN

Producer, Bayerischer Rundfunk, Munich

Bob Weiss had talks with publisher **Rolf Budde** in Berlin, spent a day in Hamburg, returned to his Paris headquarters, left again for Copenhagen. All activities are for the Warner Bros. label, of course. . . . Budde, by the way, had a moving day. His new address is: 103, Kurfuerstendamm, Halensee, West Berlin. . . . Six hundred dancing teachers from Austria, Switzerland, and Germany met in lovely South German spa Bad Kissingen to discuss the dance program of the winter season. The Madison gets a chance to find a way into German ballrooms, but the flat Charleston will be the favorite again.

Tab Hunter is getting good airing via German radio with his Warner Bros. disks "Candy" and "My Baby Just Cares for Me." . . . Munich's **Stellina** disk issued these German versions of U. S. standards: "Mit Den Augen Der Liebe" ("What a Difference a Day Makes") sung by **Eva Busch**; "New York Am Abend" ("Manhattan"), sung by the **Karo Buben**; "Der Weg in Die Seligkeit" ("Strangers in Paradise") and "Du Bist Mein Erster Gedanke" ("Yours"), sung by **Fran Forster**; "Liebe Mich" ("All of Me"), played by the **Jupiter Serenaders**.

New U. S. LP's for the German market are "Dance Party" by **Billy Vaughn**; "Elvis Is Back" by **Elvis Presley**; "Pops and Prado" by **Perez Prado**; "Meet the Five Pennies" by **Red Nichols**; "Carmen Cavallaro Remembers Eddy Duchin"; "The Big Sound" by **Jimmie Lunceford**, **Count Basie**, **Benny Goodman**, **Duke Ellington**, **Les Elgart**, **Pete Rugolo**; "Behind **Brigitte**

Bardot"; and "The Divine **Sarah Vaughan**."

Johnny and the Hurricanes have changed their German label. Their records will be issued by **Heliodor** now. The first — "Down Yonder" b-w "Sheba." . . . **Peter Alexander** will star in remake of German musical "White Horse Inn." There was a silent movie version 35 years ago; two sound versions followed in 1935, and in 1952. **Maria Schell** will star in a TV version on German TV. . . . Greek singer **Ines Taddio**, now famous in West Germany, returned from a concert in the Netherlands, travels to Budapest and Bukarest behind the Iron Curtain.

Popular band leader **Otto Kermbach** (78) died after surgery. Fifty years ago the "Glow Worm" by **Paul Lincke** was made a world standard with the help of one of the early Kermbach disks, was played by the Kermbach Band 10,000 times. "Otto Otto" played

the "Stimmungsmusik" for 30 years in the Berlin "Sport Palace" during the "Six Days." His disks are solid best sellers. The **Kermbach Band** was top favorite for the average German for half a century.

Munich's **Tempo** disk issued a modern version of U. S. old-timer "When It's Springtime in the Rockies," played by **Teddy Todd** and his band. . . . German TV broadcast a recorded NBC opera production of "Don Giovanni," starring **Cesare Siepi**, **Judith Raskin**, **Leontyne Price**, **Helen George**, **Charles K. L. Davis**, **John Reardon**, **James Pease**, and **John McCurdy**. **Peter Herman Adler** conducted, **Kirk Browning** directed. . . . Munich deejay **Werner Goetze** put the sound track of "Jazz on a Summer's Day" on the air, and is preparing a feature based on the sound track of **Cole Porter's** "Can Can" with **Frank Sinatra**, **Shirley MacLaine**, **Maurice Chevalier**, and **Louis Jourdan**.

Best Selling Pop Records in BELGIUM

Week ending June 24, 1960
(Courtesy Juke Box Magazine)

Last Week	This Week	Title	Artist	Label
1	1	MUSTAPHA	Bob Azzam	Barclay
3	2	ADAM AND EVE	Paul Anka	ABC-Paramount
2	3	T'AIMER FOLLEMENT	Dalida	Barclay
4	4	EEN HUIJE OP DE HEIDE	Bobbejaan	Decca
5	5	TOM PILLIBI	Jacqueline Boyer	Columbia
—	6	ROMANTICA	Dalida	Barclay
9	7	BLEU, BLANC, BLOND	Marcel Amont	Polydor
7	8	LEILA	Regento Stars	Moonglow
8	9	TOO YOUNG	Bill Forbes	Columbia
—	10	PRENDS MON COEUR	Petula Clark	Vogue
10	11	DIEP IN MIJN HART	Jo Leemans	Philips
6	12	SALADE DE FRUITS	Bourvil	Pathe
11	13	KLEINE LUCIENNE	Conny	Electrola
17	14	STUCK ON YOU	Elvis Presley	RCA
12	15	KRIMINAL TANGO	Hazy Osterwald	Heliodor
13	16	RUNNING BEAR	Johnny Preston	Mercury
—	17	VALENTINO	Gloria Lasso	Columbia
20	18	SAG WARUM	Camillo	Columbia
—	19	HOUSE OF BAMBOO	Earl Grant	Brunswick
15	20	PILOU PILOU HE	Gilbert Becaud	Columbia

OFFICES FOR LEASE
NEW . . . AIR CONDITIONED.
6043 Hollywood Blvd.
AMPLE PARKING
TWO BLOCKS from FREEWAY
Leasing Agents:
HUBERT BOISVERT REALTY
Telephone: HO 3-2161

NOW!

ALL THE FACTS YOU WANT TO KNOW ABOUT

Television Record-and-Dance Programs

Published by
The Billboard

The stations they are on

The emcees

The formats

The way they operate

The records they play

Their guest policies

The sponsors

The ad agencies that buy them

The ratings they earn

in one convenient 92-page, plastic-bound 8 1/2 x 11 mimeographed volume

LIMITED PRINTING—ORDER YOUR COPY TODAY!

THE BILLBOARD
MERCHANDISING DIVISION
2160 Patterson St., Cincinnati 22, Ohio

Gentlemen:

Please send me, by return mail and postage paid, copy(ies) of your brand-new "Television Record-and-Dance Programs" book at \$5 per copy.

Payment enclosed. Send invoice.

My name and title: _____
(Please Print)

Company _____

Address _____

City, Zone & State _____

YOU'LL ALWAYS REMEMBER "YOUR MEMORY" YOU'LL ALWAYS REMEMBER "YOUR MEMORY" YOU'LL ALWAYS REMEMBER "YOUR MEMORY"

YOU'LL ALWAYS REMEMBER "YOUR MEMORY" YOU'LL ALWAYS REMEMBER "YOUR MEMORY"

YOU'LL ALWAYS REMEMBER "YOUR MEMORY" YOU'LL ALWAYS REMEMBER "YOUR MEMORY" YOU'LL ALWAYS REMEMBER "YOUR MEMORY"

THE BIG RECORD

IMPACT! ACTION! SALES!



PICKED BY ALL TRADE PAPERS
AS A HIT!

YOU'LL ALWAYS REMEMBER "YOUR MEMORY" YOU'LL ALWAYS REMEMBER "YOUR MEMORY"

Broad Victor July Release

NEW YORK — RCA Victor will release new pop albums by Bob Thompson, Rosie Clooney, Jim Reeves, Melachrino, Ray McKinley, and the Skip Jacks in July. The Reeves album is titled "The Intimate Jim Reeves," and the Clooney set is titled "Clap Hands! Here Comes Rosie." There are also albums by Marjorie Meinart, Ted Smith, the Statesmen Quartet and Joe Emerson.

In the Red Seal release for July there are new albums from Hascha Heifitz, Garry Graffman playing compositions by Franz Liszt, pianist Andre Tchaikowsky, and a new recording of Vivaldi's "Four Seasons." Victor is also releasing stereo versions of albums that were monaural best sellers. These include two Artur Schnabel albums, one with the Grieg Piano Concerto and the Liszt Piano Concerto, and one containing the Rachmaninoff "Rhapsody on a Theme of Paganini" backed with Falla's "Nights in the Gardens of Spain." Others are the Chicago Symphony Orchestra stereo recording of "Also Sprach Zarathustra," and the complete "Daphnis and Chloe" with Charles Munch and the Boston Symphony.

RCA has also recorded its first album with Malcolm Frager, the young St. Louis pianist who returned to the U. S. from Brussels last week after winning the Queen Elizabeth of Belgium International Competition. Frager won the Levitt Award in the U. S. only eight months ago. RCA Victor recorded the pianist in Paris performing the Prokofieff Piano Concerto No. 2.

GIVE TO DAMON RUNYON CANCER FUND

Bel-Canto in Argo Tie-Up

CHICAGO — The Bel Canto tape catalog and jazz on tape, in general, got a big charge this week when Leonard and Phil Chess and their Argo a. and r. chief, Jack Tracy, inked a tape-exclusive deal with Russ Malloy. Currently available two-and-four-track and cartridge tape libraries are short on jazz and the combined Argo-Checker-Chess catalogs provide names like Ahmad Jamal, Ramsey Lewis, James Moody, the Jazztet, Milt Buckner and Benny Goodman's band. Jamal, who has scored on the best-seller charts with three of his last four albums, and whose "But Not for Me" long play is in the "Essential Inventory" category, and Lewis, who's had one best-seller in the past year, are standout additions. Deal, concluded here

Mathews to UA Exec Slot

NEW YORK — Eddie Mathews has joined United Artists Records as national promotion manager, replacing Don Owens, who has resigned that post to start his own disk promotion business.

Mathews had been in the promotion and artists relations departments of Mercury Records for the past seven years. His last assignment at Mercury was handling artists relations under Art Talmadge, then Mercury's veepee-artist and repertoire chief, and today, of course, United Artists' newly appointed veepee-general manager.

Thursday (23) gives Bel Canto, a division of Thompson-Ramo-Woolridge, tape duplicating rights to over 60 packages. Malloy says he will have 10 releases on two and four track and magazine from the Argo catalog by August 1.

Oberstein Son Heads Rondo

NEW YORK — Maurice Oberstein, son of the late Eli Oberstein,

has been named to succeed his father as president of Rondo Records.

New executive sales director for Rondo is Herb Joseph, who will report directly to Maurice.

Your enemies will switch to "FRIENDS"



... coming soon on Carlton #531

in co-operation with The Billboard is pleased to announce

A SPECIAL SERVICE FOR BROADCASTERS

- ★ A SINGLE SOURCE FOR RECORDS
- ★ THE BEST OF THE NEW RELEASES

- ★ AT A PRICE TO FIT YOUR BUDGET
- ★ SHIPPED AS SOON AS ANNOUNCED

MAIL COUPON TODAY!

RECORD SOURCE, INC.

333 East 46th Street
New York City 17, New York
Telephone: YUkon 6-0155

RSI-2

We are enclosing \$ _____ # of Services _____ \$160.
For One Full Year

We are enclosing \$ _____ \$60.
For First of Three Installments*

FOR ONE YEAR'S SUBSCRIPTION TO RECORD SOURCE, INC.'S ONE-STOP PROGRAMMING SERVICE.

If you wish to receive your shipments via air parcel post, include an additional \$30 per subscription for one full year's service. Add \$10 per installment if you are using our installment plan.

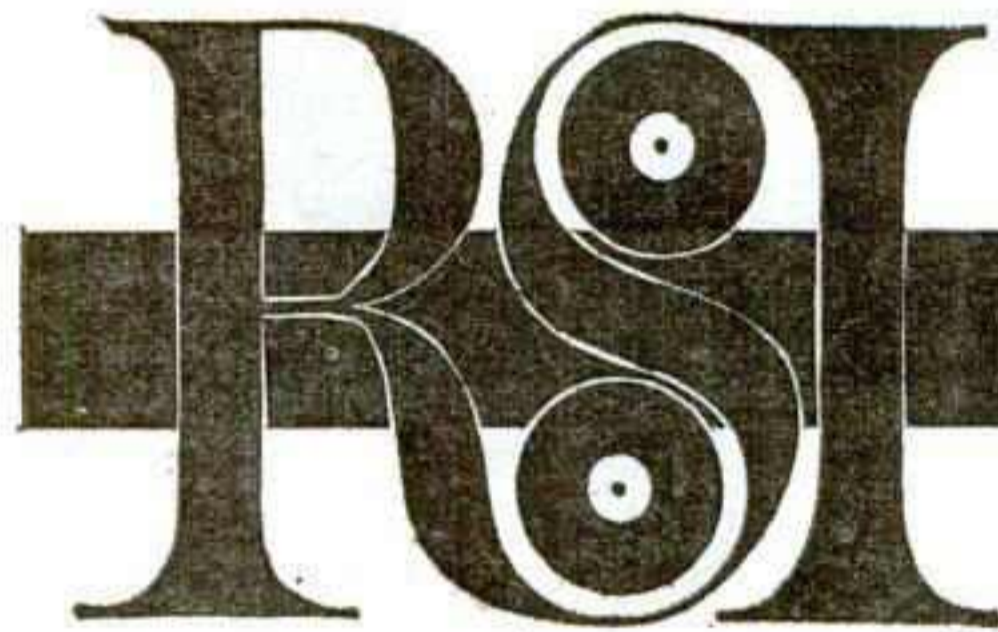
Company Name _____

Attention: _____

Street _____

City _____ Zone _____ State _____

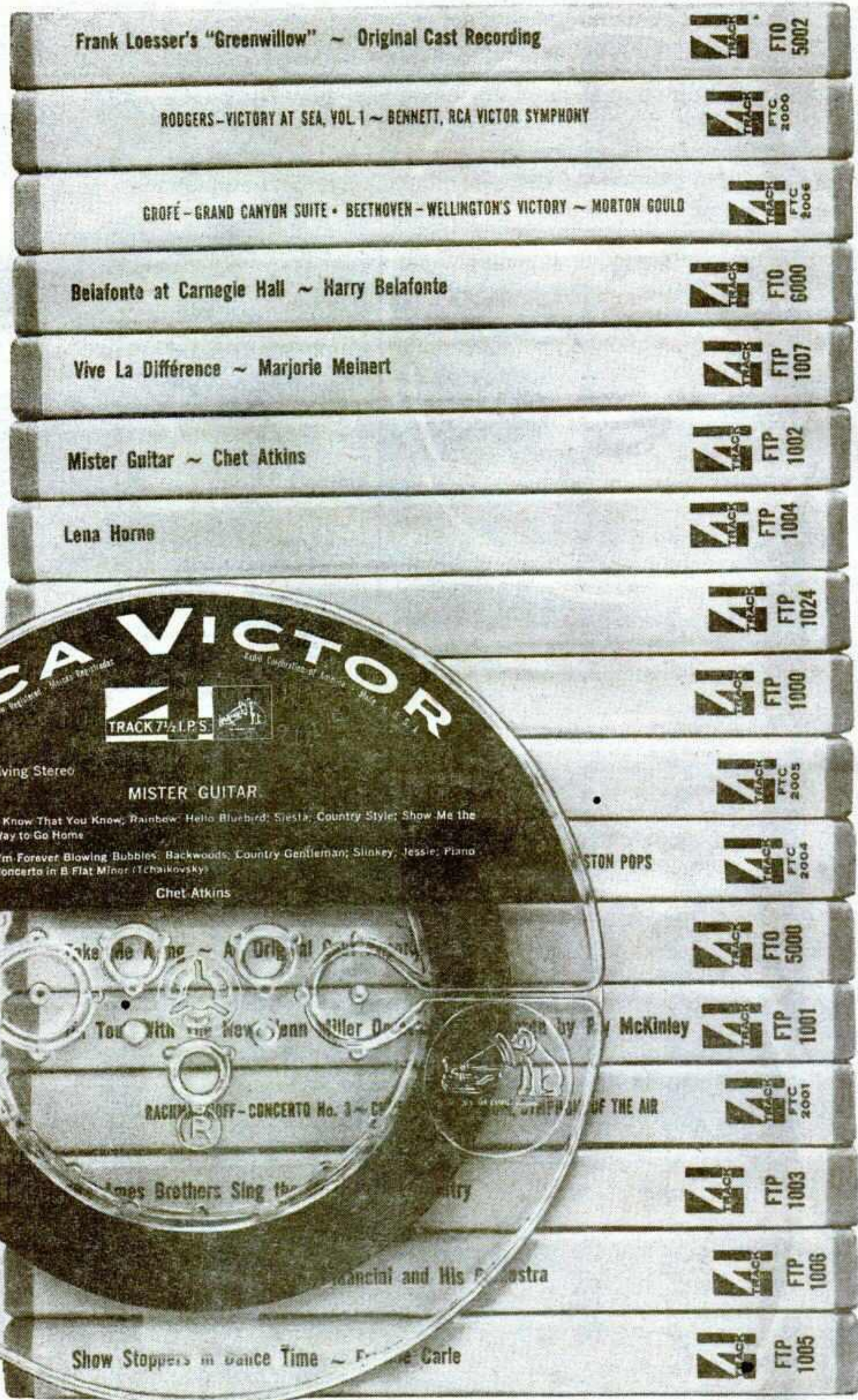
RSI reserves the right to cancel subscriptions on a pro rata basis. Installment purchases will be cancelled at end of third month if second payment is not made, or at end of six months if third payment is not made. *Second Payment Due in 3 Months, \$110. Third Payment Due in 6 Months, \$110. SAVE \$30 By Sending All Cash Of \$1.60 With Your Order. It is a condition of this subscription that records supplied by RSI will be used for and by broadcast personnel only.



HOW SELECTIONS ARE MADE

Single records selected to be serviced by RSI will be chosen by the five-man editorial review committee of Billboard. Each week The Billboard Review Committee auditions all new record product submitted by record manufacturers. The consensus of the committee's opinion is used to select records for the coveted "Spotlight Winners" position in each week's issue of Billboard. Thus, RSI will supply to Broadcasters a fundamental library of new single releases which have the greatest possibility of becoming the most popular.

New! 4-track reel tapes from RCA Victor



Now you can offer your customers 4-TRACK 7½ I.P.S. LIVING STEREO REEL TAPES from RCA Victor. They feature the world's greatest artists, highest quality tape, distinctive new packages—and exciting low prices.

List price for Pop tapes is \$7.95...for Red Seal and Original Cast tapes, \$8.95. Tapes of "two-L.P." albums list at \$12.95.

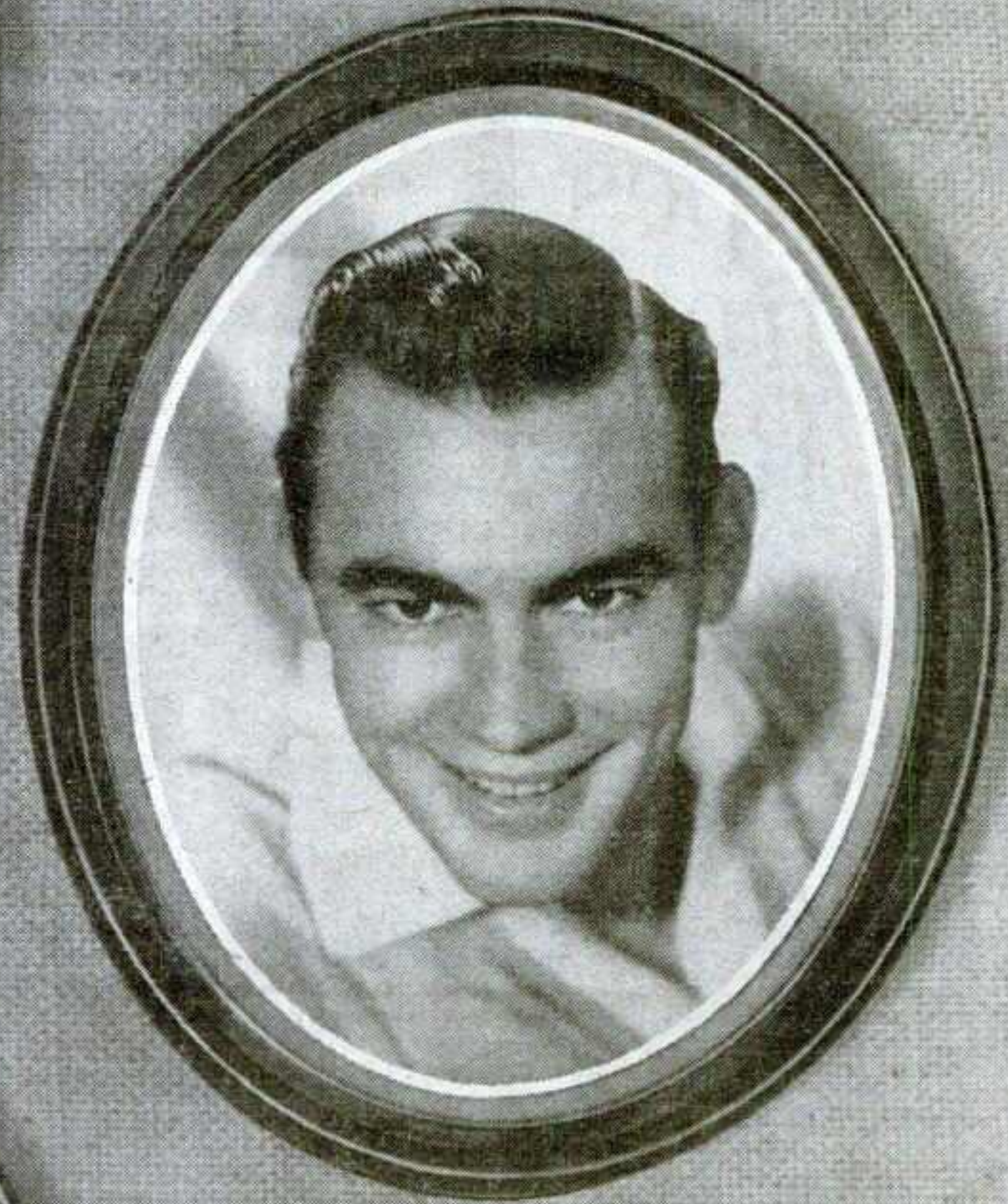
The initial release of 17 titles will be followed by monthly releases of 12 titles each. Tell customers to "Look for the Big 4 on the Box!"

- POP SERIES**
- Como Swings FTP-1000
 - On Tour with the New Glenn Miller Orch... FTP-1001
 - Mister Guitar—Chet Atkins..... FTP-1002
 - The Ames Brothers Sing the Best in the Country FTP-1003
 - Lena Horne FTP-1004

- Show Stoppers in Dance Time—
- Frankie Carle FTP-1005
- The Mancini Touch..... FTP-1006
- Vive La Différence—Marjorie Meinert..... FTP-1007
- Elvis Is Back!..... FTP-1024
- Take Me Along—Original Cast..... FTO-5000
- Greenwillow—Original Cast..... FTO-5002
- Belafonte at Carnegie Hall (2 L.P.'s)..... FTO-6000

- RED SEAL SERIES**
- Victory At Sea, Vol. I—
 - Robert Russell Bennett..... FTC-2000
 - Rachmaninoff: Piano Concerto No. 8—
 - Van Cliburn FTC-2001
 - 1812 Overture; Bolero—Morton Gould..... FTC-2005
 - Wellington's Victory; Grand Canyon Suite—
 - Morton Gould Orch..... FTC-2006
 - Rhapsody in Blue; An American in Paris—
 - Fiedler and the Boston Pops..... FTC-2004

MANUFACTURER'S NATIONALLY ADVERTISED PRICES—OPTIONAL



**Hits Run in
The Family...**

Jim Edward, Maxine & Bonnie

The Browns

in their latest triumph

Lonely Little Robin

C/W **Margo** 47/61-7755

 **RCA VICTOR** 

Q Who helps you to spot most of Tomorrow's top 100 records in advance?



A The record manufacturers themselves!

And who says so? The actual detailed statistics studied over a recent period covering thousands of record releases. Here's what the figures show:

- ★ 70% of the records featured in the big Billboard ads actually reach the Hot 100.
- ★ And 4 out of them go on to make the top 50 sellers!

What does it mean? The records advertised in The Billboard have been picked by the manufacturers as those most likely to make it. That's why they are being promoted more strongly than others. So, you can't do much better—
If you want to get the jump on tomorrow's hits than to

program and order from the records featured in Billboard ads each week.

NIGHT CLUB REVIEWS

Newhart Scores in Minneapolis

Bob Newhart's "Button-Down Mind" seems to appeal quite freely to the masses, and the patrons of Freddie's are no exception. The 30-year-old Chicagoan has been drawing huge crowds at the Minneapolis night club and audience approval is rather overwhelming in a room which is regarded as a tough place to crack the crowd. Altho Newhart was virtually unknown a few short months ago, his following in the Twin Cities had been well established before he began his engagement here June 13. Inasmuch as sales of his Warner Bros. LP ("The Button-Down Mind of Bob Newhart") which was released April 1, had reached the 25,000 mark in Minneapolis-St. Paul even before his arrival at Freddie's.

In some ways, Newhart finds himself almost too popular with the patrons. They know many of his routines by heart, but nevertheless continue requesting their favorites from his LP. Newhart, however, has been able to work in some of his newer material, which is of an equally high caliber. In all, he manages to please the room with the finesse of a veteran trouper.

Five of his new routines have been recorded in Minneapolis during his stay. Along with preceding tapes cut at the Hungry i in San Francisco and the Crescendo in Los Angeles, the new offerings will be compiled in a second LP tentatively set to be released in October or November.

As there's no need for any alteration in his style or approach, his new material and night club act are much on the order of his initial recording, and there is no getting around the quality of Newhart's material. Altho some is drawn on the familiar themes of airlines, politics and advertising, his approach bears fresh and original style marks without offense to any age or group. It would appear that a sizable portion of the record-buying, night club-going public has accepted Newhart's temperate version of sick or, perhaps more accurately in this case, cerebral humor as a reasonable degree of variation from the norm.

Currently, his album ranks third in the nation on the Moño Action Album Chart. Newhart's sudden fame is not accredited to his night club work (for which he is now so much in demand), but rather to the enthusiastic acceptance of his LP, which for the most part, can be played on the air. The routine most commonly played is the "Driving Instructor," which Newhart said has helped most to sell the recording.

Newhart had worked only three clubs before the LP was released, and even those dates, in fact, had been arranged primarily to test the material for the LP which was already scheduled to be made. Chicago disk jockey Dan Sorkin of WCFL was instrumental in exploiting the young comic's talents and arranged for tapes to be presented to Warner Bros. The record company negotiated a recording session at the Tradelands in Houston where the material for the LP was cut.

Newhart thus is a prime example of that new breed of nitery attraction, the act which has come to public attention first thru recordings rather than personal appearances, instead of the traditional process which, of course, was reversed.

Mary French.

★ ★ ★

Copa Wins Again With Anka

The bobby-soxers took over from the mink stole set at New York's Copa Thursday (23) and the vaunted East Side club rang with shouts of "Yeh, Paul" as the pint-sized Canadian pop chanter, Paul Anka, took over the spotlight for a two-weeker.

Following the red hot Bobby Darin into the club was admittedly no mean task, but Anka was equal to it in every respect, showing remarkable stage savvy and poise for such a youngster.

Wisely enough, Anka did not succumb to the temptation of the average young pop singer of unraveling a long series of his own disk hits. The act was well prepared, opening with a rip-roaring special lyric version of "Sing, Sing, Sing," to get things moving, and following with a slower-paced "You Made Me Love You."

In a relaxed manner, Anka then perched himself on a stool, chatted with the audience and finally offered a cute teen version of "One for My Baby and One More for the Road." Then following a rocking "Swanee" and "I Can't Give You Anything But Love," Anka worked into a special material bit, written by himself, on the highlights of his career. This naturally, brought in reprise segments of all his big record hits—all of which was received with great excitement by the full house audience.

Anka also offered a bright "Hello, Young Lovers," and a big pounding windup item in "Down by the Riverside." The Youngster finally begged off to the tune of "Anchors Aweigh" (Anka's Away). The lad's act is carefully honed to appeal to both adults and kids and he has the ability to sell it, which was readily apparent from the response received at the show caught.

Ren Grevatt.

Playing It Safe

• Continued from page 2

at the No. 63 spot. This is followed by Dorothy Collins on Top Rank at the 84th level.

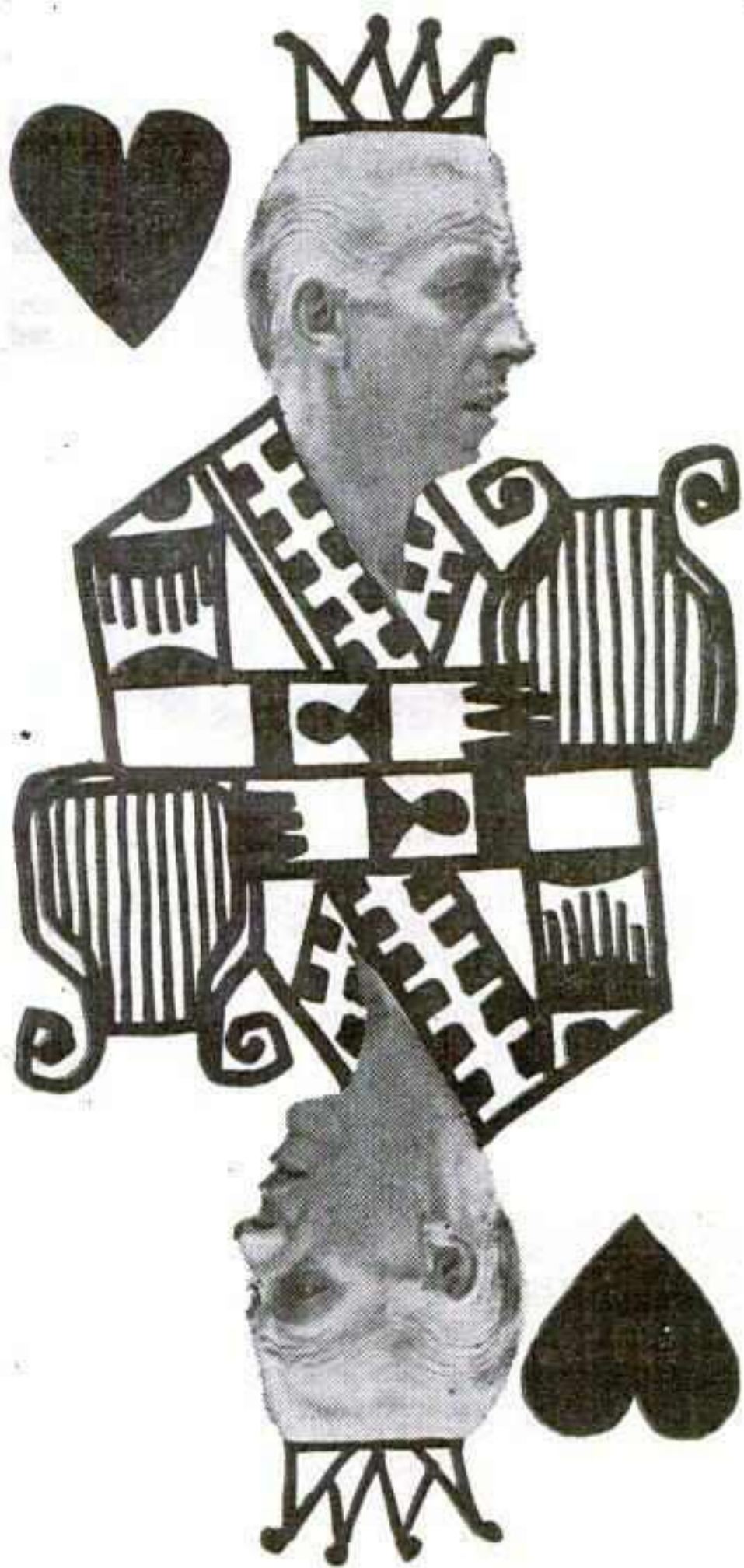
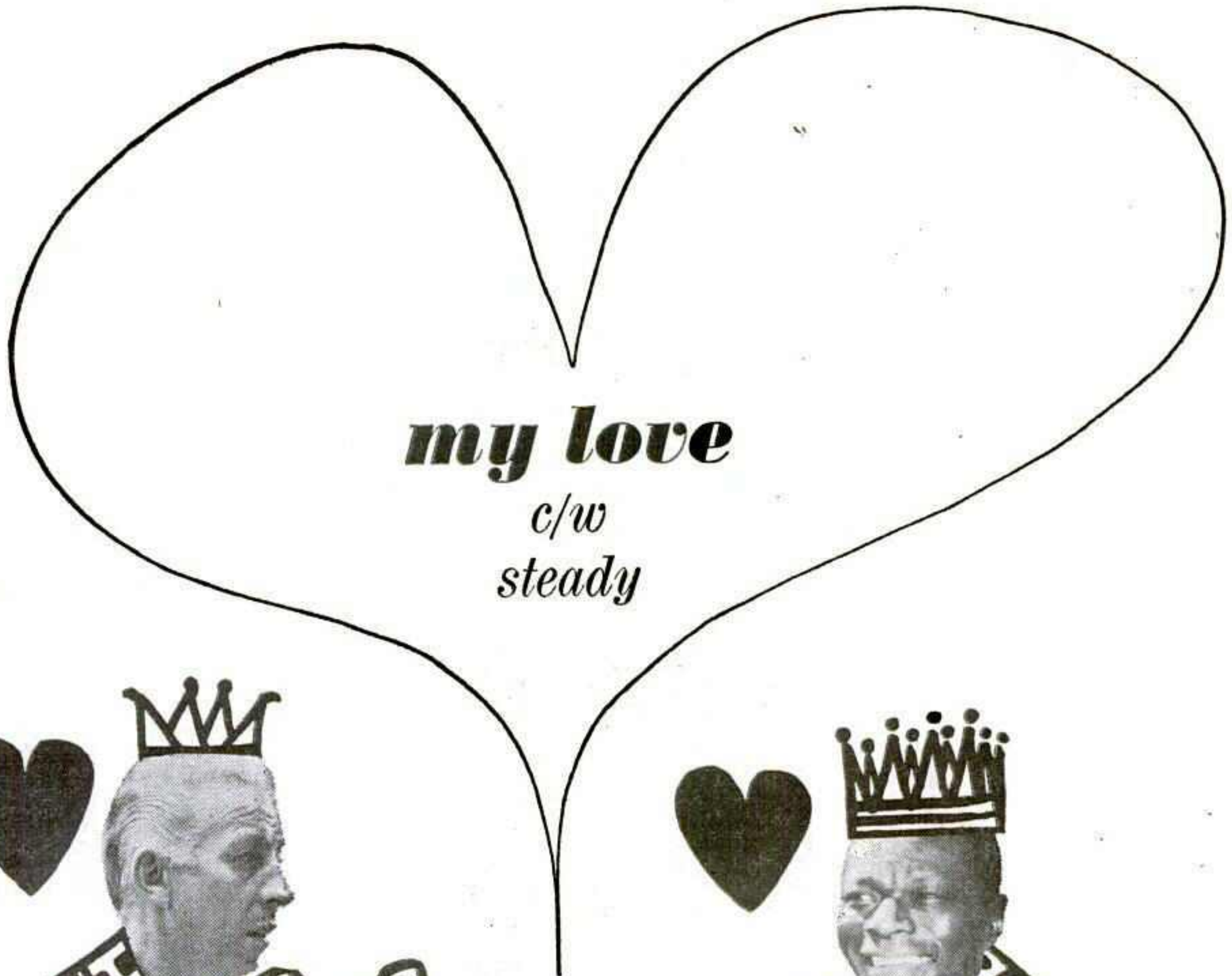
Two versions of "Heartbreak (It's Hurtin' Me)" have both hit for the loot. Little Willie John on King currently is in the 87th position while Jon Thomas on ABC-Paramount follows in the 90 spot.

Other tunes also are getting cover versions tho none have yet broken out big. There are two versions of a folkish tune called "Little

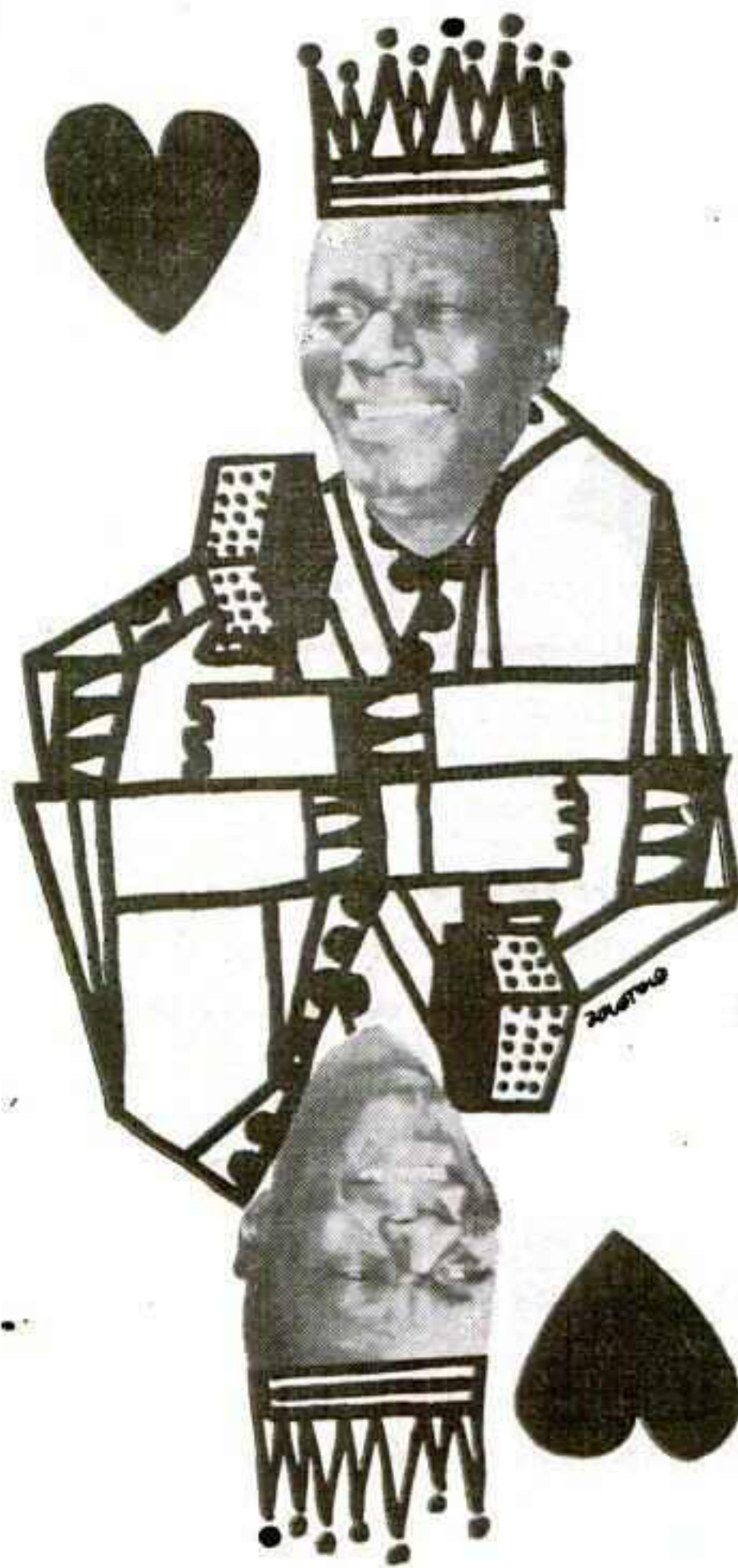
Boy Lost." These are by Johnny Ashcroft on Capitol and Jimmy Dean on Columbia.

Yet another is the strong novelty tune "Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini." The original of this, and reportedly moving briskly, is the bubbling chart entry by Brian Hyland on Kapp. This week Buddy Hackett covered the song on Laurel Records.

It's further to be noted that the song "Banjo Boy" actually had 11 versions, only three of which have been released in this country. In England there are the full 11 with more considered a strong possibility.



*Kenton
&
the
"king"*



*Nat King Cole and Stan Kenton...two of Capitol's
"Brightest Stars" together on a brand-new single...*

RECORD NO. 4393



Action on Harris Bill Pends

Continued from page 2

from fellow congressmen Thursday when he accused the publications of smear tactics to draw attention from their own trafficking in millions of dollars worth of broadcast licenses; from their pressures on the FCC and Congress; and from the lax moral conditions uncovered in the Harris investigation of quiz frauds and payola.

During Harris' opening discus-

sion of the proposed legislation, Representative Bennett, ranking GOP member of the House Commerce Committee, wanted the bill to require sponsorship identification in cases of "indirect gain" by deejays or station personnel who took no payola, but owned interests in the music being broadcast, as in the Dick Clark case. Harris argued that the Committee report covers this aspect, pointing out that the Federal Communications Commission has the authority to require disclosure in such cases, and may do so in the future.

Bennett was scheduled to put up a fight for including network regulation under the FCC in the broadcast reform bill, but this, too, had not taken place by The Billboard's last-minute Friday afternoon deadline. The Harris Committee is expected to get into the area of network regulation in the next Congress, which will open in January.

In his attack on the Knight and Time interests, Harris proved that a Knight newspaper, The Detroit Free Press, captioned a photograph as showing Harris drinking "at taxpayer expense," when the picture was actually a cropped photo taken at an SEC commemoration dinner in Washington in 1959. The hand holding the drink in the picture did not even belong to Harris.

Roaring quotes from Shakespeare and the Bible, Harris invited inspection of any and all of his expenses while on trips connected with his Congressional duties. He scored the newspaper-broadcaster combines for attacking "this little tinky bill" for refreshment, as hurting the taxpayer, when the news media themselves took "millions" out of the taxpayers' money via postal subsidies. Harris told the saga of the unsavory findings of his committee in the Knight newspaper's alleged pressure tactics in acquiring a Miami station. He noted that Time, Inc., thru its broadcast subsidiary, TLF, had never risked investigation as a first applicant for a station, but got all of theirs thru transfers—with three such transfers being okayed by the FCC in one day.

Suggestions came from the floor that the whole subject of newspaper - broadcast ownership get Congressional study. It was also suggested that a proved case of libel be sufficient to revoke a license or cancel a renewal.

Newport Jazz

Continued from page 3

on June 30 there may be a "Little Newport Jazz Festival" operating there at the same time. The volatile Charlie Mingus was doing his best at press time to line up a group of jazz artists to perform at afternoon, evening and midnight jazz concerts to buck the Newport bash. If the Little Newport concerts take place they will be held at the Cliff Walk Manor Hotel in Newport, and will feature the Mingus Jazz Workshop, Max Roach, Ornette Coleman, thrush Abbey Lincoln, Earl Coleman and dancer Baby Lawrence. Guests that have said they will appear are the Randy Weston Quartet, Jo Jones and his combo, Kenny Durham, Gigi Gryce, Lorraine Cousins, Ahmed Abdul Malik, and the Ruth Walden Dancers.

The jazz concerts, spearheaded by Newport, have, in little over five years, helped greatly in raising jazz to the high position it holds in the commercial music fields these days. Jazz albums have been selling pop steadily for the past three years, and now jazz singles are beginning to grab pop sales action in markets thruout the country. As the younger generation grows out of rock and roll they seem to be becoming more and more addicted to jazz. Columbia Records has followed the lead of some of the indie labels and is now issuing singles by its top jazz artists. According to many observers, jazz music is beginning to sneak up in the pop field as it did in the early swing years, and is growing steadily in pop acceptance.

Command Deal

Continued from page 3

releases (see separate story in this issue), he said Light had decided to continue Command's previous deal giving distribs one free Command LP for every six purchased. The deal applies to catalog and four new Command packages.

During the meet, Light told the distribs that he is readying an extensive national advertising campaign for both labels, and asked them to contribute one half per cent of their net billing toward the campaign. In turn, Grand Award and Command will contribute 3 per cent. Part of this, said Light, may be allocated for local advertising as well.

The new Grand Award releases include a bongo package, Latin dance date, cha cha cha and percussion sets and a comedy album by Dayton ("Why Not?") Allen of the Steve Allen TV show.

The four new Command LP's include "Bongos-Vol. II" by the Los Admiradores, a cha cha cha package by Enoch Light, all-time piano hits by Dick Hyman and a 40-piece ork, and a package featuring 26 voices singing figures behind two pianos.

Am-Par Seeks

Continued from page 3

give, without requiring public disclosure any sum of money or other material consideration to any person, directly or indirectly" to induce that person to play any record in which the distribs or Am-Par have a financial interest or as an inducement to influence any employee of a radio or TV station to play any Am-Par disk.

During the meet, ABC-Paramount sales chief Larry Newton reminded the distribs that Am-Par has not made any "freebies" available since January. He said the label will continue to provide distribs with 20-cent promotional disks but that allotments of these disks will henceforth be determined by the size of a distribs market. There will be limits placed on the amounts they may purchase.

Crackdown on Swindle Sheet

Continued from page 3

ductible for any reason, and hence far less likely to be used in payola.

Hits Entertainment

Theater, night club, hotel and band interests vigorously protested similar Clark proposals in May of last year, claiming that a good per cent of their revenue depends on the businessmen who entertain customers. Musical comedy would be hard hit, together with every other form of night life, since businessmen can't deduct food and drink tabs if there is even a single piano player in cocktail lounge or hotel dining room.

Clark was unsuccessful in his efforts to put over a bill to cut the luxury-type items from deductible status last year. Argument against Clark's proposals had its funny and its serious side in the Senate last week, and conferees from both houses were wrangling over its inclusion in the excise bill as of The Billboard's deadline (23)

Sen. Wallace Bennett led the opposition by pointing out that the Internal Revenue Service does not need additional law to end such exemptions, or to police the luxury deductibles. Bennett pointed out that IRS had already tightened reporting requirements on expense items in business accounts and requires top corporate officials to explain deductions claimed for membership in lodges, traveling costs, et al. Bennett scoffed at Clark exclusion of any form of "entertainment" while allowing any amount of food and drink to be expense. Bennett said this meant a businessman could not wine and dine his client in any place that

had entertainment of any kind, including a hotel dining room that had an orchestra. "I'm beginning to wonder if he could even tell the customer a joke."

Clark assured fellow Senators that businessmen can entertain their clients anytime, anywhere—but not at Uncle Sam's expense. Clark claimed the business expense accounts run to one or two billion dollars annually, and involve a tax loss of between \$200,000,000 and \$400,000,000. Clark ascribed about one-fifth of the total tab to entertainment expenses such as musical comedy tickets, and club fees in social and sporting clubs. He quoted Printer's Ink estimate of \$30,000,000 spent for deductible business gifts annually—with U. S. Treasury the loser of 52 per cent corporate tax money on these items.

Bennett retorted that the food-and-drink allowance was discriminatory against the non-drinking businessman, or one who entertains a non-drinking customer. The non-drinkers can't spend as much as the drinkers, so the latter have an unfair advantage in tax deduction, he said.

FOR DJ PROGRAMMING
REDD FOX
NATION'S FUNNIEST!!!



DTL 01
THE BEST LAFF
A CLEAN SCREAM!!

DOOTO

OFFICES FOR LEASE

New...
AIR CONDITIONED
6043 Hollywood Blvd.

AMPLE PARKING
TWO BLOCKS FROM FREEWAY

Leasing Agents:
Hubert Boisvert Realty
Telephone: HO 3-2161

NEW! NOW! NEW! on Ad Records,
Osceola, Iowa
BOOGIE WALK

By Andy Doll
YANKEE ROUSER

- "MY TANI"
THE BROTHERS FOUR
Columbia
- "YOU WERE BORN TO BE LOVED"
BILLY BLAND
Old Town
- LONGSOME OLD TOWN
JACK JONES
Kapp
- "I'M CONFESSIN' "
THE CLOVERS
UA
- "INDIANA WALTZ"
JACK SCOTT
Carlton
- "ARMEN'S THEME"
SI ZENTNER
Liberty
- "I'LL TAKE ROMANCE"
from
GEORGE SHEARING'S
Capitol Album
"WHITE SATIN"

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

WARREN SMITH
"I DON'T BELIEVE
I'LL FALL IN LOVE
TODAY"
Liberty F 55248

CENTRAL SONGS INC.
6308 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 1-9247

Billboard Spotlight Pick!

THEME FROM THE APARTMENT

Ferrante and Teicher
with orch. and chorus
United Artists 231
MILLS MUSIC, INC.

Thank You . . .

. . . to the many persons and firms who have been so instrumental in helping establish this new co-operative organization—we extend our heartfelt appreciation and thanks.

DISC
DEALERS IN SOUND CORPORATION

Executive Offices . . .
728 CLINTON AVE.
NEWARK, N. J.

BEST SELLERS ON

Dot[®] RECORDS

BEST SELLING SINGLES

#16083	LINCOLN'S GETTYSBURG ADDRESS LOVE'S OLD SWEET SONG —Wink Martindale	#16091	HIGHWAYS ARE HAPPY WAYS I GOT YOU —The Mills Brothers	#16097	TONIGHT TERRY LEE —Kimm Charney	#16109	YOUR LOVE'S GOT A GRIP ON ME EACH MOMENT —Nick Todd
#16088	WANDERER DREAM ON —Bill Ham and the Van Dels	#16092	COME GO WITH ME HOW CAN I FIND TRUE LOVE —The Dell-Vikings	#16103	A TISKET A TASKET NO —Dodie Stevens	#16111	HE IS THERE PLEASE HELP ME, I'M FALLING —Gale Storm
#16089 (Stereo-223)	CLOSE TEA LEAVES —Keely Smith	#16096	WELL OH, WELL OH EVERLOVIN' —Robin Luke	#16106 (Stereo-225)	LOOK FOR A STAR HE'LL HAVE TO GO —Billy Vaughn		

NEW RELEASES

#16098	BEAUTIFUL DREAMER LOST —Johnny Bernero's Quintet	#16100	THE NEARNESS OF YOU INGENUE —Johnny Gilbert Sid Bass & Orchestra	#16107	DARLING NELLY GRAY THERE'S A STAR-SPANGLED BANNER WAVING SOMEWHERE —Mac Wiseman
#16099	THE WHITE CLIFFS OF DOVER 4,000 MILES AWAY —Scott English	#16101	WAIT FOR ME COULDN'T WAIT ANY LONGER —The Embers		

BEST SELLING ALBUMS

DLP-3275	LINGER AWHILE (Stereo)—Billy Vaughn	DLP-3265	SWING, YOU LOVERS (Stereo)—Keely Smith	DLP-3241	BE MY LOVE (Stereo)—Keely Smith	DLP-3164	MR. MUSIC MAKER (Stereo)—Lawrence Welk
DLP-25275		DLP-25265		DLP-25241		DLP-25164	
DLP-3270	MOONGLOW (Stereo)—Pat Boone	DLP-3263	TOGETHER (Stereo)—Louis Prima & Keely Smith	DLP-3210	LOUIS AND KEELY (Stereo)—Louis Prima & Keely Smith	DLP-3201	GOLDEN HITS (Stereo)—Billy Vaughn
DLP-25270		DLP-25263		DLP-25210		DLP-25201	
DLP-3306	THE RAT RACE (Stereo)—Sam Butera and the Witnesses	DLP-3262	LOUIS PRIMA— HIS GREATEST HITS (Stereo)—Louis Prima	DLP-3157	THE MILLS BROTHERS GREAT HITS (Stereo)—	DLP-3098	GALE'S GREAT HITS —Gale Storm
DLP-25306		DLP-25262		DLP-25157		DLP-9500	THE FIVE PENNIES (Stereo)—Danny Kaye and Louis Armstrong
DLP-3295	AM I THAT EASY TO FORGET? (Stereo)—Debbie Reynolds	DLP-3292	THE LENNON SISTERS SING 12 GREAT HITS (Stereo)—	DLP-3071	PAT'S GREAT HITS (Stereo)—Pat Boone	DLP-29500	
DLP-25295		DLP-25292		DLP-25071		DLP-3302	POLKAS WITH LAWRENCE WELK (Stereo)—Featuring Myron Floren
DLP-3282	JASMINE AND JADE (Stereo)—Axel Stordahl			DLP-3119	BILLY VAUGHN PLAYS THE MILLION SELLERS (Stereo)—	DLP-25302	
DLP-25282				DLP-25119		DLP-3165	BLUE HAWAII (Stereo)—Billy Vaughn
						DLP-25165	



Dot
RECORDS

"THE NATION'S BEST SELLING RECORDS"

Public Demand for Something
NEW inspired these Great
MARK II INSTRUMENTALS

NIGHT THEME

HIT PICK
MUSIC VENDOR

VERY GOOD
CASH BOX

(A Laura Music Publication)

A NEW SOUND OF VELVET MELODY & SPARKLING RHYTHM
BY WAYNE COGSWELL, THE COMPOSER OF "TEENSVILLE" & "THE RAINBOW'S END"

b/w

CONFUSION

✓DRIVE ✓RHYTHM ✓TEEN BEAT ✓ACTION

This one has **GO!**

WYE RECORDS 5-1001

DISTRIBUTORS

Phoenix, Ariz.
M. B. KRUPP DIST. CO.
Los Angeles, Calif.
RECORDING MDSG. CO., INC.
Denver, Colo.
DAVIS SALES CO.
E. Hartford, Conn.
ALLIED RECORD DIST.
Washington, D. C.
SCHWARTZ BROS.
Miami, Fla.
TONE DISTRIBUTING CO.

Atlanta, Ga.
DIXIE DIST.
Chicago, Ill.
M & S DIST. CO.
Baltimore, Md.
GENERAL DIST. CO.
Boston, Mass.
RECORDS, INC.
Detroit, Mich.
AURORA DIST.
Minneapolis, Minn.
JATHER DISTRIBUTING
CORP.

Newark, N. J.
ESSEX RECORD DIST., INC.
Albany, N. Y.
LEONARD SMITH, INC.
Buffalo, N. Y.
M & N RECORD DIST.
New York, N. Y.
ACTION RECORDS
Charlotte, N. C.
F & F ENTERPRISE

Cincinnati, Ohio
HIT RECORDS
Cleveland, Ohio
TRANS AMERICA RECORD
DIST.

Oklahoma City, Okla.
OKLAHOMA RECORD &
SUPPLY CO.

Portland, Ore.
B. G. RECORD SERVICE
Philadelphia, Penn.
UNIVERSAL RECORD DIST.
Pittsburgh, Penn.
STANDARD DISTRIBUTING
CO.

Nashville, Tenn.
SOUTHERN RECORD DIST.
Dallas, Tex.
BIG STATE DIST. CO.

El Paso, Tex.
M. B. KRUPP
Houston, Tex.
H. W. DALEY CO.
Seattle, Wash.
B. G. RECORD SERVICE



Phone HO 7-9313 for distrib info or write—
WYE RECORDS, 625 WARWICK AVE., WARWICK, R. I.

Billy Rose

• Continued from page 3

tween them, and 50 per cent to the writer or writers of the lyrics collectively, to be divided equally between them; except that if the writers agreed to share royalties on any other basis, ASCAP would abide by these instructions. The letter also stated that if the contract between writers or the writers and publishers called for different distribution, then upon an excerpt from the contract being filed with ASCAP, the division provided for in such a contract would be followed (paragraph 3), and if there was no written contract between the writers and the publisher but the royalty statements showed a different division of royalties, then upon such facts being brought to the attention of the Society, the division indicated by the royalty statement would be followed (paragraph 4).

Rose stated that he felt that paragraphs 3 and 4 should apply to his collaborations with other writers. The majority of the board ruled in his favor; two members, Lou Alter and Virgil Thompson protested, claiming that these two paragraphs are not justifiable in theory. They felt that ASCAP should pay composers their 50 per cent share of performance credit, and writers should share the other 50 per cent, no matter what the writer contracts with publishers may call for.

Rose was awarded 33 1/2 per cent on the following songs, as were the other writer and the composer: "Another Mile," "Cheerful Little Earful," "The Girl I Left Behind Me," "I Found a Million Dollar Baby," "I Wanna Be Loved," "Yours for a Song," "It's Only a Paper Moon," "The Night Is Young and You're So Beautiful," and six others. He was awarded 25 per cent on three songs, "Great Day," "More Than You Know" and "Without a Song," while the other writer received 25 per cent and the composer 50 per cent. On 18 other songs, Rose was told that credits would be divided 50 per cent between the writer or writers and 50 per cent to the composer or composers until and unless Rose could show mechanical royalty statements or contracts with publishers that showed a different division of royalties.

NEW YORK — Dr. Martin Steele has been named to head up a new research laboratory to be opened by the Radio Corporation of America in Japan.

The new center, which is to be located in Tokyo, is currently under construction and will devote its studies to the physics and chemistry of solids. The official name of the new foreign operation is Laboratories RCA, Inc., Tokyo.

Meet Sparks Huge Disk Orders

• Continued from page 3

program) offers distributors a 12 1/2 per cent discount (thru September 3) on the new packages (with the exception of a special Paul Anka LP). However, a 20 per cent discount was allowed on all orders written up during the meet. Orders were pre-written by AM-Par for the distributors, based on past orders, marking the first time the label has adopted a pre-written-order policy.

ABC-Paramount's album sales and merchandising director, Allan Parker, told the distributors that AM-Par will henceforth concentrate more on in-store promotion (see separate story on special window display) and that the label for the first time is instituting a co-op advertising plan on a local level. First ad, calling for a 50-50 split on costs by AM-Par and the distributors, is for six Sing-Along-type catalog LP's. Parker also displayed new dividers for browser boxes. The new ABC-Paramount al-

Set Full-Scale Investigation

• Continued from page 3

gation into bootlegging of their product, particularly a flagrant case of counterfeiting Grand Award and Command packages. In addition to conferring with local and national law enforcement officials, they are conferring with their own lawyers in an effort to determine what legal steps they can take. At the same time, Clark said they will have their own private investigator "in the street" by the first of this week.

Light asked the distributors to co-operate with the campaign against bootlegging by buying cut-priced disks in their area and sending them to him for inspection. He

also suggested each distrib check with his own attorney on State laws pertaining to bootlegging.

In some cases, Light said, he discovered that the "bootlegged" Command albums were legitimate waxings, but others were obviously counterfeited with photographic off-set used for album covers, poor quality pressing, dull labels, mixed-up stereo channels, etc. Some of the counterfeit disks, explained Light, were discovered when customers returned them and complained of the quality.

The need for more aggressive sales tactics by distributors was stressed by Clark, Light, ABC-Paramount's national sales director Larry Newton, Grand Award-Command sales chief Loren Becker and Chancellor's general manager Peter Gerardi.

Clark told the distributors "This is the era of the hard sell. I believe most of us have forgotten how to sell." Gerardi spoke of "a new disease in the disk business... lack of enthusiasm."

Becker told the group "the coming months should see the survival of the fittest in the indie record and distributor field." The present situation, he opined, was brought about when over-production of LP's caused dealers to stop buying catalog and just purchase new releases. Dealers only buy catalog now, he said, when distributors offer deals on the catalog product.

Speaking of the evils of transshipping, Newton told the distributors. "You will distribute yourself out of business. Unless you co-operate, you as middle men will be out of business."

Am-Par Debs Dealer Display

HOLLYWOOD, Fla. — An elaborate window display highlighted Am-Par's launching of a stepped-up merchandising program for dealers during its national distributor meet here last week.

The display, designed by Jim Madden, features a running water fountain, illuminated sky, album covers dangling from mobiles and simulated statuary. Altho the cost (to Am-Par) of each display is \$81, the label offered them at \$20 each to distributors, who in turn will provide them to dealers gratis. A total of 350 displays were ordered by distributors during the first day's (Monday, June 20) meeting.

IRS Defines Tax

• Continued from page 4

to the proprietor of copyrights.

Backgrounding the ruling, IRS came to its present conclusion on the basis of a series of earlier rulings and revocations, in deciding that payment for exclusive licensing or transfer of a copyright could be treated as a sale of property in federal income tax reporting.

IRS notes that altho the form of payment will not bar the copyright proprietor's income from property sale tax rates, in cases where "interests resembling royalties are retained by the copyright proprietor, along with other rights in the transferred interest," the income may under some conditions fail to have the needed characteristics of a property sale. Also, the ruling does not cover two other aspects noted by IRS: whether a copyright is a capital asset, within the meaning of the code; and when the provisions of the code with respect to copyrights would apply.

2 on



"MY BABE"

LITTLE WALTER

CHECKER 955

"SO BLUE"

The VIBRATIONS

CHECKER 954

2120 S. Michigan, Chicago 16, Illinois

AL BROWN'S *tunetoppers*
"SWEET LITTLE LOVE"
AMY #806

AMY RECORDS • 1650 Broadway • New York, N. Y.

when answering ads . . .

Say You Saw It in The Billboard

UNITED ARTISTS

IS ON



FIVE SMASH SINGLES

DON COSTA his orchestra & chorus
UA 221

THEME FROM THE UNFORGIVEN

MARV JOHNSON
UA 226

ALL THE LOVE I GOT B/W **AIN'T GONNA BE THAT WAY**

STEVE LAWRENCE
UA 233

LITTLE BOY BLUE B/W **GIRLS, GIRLS, GIRLS**

FERRANTE & TEICHER
UA 231

THEME FROM THE APARTMENT

THE FALCONS
UA 229

THE TEACHER

ORDER FROM YOUR UA DISTRIBUTOR TODAY!

729 SEVENTH AVE. NEW YORK 19, N.Y.



FM, Tape Added to Col'bia Phono Line

NEW YORK — The 1961 line of Columbia Phonograph products shows that company's awareness of the changing trends in consumer buying, and the need on the part of the phonograph maker to diversify and broaden his string of electronic products.

This move toward diversification is characterized by the new high quality AM-FM table radios, an all-transistor FM portable with AM shortwave aircraft and marine bands and two portable tape recorders.

Leading the Columbia array, however, as usual, are 10 new portable phonographs and eight phono consoles. These are really the bread and butter of the company's merchandise.

The '61 Columbia phonos, which are all four-speed, contain four monaural sets which range in price from the "Teen-Timer," a manual play unit, at \$19.95, to the automatic C-1207 at \$49.95.

At the high end of the stereo portable list is the custom "Quartet," equipped with AM-FM simulcast and electronic hinges — wireless connections between case and remote speakers — at \$189.95. Five other sets range down in price to the \$79.95 list for the Model C-1209.

The stereo consoles come in three models and have "Stowaway" remote speaker units. They cover a price spread encompassing the C-1461, which has AM-FM radio at \$239.95 and \$139.95. There are five self-contained stereo consoles which range from \$199.95 to \$450.

Leading the totally new additions to the Columbia radio entourage is the "605," a portable with five-inch speaker and leather grained case. It sells for \$29.95. Then, too, there is the "Transistor Convertible," which is a pocket-sized portable that changes in an instant into a table set. This unit, in its first model debuted last year, won the Hess Bros. design

Daly V.P. at Magnecord

TULSA, Okla.—Hugh J. Daly, veteran sales executive in the tape recorder field, this week was upped to the newly created post of vice-president of sales of Magnecord, a division of Midwestern Industries, by M. E. Morrow, chairman of the MI board. Daly, formerly with Webcor as v.p. of sales, came to Midwestern Instruments in 1957, after the firm had purchased the assets of Magnecord, Inc., and moved it to Tulsa from its former Chicago home. Daly also functions as chairman of the public relations committee for the Magnetic Recording Industry Association and is on the MRIA's board of directors.

NEW RECOTON NEEDLE GUIDE

LONG ISLAND CITY, N. Y. — Recoton Corporation has published its ninth annual simplified replacement needle reference guide. The new guide includes a phonograph manufacturer's index and a convenient cross - reference guide. Also included on the cover page is a spot check listing from needle to cartridge manufacturer and vice versa. The cover pages also illustrate all of Recoton's replacement needles.

award. A carrying case and listening device have been added and it is listed at \$49.95.

The "611" is a six-tube AM-FM table set selling at \$49.95, while the "Triumph" is a transistorized portable AM-FM that carries a \$99.95 price tag. The "625" has two speakers, one three and one eighth-inch, magic eye tuning and retails at \$119.95.

In addition to these new products CBS has added two portable tape recorders to its line. The Model C-690 operates at both the 3¾ and 7½ inches per second speeds and records and plays up to one hour. It has a six-inch speaker and with five-inch reel of tape plus a blank reel and other accessories and sells for \$89.95. The second of the new tape machines is also portable and is called the "Portacorder." This is transistorized and records a total of 30 minutes at 3¾ inches per second. With its accessories, it sells for \$129.95.

VOLUME APLENTY

Rental Promotions Up Tape Recorder Sales

By ROBERT LATIMER

DENVER — Intensive promotion of rental services has meant a steadily profitable volume in tape recorder sales, for Davis Audio-Visual Company here.

During 1959, the Davis concern outsold many large stereo and high fidelity dealerships in Denver, despite the fact that the firm does not have the usual elaborate showroom, and has no "outside salesmen" whatsoever. Instead, the major tape recorder sales volume came directly from rentals, which, at \$5 for the first day, and \$2.50 for each following day, "give the customer an opportunity to determine what sort of tape recorder he would like to own."

Ampex Debuts New Pro Unit

REDWOOD CITY, Calif. — The recent Electronic Parts Show held in Chicago was the occasion at which the Ampex Corporation debuted its new Model 354 professional stereo-mono recorder. The 354 records and plays back two-track stereo, two-track monophonic, or half-track mono.

The new unit is also smaller in size, compared to previous Ampex professional units, lighter in weight and lower in cost. The new model sells for \$1,775, only \$300 above the monophonic Ampex recorder.

The smaller size permits a stereo-console model and a portable version with space for mixer and other accessories.

Werner Resigns Astatic Post

CONNEAUT, O.—G. Leonard Werner, director of sales for Astatic Corporation for the past six years, announced his resignation this week. When contacted, Werner would not comment on his resignation, but said he was considering other offers. He leaves Astatic June 30. His successor will be named shortly.

Webcor Intros New Streamline Consoles

CHICAGO—Webcor's 1961 line of audio playback product is the most expansive in the firm's history, with a series of six basic tape recorder models indicating that the local maker is still solidly on the reel-to-reel sales kick. In addition, Webcor initiates the "slim line" furniture design in stereo phonos, with three consoles featuring "Stereo Silhouette."

Webcor also becomes one of the first audio-playback-only makers to introduce a miniaturized, transistorized tape recorder, with its \$175 Microorder.

Four other two-track record and playback three-speed reel-to-reel units are available from a new low-priced \$139.95 Viscount thru a \$209.95 unit.

Firm's new line includes three portable stereo two and four-track (Continued on page 79)

The Davis concern specializes in rentals, as the audio-visual name implies, renting movie projectors, tape recorders in a half-dozen classifications, phonographs, and public address systems. Over the past (Continued on page 79)

Zenith Pay-TV Plans, Prices Indicated

CHICAGO — The basic consumer costs and mechanics involved in the recently announced joint Zenith Radio Corporation - RKO General, Teco, Inc., application for paid TV in Hartford, Conn., indicate the consumer will pay \$7.50 to \$10 for the installation of the decoder, a compact device about the size of an AM-FM tuner. Estimates indicate the average program will run between 75 cents and \$1.50, with a low of 25 cents and a high perhaps of \$3.50 for a high cost production. (Continued on page 79)

Ferrodynamics to Manufacture Own Recorded Tape

LODI, N. J. — New production techniques developed by the Ferrodynamics Corporation, maker of raw magnetic audio tape, has made it feasible for that company to enter the pre-recorded tape market and to issue pre-recorded tape at a competitive price level with the stereo disk recording.

Noting that one of the handicaps to the wider use of pre-recorded tape was its higher comparative price to the stereo disk, Frederick I. Kantor, president of the company, announced that Ferrodynamics tapes will be priced to sell at \$4.95. This compares favorably with the \$6.95 and \$8.95 lists of tapes currently on the market.

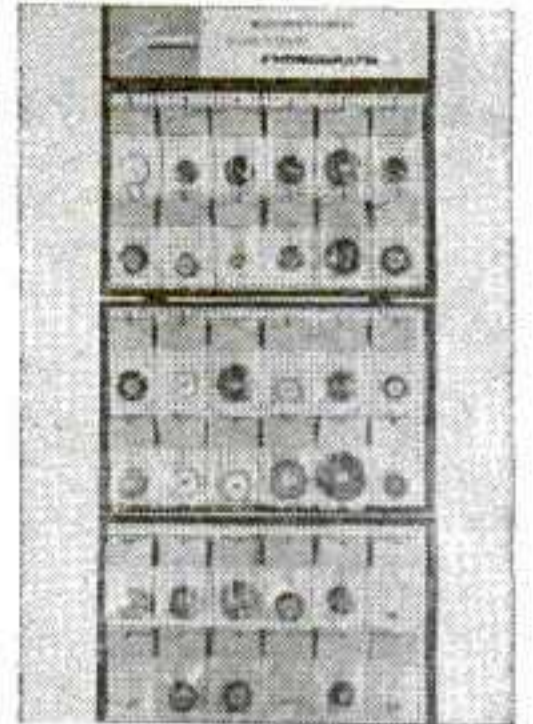
NEW AUDIO PRODUCTS

Wheel Display Rolls-In

Jensen Industries entrance into the phonograph drive wheel, pulley, tires and belt field is marked by this display of replacement wheels packaged for rack or board exhibition.

The rack itself is appropriately designed for either wall or counter display and comes in a two-foot-tall, four-color, six-sided peg board.

Prominently presented on the board are samples of a Jensen catalog of 75 wheels that can be used in the phonographs of 29 leading makers. Included in the items for presentation are turret pulleys, cams, and tires and

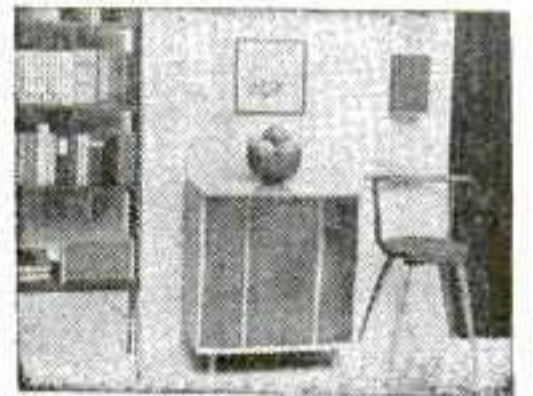


belts and tires as well as idler and drive wheels.

Console Stows Speakers

One of the leading members of the 1961 line of Columbia Phonographs (see separate story) is this "Custom Trio" stereo console.

The unit uses twin "Stowaway" remote speakers which may be used at any point in the room or in the main cabinet. The phono has four speeds and the cabinet is available in either mahogany, oiled walnut or blonde. An FM-AM tuner is optional equipment and comes at an extra charge.



The lowest-priced unit of this model sells for \$169.95; highest with tuner and most expensive cabinet is \$249.95.

Speakers With Wireless Connection

Electronic hinges are one of the features of the new "Trio" deluxe stereo portable also given its 1961 debut by Columbia.

The electronic hinges are wireless connections between the case and its two remote speakers. Another speaker is built into the main cabinet of the portable. Each of the speakers measures six inches and is matched to an individual amplifier.



The unit comes in charcoal grey with silver-toned trim and is listed at \$129.95.

Auto Lighter Runs Tape

Grey Industries of N. Y. is seeking quality dealers to handle a two-speed, two-motor battery operated portable tape recorder. The machine is made by Butoba of West Germany and records up to two hours at the 3¾ or 1½ inches per second speeds. A converter is also available that allows the M-4, as the unit is named, to operate thru the cigarette lighter socket of an automobile. It sells for \$249.50 and



the company has announced that generous dealer discounts are available.

Emerson-DuMont Deb '61 Instrument Lines

NEW YORK — The new collection of Emerson and DuMont TV sets, stereo-TV consoles, stereo phono consoles, AM-FM radios and transistor sets made their appearance here this week.

Numbered among the DuMont sets are six stereophonic AM-FM radio - phono combinations that range in price from the "Douglas" at \$450 to "Lorraine," a French provincial console at \$550. These sets feature either Glaser-Steers or Garrard changers and come in a number of hardwood cabinets.

A table model 19-inch TV set, one of the models growing in public popularity, leads the low end of the TV set line. Other sets have 21 and 23-inch and 24-inch picture tubes and sell from \$230 thru \$650.

Leading off the instruments termed "home entertainment centers" is the Greig, which contains 23-inch TV, Garrard changer, stereo speakers and AM-FM radio. This sells for \$695; \$795 with wireless remote control. Topping this (Continued on page 79)



NOW ON
EVEREST
WALTER
BRENNAN

**A GREAT NEW SINGLE THAT'S
DESTINED TO MAKE HISTORY!**

**NOAH'S
ARK** #19365

Orchestral and choral background conducted by Joe Leahy



©PRODUCT OF EVEREST RECORDS, DIVISION OF BELOCK INSTRUMENT CORP.

V-M's NEW 1960 AWARD WINNING MASTER CONSOLE!

- ACCLAIMED STYLING SUPERIORITY!
- UNEQUALLED PERFORMANCE!
- V-M ELEGANCE WITH EXCITING, DRAMATIC DISTINCTIVENESS

So exquisitely beautiful, this V-M Master Console won a coveted styling award for 1960 in the *Annual Mahogany Awards Competition!* A Complete Home Music Center for your most discriminating customers! Here, in one co-ordinated fine-furniture cabinet is a combination of V-M's finest quality components... *4-Track Stereo-Play Recorder featuring V-M's Exclusive "Add-A-Track," a 4-Speed Automatic High-Fidelity Stereophonic Phonograph and a Deluxe AM-FM Stereo Tuner.* There's all this in a magnificently styled, award-winning *Genuine Mahogany, full-bodied, hand-rubbed cabinet!*



V-M 'Stereo/Fidelid' Master Console
MODEL 1002—\$1,025.00 List*

THE TAPE RECORDER is V-M's famous 'tape-o-matic'® 4-Track Stereo-Play Recorder featuring "Add-A-Track"... the unique control which permits you to record on one track, rewind, record on another track, while listening to the first track. On play-back you hear *both* tracks simultaneously!

Now you can play a duet with yourself! Sing to your own accompaniment! Learn dramatic roles! With "Add-A-Track" you have hundreds of home "entertainment" possibilities... PLUS practical educational benefits in language training, speech therapy, or musical studies. In addition to playing stereo tapes you may record and play-back monophonically as well!


HIGH-FIDELITY STEREOPHONIC PHONOGRAPH includes V-M's exclusive 'Stere-O-Matic'® 4-Speed Automatic Record Changer with Diamond Needle. Plays all record sizes and speeds *both* stereo and monophonic. All records sound *better* than ever before!

DELUXE STEREO AM-FM TUNER provides unlimited versatility in radio entertainment. Tuning knobs for all standard broadcasting frequencies and for selecting FM with or without *Automatic Frequency Control*, AM, AM-FM Stereo and FM Multiplex.

• MASTER CONTROL SELECTOR PANEL • V-M AUTOMATIC CLOCK TIMER
• V-M 'STEREO/DIRECTIONAL' DUAL SPEAKER SYSTEMS • OUTPUT RECEPTACLES FOR EXTERNAL SPEAKERS • POWER OUTPUT: 60 Watts (Peak); 30 watts (peak) each channel.

THIS WILL BE THE PRIDE OF YOUR SHOWROOM—A delight for your prospects to see, hear and buy! Call your distributor today!

*Slightly Higher Wood

the  of Music®

V-M CORPORATION • BENTON HARBOR, MICHIGAN • WORLD FAMOUS FOR THE FINEST IN RECORD CHANGERS, PHONOGRAPHS AND TAPE RECORDERS

AUDIO NEWS BRIEFS

Barry Lar Rieu has been added to the advertising and sales staff of Ampex Audio in Sunnyvale, Calif. . . . Sylvania's "Distributor of the Year" award has been presented to the Careva Corporation of York, Pa. The award is presented to the television, radio and high-fidelity distributor who has an outstanding record of sales, advertising and a fine financial program. . . . FXR, Inc., has moved into new sales and general headquarters in Woodside, N. Y. The new site lies directly next to the firm's main plant. . . . New controller of Sylvania Electrical Products is John E. Rhodes. . . . New staff vice-president for RCA in Washington is Carlton D. Smith. George Y. Wheeler, whom Smith replaced, has become a company consultant. . . . The same firm's Canadian wing has appointed Brian J. Maguire, who was formerly with the Ford Motor Company. Irving Toner has been elected president of the Empire State Federation of Electronic Technicians Association, Inc.

John Witherell has stepped down from his post as Chicago regional dealer development man-

Two Take on Zenith Posts

CHICAGO — A former national field sales manager for Columbia Records has been appointed district sales representative in the Buffalo-Cleveland-Pittsburgh area by the Zenith Sales Corporation. His name is James T. Turnbull.

William G. Frick has joined the same company as a merchandising assistant to the president. Frick had been field sales manager of Radio and Phono Division of the RCA Corporation based in Camden, N. J.

The Zenith Radio wing of the company has honored 20 of its wholesale distributors who have handled the company's line of radio, TV and stereophonic phonos and other instruments for more than 15 years. Longest relationships were for 35 and 30 years. Diamond service pins and silver pitchers and trays were awarded.

Audio Firm's Sales Drop

NEW YORK—A decline of total sales and profits was registered by the Harmon-Kardon Company, makers of audio equipment.

In spite of the fact that sales of the firm's hi-fi products were the best in the company's history, total sales reflected a downward trend from \$3,042,106 for the nine-month period ending March 31, 1959, as compared to \$2,847,252 for this year. The hi-fi sales accounted for 92 per cent of the total but contract work from manufacturers ran at a rate below expectations.

Net profits scored a \$97,009 figure which shows a decline as compared with the \$118,527 figure for last year's period take.

ager for Motorola. . . . Sales manager for the newly created northern Ohio district for Curtis Mathes Manufacturing is George Malsed. . . . Culver radio and record shop in Phoenix has moved to a new location after 20 years in the same place. . . . Colonel John F. Rider, owner of the publishing company bearing his name, which specializes in technical books on electronics, was honored at a testimonial dinner give by the Lieutenant Harold G. Blumberg Post of the American Legion in Brooklyn. . . . Lisa Products has announced four new distributorship appointments in the United States. The Italian changer manufacturer has named Karet-Margolin of Chicago as Illinois and Wisconsin representatives; Maynard Sales of Dallas for Texas; the Dakotas will be handled by The Hammond Company of Minneapolis, and Washington, Oregon and Alaska by Northwestern Sales of Seattle.

Otto C. Bohlander has been named to the vice-president and merchandising manager post at Travler Radio Corporation, in Chicago. . . . Stromberg-Carlson has named Robert E. Nichols as district manager for the Atlanta territory. . . . Gerald S. Butts is the district sales manager for Sylvania Home products in the Miami area. . . . George Otis, vice-president in charge of international operations for American Concertone, which has recently been brought into the newly formed Astro-Science combine, has been elected to the board of that parent company. In addition, Otis has also been elected to the board of the former company, American Electronics. . . . The Grundig Werke Company, a German-based outfit whose American counter part is Grundig-Majestic, will produce tape recorders at a plant in Fuarth, Ireland, near Belfast. The Irish plant is the first for the firm outside of West Germany.

The Sylvania Home Electronics Corporation has established a new marketing subsidiary sales office in Hialeah, Fla. Resident manager of the new office is Henry J. Keeler. . . . Ampex Audio has appointed John A. Larson assistant manager of advertising sales and promotion. He replaces Richard C. Grant. . . . The Amper division has promoted four senior applications engineers to section head categories in their divisions. Those promoted are Bertram Green, Albert Katz, Kevin Redmond, and Wallace Hickman. . . . The Motorola Company has a manager of its new Dealer Development Service Plan. His name is Harry C. Charbot. . . . The 1960 Investor's Relations Award has been awarded, in the electronics-television industry to the Magnavox Company. The firm received the citation for its handling of investor relations which include telling shareholders of earnings, dividends, employee relations and product development.

The Blonder-Tongue scholarship prizes have been awarded to students majoring in electrical engineering in 14 Eastern colleges. . . . The quarterly dividend declared by the Motorola Corporation has been increased from 37½ cents to 50 cents. . . . Joseph N. Benjamin resigned as of the end of this month as president of the Bogen-Presto division of the Siegler Corporation. . . . Sylvania has appointed Donald Price to the post of advertising and sales promotion manager. He replaces Charles R. Lunney who has resigned. . . . Boyd Distributing of Detroit has added the Tosheba line of electronic products to its entire string of merchandise. . . . Zenith will show its new line of radios, TV and stereo phonos this week, June 27-30, at the Park Sheraton Hotel to the New York area.

Webcor New Line Promo

CHICAGO—The Webcor execs were this week touring the country for a series of regional new line showings, it was reported from reliable sources that the local phono-tape recorder maker would depend heavily on a series of outstanding name recording artist testimonials in point-of-sale and consumer mag advertising. Known definitely to be lending their recording name stature to the 1960-'61 Webcor ad and sales promo are Les Brown and the McGuire Sisters.

Clairtone Corp. Stock to Public

TORONTO — Clairtone Sound Corporation, Ltd., has begun its initial public financing with 116,000 shares of no par value stock to be offered at \$2.75. Handling the offering for the firm is N. L. MacNames Company.

The firm, which sold something like 700 stereo radio and record players in the United States, did \$311,068 worth of business in their first full year of operation, which

Chi Instrument Stock Offer

WASHINGTON — The Chicago Musical Instrument Company, maker and distributor of the Lowery electronic organs, the Olds line of band instruments, Gibson line of fretted musical instruments and electronic amplifiers, and other musical wares, has asked to register 260,000 shares of common stock with the Securities and Exchange Commission. Offered for public sale would be 40,000 shares, by the company, and 220,000 outstanding, by the present holders. Proceeds from the sale of the 40,000 shares would be used for normal expansion, the SEC was told. The company has outstanding 674,025 shares of common stock, of which about 69 per cent are held by the firm's president, M. H. Gerlin, Edward P. Morse and Thomas V. Naylor, as voting trustees. The company's directors and officers and members of their families as a group own directly 2,500 shares, and indirectly, as beneficiaries of the voting trust, 268,878 shares, SEC reports.

ended August 31 of last year. So far total sales as of March of this year stand a bit short of the \$600,000 mark.



on 20th FOX

ALL YOU HEAR IS BEAUTY

when answering ads . . .
SEE YOU SAW IT IN THE BILLBOARD!

Poetry in Motion is Profit in Motion for You!

Audio Book of Famous Poems Moves from Dealer Shelves the Nation Over!

The popularly acclaimed Audio Book of Famous Poems moves and when it does it means greater sales volume for you! Lovers of verse agree that poetry should be read aloud and in this thrilling record album, Marvin Miller reads 74 of the best loved poems including the immortal "Rubaiyat of Omar Khayyam." 4 Records - \$4.95 List.

STOCK IT - PROMOTE IT - SELL IT!

OTHER BEST SELLING AUDIO BOOK 16 RPM RECORD ALBUMS -



The Basic Writings of Ralph Waldo Emerson—Lew Ayres reads with understanding and integrity the most representative works of one of America's greatest men of letters.

5 Records - \$5.95 List



The Complete Sonnets of Shakespeare — Ronald Colman reads all 154 sonnets which is a sensitive, moving and altogether magnificent achievement.

3 Records - \$3.95 List



The Best of Mark Twain — A rollicking reading of 17 of the most hilarious stories and sketches by America's most beloved humorist.

4 Records - \$4.95 List

ORDER THESE POPULAR 'AUDIO BOOKS' FROM YOUR DISTRIBUTOR TODAY!

Write for Complete Catalogs

AUDIO BOOK COMPANY
ST. JOSEPH, MICHIGAN

"Great Literature in High-Fidelity"

a day to be proud of . . .

When you receive your commission . . . and join the Navy . . . of all officers in the Naval Reserve, if you are a college graduate, between 18 and 22, you may qualify for the Navy's Officer Candidate School. Visit your local office of Naval Officer Personnel for complete details on how you can earn your commission in a distinguished Navy officer.

NAVY

EXPLODING

**I'M SORRY
THAT'S ALL YOU GOTTA DO**
Brenda Lee Decca 31093

**THE LAST DANCE
NINE O'CLOCK**
The McGuire Sisters Coral 62216

COLUMBUS STOCKADE BLUES
Pete Fountain Coral 62211

**MAIS OUI
ONLY THE BROKEN HEARTED**
Bob Beckham Decca 31090

**BUILDING CASTLES
DREAMY**
Earl Grant Decca 31110

TRUE TO YOU
The Kalin Twins Decca 31111

LET ME BE THE ONE
Bobby Helms Decca 31103

**EV'RYBODY'S SOMEBODY'S FOOL
LET THE LITTLE GIRL DANCE**
Ernest Tubb Decca 31119

THE TIP OF MY FINGERS
Bill Anderson Decca 31092

NEVER BEFORE SO

before the 4th

DECCA® · CORAL® BRUNSWICK®

I CRIED FOR YOU
Billy Williams Coral 62218

EXCLUSIVELY YOURS
Carl Dobkins Jr. Decca 31088

THE TIP OF MY FINGERS
Nick Noble Coral 62213

ACE IN THE HOLE
Roberta Sherwood Decca 31091

TRUE LOVE WAYS
Buddy Holly Coral 62210

ANymORE
Roy Drusky Decca 31109

WHEN WILL YOU KNOW IT
The Wilburn Bros. Decca 31114

TOO MUCH TO LOSE
Carl Belew Decca 31086

EACH MOMENT
Ernest Ashworth Decca 31085

HOT! AND.....

VOX JOX

By JUNE BUNDY

JAZZ JOX: The Billboard's Annual Jazz Artists Poll is spotlighted in this issue (see Summer Spotlight on Record Programming insert) so this week's "Vox Jox" column is devoted to jazz programming activities of deejays and stations across the country.

FEM SPINNERS: At least two gals are hosting jazz disk shows. Carol B. Gay, has a weekly Friday night (11:05 p.m.-midnight) program on CKCK, Regina, Sask., which occasionally features live performances by local jazz musicians as well as records. Miss Gay notes: "To this station's knowledge I am the only female jazz disk jockey in Western Canada—and perhaps, in Canada period!" . . . Stephani Saltman, WBUR-FM, Boston, similarly writes, "I am, as far as I know, the only girl running a jazz show in Boston." Her Saturday airer, "Jazz Corner," combines "live jazz with the best of new and old recorded jazz."

WORLD-WIDE JAZZ: The jazz deejay scene is far more than merely local. For example, Tedd Lawrence, who has a daily local jazz show on WABC, New York, also emcees a coast-to-coast program, "Here Comes the Big Bands Again" on the ABC network Saturdays at 5:30 p.m. . . . Another network jazz show is "The Bandstand Jazz," emceed by Guy Wallace, on the Mutual web. . . . Johnny Adams, KIDD, Pacific Grove, Calif., is readying a jazz show which will be carried by a station in Munich, Germany. Adams' local jazz show is aired nightly from 10:30 to 11 Monday thru Saturday and from 4 to 6 p.m. on Sunday. Adams, incidentally, says he needs jazz wax.

CAPTIVE JAZZ BUFFS: Bob Hansen, who emcees "Jazz Gallery" on KBEE, Modesto, Calif., writes, "We are very likely the only station in the country which has a 2,000 person captive audience for each broadcast of 'Jazz Gallery.' The inmates of the Deuel Vocational Institute have voted jazz as their favorite music and have voted my program as tops. Not only do they listen to every broadcast, but they tape same and rebroadcast it thru their intercom system through the Institute later for those who cannot hear the original broadcast."

THIS 'N' THAT: Willis Conover of the Voice of America recently aired a full week's programming, based on Louis Armstrong's biography, with Armstrong himself ad libbing special comments on his life and waxings. . . . Jack Knuth, WSJM, St. Joseph, Mich., writes: "My biggest rub is the common one. Jazz labels don't send enough records out." . . . George White, WCHB, Detroit, is now in his 10th year as a jazz deejay and fourth year in Detroit. "I modestly admit," says White, "that I run the only avant garde jazz show in this part of the country, playing nothing but real 'swingers' like Coltrane, Rollins, MJQ, etc."

Loonis McGlohon, music director of WBT, Charlotte, N. C., reports on a WBT show, "Project 60," which has spotlighted hour-long programs based on such themes as "The Billie Holiday Story," "The Jazz Piano," a two-part series on "The Jazz Singer," "The Jazz Arranger," etc. . . . Bill Chambres, WPWT-FM, Philadelphia, believes his show is the oldest FM jazz show in Philly. "It was thru the plugging of this show," notes Chambres, "that made it possible to program 24 hours of jazz daily over WHAT-FM."

Coal Bill Davis, KTLN, Denver, is now in his sixth year with a daily jazz show in the 9 p.m.-midnight time period. "Most of the time," writes Davis, "I'm sold out." . . . Carter Smith, KRE, Berkeley, Calif., says his "Sunday Session" is "one of the oldest jazz programs on radio, featuring Dixie, swing and any other type of jazz that has some sort of tune in it."

GAB BAG; Elzer Marx, general manager of WITY, Danville, Ill., queries: "Why don't record companies give complaint of musicians backing vocal; list musicians at all times; give date of recording and location?" Marx, who emcees a nightly jazz show, featuring two different LP's each night, tongue-in-cheek: "I find that it's easier to program jazz when you're the manager of the station."

Bob Howard, KCAP, Helena, Mont., writes: "Montana being an area that you could term non-jazz, I find that by explaining certain points concerning jazz—terminology, origins of certain elements in jazz, etc.—that my program is accepted by many that otherwise would never allow themselves to be exposed to jazz. Every 90 days we go back to the roots of jazz and work our way up to the present sounds thereby giving the listeners a good foundation. . . . Dick Hadlock, KJAZ, Berkeley, Calif., (the outlet which concentrates on jazz wax exclusively) emcees "The Annals of Jazz," an hour-long program planned around a specific jazz subject every day.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Newhart Collects Coin Via 'Button-Down' LP

Thirty-year-old Bob Newhart, a native Chicagoan, has been a professional comedian for only a short five months.

Earlier, in February 1960, he was an accountant in Chicago with an inclination for making funny phone calls to his friends—one of whom taped some of them. A Chicago disk jockey heard a few of these routines and induced a record company executive to listen to his new find.

Warner Bros. decided to make the LP and recorded it during an actual night club performance. "The Button-Down Mind of Bob Newhart" was released early in April and in this short time period the album is reported to have sold over 130,000 copies. The disk is currently riding high on the "Top LP" chart in the No. 3 slot. Newhart hopes to do more TV in the future and possibly some concert work.

YESTERYEAR'S TOPS—

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

JULY 4, 1955

1. Unchained Melody
2. Cherry Pink and Apple Blossom White
3. Ballad of Davy Crockett
4. Blossom Fell
5. Learnin' the Blues
6. Rock Around the Clock
7. Dance With Me, Henry
8. Something's Gotta Give
9. Honey Babe
10. Heart

JULY 3, 1950

1. Third Man Theme
2. Bewitched
3. Hoop-Dee-Do
4. My Foolish Heart
5. Sentimental Me
6. I Wanna Be Loved
7. Old Piano Roll Blues
8. It Isn't Fair
9. Mona Lisa
10. Count Every Star

MUSIC AS WRITTEN

New York

Herbie Katz has joined the band equipment department of Circle Artists Corporation in New York. He will be in charge of the Eastern division of the band department, specializing in night clubs and cocktail rooms. . . . Chris Connor opens at the Lotus Club in Washington June 30. . . . The Anne Records label of Greenville, S. C., has changed its name to Plaid Records. First disk on Plaid features chanter Ted Self. . . . Moe Preskell is the new national promotion manager of Everest Records. . . . 20th Fox has acquired the Australian waxing of "Tie Me Kangaroo Down, Sport" as sung by Rolf Harris. Song is a hit Down Under. . . . Danny Davis has joined Big Top Records as a field promotion man. Davis was formerly with Kapp and Decca Records.

John Lewis has been reappointed special musical consultant to the Monterey Jazz Festival to be held in September. . . . John Brindle has joined Tom Robinson's Atlas label as national promotion manager. . . . Larry Williams will appear at the Surf Club in Baltimore for a week starting June 28. . . . Cozy Cole plays the Chateau Lounge in Pittsburgh, starting June 27. . . . Eddie Mathews has joined United Artists Records sales and promotion staff. He was with Art Talmadge at Mercury. . . . Roy Hamilton is now on an extended tour of one-nighter dates thruout the Southeast. . . . Russ Garcia is writing the score for the flick, "Atlantis, the Lost Continent." . . . Dot Records has snagged the track from the new flick, "It Started in Naples." . . . Verus Records is flipping over the deejay action on the firm's waxing by comic Spo-Do-Odee called "Crashing the Party." . . . Kenny Marlow, Nashville pubber and Image Records head, married Fay Teal last week.

George Wein has lined up a flock of top jazz names for his Storyville Club in Cape Cod this summer. Names include Sarah Vaughan, Erroll Garner, Benny Goodman, Gene Krupa, Kingston Trio, Pete Seeger, Shelly Berman and Odette. . . . Nat Cole and Stan Kenton have teamed up for a new Capitol Record titled "Steady." Tune was penned by Dick Hoffman and Al Manning. . . . Gene Krupa and his quartet opened at Baker's Keyboard Lounge in Detroit July 11. . . . Tom O'Mally and Pat Kurland have a talkie show every night from New York's Living Room Club over radio Station WNTA in Gotham. . . . The Platters open at the Town House in Buffalo July 8 for a week.

Bob Rolontz

Chicago

Arnold Silverman, last op of his own one-stop in Philadelphia and for years a sales executive with Mercury Records, has joined Seeburg's home office here in sales promotion, working on the important "Artist of the Week" promotion for stereo juke boxes. He concluded an agreement with Max Cooperstein of Chess Prod. Corp., whereby Ahmad Jamal and Ramsey Lewis albums will soon be featured in the Seeburg promotion. . . . All-State Dist. here representing Ben Barton's new label, Tab, The New York music publisher's first item is a long play by Raymond Price and his orchestra. . . . Irv Biegel, longtime employe in promotion and sales with Johnny Kaplan's Jay Kay Dist., Detroit, and recently a Dot regional exec, opened his own record promotion office in Detroit, with Sam Kaplan, another ex-Jay Kay employe. The new firm is handling Everest, Porgie Music and Twirl records thus far. . . . Harvey Kahn, formerly sales manager for Jay Kay Dis., opened his own distribber, Aurora Dist., in Detroit this week. He's being assisted by ex-Warner Bros. branch manager, Barney Ales. . . . Charlie Richter, longtime Music Corp. of America booker, has resigned his post with MCA's Minneapolis office. Tommy Mallow, Chicago one-nite booker, has joined MCA's concert department, with Charley Warpel, formerly in unit booking, taking over the one-night chair.

Cincinnati

Perry Como spent Monday and Tuesday (20-21) here in behalf of RCA Victor and his TV sponsor, Kraft Foods. Como made no appearances before the general public during his stop-off here. Altho his arrival time was a guarded secret, a "family-type" crowd of some 350 greeted him upon his arrival at the Greater Cincinnati Airport Sunday night. The Cincinnati Enquirer covered the event in word and photo on its front page Monday morning. The Kraft people tossed a press party in Perry's honor at the Terrace Hilton Monday evening, and Tuesday the same hotel was the scene of a luncheon hosted by Jerry Weiner, local RCA Victor record chief, which found virtually all of the local deejays and music men present. The Como contingent lauded Weiner for his deft handling of the luncheon arrangements. In the Como party here were Lester Gottlieb, GAC veepee; Luigi Creatore, of Luigi and Hugo, RCA a.&r. heads; George Parkhill, RCA Victor promotion expert; Mickey Glass, of Roncom Music; Dee Bellins, Como's manager, and Harry Sobel, press rep. The Como caravan departed for Atlanta Tuesday evening and also made Philadelphia before returning to New York late Friday (24).

NOW THE

EXPLOSION

Dale Stevens, The Cincinnati Post and Times Star columnist and record expert, is using the Frank Vincent Trio, current attraction at the Terrace Hilton's Kasbah, for the last hour of his platter show aired from that spot Saturdays 1-5 p.m. His is only the second air show in town using live music on a regular basis. . . . The Lindner brothers (Carl, Robert and Richard), operators of dairy product and supermarket chains in this area, have purchased Station WZIP, with headquarters in the Vernon Manor Hotel, from Greater Cincinnati Radio, headed by Ed Skotch, Don Balsamo and Monte Fassnacht, for a reported \$412,000. Sale is subject to approval by the FCC. The new owners say the station will continue to operate as a "good music" station. . . . Milton Berle is set for a fortnight's stand at the Beverly Hills Country Club, Southgate, Ky., starting August 27.

Ike Klayman, head of A.&I. Record Distributing, reports better-than-average action on the new Epic release, "Heartbreak Station" b.w. "Don't Talk About Love," by Sonny Flaherty, a recording newcomer from Dayton, O. Klayman also is high on "Image of a Girl" b.w. "Four Steps to Love," as done by the Safaris on the Eldo label. . . . George Palmer, veteran newscaster recently dismissed from the staff of WKRC-TV here, returns to the TV lanes Monday (27) via Mort Watters' WCPO-TV here, where he will be featured in a daily hour-long program. . . . Len Goorian, well known in radio and TV circles hereabouts, bows his own daily half-hour TV seg bearing his name on WKRC-TV Monday (27). Show will mix conversation with entertainment and will be presented before a live audience. Regulars on the program will be Billy Johnson, who heads his own live show on WKRC-TV, and the Jimmy Wilbur Trio, long the intermission feature at Beverly Hills, Southgate, Ky. Local talent and visiting guests will be spotted on occasion. . . . Stan Conrad and His Hammond are set until July 9 at Gebert's Hotel, on Route 30, near Irwin, Pa., playing Tuesdays thru Saturdays. Bill Sachs

Nashville

Columbia Records' Don Law was in town last week for sessions at Bradley Studio with Carl Smith and Hawkshaw Hawkins. The Smith release will be out pronto. Don and his wife Hazel will spend most of the summer here. . . . Wesley Rose infos that his Acuff-Rose firm is feeling no pain over reaction to "Margo," current RCA Victor release by the Browns; the same goes for Roy Orbison's "Only the Lonely," out on Monument. Margie Bowes cut a recent Hickory session on "Day After Day" b/w "Don't Turn on the Lights," on which Acuff-Rose expects big things. . . . Smoky Stover and the Original Firemen play Nashville's Colemere Club July 2, booked in by Orchestras, Inc., Chicago.

Ed Labunski, of Cincinnati, was at the Bradley Studios Saturday (18). . . . George Hamilton IV cut a session at Bradley's Tuesday (21) for AM-Par. . . . Also at Bradley's for sessions last week were Mercury's Johnny Preston and Rusty Draper, with the label's Shelby Singleton and David Carol in to a.s.r. Preston's manager, Bill Hall, was also in. . . . Bradley Studio engineer, Mort Thomasson, and wife Betty have been vacationing at St. Petersburg, Fla. . . . Ed Carder, of Ralph H. Jones Agency, Cincinnati, was in town last week and is expected back this week. . . . Lee Rosenberg, of Southern Belle Music, infos that jockeys may receive copies of Hy-Lo Brown's current Capitol release, "Just Any Old Love," by writing her at 3324 West End Avenue, Nashville.

Image Records' Kenny Marlow and the former Fay Teal were married here recently. . . . Drummer Buddy Harman is building a new home in Donelson, just outside Nashville. . . . RCA Victor artist Floyd Robinson is currently redecorating the office of Columbia artist Marty Robbins. Robinson is a successful builder as well as recording artist. . . . RCA Victor's Archie Campbell competed in a golf tourney last week at Nashville's swank Richland Country Club. . . . Anita Kerr Quartet appears on Arthur Godfrey's TV-er this week from New York. . . . Bill Downer, of Champion Music's New York office, was in town last week. Champion has Brenda Lee's current Decca smash, "I'm Sorry." . . . Young Gary Atkins, son of Jim Atkins, general manager of Denver's KOA, will spend the summer in Nashville as guest of his uncle, RCA Victor's Chet Atkins. Gary, a college student and an electronics wizard, will observe engineering techniques at the RCA Victor Studio while here.

M-G-M's Jim Vinneau is skedded to hit town this week for sessions with Mark Dinning. . . . RCA Victor engineer Bill Porter is back from vacation. . . . Bill Anderson, whose Decca release, "Tip of My Fingers," is pop pick on a number of stations throughout the country, this week begins a two-month string of p.a.'s along the West Coast. . . . Tree Music's Buddy Killen infos that Mercury Records has signed Billy Sherrill to a recording pact. Sherrill is one of the owners of the new Sonico Recording Studio here. . . . Pete Fountain and his jazz group played Nashville's famed old Ryman Auditorium Thursday night (23). . . . Apologies to Cy Coben, who penned "Lonely Little Robin," current RCA Victor release by the Browns. Credit misgiven here last week went to Si Siman, also a fine feller. Pat Twitty

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.

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

ANNETTE goes Hawaiian with 12 songs of the Islands recorded on her new Vista album, Hawaiianette. Included in the group of bouncy Hawaiian-styled ditties (arranged and conducted by Camarata) are: Hawaiianette, Blue Hawaii, Song Of The Islands, My Little Grass Shack, Date Night In Hawaii, etc. The pert brunette salutes the 50th State with a performance of Hawaiian on the "Coke" TV Specular, June 27.

The BROWNS' latest, "Margo b/w Lonely Little Robin," was cut in early April in Nashville with Chet Atkins, RCA Victor's Southern a.s.r. director, producing. Single was released last week as a follow up to their chart-riding hit, The Old Lamplighter. The brother-sisters act from Little Rock have a Billboard Spotlight Winner in their new one. Bonnie announced last week that she is expecting a visit from Mr. Stork sometime in the fall.

RAY CHARLES, a blues singer whose earthiness frequently plumbs astonishing depths, makes his appearance on Billboard's Hot 100 chart this week with his new ABC-Paramount release, Sticks And Stones. Flip side is Worried Life Blues. Born in Albany, Georgia, one of Ray's big ambitions is to write works for full orchestra and large chorus.

DORIS DAY: Miss Day's successes on records in years past have long been surpassed by her personal triumphs in motion pictures. She is, however, making the record scene with a Columbia single titled The Blue Train. Tune is a most unusual piece of country-ish material for her. Many movie-goers find her blond, well-scrubbed prettiness as attractive as did her fans 15 years ago when she was vocalist with the Les Brown Band.

DION & THE BELMONT'S' first site club date at the Safari Club, L. I., early this month, was so successful the boys have opened a new medium for their talents. On the recording scene, the three Bronxites are represented by a new swingin' single, In The Still Of The Night, and a new album, Wish Upon A Star. They are performing their million seller, Teenager In Love, during their stint at the Regal Theater, Chicago, 'till July 3.

BIRTHDAYS OF THE WEEK:
June 28, Vic Damone, Richard Rodgers (composer - producer).
June 29, Leroy Anderson, Nelson Eddy, Frank Loesser (songwriter).
June 30, Larry Hall, Lena Horne, Buddy Rich, June Valli. July 2, Ahmad Jamal. July 3, Pete Fountain.

FATS DOMINO, whose million-sellers number 17, is in The Billboard Spotlight with his newest for Imperial, Don't Come Knockin' b/w I Know One. Both sides display the inimitable vocal style of the piano-playing vocalist from New Orleans.

TOMMY EDWARDS is climbing the Hot 100 with his new M-G-M wax, I Really Don't Want to Know, a smooth vocal by Tommy on a pretty waltz done over fine ork backing — Leroy Holmes conducts the ork and chorus. Tommy made the million seller list with It's All In The Game.

FABIAN: Altho the young Philadelphian has been devoting a great deal of his time to making movies, he is still very much on the record scene via a new Chancellor single, I'm Gonna

Sit Right Down And Write Myself A Letter b/w Strollin' In The Springtime, and his new album, Good Old Summertime. Fabian was recently signed to co-star with John Wayne and Stewart Granger in the film Go North. He just finished shooting High Time with Bing Crosby. High Time followed Hound Dog Man, the first that started the Fabian movie-making.

CONNIE FRANCIS, M-G-M singing star, turns actress for M-G-M studios. The songstress, who sold over 15 million records will make her acting-screen debut in the film, Where The Boys Are, based on the novel about college life. Shooting commenced in Fort Lauderdale, Fla., last week. Connie's Everybody's Somebody's Fool nosed out the Everly Brothers Cathy's Clown to take over the number one spot on Billboard's Hot 100 this week.

BRIAN HYLAND tells what happened to the girl in the Itsy Bitsy Teenie Weenie Yellow Polkadot Bikini, his new single for Leader Records (subsidi of Kapp Records). Billboard rates the tune a Spotlight Winner and calls it one of the cutest and smartest novelties to hit the market in quite a spell. From a large N. Y. C. family, his sister and six brothers number among the 17-year-old lad's number one fans. Brian made his debut on the Leader label with Rosemary and Library Love Affair.

LITTLE AUGGIE AUSTIN helps launch Pontiac Records off to a swingin' start with a bright, listenable rocker titled I Thank My Lucky Star. Flip is a rockaballad, My Love For You. Little Auggie hails from Brooklyn and took vocal lessons at Juilliard School of Music.

The McGUIRE SISTERS, Christine, Phyllis and Dorothy, take the nice oldie, The Last Dance, by Cahn and Van Heusen and put a lot of heart into the tune over a swing-type backing. Flip is Nine o'Clock, the Torador Song from Carmen. Vocally,

Christine sings the low notes; Phyllis carries the melody, and Dorothy supplies the top harmony.

JOHNNY NASH, former golf caddy, displays his fine, unique voice on the ABC-Paramount album, Let's Get Lost. A product of Houston, Texas, 18-year-old Johnny is a veteran of two motion pictures. He made his Hollywood debut in Take A Giant Step. Second for Johnny is Eye Witness, which will be released in the fall. Johnny's feeling about acting is summed up as follows: "I think acting will benefit me in show business. It will help me be versatile as a performer and that's what I want to be — an all-around performer. Just to sing is not enough." He opens at Robert Show Lounge, Chicago, June 29 for 10 days

JIM REEVES' RCA Victor recording I'm Gettin' Better, is a Star Performer on Billboard's Hot 100 Chart this week. Flip is I Know One. This is a strong follow up to his other chart-climber, He'll Have To Go. Jim hails from Panola County, Texas.

PROMOTION DAYS & WEEKS:
July is National Hot Dog Month, National Picnic Month, Rye Bread Month and Cool Down-Pop Up Month. July 1 is Dominion Day in Canada and Independence Day in Belgian Congo. July 2 begins National Safe Boating Week.

Have a good week. Tom Rollb.

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

- A BROKEN VOW—The Chordettes. . . . Cadence
- A WOMAN, A LOVER, A FRIEND—Jackie Wilson. . . Brunswick
- 4 LITTLE GIRLS IN BOSTON—Jimmie Rodgers. . . . Roulette
- LITTLE LONELY ROBIN—The Browns. . . . RCA Victor
- MARGO (THE NINTH OF MAY)—The Browns. . . . RCA Victor
- NOAH'S—Walter Brennan. . . . Everest
- THE MIRACLE OF LIFE—Austin Cromer. . . . Everest
- THE WRECK OF THE JOHN B—Jimmie Rodgers. . . . Roulette
- (YOU WERE MADE FOR) ALL MY LOVE—Jackie Wilson. . . . Brunswick
- YOUR MEMORY—The Five Satins. . . . Cub

ALBUMS

- BRENDA LEE—Brenda Lee. . . . Decca
- MACK THE KNIFE—Ella Fitzgerald. . . . Verve
- THE EDGE OF SHELLEY BERMAN—Shelley Berman. . . Verve

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!



JUST RELEASED!

(YOU WERE MADE FOR)

ALL MY LOVE

A WOMAN, A LOVER, A FRIEND



WITH CHORUS AND ORCHESTRA DIRECTED BY DICK JACOBS

ANOTHER GREAT
2-SIDED SMASH

JACKIE WILSON

BRUNSWICK 55167

Personal Management
NAT TARNOPOL



AND...



JACKIE
SINGS THE
BLUES

JACKIE'S LATEST AND BEST SELLING ALBUM
JACKIE SINGS THE BLUES

BL 54055

BL 754055 (S)

JUST RELEASED!
A Smash Album with Built-In
SALES APPEAL!

BRENDA LEE



DL 4039
DL 74039(S)



WATCH HER ON
THE
DICK CLARK
SHOW
JULY 2nd

Including HER SMASH SINGLES...
I'M SORRY
THAT'S ALL YOU GOTTA DO
SWEET NOTHIN'S

FOR WEEK ENDING JULY 3

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. SOLD OUT Kingston TrioCapitol T 1352	10
2		2. ELVIS IS BACK Elvis PresleyRCA Victor LPM 2231	8
3		3. BUTTON-DOWN MIND OF BOB NEWHARTWarner Bros. W 1379	7
4		5. THE SOUND OF MUSIC Original CastColumbia KOL 5450	28
5		6. MR. LUCKY Henry ManciniRCA Victor LPM 2198	14
6		4. THEME FROM A SUMMER PLACE Billy VaughnDot DLP 3276	15
7		8. CAN CAN Sound TrackCapitol W 1301	9
8		9. LANZA SINGS CARUSO-CARUSO FAVORITES Mario Lanza-Enrico CarusoRCA Victor LM 2393	6
9		10. SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted ArtistsRCA Victor LM 6074	31
10		7. ENCORES OF GOLDEN HITS PlattersMercury MG 20472	16
11		17. IT'S EVERLY TIME Everly BrothersWarner Bros. WB 1381	4
12		13. ITALIAN FAVORITES Connie FrancisM-G-M E 3791	21
13		12. BROTHERS FOURColumbia CL 1402	11
14		11. BEN-HUR Rome Symphony Orch./SavinaM-G-M IEI	10
15		14. BELAFONTE AT CARNEGIE HALL Harry BelafonteRCA Victor LOC 6006	34
16		16. LATIN A LA LEE Peggy LeeCapitol T 1290	12
17		18. THIS IS DARIN Bobby DarinAtco LP 33-115	17
18		19. PERSUASIVE PERCUSSION Terry Snyder and the All StarsCommand LP 800	11
19		22. HE'LL HAVE TO GO Jim ReevesRCA Victor LPM 2223	6
20		23. HERE WE GO AGAIN Kingston TrioCapitol T 1258	34

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		20. OUTSIDE SHELLEY BERMANVerve MGV 15007	31
22		21. FAITHFULLY Johnny MathisColumbia CL 1422	24
23		29. THAT'S ALL Bobby DarinAtco LP 33-104	39
24		15. WOODY WOODBURY LOOKS AT LOVE AND LIFEStereoddities MW 1	17
25		25. SATURDAY NIGHT SING ALONG WITH MITCH Mitch MillerColumbia CL 1414	13
26		28. LISTEN TO DAY Doris DayColumbia DD 1	5
27		30. GENIUS OF RAY CHARLESAtlantic LP 1312	19
28		35. FIORELLO! Original CastCapitol WAO 1321	17
29		27. GUNFIGHTER BALLADS AND TRAIL SONGS Marty RobbinsColumbia CL 1349	27
30		33. CONNIE'S GREATEST HITS Connie FrancisM-G-M E 3793	7
31		40. NEW ORLEANS Pete FountainCoral CRL 57282	3
32		26. LAUGHING ROOM Woody WoodburyStereoddities MW 1	3
33		32. WONDERFUL WORLD OF JONATHAN WINTERSVerve MGV 15009	18
34		36. COME FLY WITH ME Frank SinatraCapitol W 920	17
35		— CONCERT IN RHYTHM, VOL. II Ray ConniffColumbia CL 1415	16
36		— SENTIMENTAL SING ALONG WITH MITCH Mitch MillerColumbia CL 1457	1
37		37. SING A HYMN WITH ME Tennessee Ernie FordCapitol TAO 1332	7
38		39. LORD'S PRAYER Mormon Tabernacle ChoirColumbia ML 5386	30
39		— SANTO AND JOHNNYCanadian-American CA 1001	23
40		31. SING AGAIN WITH THE CHIPMUNKS Chipmunks/David SevilleLiberty LRP 3159	2

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 BERMANVerve MGV 15003	62
2		4. OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001	41
3		2. MY FAIR LADY, Original Cast, Columbia OL 5090	221
4		5. HEAVENLY, Johnny Mathis, Columbia CL 1351	41
5		3. KINGSTON TRIOCapitol T 996	54
6		8. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	118
7		11. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	72
8		9. THE MUSIC MAN, Original Cast, Capitol WAO 900	122
9		16. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	113
10		6. GIGI, Sound Track, M-G-M 3641 ST	104
11		10. SOUTH PACIFIC, Original Cast, Columbia OL 4180	317
12		7. KING AND I, Sound Track, Capitol W 740	191
13		20. KINGSTON TRIO AT LARGECapitol T 1199	54
14		12. PORGY AND BESS, Sound Track, Columbia OL 5410	50
15		14. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	103
16		13. HYMNS, Tennessee Ernie Ford, Capitol T 756	155
17		— STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	56
18		15. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	76
19		17. PETER GUNN, Henry Mancini, RCA Victor LPM 1956	71
20		18. ONLY THE LONELY, Frank Sinatra, Capitol W 1053	76
21		23. MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	49
22		21. FLOWER DRUM SONG, Original Cast, Columbia OL 5350	66
23		24. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	76
24		19. GYPSY, Original Cast, Columbia OL 5420	43
25		22. GEMS FOREVER, Mantovani, London LL 3032	69

BEST SELLING STEREO PHONIC LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. PERSUASIVE PERCUSSION Terry Snyder and the All StarsCommand S 800	23
2		3. PROVOCATIVE PERCUSSION Enoch Light and the Light BrigadeCommand S 806	23
3		4. SOLD OUT Kingston TrioCapitol T 1352	9
4		5. MR. LUCKY Henry ManciniRCA Victor LSP 2198	14
5		6. SOUND OF MUSIC Original CastColumbia KOS 2020	25
6		2. THEME FROM A SUMMER PLACE Billy VaughnDot DLP 25276	13
7		7. LANZA SINGS CARUSO—CARUSO FAVORITES Mario Lanza-Enrico CarusoRCA Victor LSC 2393	7
8		10. BEN-HUR Rome Symphony Orch./SavinaM-G-M IEI	6
9		15. FAITHFULLY Johnny MathisColumbia CS 8219	21
10		8. NEW ORLEANS Pete FountainCoral CRL 7-57282	18
11		14. NEARER THE CROSS Tennessee Ernie FordCapitol ST 1005	23
12		12. MORE SING ALONG WITH MITCH Mitch MillerColumbia CS 8043	20
13		21. LORD'S PRAYER Mormon Tabernacle ChoirColumbia MS 6068	23
14		19. CONNIF MEETS BUTTERFIELD Ray ConniffColumbia CS 8155	23
15		20. EXOTICA, VOL. I Martin DennyLiberty LST 7034	23

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		22. GUNFIGHTER BALLADS AND TRAIL SONGS Marty RobbinsColumbia CS 8158	20
17		11. 'S AWFUL NICE Ray ConniffColumbia CS 8001	17
18		13. BOUQUET Percy FaithColumbia CS 3124	16
19		17. CONCERT IN RHYTHM, VOL. I Ray ConniffColumbia CS 8022	23
20		26. STILL MORE SING ALONG WITH MITCH Mitch MillerColumbia CS 8009	22
21		— LET'S DANCE AGAIN David CarrollMercury SR 60152	20
22		23. FIORELLO! Original CastCapitol SWAO 1321	23
23		24. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO Morton GouldRCA Victor LSC 2345	22
24		30. PORGY AND BESS Sound TrackColumbia OS 2016	22
25		— KINGSTON TRIOCapitol ST 996	17
26		18. AMERICAN SCENE MantovaniLondon PS 182	14
27		— BILLY VAUGHN PLAYS MILLION SELLERSDot DLP 25119	17
28		— LATIN A LA LEE Peggy LeeCapitol ST 1290	1
29		9. HEAR YOU Roger WilliamsKapp KS 1112	23
30		16. MORE MUSIC FROM PETER GUNN Henry ManciniRCA Victor LSP 2040	28

ESSENTIAL INVENTORY (STEREO ALBUMS) on the charts 30 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSO 6006	32
2		2. SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	58
3		4. HEAVENLY, Johnny Mathis, Columbia CS 8152	40
4		3. MY FAIR LADY, Original Cast, Columbia OS 2015	58
5		8. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	58
6		7. GIGI, Sound Track, M-G-M SE 3461 ST	58
7		5. HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	34
8		12. KINGSTON TRIO AT LARGECapitol ST 1199	43
9		6. GEMS FOREVER, Mantovani, London PS 106	46
10		11. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	56
11		9. BLUE HAWAII, Billy Vaughn, Dot DLP 25165	39
12		16. FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338	35
13		14. MUSIC MAN, Original Cast, Capitol SWAO 990	47
14		13. STRAUSS WALTZES, Mantovani, London PS 118	42
15		15. PETER GUNN THEME, Henry Mancini, RCA Victor LSP 1956	56
16		17. FILM ENCORES, VOL. I, Mantovani, London PS 124	52
17		19. QUIET VILLAGE, Martin Denny, Liberty LST 7122	32
18		— RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LSC 2355	30
19		10. KING AND I, Sound Track, Capitol SW 740	46
20		18. NO ONE CARES, Frank Sinatra, Capitol SW 1221	37

BASED ON SALES

IN STORES & RACKS

BEST SELLING CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

- LANZA SINGS CARUSO—Caruso Favorites
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
- RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
- RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra, (Bennett), RCA Victor LM 1779
- TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
- SIXTY YEARS OF MUSIC AMERICA LOVES BEST
Assorted Artists, RCA Victor LM 6074
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
- GERSHWIN: RHAPSODY IN BLUE
Leonard Pennario, Hollywood Bowl Symphony (Slatkin), Capitol P-8343
- RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
- THE LORD'S PRAYER
The Mormon Tabernacle Choir (Condie), Columbia ML 5386
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LM 2345

STEREOPHONIC CLASSICAL ALBUMS

- TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
- GROFE: GRAND CANYON SUITE
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra, (Dorati), Mercury SR 90054
- LANZA SINGS CARUSO—Caruso Favorites
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
- RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn Symphony of the Air (Kondrashin), RCA Victor LSC 2355
- GERSHWIN: RHAPSODY IN BLUE
Leonard Pennario, Hollywood Bowl Symphony Orchestra (Slatkin), Capitol SP 8343
- RODGERS: VICTORY AT SEA, VOL. 1
RCA Victor Symphony Orchestra, (Bennett,) RCA Victor LSC 2335
- RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra, (Bennett), RCA Victor LSC 2226
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LSC 2345
- TWO PIANOS OF LEONARD PENNARIOCapitol SP 8517

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

STEREOPHONIC

- Soul of Spain, Vol. 2
101 Strings . . . Stereo Fidelity SF 9900
- Soul of Spain, Vol. 1
101 Strings . . . Stereo Fidelity SF 6600
- 101 Strings Play the Blues
Stereo Fidelity SF 5800
- Silver Screen
101 Strings . . . Stereo Fidelity SF 7000
- Quiet Hours
101 Strings . . . Stereo Fidelity SF 10200
- Rhapsody in Blue
Hamburg Philharmonic Orchestra
Stereo Fidelity SF 5700
- The Music Man
Various Artists . . . Lion SL 70091
- Symphony for Tommy
Hamburg Philharmonic Orchestra
Stereo Fidelity SF 5700
- East of Suez
101 Strings . . . Stereo Fidelity 11200
- Symphony for Lovers
101 Strings . . . Stereo Fidelity SF 4500

MONOPHONIC

- Soul of Spain, Vol. 1
101 Strings . . . Somerset P 6600
- Soul of Spain, Vol. 2
101 Strings . . . Somerset P 9900
- 101 Strings Play the Blues
Somerset P 5800
- Good Housekeeping Reducing Off the Record
Harmony HL 7143
- You Do Something to Me
Mario Lanza . . . RCA Camden CAL 450
- John McCormick Sings Irish Songs
RCA Camden CAL 407
- Perry Como Sings Just for You
RCA Camden CAL 440
- Concerto Under the Stars
101 Strings . . . Somerset P 6700
- Backbeat Symphony
101 Strings . . . Somerset P 11500
- Silver Screen
101 Strings . . . Somerset P 7000

BEST SELLING POP EP'S

- Because They're Young
Duane Eddy . . . Jamie J-304
- Kingston Trio at Large
Capitol EAP 1199
- He'll Have to Go
Jim Reeves . . . RCA Victor EPA 4357
- Spirituals
Tennessee Ernie Ford . . . Capitol EAP 1-818
- Hymns
Tennessee Ernie Ford . . . Capitol EAP 1-1818
- Nearer the Cross
Tennessee Ernie Ford . . . Capitol EAP 1-1005
- For the First Time
Mario Lanza . . . RCA Victor EPA 4344
- Gunfighter Ballads and Trail Songs
Marty Robbins . . . Columbia EPB 13491
- Faithfully
Johnny Mathis . . . Columbia EPB 14221
- Party Sing Along With Mitch
Mitch Miller . . . Columbia EPB 13311

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

THE ONE AND ONLY ERROLL GARNER

Columbia C 1452 — This is a collection of eight Garner sides culled from the files of Columbia, which have never been previously issued altho they were recorded a long time ago. Altho there have been stronger Garner performances than those heard here, even second-best Garner is a delightful event. These sides, which include "Once in a While," "Rose Room," "Them There Eyes," and other standards, will interest all of his many fans. It's his first album in over a year, and should rack up strong sales.

YOUNG AT HEART

The Ray Conniff Singers. Columbia CL 1489 — The happy blend of voices that scored in their previous LP ("It's the Talk of the Town") does another outstanding job on this collection of standards. As indicated by the title, the emphasis is on songs of youth, and the young in heart approach to life. The arrangements, voices and accompaniment are infectiously happy. Some of the best bands are "It's Dark on Observatory Hill," "These Foolish Things," "Young at Heart," "You'll Never Know," and "Harbor Lights." Fine d.j. material.

Jazz

THE RIDDLE

The Dave Brubeck Quartet. Columbia CL 1454 — Very original material here. Each tune is related to the English folk song, "Hey, Ho, Anybody Home?" Too, parts are written and parts are improvised. All in all, it makes an original, modern package which will intrigue jazz students. Brubeck and Smith worked out the basic ideas of this album at Tanglewood during a festival.

Classical

PROKOFIEV: SYMPHONY NO. 5

(Stereo & Monaural) — Dorati. Mercury SR 90258. Minneapolis Symphony — One of Prokofiev's most powerful works is accorded a virile performance by Dorati and the Minneapolis Symphony. Package has solid name appeal and excellent sound values. Display leaf-pattern cover makes package good display item.

DONIZETTI: LUCIA DI LAMMERMOOR

Soloists; Teatro La Scala Company (Sanzogno). Mercury SR 2 9008. (Stereo & Monaural) — This is indeed a de luxe package. Recorded in the world famous La Scala Opera House, the colorful, lyrical work, one of the most popular of the Italian school, is handled masterfully by maestro Sanzogno. The cast includes Renata Scotto as the soprano Lucia, with tenor Guiseppe De Stefano, and baritone Ettore Bastianini. The sound is truly beautiful on this one and the package contains a handsome illustrated booklet. This can stack up with the competitors in good fashion.

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.

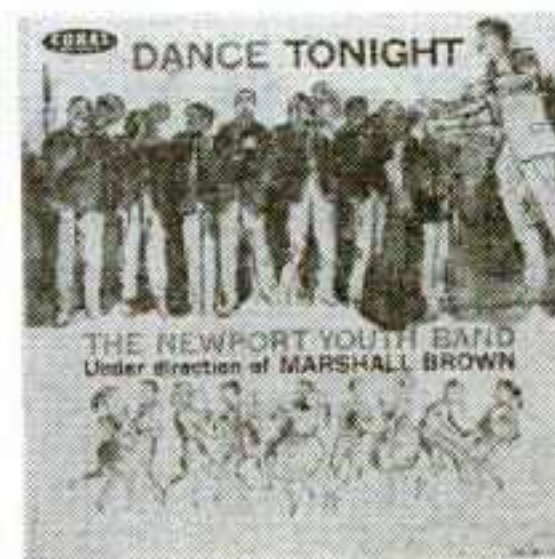
CLASSICAL

VAUGHAN WILLIAMS FOLK SONG ALBUM

Vanguard VSD 2058. (Stereo & Monaural) — This is an album that will be treasured by many. It features Alfred Deller and the Deller Consort in quite remarkable performances of Vaughan Williams' settings of "The Cuckoo and the Nightingale," "The Lover's Ghost," "The Jolly Ploughboy," and many more. The stereo recording is exceptional, and the cover is tasteful. A fine album.

(Continued on page 33)

ALBUM COVERS OF THE WEEK

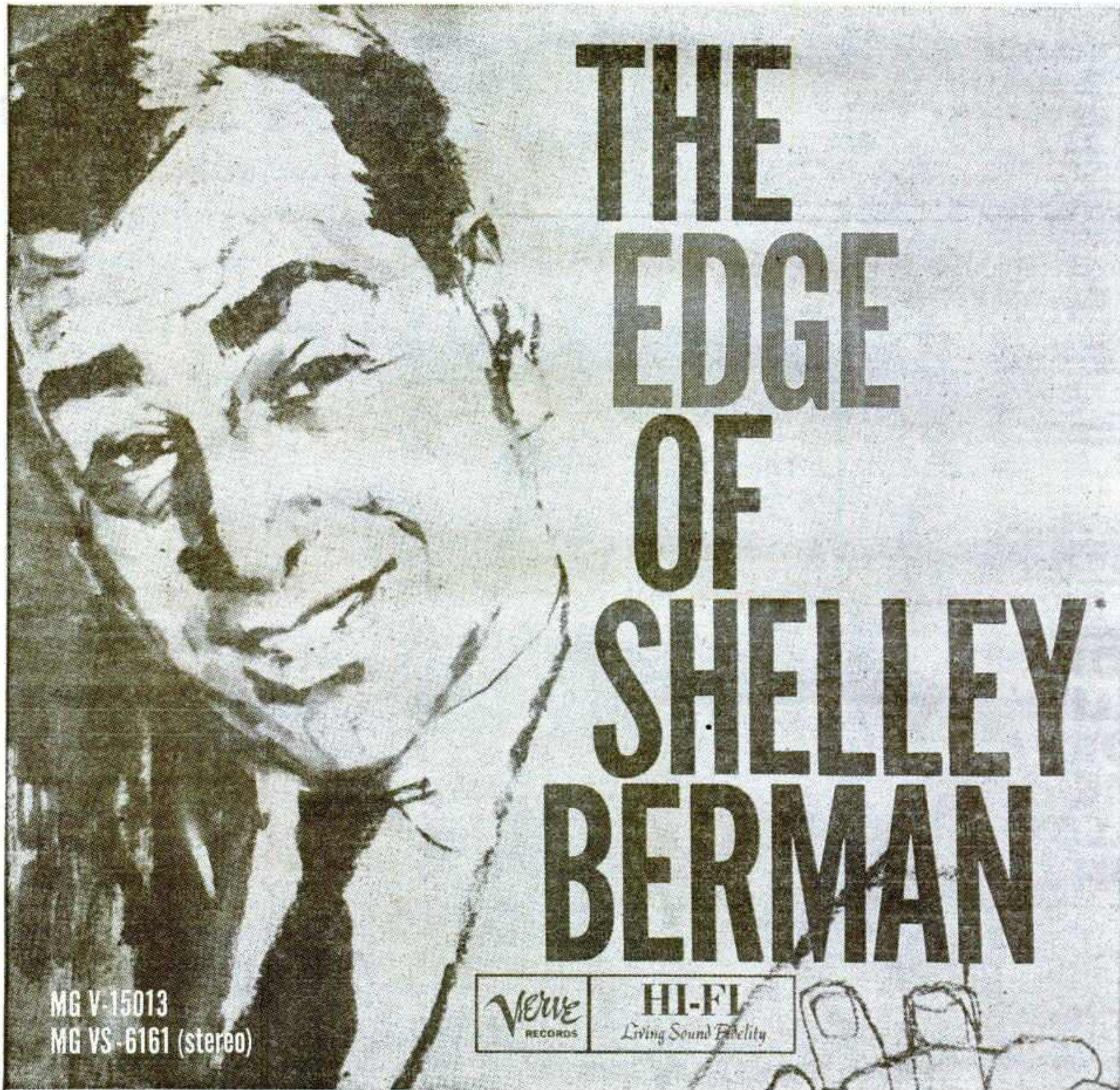


DANCE TONIGHT — The Newport Youth Band (Marshall Brown), Coral CLR 57350. Attractive cover, various colors on a white background, provides for good display item on jazz counter. Art direction, Hal Buksbaum.



JAZZ CONTEMPORARY—Kenny Dorham, Time S-2004. Eye-catching cover of the artist silhouetted in black and white designed by Murray Stein. Another prime display item for the jazz section.

*Verve gets
set to swamp the
charts with
the biggest
Berman of
them all!*



*Another cinch
winner by the Nation's
master monologist—
Berman at his best!*

....on



Beverly Hills

• **Reviews and Ratings of New Albums**

• *Continued from page 31*

★ ★ ★ ★

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ **AM I THAT EASY TO FORGET**
Debbie Reynolds. Dot DLP 25295. (Stereo & Monaural) — Miss Reynolds demonstrates that she has a way with songs of various types, from those with a country flavor such as "City Lights," to the sophistication of "Love Is the Thing." Two that are already associated with her are the title songs and "Aba Daba Honeymoon," which are performed, respectively, with appropriate sentiment and zest. The film queen's fans will find this collection quite representative of her talents.

★★★★ **BELLS ARE RINGING**
Sammy Kaye. Columbia CL 1453 — Here's a re-release of the set by Sammy Kaye which did a good bit of business when "Bells Are Ringing" was a Broadway legit smash. Now, with the release of the movie version, also starring Judy Holliday, the danceable Kaye stylings can win healthy activity all over again. A dozen numbers from the show are heard, including the well-known hits, "The Party's Over," and "Just in Time."

★★★★ **FREEDOMLAND**
Various Artists. Columbia CL 1484 — This is billed as "a recreation in music" of the new funland in New York. The pleasant score is the work of Jule Styne, with lyrics by George Weiss and arrangements and conducting by Frank DeVol. Included is the new single disk of Johnny Horton, "Johnny Freedom," with selected offerings from the score by Jill Corey, Richard Hayes, Jimmy Rushing and Charlie Weaver. Set can create a lot of excitement as a souvenir item.

★★★★ **SWEET AND LOVELY**
Lawrence Welk. Dot DLP 25296. (Stereo & Monaural) — A strong collection of standards are played in typical, happy style by the Lawrence Welk crew on this new LP. The songs include the title tune, and "Once in a While," "April in Paris," and "Laura." All of the many Lawrence Welk fans will want this set, and the fine stereo recording will help sales.

AUDIO FIDELITY RECORDS BIG DOLLAR PROFITS

101 Strings
The World's First Stereo-Scored Orchestra

ADAM WADE'S Smash Album!
AND THEN CAME ADAM
LPC #902 ST #902
COED RECORDS
1619 Broadway New York, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

LOW-PRICED POPULAR ★★★★★

★★★★ **TAKE ME ALONG**
Various Soloists; Russ Case Ork. Rondollette LP 866 — Here's a competent wrap-up of the Jackie Gleason hit musical score which should fare well in the low-priced market. Altho only Case's ork is billed, the cast is a good one. The nostalgic flavor of the show is nicely captured, via bits of dialog as well as tunes. A bargain buy for show fans.

CLASSICAL ★★★★★

★★★★ **THE VIRTUOSO HARP**
Hubert Jelinek, Harp. Vanguard VSD 2038. (Stereo & Monaural) — One of Europe's foremost harpists displays brilliant technique and feelingful delicacy on a group of demanding works for solo harp. If exposed, package might attract considerable sales attention in its specialized field.

★★★★ **MARCEL DUPRE AT ST. SULPICE, VOL. II**
Mercury SR 90229. (Stereo & Monaural) — This album was recorded live at the Church of St. Sulpice in Paris. It features the organist in a first-rate performance of a number of his own compositions, including "Variations sur un Noel," "Cortege et Litanie," and "Carillon." The recording is excellent and Dupre's work is exacting. Many organ buyers will want this set.

POLKA ★★★★★

★★★★ **POLKAS**
Myron Floren - Lawrence Welk Ork. Dot DLP 25302. (Stereo & Monaural) — A bouncy set of stereo polkas is the latest addition to the extensive Welk catalog on Dot. The fare is standard polka material — "Just Because," "Hoop Dee Doo," "Kit Kat Polka," etc., and the music features the nimble accordion fingers of Myron Floren. Well-recorded stuff which should fare well in this growing market.

SPOKEN WORD ★★★★★

★★★★ **A TRAVELER'S GUIDE TO INSTANT SPANISH, INSTANT ITALIAN, INSTANT FRENCH**
William Whitby and Jack Wagner. Topp L 1701, 1702, 1703 — These three LP's should prove of help to travelers to Europe this coming season. And at the price, they are a bargain. Each album has been supervised by members of the various language departments at the University of Southern California or UCLA. Each album also gives practical help both in English and in the language concerned in conversation, useful words and phrases, etc. If these are displayed they could be good sellers on racks and in record shops.

★ ★ ★
GOOD SALES POTENTIAL

POPULAR ★★★

★★★ **THE WORLD'S GREATEST RAGTIME PIANO PLAYER**
Joe (Fingers) Carr. Warner Bros. WS 1386. (Stereo & Monaural) — The ragtime piano man turns in another neat dozen with his rhythm combo assisting. "Japanese Sandman," "Canadian Capers" and "Copenhagen," are samples of the selections, all of which are based on a sort of geographical note. Nice stereo effect and good listening for fans of this genre.

★★★ **PIETRO DEIRO PRESENTS THE ACCORDION ORCHESTRA**
Coral CRL 57323 — A package of popular orchestral pieces arranged for an ensemble made up of modified accordions. Made overseas, the instruments produce sounds resembling those of flute, oboe, etc. Material includes "Danse Chinoise," "Valse Des Fleurs," "Danse Des Bouffons." A novelty of high musicality.

★★★ **THE MAGIC SOUNDS OF FRANK SORRELL**
Coral CRL 57324 — The steel guitar of Frank Sorrell takes the lead in a collection of pop favorites in which it is supported by three electric guitars and rhythm. The feature is the imaginative way in which the instruments are blended together on such standards as "Sentimental Journey," "The World Is Waiting for the Sunrise," "Blue

Moon" and "On the Beach at Waikiki." Sorrell's guitar work is especially adept and pleasing.

★★★ **THE GREAT SOUNDS OF MORT LINDSEY AND HIS ORK**
Dot DLP 3273 — Lindsey brings a dreamy, Glenn Miller-styled sweet-swing flavor to pleasant instrumental treatments of fairly recent hits. Interesting wax approach to familiar material for jocks. Selections include "Volare," "April Love," and "Mack the Knife."

★★★ **POE FOR MODERNS**
Buddy Morrow and His Ork. RCA Victor LSP 2208. (Stereo & Monaural) — Here's an interesting package of off-beat wax for deejays with literary leanings. Morrow provides suitably moody instrumental treatments of themes, keyed to mood of Edgar Allan Poe's best-known works. Keith McKenna reads two of Poe's poems—"Annabel Lee" and "Ulalume" — effectively, and the Skip-Jacks contribute bouncy young vocal treatments of Poe's famous "The Raven" and "The Bells."

LOW-PRICED POPULAR ★★★

★★★ **VOODOO**
Robert Drasnin. Topp 9679 S. (Stereo & Monaural) — From the cover illustration and title, one might have expected this album to contain tribal ceremonies taped in a remote jungle. Actually, it features some mood music of excellent quality, composed and conducted by Robert Drasnin. The mood, of course, has a touch of mystery about it, as well as some feeling of the Pacific islands. Flute and percussion add to the tropical flavor. Racks could find this an item that moves.

★★★ **LET'S DANCE THE CHA CHA CHA**
Ruben Leon & His Ork. Topp L 1693 — A medley of 30 Latin tunes are played continuously on this disk, aimed strictly at cha-cha learners or dancers. Six diagrams and instructions on the back of the jacket offer some helpful hints on doing the basic side step, forward and back breaks, and basic crossover. For the benefit of novices, there could have been a more pronounced beat to the music itself, but otherwise it suits the announced purpose adequately.

★★★ **PIPE ORGAN FAVORITES**
George Mather. Topp 9605 S. (Stereo & Monaural) — This \$2.98 stereo selection offers buyers a good recorded sound applied to a large pipe organ, located in the Palace Theater of an unidentified city. Familiar popular tunes of an earlier day get the spotlight here. Plenty of competition on this kind of recording, but this stacks up well just the same.

CLASSICAL ★★★

★★★ **MOZART QUINTETS, K. 406, 515, 516, 593, 614; ADAGIO & FUGUE, K. 546**
Griller String Quartet (Primrose, viola). Vanguard VSD 2060, 2061, 2062. (Stereo & Monaural) — After a considerable hiatus, the Grillers have again begun recording, abetted by Primrose. These three disks, which are available separately, contain the first stereo versions of Mozart's last five string quintets, and the Adagio and Fugue, the composer's greatest chamber works. The performances emphasize color and strength rather than elegance, and some of the tempi are unique as in the headlong finale of K. 593, but the Grillers make them sound convincing. The stereo is un gimmicked and enhances the sound; it should also help sales against strong competition.

★★★ **TARTINI: VIOLIN CONCERTO IN D MINOR; SINFONIA PASTORALE FOR VIOLIN & STRINGS; NARDINI: VIOLIN CONCERTO IN E MINOR**
Heller, Harpsichord; Tomasow, Violin; Vienna State Opera Chamber Ork. (Tomasow). Vanguard BGS 5027. (Stereo & Monaural) — Here are several gems from the late Baroque period. The two by Tartini, and one by his pupil, Nardini, are full of charm and lyrical quality. This is repertoire which connoisseurs will appreciate, particularly in view of the excellent performances on this disk.

RELIGIOUS ★★★

★★★ **TROMBONE**
Bill Pearce. Word WST 8045. (Stereo & Monaural) — With strings and a lofty chorus, trombonist Bill Pearce essays a number of appealing inspirational numbers and hymns. A soprano voice used as an instrument, harp and chimes are utilized to provide a distinctly religious quality. "Near the Cross," and "Some Bright Morning," are among the tunes performed in pleasing, restful fashion.

★★★ **BRIGHTEN THE CORNER**
The Schmitt Brothers. Decca DL 8997 — A collection of hymns. The vocal group has a very pleasant blend. In addition to the title song, selections include "Bless This House," "Abide With Me," and "Softly and Tenderly."

★★★ **PINNACLES OF PRAISE**
Bill Pearce & Dick Anthony. Word WST 8015. (Stereo & Monaural) — Pearce and Anthony, well known in Midwest radio circles, blend smoothly on a group of familiar sacred songs. Backing and vocal style is unusual, in that the tempo is brightly melodic with a strong pop flavor. Merits exposure.

(Continued on page 78)

NOW ON THE CHARTS!

IT'S COVERED, BUT **RED RIVER DAVE'S**

Original Version on Savoy #3020 IS MAKING THE CHARTS!

"THERE'S A STAR-SPANGLED BANNER WAVING #2—
(THE BALLAD OF FRANCIS POWERS)

S A V O Y RECORD CO. NEWARK, N. J. A DIV. OF WORLD WIDE RECORDS INC.

WANTED!!!!!!

NATL. SALES MANAGER
for
ESTABLISHED ALBUM DISKERY

Must have record experience!
Immediate Opening • Excellent base rate w/overwrite • Supervise 10 fieldmen • travel 50% • Growth potential for right man. Send complete resume.

BOX D-145
Care The Billboard Cincinnati 22, Ohio

high fidelity
THE MAGAZINE FOR MUSIC LISTENERS

ADVANCE

TRADE

... 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.

NEWS

when answering ads . . .
Say You Saw It in The Billboard

What's an Appliance Dealer Doing With Billboard?

Another Billboard Record/Phono Dealer

WILSONS TV & APPL 6320
VILLAGE SHOPPING CT 0130
HARRISON-KIMSERLY RD
DAVENPORT IOWA

Wilson's TV and Appliance

The retail establishment of this record/phono dealer . . .
 . . . is essentially an appliance store
 . . . offers both records and albums
 . . . handles phonographs from \$19.98 to \$650
 . . . has been reading Billboard for 1 year 10 months

Another Billboard Record/Phono Dealer

ILFELD HDWE & FURN CO
LAS VEGAS N MEX
6320 0210

Ilfeld Hardware & Furniture Co.

The retail establishment of this record/phono dealer . . .
 . . . is essentially a furniture and hardware store
 . . . offers both records and albums
 . . . handles phonographs selling from \$19.90 to \$450
 . . . has been reading Billboard for more than 5 years

Another Billboard Record/Phono Dealer

JEFFERSON STORES
HAROLD BROWN
MIAMI FLA
6320 0320

Jefferson Stores

The retail establishment of this record/phono dealer . . .
 . . . is essentially an appliance/department store
 . . . offers both records and albums
 . . . handles phonographs selling from \$9.95 to \$1,000
 . . . has been reading Billboard for more than 15 years

Or a furniture dealer . . .
 a jewelry shop . . .
 a department store . . .
 a hi-fi outlet . . .
 or a piano store! . . .

They're doing exactly the same things with Billboard as any other record-phono retailer would do.

They order records from Billboard . . .

They use Billboard to help them decide which LP's to stock . . .

They watch Billboard for news of the latest stereo playback equipment—phonographs, components, tape recorders . . .

They all read Billboard—and continue to read it year after year—to become better record-phono dealers . . . to sell more records and albums and stereo playback equipment . . . and to increase their record and equipment profits.

In a nut shell—if records and phonographs are part of their business, Billboard is an important and regular part of their business reading.

Another Billboard Record/Phono Dealer

THE HI-FI SHOP
127 N COLUMBUS
LANCASTER OHIO
6320 0630

The Hi-Fi Shop

The retail establishment of this record/phono dealer . . .
 . . . is essentially a Hi-Fi store
 . . . offers both records and albums
 . . . handles phonographs selling from \$100.00 to \$3,000
 . . . has been reading Billboard for more than 8 months

Another Billboard Record/Phono Dealer

CLIFFORD JEWELERS
8 NO MAIN ST
SOUTH NORWALK CONN
6320 1110

Clifford Jewelers

The retail establishment of this record/phono dealer . . .
 . . . is essentially a jewelry/record/phono store
 . . . offers both records and albums
 . . . handles phonographs selling from \$19.95 to \$400
 . . . has been reading Billboard for more than 10 years

Another Billboard Record/Phono Dealer

FISCHERS RECORD SHOP
6552 WOODWARD
DETROIT 2 MICH
6320 0440

FISCHER'S RECORD SHOP

The retail establishment of this record/phono dealer . . .
 . . . is essentially a record/phono store
 . . . offers both records and albums
 . . . handles phonographs selling from \$39.95 to \$1,100
 . . . has been reading Billboard for more than 5 years

Another Billboard Record/Phono Dealer

EMERSON PIANO HOUSE
143-145 N MAIN ST
DECATUR ILL
6320 0520

Emerson Piano House

The retail establishment of this record/phono dealer . . .
 . . . is essentially a music store
 . . . offers both records and albums
 . . . handles phonographs selling from \$19.95 to \$1,000
 . . . has been reading Billboard for more than 10 years

The Billboard

THE COMMUNICATIONS CENTER
OF THE MUSIC INDUSTRY

NEW YORK

WASHINGTON

CINCINNATI

CHICAGO

ST. LOUIS

HOLLYWOOD

AUDIO NEWS BRIEFS

Continued from page 26

ter C. Hirmimus is vice-president and chief engineer.

The Admiral Slaus organization has appointed William H. Geddes as regional manager for the Buffalo, Syracuse and Rochester area. Geddes was formerly associated with General Electric and Radio Corporation of America. . . . The Bell and Howell Company is asking its shareholders to vote in a proceeding that will decide whether the projector and tape machine company will extend a stock option plan for key employees. Vote will be held in Chicago Thursday (28).

cialists. The firm, a former service outfit exclusively, now handles all TV, radio and stereo sets for the company. . . . Altec Lansing has formed its own national sales company. The company association with Graybar Electric ends June 30. H. S. Morris will head up the new wing as national sales manager and will supervise sales and a special consultant service which will supply engineering assistance to contractors and distributors. Ten districts are set at present and 10 salesmen are in charge of each area. . . . Columbia

Reynolds to S-C Ex Post i

NEW YORK — Victor jazz a Reynolds has been district manager in the by the Strom of General D Reynolds, a.&r. capacity years and left a year ago, is writer on hi-fi

memo from dan collins:

ad deadline this week—on June 30!
Don't miss the biggest ad buy of the year. Better get your copy in right away!

Special NAMM CONVENTION SECTION including the **ANNUAL EQUIPMENT MARKET SURVEY**

The Billboard July 11, 1960

1960 FACTBOOK OF PROFIT

STEREO PHONOGRAPHS & RECORDS ★ RADIOS ★ TAPE & TAPE RECORDERS ★ RECORD ACCESSORIES

OPPORTUNITIES

FOR MUSIC-RECORD DEALERS

Featuring

- HOW-TO-ARTICLES...
- SALES SURVEYS...
- FEATURED BRANDS...
- MANUFACTURERS DIRECTORIES...

Spotlighting

the strongest areas of new and increased sales and profits for today's music-record dealer

See inside for an unveiling of

THE BIG Profit LINE FOR 1961



NAME OF MFG. CO.

... or get face-to-face with your future at the

NAMM CONVENTION CHICAGO Room xmx

a Exits Post

K — Ozzie Cadena, man for Savoy, subsidiary labels, has to handle his production firm called America Sound of America in albums for the folk and pop fields. production includes Altonie McGhee and the Tomlin Choir, and Memphis Slim. ll release both albums in the Sound of America. The Tomlin and y albums are compatible \$4.98. Distrib net set up. Cadena is special introductory of s and dealers on first

TION — The National Relations Board has throw open Edward sions, Inc., to collecting vote, over the pro American Federation s, and at the best Americans Guild of America Small Productions in e Pictures, Inc., Peels ions, Inc., and s, Inc., all of Yes

for musicians to vote on picture industry is yment for two or more g the year, by the em-cursion.

THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING JULY 3

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	CATHY'S CLOWN	By Don and Phil Everly—Published by Acuff-Rose (BMI)	9
2	2	ALLEY-OOP	By Fraizer—Published by Kavelin-Maverick (BMI)	3
3	3	EVERYBODY'S SOMEBODY'S FOOL	By Keller & Greenfield—Published by Aldon (BMI)	5
4	4	PAPER ROSES	By Spielman-Torce—Published by Pambill (ASCAP)	8
5	9	BECAUSE THEY'RE YOUNG	By Schroeder-God-Costa—Published by Columbia Pies (ASCAP)	4
6	6	BURNING BRIDGES	By Scott—Published by Sage & Sand (SESAC)	7
7	5	GOOD TIMIN'	By Tobias-Ballard—Published by Sequence (ASCAP)	8
8	16	A ROCKIN' GOOD WAY	By Benton—Published by Eden (BMI)	3
9	7	STUCK ON YOU	By Aaron Schroeder-J. Leslie McFarland—Published by Gladys (ASCAP)	12
10	19	I'M SORRY	By Self—Published by Champion (BMI)	3
11	8	HE'LL HAVE TO STAY	By Charlie Grean-J. and A. Miller—Published by Central Songs (BMI)	8
12	25	MULE SKINNER BLUES	By Jimmie Rodgers—Published by Peer Int'l (BMI)	2
13	10	SWINGING SCHOOL	By Lowe, Appell and Mann—Published by Columbia (ASCAP)	6
14	20	WONDERFUL WORLD	Published by Kags (BMI)	5
15	22	YOUNG EMOTIONS	By David-Livingston—Published by Nelson (ASCAP)	7
16	12	LOVE YOU SO	By Holden—Published by Maravilla (BMI)	8
17	13	NIGHT	By Johnny Lehman and Herb Miller—Published by Pearl (BMI)	11
18	14	HAPPY-GO-LUCKY ME	By Evans-Byron—Published by Pambill-Lyle (ASCAP)	5
19	17	MY HOME TOWN	By Anka—Published by Spanka (BMI)	3
20	11	GREENFIELDS	By Terry Gilkyson-R. Dehr-F. Miller—Published by Montclare (BMI)	15
21	15	JEALOUS OF YOU	By Mendes, Harper and Masheroni—Published by H. B. Marks (BMI)	4
22	—	PLEASE HELP ME, I'M FALLING	By Hank Locklin—Published by Ross-Jungnickel (ASCAP)	1
23	—	THAT'S ALL YOU GOTTA DO	By Jerry Reed—Published by Lowery (BMI)	1
24	23	MR. LUCKY	By Henry Mancini—Published by Southdale (ASCAP)	8
25	26	ANOTHER SLEEPLESS NIGHT	By Neil Sedaka-Howard Greenfield—Published by Aldon (BMI)	2
26	—	MACK THE KNIFE	By Weill-Brecht-Bhtzstein—Published by Harms (ASCAP)	26
27	—	(WON'T YOU COME HOME) BILL BAILEY	By Warfield-Williams—Published by Adaris (BMI)	1
28	—	ONLY THE LONELY	By Orbison-Melson—Published by Acuff-Rose (BMI)	1
29	—	LOOK FOR A STAR	By Anthony—Published by Harlene (ASCAP)	1
30	—	I REALLY DON'T WANT TO KNOW	By Barnes-Robertson—Published by Hill and Range (BMI)	1

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.

RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

- CATHY'S CLOWN**—Everly Brothers, Warner Bros. 5151.
- ALLEY-OOP**—Dante and the Evergreens, Madison 130; Dyna-Sores, Rendezvous 120; Hollywood Argyles, Lute 5965.
- EVERYBODY'S SOMEBODY'S FOOL**—Connie Francis, M-G-M 12899.
- PAPER ROSES**—Anita Bryant, Carlton 528.
- BECAUSE THEY'RE YOUNG**—Jimmy Darren, Colpix 142; Duane Eddy, Jamie 1156.
- BURNING BRIDGES**—Hometowners, Sage & Sand 527; Jack Scott, Top Rank 2041.
- GOOD TIMIN'**—Jimmy Jones, Cub 9067.
- A ROCKIN' GOOD WAY**—Priscilla Bowman, A-Ron 1018; Dinah Washington and Brook Benton, Mer 71629.
- STUCK ON YOU**—Elvis Presley, Vlc 7740.
- I'M SORRY**—Bo Diddley, Checker 913; Brenda Lee, Dec 31093; George Jackson, Atlantic 1024; Platters, Mer 71032.
- HE'LL HAVE TO STAY**—Janet Black, Cap 4368; Corina Minette, ABC-Paramount 10097.
- MULE SKINNER BLUES**—Red Allen, Frontier Records 602; Rusty Draper, Mer 71634; Fendermen, Soma 1137.
- SWINGING SCHOOL**—Bobby Rydell, Cameo 175.
- WONDERFUL WORLD**—Sam Cooke, Keen 82112; Jack Lewis Ork and Chorus, United Artists 159.
- YOUNG EMOTIONS**—Ricky Nelson, Imperial 5663.
- LOVE YOU SO**—Rod Holden, Donna 1315.
- NIGHT**—Jackie Wilson, Brunswick 55166.
- HAPPY-GO-LUCKY ME**—Paul Evans, Guaranteed 208.
- MY HOME TOWN**—Paul Anka, ABC-Paramount 10106.
- GREENFIELDS**—Brothers Four, Col 41471; Julius La Rosa, Kapp 323.
- JEALOUS OF YOU**—Connie Francis, M-G-M 12899.
- PLEASE HELP ME, I'M FALLING**—Hank Locklin, Vlc 7692; Rose Maddox, Cap 4347.
- THAT'S ALL YOU GOTTA DO**—Brenda Lee, Dec 31093.
- MR. LUCKY**—Georgie Auld Ork, Top Rank 2037; Henry Mancini, Vlc 7705.
- ANOTHER SLEEPLESS NIGHT**—Jimmy Clanton, ACE 585.
- MACK THE KNIFE**—Louis Armstrong, Col 40587; Owen Bradley, Dec 29816; Bobby Darin, Atco 6147; Ella Fitzgerald, Verve 10209; Dick Hyman Trio, M-G-M 12149; Eric Rodgers, London 1645; Caterina Valente, Dec 30987; Billy Vaughn, Dot 15444; Australian Jazz Quartet, Bethlehem 11053; Dick Stabile, Dot 15996; Fred Skinner, Mecca 1; Ernie Heckscher, Verve 10193.
- (WON'T YOU COME HOME) BILL BAILEY**—Pearly Bailey, Roulette 4016; Bobby Darin, Atco 6167; Jimmy Durante & Eddy Jackson, M-G-M 30255; Pat Healy, Dot 15948; Brenda Lee, Dec 30806; Margaret Ann and Ja-Das, Warner Bros. 5124; Sundowners Band, Windsor 7120.
- ONLY THE LONELY**—Roy Orbison, Monument 421; Johnny Western, Col 41500.
- LOOK FOR A STAR**—Jericho Brown, Warner Bros. 5161; Dean Hawley, Dore 554; Garry Miles, Liberty 55261; Gary Mills, Imperial 5674; Billy Vaughn, Dot 16106.
- I REALLY DON'T WANT TO KNOW**—Tommy Edwards, M-G-M 12890.

West Coast Disk Firms for 33 Single

• Continued from page 1

Disk is "Please, Mr. Custer" b-w "The Okefenokee Two-Step," recorded by Larry Verne. In its seven-inch LP form, it will be issued in monaural only, according to present plans, but may get a stereo version as well. Monaural small LP's will list at 98 cents. (Capitol will charge 89 cents for its monaural LP singles and 98 for stereo.)

Imperial's Lew Chudd said he will start issuing monaural and stereo LP singles in September simultaneously with the 45 releases. No price structure has been crystallized as yet, but Chudd said it

33 Single Bid Stirs Industry

• Continued from page 1

the most prominently mentioned figure was 49 cents. The current thinking, however, is believed to have crystallized at a level somewhere between 65 and 75 cents. The matter of pricing on a potential 33 monaural single has not been clarified. Along this line, however, it is noted that the currently suggested retail price on the Capitol 33 monaural disk is 89 cents instead of 98 cents.

Columbia, a pioneer last fall of the 33 stereo single, has likewise made no announcements. However, the company is studying the economics and engineering factors involved. It is recalled, however, that Columbia is historically identified with the 33 speed, that it started the ball rolling with the 33 single last fall, and that, in view of many traders, there is every reason to believe the company will solidly back any move to an all-industry 33 speed.

M-G-M Records, which along with a growing list of diskeries, has released various "Artist-of-the-Week" packs in line with the Seeburg plan, is interested in a 33 monaural single. Sid Brandt, veepee, told The Billboard that the whole matter will be aired with distributors at the firm's upcoming annual sales convention in Puerto Rico.

Decca has adopted a more cautious outlook on the matter. The company has climbed on the Seeburg bandwagon to the tune of various special record packs for the "Artist-of-the-Week" promotion, but regarding a monaural 33, the watchword is go slow and wait for signs of a real market. Sales veepee, Sydney N. Goldberg, said, in his usual colorful manner: "We'll make records on facial tissues if that's the way they want them, but we've got to see the demand first."

Dave Kapp, prexy of Kapp Records, declared that perhaps the problem was not entirely one of speed but the hole-in-the-middle. "In Europe, even now," Kapp said, "they have single 45 records with the drop-out center. In other words, the record comes with a small, standard size hole. But the center is perforated so that a section can be pushed out with a slight finger pressure. The resulting hole fits the large 45 spindle. It makes it very easy."

Kapp added that: "We are just an indie company. No matter what we might do by ourselves, it isn't going to sway any other part of the industry. We have to wait till the big companies make up their minds. But I would certainly love to see a one-speed industry and we would go right along if a trend every started."

would be competitive to what other labels will charge. "Everything," he said, "will be issued in the two speeds, rather than select specific items for the 33 1/2 single treatment."

Liberty's board chairman, Si Waronker, said his firm greatly favors bringing the disk industry back to a single speed standard and feels that the release of singles material in seven-inch LP form will achieve that goal. Liberty, he said, definitely will be on the market with the small LP's by fall. Price, policy and product will be determined at company meetings to be held when label prexy Al Bennett returns from his current travels.

Verve sales veepee Bernie Silverman said his firm will issue 15 seven-inch LP singles in July. Release will consist of five singles devoted to Ella Fitzgerald (including "Mack the Knife"), Oscar Peterson and Anita O'Day. These will be in stereo form only and will be followed by monaural 33's in the fall. Also, other artists will be featured in the small LP form soon after the initial 15. The 15 disks are currently being pressed as part of a three-artist kit as part of the Seeburg "artist-of-the-Week" program. In light of the new developments, Verve will issue the same LP singles to the retail market.

All other labels, large and small, unanimously backed the 33 1/2 singles concept. Said Dot prexy Randy Wood: "It is possible that in the near future we will move in that direction. In the meantime, we are closely observing developments and have hopes that this might be the solution to improving the singles market." Wood indicated Dot could move swiftly into the LP singles field as soon as he felt the market warranted such action.

Among the indies, Era's Lew Bedell said: "I think it's an excellent idea. The problem of having to adapt 45 r.p.m. records to 33 1/2 players has created considerable confusion and I would very much like to see the business straightened out with a standard turntable speed. However, we'll have to leave it up to the majors to pioneer the conversion."

Challenge's Johnny Thompson said: "I agree completely with the idea of standardizing the speed to 33 1/2 and we will start issuing our singles in that form as soon as we are convinced the market warrants it."

Lute prexy Al Kavelin said the LP single "is a wonderful idea and certainly makes a lot of sense" but said his firm was too small to affect an industry course by its actions. Once the majors have paved the way, he said, his company will follow. Contemporary-Good Time Jazz prexy Les Koenig said his label is basically in the album business and therefore is not immediately affected by the LP single development. However, he added, when his labels issue a single, it will be made available simultaneously in the small LP form if there's a demand for it.

Warner's Jim Conkling and the Disney label's Jimmy Johnson were out of town and not available for comment.

Victor Hottest

• Continued from page 1

ted), Jack Scott (Top Rank), Freddie Cannon (Swan), Dinah Washington (Mercury), Paul Anka (ABC - Paramount), Brenda Lee (Decca), Percy Faith (Columbia), The Fleetwoods (Dolton), Annette (Vista), Pat Boone (Dot), Fats Domino (Imperial), Jim Reeves (RCA Victor), Johnny and the Hurricanes (Warwick-Big Top).

ANOTHER SMASH HIT
 WRITTEN BY BOUDLEAUX BRYANT
 ESPECIALLY FOR

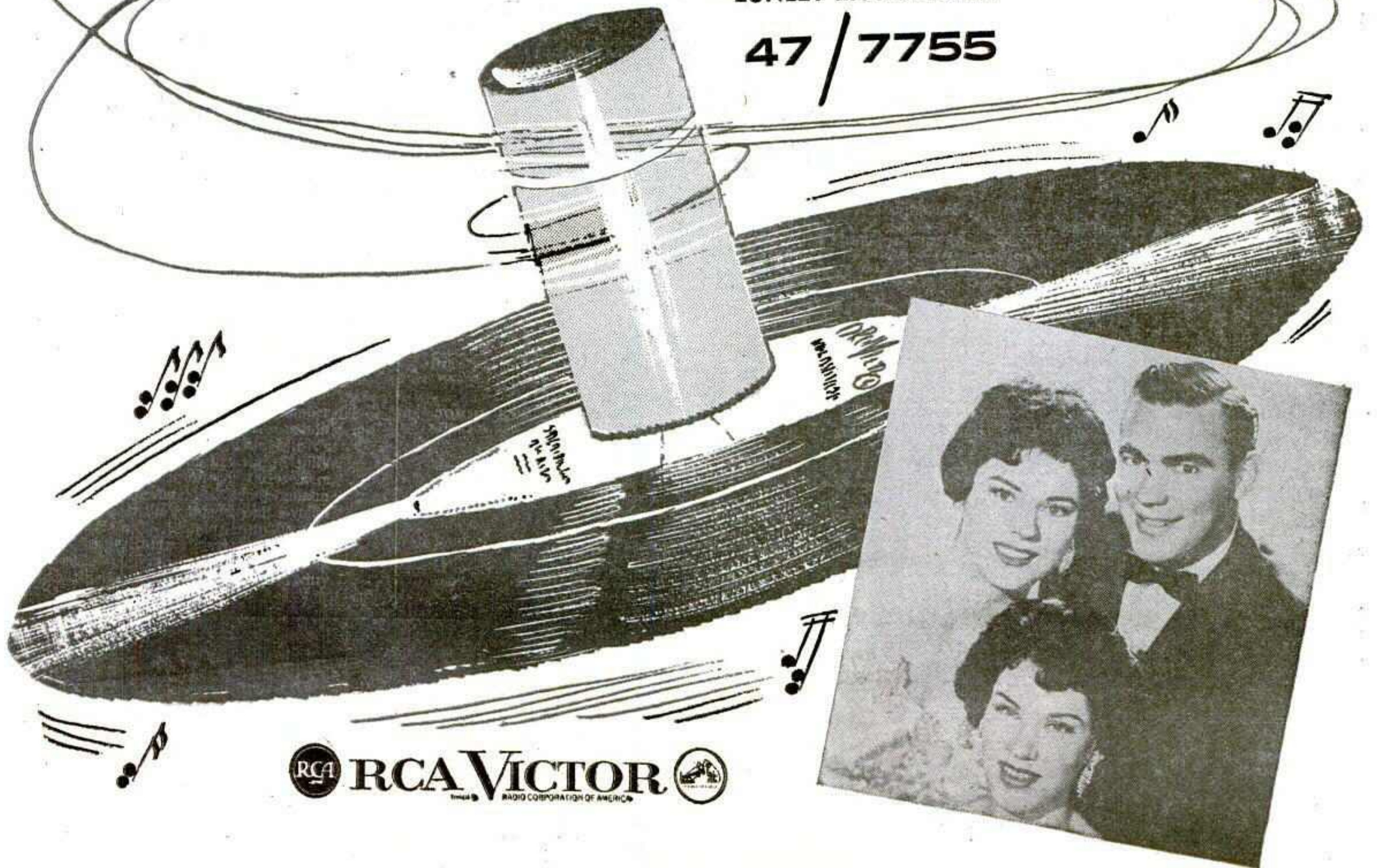
THE BROWNS
 FEATURING
 JIM EDWARD BROWN

MARGO
 (THE NINTH OF MAY)

c/w

"LONELY LITTLE ROBIN"

47 / 7755



RCA VICTOR
Radio Corporation of America

FOR WEEK ENDING JULY 3

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	2	2	8	EVERYBODY'S SOMEBODY'S FOOL	Connie Francis, M-G-M 12899			8
2	1	1	1	CATHY'S CLOWN	Everly Brothers, Warner Bros. 5151		S	11
3	6	12	55	ALLEY-OOP	Hollywood Argyles, Lute 5905			5
4	3	3	5	BURNING BRIDGES	Jack Scott, Top Rank 2041			11
5	11	13	23	BECAUSE THEY'RE YOUNG	Duane Eddy, Jamie 1156			6
6	14	23	38	I'M SORRY	Brenda Lee, Decca 31093			5
7	13	20	27	A ROCKIN' GOOD WAY	Dinah Washington and Brook Benton, Mercury 71629		S	6
8	7	5	6	PAPER ROSES	Anita Bryant, Carlton 528		S	12
9	4	4	3	GOOD TIMIN'	Jimmy Jones, Cub 9067			11
10	5	9	13	SWINGING SCHOOL	Bobby Rydell, Cameo 175			8
11	12	16	37	MY HOME TOWN	Paul Anka, ABC-Paramount 10106			6
12	15	19	19	WONDERFUL WORLD	Sam Cooke, Keen 82112			8
13	8	7	9	LOVE YOU SO	Rod Holden, Donna 1315			13
14	16	10	17	HAPPY-GO-LUCKY ME	Paul Evans, Guaranteed 208		S	8
15	21	25	57	MULE SKINNER BLUES	Fendermen, Soma 1137			6
16	20	28	75	ALLEY-OOP	Dante and the Evergreens, Madison 130			5
17	36	55	78	THAT'S ALL YOU GOTTA DO	Brenda Lee, Decca 31093			4
18	18	14	14	YOUNG EMOTIONS	Ricky Nelson, Imperial 5663			10
19	9	6	4	HE'LL HAVE TO STAY	Jeanne Black, Capitol 4368			9
20	19	24	22	JEALOUS OF YOU	Connie Francis, M-G-M 12899			6
21	33	41	43	(WON'T YOU COME HOME) BILL BAILEY	Bobby Darin, Atco 6167			6
22	10	8	2	STUCK ON YOU	Elvis Presley, RCA Victor 7740		S	13
23	31	44	88	ONLY THE LONELY	Roy Orbison, Monument 421			3
24	34	38	42	PLEASE HELP ME, I'M FALLING	Hank Locklin, RCA Victor 7692			6
25	30	34	40	I REALLY DON'T WANT TO KNOW	Tommy Edwards, M-G-M 12890			6
26	27	22	18	DING-A-LING	Bobby Rydell, Cameo 175			8
27	29	31	31	MACK THE KNIFE	Ella Fitzgerald, Verve 10209		S	9
28	22	30	32	ANOTHER SLEEPLESS NIGHT	Jimmy Clanton, Ace 585			10
29	41	42	71	RUNAROUND	Fleetwoods, Dolton 22			6
30	17	11	7	NIGHT	Jackie Wilson, Brunswick 55166			15
31	24	17	11	SIXTEEN REASONS	Connie Stevens, Warner Bros. 5137			22
32	39	50	67	PENNIES FROM HEAVEN	Skyliners, Calico 117			8
33	26	18	16	CHERRY PIE	Skip and Flip, Brent 7010			13

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	25	32	35	LONELY WEEKENDS	Charlie Rich, Phillips International 3552			16
35	42	43	45	THEME FOR YOUNG LOVERS	Percy Faith, Columbia 41655			8
36	63	71	82	WHEN WILL I BE LOVED	Everly Brothers, Cadence 1380			5
37	44	49	50	THEME FROM THE UNFORGIVEN	Don Costa, United Artists 221			9
38	23	15	10	GREENFIELDS	Brother Four, Columbia 41571		A	19
39	40	33	39	ALL I COULD DO WAS CRY	Etta James, Argo 5359			9
40	72	86	—	TELL LAURA I LOVE HER	Ray Peterson, RCA Victor 7745			3
41	47	52	62	SOMETHING HAPPENED	Paul Anka, ABC-Paramount 10106			5
42	52	78	100	ONE OF US (WILL WEEP TONIGHT)	Patti Page, Mercury 71639		S	4
43	37	45	90	TRAIN OF LOVE	Annette, Vista 359			4
44	45	47	56	I'M WALKIN' THE FLOOR OVER YOU	Pat Boone, Dot 16073			6
45	32	27	12	CRADLE OF LOVE	Johnny Preston, Mercury 71598			14
46	57	—	—	WALKIN' TO NEW ORLEANS	Fats Domino, Imperial 5675			2
47	55	35	24	MOUNTAIN OF LOVE	Harold Dorman, Rita 1003			18
48	60	—	—	I'M GETTIN' BETTER	Jim Reeves, RCA Victor 7756			2
49	49	63	76	DOWN YONDER	Johnny and the Hurricanes, Big Top 3036			5
50	50	54	54	SPRING RAIN	Pat Boone, Dot 16073			5
51	53	58	83	CLAP YOUR HANDS	Beau-Marks, Shad 5017			7
52	28	29	29	JUMP OVER	Freddy Cannon, Swan 4053			8
53	62	73	95	IMAGE OF A GIRL	Safaris, Eldo 101			4
54	46	36	30	DUTCHMAN'S GOLD	Walter Brennan and Billy Vaughn, Dot 16066			10
55	35	21	21	DOGGIN' AROUND	Jackie Wilson, Brunswick 55166			13
56	38	26	15	LET THE LITTLE GIRL DANCE	Billy Bland, Old Town 1076			20
57	64	70	80	LONELY WINDS	Drifters, Atlantic 2062			6
58	56	51	48	OOH POO PAH DOO (Part 2)	Jessie Hill, Mint 607			14
59	58	56	53	NATIONAL CITY	Jolner, Arkansas Jr. High School Band, Liberty 55244			7
60	61	64	68	PINK CHIFFON	Mitchell Torok, Guyden 2034			8
61	76	93	—	IS A BLUEBIRD BLUE	Conway Twitty, M-G-M 12911			3
62	65	69	72	EXCLUSIVELY YOURS	Carl Dobkins Jr., Decca 31088			7
63	70	81	96	BANJO BOY	Jan and Kjeld, Kapp 335			4
64	74	74	64	FINGER POPPIN' TIME	Hank Ballard and the Midnighters, King 5341			7
65	67	72	89	HEY, LITTLE ONE	Dorsey Burnett, Era 3019			4
66	88	—	—	LOOK FOR A STAR	Garry Miles, Liberty 55261			2
67	51	39	20	STAIRWAY TO HEAVEN	Nell Sedaka, RCA Victor 7709		S	14

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	85	—	—	LOOK FOR A STAR	Dean Hawley, Dore 554			2
69	75	85	94	COMIN' DOWN WITH LOVE	Mel Gadson, Big Top 3034			5
70	43	48	28	SINK THE BISMARCK	Johnny Horton, Columbia 41568		A	17
71	—	—	—	JOSEPHINE	Bill Black's Combo, HI 2022			1
72	84	89	—	WHERE ARE YOU	Frankie Avalon, Chancellor 1052			3
73	92	—	—	LOOK FOR A STAR	Billy Vaughn, Dot 16106			2
74	83	90	—	TROUBLE IN PARADISE	Crests, Coed 531			3
75	80	87	—	ALL THE LOVE I GOT	Marv Johnson, United Artists 226			3
76	95	—	—	BAD MAN BLUNDER	Kingston Trio, Capitol 4375			2
77	87	—	—	WAKE ME, SHAKE ME	Coasters, Atco 6168			2
78	99	—	—	LOOK FOR A STAR	Gary Mills, Imperial 5674			2
79	94	—	—	I CAN'T HELP IT	Adam Wade, Cord 530			2
80	90	99	—	THERE IS SOMETHING ON YOUR MIND	Bobby Marchan, Fire 1022			3
81	89	—	—	THIS BITTER EARTH	Dinah Washington, Mercury 71635			2
82	91	96	91	AIN'T GONNA BE THAT WAY	Marv Johnson, United Artists 226			5
83	97	—	—	IS THERE ANY CHANCE	Marty Robbins, Columbia 41686			2
84	79	88	—	BANJO BOY	Dorothy Collins, Top Rank 2052			3
85	—	—	—	QUESTION	Lloyd Price, ABC-Paramount 10123			1
86	—	—	—	YOU'VE GOT THE POWER	James Brown and the Famous Flames, Federal 12370			1
87	—	77	79	HEARTBREAK (IT'S HURTIN' ME)	Little Willie John, King 5356			4
88	—	—	—	FOUND LOVE	Jimmy Reed, Vee Jay 347			3
89	—	—	—	THERE'S A STAR-SPANGLED BANNER WAVING SOMEWHERE, NO. 2 (THE BALLAD OF FRANCIS G. POWERS)	Red River Dave, Savoy 3020			1
90	—	91	93	HEARTBREAK (IT'S HURTIN' ME)	Jon Thomas, ABC-Paramount 10122			3
91	—	—	—	MARIA	Johnny Mathis, Columbia 41684			2
92	—	—	—	STICKS AND STONES	Ray Charles, ABC-Paramount 59138			1
93	48	37	41	MR. LUCKY	Henry Mancini, RCA Victor 7705		S	13
94	—	46	33	THINK	James Brown and the Famous Flames, Federal 12370			8
95	98	—	—	FEEL SO FINE	Johnny Preston, Mercury 71651			2
96	—	—	—	DON'T COME KNOCKIN'	Fats Domino, Imperial 5675			1
97	—	—	—	BORN TO BE LOVED	Billy Bland, Old Town 1082			1
98	—	—	—	I'VE BEEN LOVED BEFORE	Shirley and Lee, Warwick 535			1
99	73	76	—	MR. LONELY	Videls, JDS 5004			3
100	96	84	—	MISSION BELL	Donnie Brooks, Era 3018			3

& 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

WHEN WILL I BE LOVED.....Everly Brothers
(Acuff-Rose, BMI) Cadence 1380

TELL LAURA I LOVE HER.....Ray Peterson
(Marks, BMI) RCA Victor 7745

IMAGE OF A GIRL.....Safaris
(Eldorado, BMI) Eldo 101

IS A BLUEBIRD BLUE.....Conway Twitty
(Star-Springfield, BMI) M-G-M 12911

C&W—No selections this week.

R&B

STICKS AND STONES.....Ray Charles
(Tangerine, BMI) ABC-Paramount 10188

HEARTBREAK (IT'S HURTIN' ME).....Little Willie John
(Pamco, BMI) King 5356

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. MILLER'S CAVE.....Hank Snow, RCA Victor
2. ONE BOY.....Joanie Sommers, Warner Bros.
3. MOONLIGHT COCKTAILS.....Rivieras, Coed
4. OVER THE RAINBOW.....Dimensions, Mohawk
5. MAIS OUI.....Bob Beckham, Decca
6. P. S., I LOVE YOU.....Starlets, Astro
7. YOUR MEMORY.....Five Satins, Cub
8. ITSY BITSY TEENIE WEENIE YELLOW POLKADOT BIKINI.....Brian Hyland, Leader
9. MY BABE.....Little Walter, Checker
10. THE WIND.....Jesters, Winley
11. I'M WITH YOU.....Five Royales, King
12. I SHOT MR. LEE.....Bobbettes, Triple X
13. SECOND HONEYMOON.....Johnny Cash, Columbia
14. THE WIND.....Diablos, Fortune
15. TOO YOUNG TO GO STEADY, Connie Stevens, Warner Bros.

HOT 100: A TO Z

A Rockin' Good Way	7
Ain't Gonna Be That Way	82
All I Could Do Was Cry	39
All the Love I Got	75
Alley-Oop (Dante & the Evergreens)	16
Alley-Oop (Hollywood Argyles)	3
Another Sleepless Night	28
Bad Man Blunder	76
Banjo Boy (Collins)	84
Banjo Boy (Jan & Kjeld)	63
Because They're Young	5
Born to Be Loved	97
Burning Bridges	4
Cathy's Clown	2
Cherry Pie	33
Clap Your Hands	51
Comin' Down With Love	69
Cradle of Love	45
Ding-A-Ling	26
Doggin' Around	55
Don't Come Knockin'	96
Down Yonder	49
Dutchman's Gold	54
Everybody's Somebody's Fool	1
Exclusively Yours	62
Feel So Fine	95
Finger Poppin' Time	64
Found Love	88
Good Timin'	9
Greenfields	38
Happy-Go-Lucky Me	14
Heartbreak (Little Willie John)	87
Heartbreak (Jon Thomas)	90
He'll Have to Stay	19
Hey, Little One	65
I Can't Help It	79
I Really Don't Want to Know	25
I'm Gettin' Better	48
I'm Sorry	4
I'm Walking the Floor Over You	63
Image of a Girl	53
Is a Bluebird Blue	61
Is There Any Chance	83
I've Been Loved Before	98
Jealous of You	20
Josephine	71
Jump Over	52
Let the Little Girl Dance	67
Lonely Weekends	54
Lonely Winds	57
Look for a Star (Hawley)	68
Look for a Star (Miles)	66
Look for a Star (Mills)	78
Look for a Star (Vaughn)	73
Love You So	13
Mack the Knife	27
Maria	91
Mission Bell	100
Mr. Lonely	99
Mr. Lucky	94
Mountain of Love	47
Mule Skinner Blues	15
My Home Town	11
National City	59
Night	30
One of Us (Will Weep Tonight)	23
Only the Lonely	93
Ooh Poo Pah Doo (Part 2)	58
Paper Roses	8
Pennies From Heaven	32
Pink Chiffon	60
Please Help Me, I'm Falling	24
Question	85
Runaround	29
Sink the Bismarck	70
Sixteen Reasons	31
Something Happened	41
Spring Rain	50
Stairway to Heaven	67
Sticks and Stones	92
Stuck on You	22
Swinging School	10
Tell Laura That I Love Her	40
That's All You Gotta Do	17
Theme for Young Lovers	35
Theme From the Unforgiven	37
There's a Star-Spangled Banner	89
Waving Somewhere, No. 2 (The Ballad of Francis G. Powers)	80
There Is Something on Your Mind	86
Think	94
This Bitter	81
Train of Love	43
Trouble in Paradise	74
Wake Me, Shake Me	77
Walkin' to New Orleans	46
When Will I Be Loved	36
Where Are You	34
Wonderful World (Won't You Come Home) Bill Bailey	12
You've Got the Power	21
Young Emotions	18

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

ANITA BRYANT



IN MY LITTLE CORNER OF THE WORLD (Shapiro-Bernstein, ASCAP) (2:00) — A lovely tune is handed a most attractive reading by the looker Anita Bryant, which should be a strong follow-up to her hit "Paper Roses." Flip is a Harold Rome ballad "Anyone Would Love You" (Florence, ASCAP) (2:20). **Carlton 530**

JOHNNY CASH



DOWN THE STREET TO 301 (Clement, BMI) (2:02) — **THE STORY OF A BROKEN HEART** (Hi-Lo, BMI) (2:07) — One of the best Cash slicings to be released on the label in some time, this could garner a lot of sales. The chanter is at his strongest on the rhythmic top side, with the flip a typical Cash ballad. **Sun 405**

THE MYSTICS



WHITE CLIFFS OF DOVER (Shapiro-Bernstein, ASCAP) (2:10) — **BLUE STAR** (Just, BMI) (1:45) — The Mystics, who have had hits in the past, have two more possible entries with these sides. "Dover" is the standard and the boys sing it well, sparked by a bass lead. Flip is a medium beat rockaballad that shows off the group's vocal harmony. **Laurie 3058**

JIMMY JONES



THAT'S WHEN I CRIED (Sheldon-Anthony, BMI) (2:40) — **I JUST GO FOR YOU** (Sheldon, BMI) (2:00) — Rack up two more solid waxings for Jones with these new sides. "That's When I Cried" shows off his shoutin' vocalistics, and the flip also displays exciting chanting. Two fine efforts. **Cub 9072**

HANK BALLARD AND THE MIDNIGHTERS



TEARDROPS ON YOUR LETTER (Jay & Cee, BMI) (2:50) — **THE TWIST** (Jay & Cee, BMI) (2:33) — Fervent vocalizing by Hank Ballard backed solidly by the group on "Teardrops." There's a sock, rockin' blues shouting on the driving novelty "The Twist." Both sides could grab coins. **King 5171**

MITCH MILLER AND THE GANG



WALKIN' DOWN TO WASHINGTON (Valiant, ASCAP) (2:26) — **SILLY LITTLE TUNE** (Ben Bloom, ASCAP) (2:00) — Mitch Miller should hit the singles charts with these two exciting sides. "Washington" is a march in the saga school about famous figures in American history, and "Silly Little Tune" is a bright novelty that features attractive vocalizing. **Columbia 41716**

ARCHIE CAMPBELL



MAKE FRIENDS (Jack, BMI) (2:34) — **THE TWELFTH ROSE** (Tree, BMI) (2:40) — Archie Campbell can sell a song and he does so on both sides of this release. "Make Friends" is a gospel-type handclapper with a bit of the inspirational, and "Rose" is a real country weeper. **RCA Victor 7757**

THE SCOTT BROTHERS



LOST LOVE (Dara-Sterling, BMI) (2:20) — The Scott Brothers have a potent waxing here, which not only features an emotional vocal by the lead but also a flavorful, big-styled arrangement by the ork. This disk has a sound. Flip is a pretty ballad "Only Then" (Trinda-Skyline, ASCAP) (2:10). **Ribbon 6911**

FOUR PREPS



MADIELINA (Lorub, BMI) (1:59) — **SENTIMENTAL KID** (Lar-Bel, BMI) (2:27) — The Four Preps show again that they are one of the best of the pop vocal groups with two mighty attractive vocal stints here. Top side is a class ballad with a smart arrangement; flip is a very pretty cha cha with a good lyric idea. **Capitol 4400**

THE CHORDETTES



A BROKEN VOW (Sherman-De Vorzon, BMI) (2:52) — **ALL MY SORROWS** (Highbridge, BMI) (2:24) — A classy coupling for the girls. Top side is a softly thrashed ballad with a strong message. Flip is the tune which was a hit at one time for the Kingston Trio. Handsome arrangements on both sides and both could go. **Cadence 1382**

NAT KING COLE AND STAN KENTON



MY LOVE (Roosevelt, BMI) (2:39) — **STEADY** (Topper, ASCAP) (2:11) — Cole has two interesting sides with "My Love," a rocking, bluesy effort, chanted against a smart vocal group backing and the fine Kenton, big-band sound. On the flip, it's a sophisticated hunk of material, with an exciting backing. **Capitol 4393**

(Continued on page 40A)

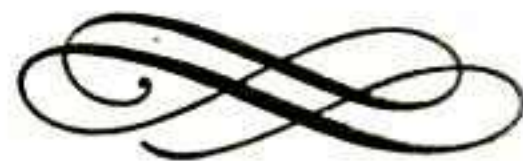
The Chordettes

have a new single!!!

A Broken Vow



Cadence 1382



WRITER: BOB BUSH

PUBLISHER: SHERMAN-DEVORZON MUSIC CO.

Reviews of THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 39

JACKIE WILSON



ALL MY LOVE (Pearl, BMI) (2:00)—**A WOMAN, A LOVER, A FRIEND** (Merrimac, BMI) (2:33)—Wilson lends his big-voiced, dramatic vocal quality to two strong sides. "All My Love" is a pretty ballad, featuring lush violins and a rocking beat. The flip has a church quality with a chorus on backing. **Brunswick 55167**

JIMMIE RODGERS



THE WRECK OF THE "JOHN B" (Folkway, BMI) (2:45)—**FOUR LITTLE GIRLS IN BOSTON** (Warden, BMI) (2:35)—Rodgers has two good sides here. "The Wreck of the 'John B'" is an attractive calypso theme. Flip is a catchy hoe-down with good lyrics and a sprightly country ork backing. Either side could take off. **Roulette 4260**

JUNE VALLI



I'LL STEP ASIDE (Brenda-Progressive, BMI) (2:28)—**LOOKING AT THE WORLD** (January, BMI) (2:30)—Both sides spotlight fervid, sincere vocal treatments by the thrush on dramatic themes. "I'll Step Aside" is particularly effective lyric-wise. A solid follow-up to gal's previous hit "Apple Green." **Mercury 71653**

DODIE STEVENS



A TISKET A TASKET (Robbins, ASCAP) (1:58)—**NO** (Artist, ASCAP) (1:54)—The young thrush accords Ella Fitzgerald's old novelty hit "A Tisket a Tasket" a delightful reading. Flip is an ingratiating novelty-rhythm item with a showmanly performance by the canary. **Dot 16103**

THE FLAMINGOS



MIO AMORE (Realgone, BMI) (3:09)—**AT NIGHT** (Bennell, BMI) (2:38)—The boys are at their feelingful best on this disk. "Mio Amore" is a pretty ballad with a melodic Latin flavor. Flip is equally attractive. Watch it. **End 1073**

ROLF HARRIS



TIE ME KANGAROO DOWN, SPORT (Beechwood, BMI) (2:47)—The Australian calypso-styled novelty is a big seller Down Under. The chanter, who also penned the tune, sells it with folksy humor and drive. Backing spotlights an unusual "whulp" sound, via a "wobble-board." Flip is "Nick Teen and Al K. Hall." (Beechwood, BMI) (3:07). **20th Fox 207**

THE MOSE ALLISON TRIO



BABY PLEASE DON'T GO (Leeds, ASCAP) (2:10)—Allison comes up with a sock vocal performance on an effective blues. A strong dual market entry. Both sides are from Allison's new LP. Flip is "Deed I Do" (Laurel Music, ASCAP) (1:55). **Columbia 41717**

Country & Western

ERNEST TUBB



EVERYBODY'S SOMEBODY'S FOOL (Aldon, BMI) (2:41)—The great Nashville-based chanter with the wonderful low tones turns in a sharp rendition of the current Connie Francis pop hit. Material suits him fine and he can collect a lot of country loot. Flip is a cover of "Let the Little Girl Dance" (Belmar, BMI) (2:05). **Decca 31119**

THE LOUVIN BROTHERS



IF YOU LOVE ME STAY AWAY (C & I, BMI) (2:10)—**RUBY'S SONG** (Acuff-Rose, BMI) (2:23)—The boys turn in two impressive sides. On top is a pretty ballad with a strong weeper message in the traditional vein. Flip is a sprightly upbeater with fancy banjo pickin'. Either side here. **Capitol 4395**

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

MAURICE CHEVALIER

JUST IN TIME (Stratford, ASCAP) (2:00)—**IF YOU KNEW SUZIE** (Shapiro-Bernstein-Ross Jungnickel, ASCAP) (2:03)—The

irresistible boulevardier has two delightful sides that are worth anybody's programming time. First is the big hit song from "Bells Are Ringing," while the flip is the happy oldie that's well-tailored to the Chevalier style. Try both. **M-G-M 12920**

PETE KING CHORALE

COLD COLD HEART (Acuff-Rose, BMI) (2:56)—**TAKE THESE CHAINS FROM MY HEART** (Milene, ASCAP) (2:58)—Some of the most stylish mixed choral work heard in a long time, with the fine group essaying a delightful harmony treatment of the great Hank Williams song, and another of the same mood by the late Fred Rose. Wonderful change of pace stuff. **Kapp 340**

DIANA TRASK

LONG AGO LAST SUMMER (Columbia, ASCAP) (2:15)—**TURN TO ME** (Pauline, ASCAP) (2:45)—The richly talented new thrush on the label turns in a pair of warm readings that are highly spinnable. Both are ballads and both make for most tasteful programming for both adult and teen audiences. **Columbia 41711**

THE DOUBLE SIX OF PARIS

MEET BENNY BAILEY (Silhouette, ASCAP) (2:49)—**FRENCH RAT RACE** (Diane-Basie, ASCAP) (2:40)—An extremely classy French jazz vocal group gives out with some of the fanciest scat singing to be heard. It's wild and crazy and guaranteed to tease a listener's ear. **Capitol 4394**

Pop Talent

BEVERLY WRIGHT

BIG THINGS ARE HAPPENING (Trinity, BMI) (2:00)—Here's a young lady with a big and persuasive voice who can really sell a tune. She has strong teen appeal, especially on this tune about her forthcoming marriage. A gal worth hearing. Flip is "He's Wonderful" (Trinity, BMI). **Time 1024**

HOWARD CROCKETT

SLUEFOOT THE BEAR (Bluebonnet, BMI) (2:35)—**POLY ANN** (Bluebonnet, BMI) (3:00)—An impressive talent bows with these sides. First there's a folkish-country type tune with Crockett sounding not unlike Johnny Horton. Flip is a folkish ballad with a strong sound. Watch this lad. **Manco 1002**



VERY STRONG SALES POTENTIAL

JAN & DEAN

★★★★ **Rosilane** — **DORE 555** — A bouncy little rocker is handed a good, commercial reading by the vocal duo. Good arrangement and performance can help this score. (Hillary-Ultra-Fiji)

★★★★ **We Go Together** — The pair, who have had good action in the past, turn in a stylish reading of a cute teen-styled ditty. This could pick up a lot of play. (Sunflower, ASCAP)

BILLY WILLIAMS

★★★★ **I Cried for You** — **CORAL 62218** — Billy Williams has a potent waxing here, in the style of his many hits of the past. He sells it with feeling and the backing is stylish. Watch this one. (Miller, ASCAP) (2:43)

★★★★ **The Lover of All Lovers** — Strong piece of material is sung solidly here by Billy Williams over smart backing by the chorus and ork. The side could pull coins. (Merrimac, BMI) (2:35)

MAC WISEMAN

★★★★ **There's a Star-Spangled Banner Waving Somewhere** — **DOT 16107** — Here's another cover of the oldie with original lyrics. Wiseman warbles with feeling and sincerity. Should give others strong competition. (Leeds, ASCAP) (1:45)

★★★ **Darling Nelly Gray** — Wistful chanting by Wiseman on a sentimental theme. (Wise-O-Man, BMI) (3:28)

JIMMY DONLEY

★★★★ **Our Love** — **DECCA 31116** — A pretty, country-oriented song (of Tex-Mex genre) gets a sensitive reading by the chanter. A strong element is the arrangement, which makes use of violin licks. (Singing River, BMI) (2:15)

★★★ **My Baby's Gone** — A flashy, blues-oriented side, with a chick chorus contrasting with Donley's highly individualistic vocal. (Singing River, BMI)

BILL JOHNSON

★★★★ **Bobaloo** — **SUN 399** — A rousing side with a spirited drum figure and good horn work. Johnson's vocal is strong. A touch of blues quality. (Knox, BMI) (1:56)

★★★ **Bad Times Ahead** — A ballad with a folk quality. Johnson's vocal, backed with chorus, is very solid. (UP, BMI) (2:25)

LITTLE BEN'S BANJOS

★★★★ **Silly Little Tune** — **KING 5361** — An intriguing theme-type side that features

the banjos and other strings. Vocal male chorus is heard in a nice handling of the lyric. A persistent side that's spinnable. Can share the loot on the tune. (Ben Bloom, ASCAP) (2:00)

★★★★ **There Are Just Two I's in Dixie** — A bright and happy side in a march tempo. The boys hand this a spirited vocal. Has the old-time flavor and it, too, is worth spins. (Leeds, ASCAP) (2:04)

WALTER BRENNAN

★★★★ **Noah's Ark (Parts I & II)** — **EVEREST 19365** — The story of Noah. Joe Leahy has given this fine production, with swelling chorus effects, narrative segments, etc. Deejays looking for an unusual inspirational disk have it here. Watch this one, it could happen. (Hallmark, ASCAP) (3:05 & 2:55)

CHUBBY CHECKER

★★★★ **The Twist** — **PARKWAY 811** — A blues and it's a shouter, too. The Twist is a dance and Checker tells all about it. Good rhythm side with a sound that could catch on. (Jay & Cee-Armo, BMI)

★★★★ **Toot** — Checker is in good form with the vocal gimmicks here and he pounds out the rocker novelty with style. Side has a persistent rhythm. (Kalmann, ASCAP)

THE BAYSIDERS

★★★★ **Over the Rainbow** — **EVEREST 19366** — The harmonies here are unusual. The great song gets a new sound thru the uncommon arrangement. Very similar to the Dimensions' record on Laurie. Could share some of the loot. (Leo Feist, ASCAP) (3:00)

★★★ **My Bonnie** — The familiar folk melody gets a bright reading, with the voices showcased by nice violin licks. (PD)

GRADY OWENS

★★★★ **Ballad of a Lost Love** — **LAURIE 3060** — Considerable production here. Tune has a Western quality. Arrangement emphasizes folk quality, and uses chorus and echo expertly. (Trinity-Big D, BMI) (2:43)

★★★ **You Are My Sunshine** — The great Jimmie Davis song gets a forthright performance. Instrumental arrangement includes an interesting figure by the horns and drums, and also has a bluesy, rocking quality. (Peer, BMI) (2:26)

LEVINSKY ALLEN

★★★★ **Couldn't Be Done** — **VITAL 321** — Another blues. Lyric says rock and roll is here to stay. Some unintended laughs here. (Gyro, BMI) (2:08)

★★★ **Layed Off** — A blues. Plenty of rocking rhythm here, and an authentic shouting vocal style. (Gyro, BMI) (2:14)

ROSCOE GORDON

★★★★ **Surely I Love You** — **VEE-JAY 348** — A fetching rocker. Gordon's vocal is backed with chorus and sharply-accented instrumental arrangement. Very nice. (Conrad, BMI) (2:26)

★★★ **What You Do to Me** — A blues. Opening has much novelty value. Gordon displays considerable style in his chanting. (Conrad, BMI) (2:02)

★★★ GOOD SALES POTENTIAL

NINA SIMONE

★★★ **Nobody Knows You When You're Down and Out** — **COLPIX 158** — Miss Simone turns in the blues based tune in good style. She's supported by her piano with a triplet rhythm on the drums. Side tends to build nicely. Can get spins. (Pickwick, ASCAP) (2:37)

★★★ **Black Is the Color of My True Love's Hair** — Here's a tune taken from the gal's album, "Nina Simone at Town Hall." It starts with a big piano flourish which is followed by a highly stylized vocal. (3:23)

RAYMOND SCOTT

★★★ **Uncle Willie's Tune** — **TOP RANK 2049** — A good, sharp, cleanly cut band instrumental side. The tune is based on a series of interesting riffs. For good change of pace programming. (Gateway, ASCAP) (2:51)

★★★ **Twilight Zone** — This side features a weird, unearthly sound of the clavox, which has the quality of a musical saw. The rhythm is on the lush jungle kick, with percussion to match. Two different sides. (Gateway, ASCAP) (2:45)

JUNIE & JIVIN' 5

★★★ **Oodabegga Wow** — **AD 2068** — A novelty. Lyric and the melody line reflect Indian influence. There are a couple of interesting riffs in the arrangement. (Timberland, BMI) (2:00)

★★★ **Yankee Rouser** — Instrumental, reminiscent of "When the Saints." A brisk march tempo and good guitar and horns mark this one. (Timberland, BMI) (2:13)

OTIS WILLIAMS AND HIS CHARMS

★★★ **Image of a Girl** — **KING 5372** — A well-handled rockaballad. Williams is in good form and the accompaniment is simple and effective. Side is worth a hearing. (Eldorado, BMI) (2:17)

★★★ **Wait a Minute, Baby** — A strutting rhythm rocker. The boys again turn in a neat job and they get a lot of mileage out of their rhythm backing. (Wisto, BMI) (2:35)

THE ELOISE TRIO

★★★ **Island Woman** — **DECCA 31113** — Jamaican type folk effort is sung sweetly here by the Eloise Trio, over good island backing. Good wax. (Planetary, ASCAP) (3:13)

★★★ **Zombie Jamboree** — Another Caribbean folk effort receives a sharp reading from the group. Good wax for aficionados. (Hollis, BMI) (2:55)

FRANKIE LYMON

★★★ **Little Blitty Pretty One** — **ROULETTE 4257** — This starts with an interesting harmonic treatment to a happy beat. Then Lymon moves up in a shouted vocal style with a chorus. A lot of beat here. (Recordo, BMI) (2:24)

★★★ **Creation of Love** — A slow and persuasive ballad reading by Lymon. It's done nicely to a soft choral and piano backing. Two spinnable sides. (Kahl-Wemar, BMI) (2:10)

THE STARLIGHTERS

★★★ **Let's Take a Stroll** — **END 1072** — Interplay of voices and horns make for an interesting side. Tune is blues-oriented, but it gets uncommon treatment. (Realgone, BMI) (2:15)

(Continued on page 40C)

ALABAMA!

by
COWBOY COPAS
On Starday #501
The Hottest Country
Record in America, and
Spreading Like Wildfire!

ALABAMA! is #1 on
Ralph Emory's Opry
Star Spotlight Show,
Radio WSM, Nashville.

GOOSEBALL BROWN!

Lonnie Irving's Can't-
Miss Follow-Up to
PINBALL MACHINE
Also on
STARDAY #505.

HOBO!

by
BENNY MARTIN
Now Exclusively on
STARDAY #507
and Ridin' a New
Sound for a Big Hit.

It's Starday Records and Starday
Sound Studios for the country sound
that sells.

WRITE . . . WIRE . . . PHONE
Starday, Box 115, Madison, Tenn.
Phone: CAnal 8-5300
Write for full listings of 18 LPs
and 35 EPs.

On Spartan in Canada.

PRESTIGE HAS THE HOT SINGLES

BIG BLUES HIT ON BLUESVILLE!

BROWNIE MCGHEE & SONNY TERRY
Stranger Here 802

JAZZ HITS!

ARNETT COBB
When My Dream Boat Comes Home 153

WILLIS JACKSON
Cool Grits 159

JACK McDUFF
Brother Jack 169

ALL TIME TOP SELLERS!

GENE AMMONS
The Happy Blues 112

GENE AMMONS
Blue Hymn 121

EDDIE "LOCKJAW" DAVIS
In the Kitchen 129

GENE AMMONS
Blue Greens & Beans 140

MILES DAVIS
Walkin' 157

EDDIE "LOCKJAW" DAVIS
Misty 163

SEND FOR FREE CATALOG AND
DISTRIBUTOR NAMES

PRESTIGE RECORDS, INC.
203 So. Washington Ave., Dept. B
Bergenfield, New Jersey

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Bill Anderson (Decca) leaves Nashville July 1 on a two-month tour set by Steve Stebbins, of the Americana office, Woodland Hills, Calif. Bill plays the "Louisiana Hayride," Shreveport, July 2, hops to Phoenix, Ariz., for July 7, and then hits out for the West Coast. The extended trek winds up at the Wisconsin State Fair, Milwaukee, late in August. Last named engagement was set by Herb Schucher, of Nashville. Anderson's latest Decca release is "The Tip of My Fingers." . . . Billy Deaton's new one on the TNT label couples "Haunted By a Song" with "We Are Happy." Billy promoted the tune last week with appearances on Bill Anthony's "The Big Beat" over WMCT-TV, Memphis, and "Louisiana Hayride," Shreveport.

Country music stars, booked by Harry (Hap) Peebles, Wichita, Kan., promoter, occupy the spotlight at the Old-Fashioned Community Fair to be held at the Municipal Stadium, Omaha, July 2-3, sponsored by the local American Legion and Chamber of Commerce. Country talent brigade will include Don Gibson, the Johnny Horton Trio, Margie Singleton, Easman Napier and the Plainsmen Quartet and Mack Sanders and His Ranch Boys. The same line-up appears at the Fourth of July Celebration at the Mid-America Fairgrounds, Topeka, Kan. . . . The Mississippi Valley Country & Western Music Association holds its first official business meeting Monday (27) at Viking Hall, Moline, Ill. Twenty-two new members were taken into the org at the Membership Drive Dance held recently at the Coliseum Ballroom, Davenport, Ia.

Lou Smith, new country artist currently touring the major cities of the South to promote his new KRCO Records release, "Cruel Love," winds up the jaunt with an appearance on "Louisiana Hayride," Shreveport, July 30. Deejays may obtain a sample of the Smith disk by writing to KRCO Records, 4965 Bruce Drive, Beaumont, Tex. . . . Tall Paul Charom, who was graduated last week from the El Cajun, Calif., high school, teams with Beverly Mae Wilson for a tour of the Pacific Northwest starting July 15 in Tacoma, Wash. Featured with the package will be Wynn Stewart, Floyd Tillman and Buck Wayne and the Buckshots.

Leon McAuliffe and His Cimarron Boys, who put in June traveling Oklahoma, Texas, Nebraska and Kansas, are set for a West Coast trek for the June 30-July 9 period, with bookings arranged by the Los Angeles NCA office. On July 29, the combo kicks off a Colorado tour, and early in August the crew begins its fair dates. . . . Allbritten-Schucher Talent Associates, Nashville, is offering deejays sample records of its various artists. These include the Browns' new one, "Lonely, Little Robin;" Pat Shannon's "So Happy Now, the Louvin Brothers' "I See a Bridge," Garry Miles' "Look for a Star," and Ron Hoffman's "What Kind of a Fool Do You Think I Am?" Also available are a limited supply of the Browns' LP, "Town and Country." Firm's address is 1717 West End Building, Nashville.

Tommy Edwards, of WADC, Akron, is booking two girls from his Saturday night TV show, Kathy Dearth and Dottie West, and himself

in hillbilly parks in the area. The girls are singers; Tommy makes with the recitations, patter stories. . . . Mel Reeder, manager of Pine Hedge Ranch, Youngstown, O., is booking acts for August and September. Cowboy Yokes played a return engagement there Sunday (19) and repeats again July 4. Reeder may be reached at 443 Drake Avenue, Youngstown 6. . . . El Rader, of Countryfield Music Promotions, Cincinnati, has added a public relations service for artists to his publishing and recording operations. Moving fairly well for him on his Lucky label at present, says Rader, are "The Dream" b.w. "Black Train," by Rudy Thacker, and "A Gambler's Life," by Mac White. Rader is presently handling distribution for several small country labels and plans to add several more soon. "Had an unfortunate development recently with an independent distributor in Texas," says Rader, "and got stung for several hundred bucks. If I had any sense, I'd forget the record business and buy myself a paper route. But it's in my blood, and there I stand."

Arnold Wiesner, of International Theatrical Productions, Elmira, N. Y., infos that he has just concluded a 40-day personal-appearance trek with Bob Perry, of "World's Original Jamboree," WWVA, Wheeling, W. Va. Other "Jamboree" acts appearing with Perry were Hylo Brown and the Timberliners, Donna Darlene and Jimmy Martin and the Sunny Mountain Boys. Headlining the show were Wilma Lee and Stony Cooper, Mac Wiseman and Rusty and Doug. Attendance was strong in most spots, Wiesner says, with several stands attracting S.R.O. biz. . . . Cowboy Stuart and His Beaver Valley Cowgirls have been signed to appear on Thursday nights for six weeks on the "Beaver Valley Jamboree," presented at the Eastville Auction Barn, Beaver Falls, Pa., and aired over WBVP, that city.

With the Jockeys

"I finally got my way here at KTCS radio in Fort Smith, Ark.," wires Clem Austin, "and June 15 we went top format with all country and western music. Will appreciate any promotion you can give us." . . . Billy Buck has launched a new c.&w. show, "Buckaroo Jamboree," heard each Saturday, 4-7 p.m., over KORA, Ryan, Tex. He's in need of c.&w. platters, old and new. . . . Stan Lane is doing his first deejaying with a new seg being presented Sunday afternoons, beginning at 2:30, over WGOH, Grayson, Ky. Billed as "Sunday Jamboree," new seg spots c.&w. and sacred material.

Station WLLL, Lubbock, Tex., celebrated its second anniversary of country music programming May 31 with an all-day party for its listeners at Mackenzie State Park there. Special guest for the party and for a number of appearances for four days prior to the event was June Carter, of "Grand Ole Opry." Drawings were held at intervals thru the day and more than \$4,500 in merchandise furnished by the station and sponsors was given away. Tapes from Jim Reeves, Webb Pierce, Ernest Tubb, Eddy Arnold, Jimmy Newman and Hank Snow were used to herald the event in a month-long promotion.

The Billboard HOT C & W SIDES

FOR WEEK ENDING JULY 3

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	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	17
2	2	2	3	ONE MORE TIME, Ray Price, Columbia 41590	13
3	4	5	5	ABOVE AND BEYOND, Buck Owens, Capitol 4337	17
4	3	4	2	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	30
5	9	8	10	YOUR OLD USED TO BE, Faron Young, Capitol 4351	12
6	5	3	4	JUST ONE TIME, Don Gibson, RCA Victor 7690	17
7	7	7	7	HE'LL HAVE TO STAY, Jeanne Black, Capitol 4368	9
8	8	9	8	LEFT TO RIGHT, Kitty Wells, Decca 31065	11
9	6	6	6	WHY I'M WALKIN', Stonewall Jackson, Columbia 41591	13
10	10	10	14	SEASONS OF MY HEART, Johnny Cash, Columbia 41518	12
11	14	—	21	EACH MOMENT (SPENT WITH YOU), Ernest Ashworth, Decca 31085	4
12	26	18	13	THAT'S MY KIND OF LOVE, Marion Worth, Guyden 2033	6
13	11	19	25	WHO'LL BUY THE WINE, Charlie Walker, Columbia 41633	7
14	23	—	—	A LOVELY WORK OF ART, Jimmy Newman, M-G-M 12394	2
15	17	—	—	TIP OF MY FINGERS, Bill Anderson, Decca 31092	2
16	—	—	—	SOFTLY AND TENDERLY (I'LL HOLD YOU IN MY ARMS), Lewis Pruitt, Decca 31095	1
17	—	20	16	ACCIDENTALLY ON PURPOSE, George Jones, Mercury 71583	11
18	16	15	24	BABY ROCKED HER DOLLY, Frankie Miller, Starday 496	6
19	—	—	—	THE PICTURE, Roy Godfrey, J & J 001	6
20	25	24	—	TOO MUCH TO LOSE, Carl Belew, Decca 31086	3
21	—	28	—	HONKY TONK GIRL, Loretta Lynn, Zero 1011	2
22	—	—	27	JENNY LOU, Sonny James, NRC 050	5
23	13	14	15	A SIX PACK TO GO, Hank Thompson, Capitol 4334	15
24	12	11	19	IS IT WRONG (FOR LOVING YOU), Webb Pierce, Decca 31058	6
25	18	12	12	SINK THE BISMARCK, Johnny Horton, Columbia 41568	14
26	27	30	20	SMILING BILL McCALL, Johnny Cash, Columbia 41618	8
27	29	17	29	JOHNNY MY LOVE, Wilma Lee and Stony Cooper, Hickory 1118	5
28	28	—	—	CUT ACROSS SHORTY, Carl Smith, Columbia 41642	2
29	19	22	22	KEYS IN THE MAILBOX, Freddie Hart, Columbia 41597	8
30	15	13	9	ANOTHER, Roy Drusky, Decca 31024	24

SOUTH OF THE BORDER

SAM C. Phillips
International
#3555
639 Madison
Memphis, Tenn.

HYLO BROWN
"I'VE WAITED AS LONG AS I CAN"
Capitol 4380

CENTRAL SONGS INC.
6308 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 1-9247

Hot Platters!

CARNIVAL
JIMMY BECK
and his orch.
ZIL 9004

TOO CLOSE
BLUES
LIGHTNIN' SLIM
EXCELLO 2179

NASHBORO Record Co., Inc.
Nashville, Tenn.

The Sound for Now

SAINTS
Part 1 #1867
Part 2 #1312

The Collegians

Certain special areas open for Distributors.
Deejays—Write for copies.

Hilltop Records
509 Main St. Ashland, Ohio

Reviews of New Pop Records

Continued from page 40A

*** A Story of Love—A pretty melody. Actually it's a rockballad, and it's done tastefully. (Realgone, BMI) (2:22)

AUSTIN CROMER

*** That's What It's Like to Be Lonesome—EVEREST 19364—Cromer handles the rockballad with style here. Band backing is good, too. Could get coins. (Champion, ASCAP) (2:55)

*** The Miracle of Life—Pretty ballad is sung with feeling by the chanter helped by a strong arrangement. (Karin, ASCAP) (2:33)

PAT CAIN

*** My Baby Left Me—PEACH 738—Blues and quite interesting. Tempo is relaxed and slow, and guitar work is effective. Chanter has considerable stylistic individuality. (Express, BMI) (2:00)

*** Memories—In contrast to flip, this is uptempo, and the song is country-flavored. Chanter approaches the rockabilly mode here. (Yonah, BMI) (1:46)

MICHAEL MARTINE

*** Malagueña—EVEREST 19363—The attractive standard is played with a rhythmic beat here by the ork, that adds to its freshness on this waxing. A solid side for jocks. (E. B. Marks, ASCAP)

*** The Streets of Naples—Very attractive instrumental effort is played smartly here by the Michael Martine crew. Worth jock spins. (Miglo, ASCAP) (2:00)

JERRY LEWIS

*** Smile — DECCA 31115 — The Chaplin hit of a few years ago receives a warm reading from the comic helped by a tender arrangement. (Bourne, ASCAP) (3:22)

*** Everything's Coming Up Roses — Lewis gives the tune from "Gypsy" a good vocal while the ork swings out behind him. (Chappell, ASCAP) (2:44)

CHAMP BUTLER

*** Up a Lazy River — RIVIERA 7000 — Champ Butler sells the oldie with a lot of spirit helped by good support. Could get spins. (Peer Int'l, BMI) (2:37)

*** Down Yonder — Champ Butler returns to wax with a happy reading of the standard over spritely backing. (La Salle, ASCAP) (1:36)

THE BIG FIVE

*** Stardust in Her Eyes — SHAD 5019 — Interesting piece of material receives a fine reading from the high voiced lead over strong support by the group. Side has a chance. (Brent, BMI) (1:50)

*** Blue Eyes — The lead singer comes thru with a listenable reading of a new rockballad while the group backs him pleasantly. (Drexall, BMI) (1:50)

ROSALIE MANN

*** Sticks — CORAL 62215 — The lass sells a wild hunk of special material nicely here over a frantic ork backing. Cute wax. (Aldon, BMI) (2:20)

*** Wishing Star — The young chantress handles the spirited ditty sweetly here. (Figure, BMI)

RAYBURN ANTHONY

*** Whose Gonna Shoe Your Pretty Little Feet — SUN 397 — The pretty folk song gets a fine performance. Anthony's baritone here is full of quality. A far-away chorus sound is very effective. (Knox, BMI) (3:08)

*** There's No Tomorrow — The standard done with an effective backing featuring guitars. Vocal is a strong one, without gimmicks. (Paxton, ASCAP) (1:45)

JESSIE PEARSON

*** Next Stop, Paradise — DECCA 31117 — Strong piece of material, which was out a few years ago, receives a first-rate reading by the chanter, over backing with a beat by the ork. Side has a chance. Watch it. (Prentice-Dave Dreyer, ASCAP) (2:25)

*** I'm Thinking Tonight of My Blue Eyes — The familiar standard is sung neatly here by the singer, accompanied by a chorus. Two listenable sides. (Peer Int'l, BMI) (2:40)

JIMMY WAKELY AND JEANNE McMANUS

*** One Has My Name — SHASTA 137 — Some smooth and pretty harmonizing by Wakely and his fem partner on the fine country tune. This can get spins in the traditional territories. (Peer, BMI) (2:23)

*** Please Help Me, I'm Falling — A pleasant duet by the pair on the tune which is now a hit for Hank Locklin. (Ross Jungnickel, ASCAP) (2:22)

REED HARPER & THE NOTES

*** It's Worth Remembering — LUCK 105 — Harper and the boys turn in a good reading here of a pretty ballad over a nice ork arrangement. Side could get spins. (Delaware, ASCAP) (2:27)

*** Three Charms — Reed Harper and the Notes sells this light, airy effort pleasantly over happy backing. (Elf, ASCAP) (2:03)

FRANCES BURNETT

*** She Was Taking My Baby — CORAL 62214 — Frances Burnett, a lass with a lot of heart in her voice, handles this rockballad neatly. (Jobete, BMI)

*** Sweetie — Piece of special material is sold in a sharp, Lena Horn style by the thrush. (Kay Max-Jobete, BMI)

JOHNNY ROSE

*** The Last One to Know — CAPITOL 4381 — A ballad with a strong country tinge. Rose hands it a meaningful reading, to a simple guitar and choral backing. (Central BMI) (2:24)

*** I Pray — A slow, soft and prayerful effort, nicely chanted by Rose. (Beechwood, BMI) (2:27)

THE BUDDY LUCAS BAND

*** Night Train — VIM 50 — The well-known rock standard is given a danceable reading by the crew. Trumpet and sax share the load here. Sides could catch spins on the boxes. (Frederick, BMI) (2:25)

*** Begin the Beguine — The band gives the Porter standard a nice, rocking ride. Growling tenor sax takes the lead much of the way. A danceable side. (Harms, ASCAP) (2:12)

INTERLUDES

*** Evil — VALLEY 107 — A ballad tinged with blues feeling. Instrumental group behind the chanter has a jazz feeling. Nice side. (Valley, BMI) (2:24)

*** White Sailor Hat — In contrast to the flip, this is a novelty, uptempo in melody and full of rhythm. Structurally, it is blues-oriented, too. (Valley, BMI) (2:16)

MACK VICKERY

*** Fantasy — GONE 5093 — A tasteful rockballad. The arrangement has a few stops which are quite effective. Nice chanting. (Realgone, BMI) (2:14)

*** Hawaiian Stroll — A rocker with Hawaiian flavor in the lyric and in the guitar figures. (Realgone, BMI) (2:09)

THE MASTERS

*** Dore's Blues — BINGO 1008 — A good rockin' instrumental, based on a simple riff. Side has a good beat and some good blowing. Programmable for boxes. (Marmor-Ultra, BMI) (2:01)

*** A Lovely Way to Spend an Evening — The Adamson-McHugh oldie is given a rocking version by the group. Lead shouts it out, for little effect, however. (De Sylva, Brown & Henderson, ASCAP) (1:57)

PATTY AND PETER

*** Tie Your Doggie to a Tree — BONNIE BRAE 4001 — The duo comes thru with a pleasant reading of a new doggie novelty that has a chance for some action if exposed. Watch it. (Herbert, ASCAP) (1:45)

*** Banjo Boy — The kid duo handles the current hit sweetly over good support but it might be too late for it to get too much of the action. (Kingsley, ASCAP) (2:17)

ERNIE HARRIS

*** With You — DUKE 323 — A rhythm side, with violin licks. Bright, and out of the common groove. (Lion, BMI) (2:14)

*** If I — A ballad with strings. Harris chants in forthright, legit style. (Lion-Freida McCoy, BMI) (2:35)

CHARLIE HICKS

*** Impressed — RENOWN 112 — A rocking rhythm item with a novelty lyric. A banjo line in the arrangement, and a chorus, gives nostalgic, gang-sing effect. (Renown-Peer, BMI) (2:22)

*** Tonight — A country-tinged weeper, with a pop-styled arrangement. (Renown-Peer, BMI) (2:05)

LARRY LAWRENCE

*** Travella' On — BALBOA 125 — A bright and bouncy folk tempo is featured here with the Lawrence band handling the vocal in unison. Has folk touches and a banjo is heard in the backing. Interesting accordion and soprano sax duo is heard. Has a chance for spins. (True Blue, ASCAP) (2:38)

*** The Wreck of the American Patrol — A novelty that doesn't get off the ground. It's based on the tune "American Patrol." (True Blue, ASCAP) (2:27)

MODERATE SALES POTENTIAL

GUY PASTOR & TONY PASTOR JR.

*** Bye Bye Blackbird — CAPITOL 4390 — From an album, recorded live at the Stardust Hotel, Las Vegas, Nev., Tony Pastor intros his sons and they take it away with a typical night club vocal flourish. A lot of applause is heard, giving it a live sound. Interesting programming. (Remick, ASCAP) (1:40)

TONY PASTOR SR.

*** Your Red Wagon — Tony Pastor sings a shouted rhythm number here, assisted by his two sons. Flip is more interesting. (Leeds, ASCAP) (4:10)

JOE BRAGG

*** You Said It Wouldn't Happen Again — ATLAS 1208 — Bragg has the disadvantage of poor arranging and mediocre material on this ballad. However, the lad himself has the makings of a good chanter. (Mac-Avery, BMI) (2:04)

*** If I Had a Lover Like You — A moderate rhythm tune with about the same commercial chance as the flip. Artist deserves another go. (Mac-Avery, BMI) (2:00)

EDDIE DE MARR

*** The Youngest Heart — COLUMBIA 41702 — De Marr does a pleasant job with the ballad, backed by voices, concerto type piano and strings. He's got a nice legit-styled voice. (Summit, ASCAP) (2:33)

*** Sweet Surprise — Okay ballad in slow tempo. Again, the artist is supported by a choral effect. (Planetary, ASCAP) (2:45)

JOHNNY ANGEL

*** Doubt — IMPERIAL 2590 — A slow rockballad. Chanter handles it in okay style with a crazy, high-pitched floater voice in the backing. (Trinity, BMI) (2:05)

*** Falling Teardrops — The rhythm side. Angel gives it a nice whirl, assisted by pop-bop type vocal backing. (Travis, BMI) (2:15)

THE SENIORS

*** I've Lived Before — DECCA 31112 — A ballad, with a slow, persistent concerto movement in the piano backing. The lead has a dedicated quality. (Champion, BMI) (2:50)

*** Hello, Mr. Robin — A rocker on the happy side, which features the group on the vocal. Moderate chances. (Dov, ASCAP) (2:00)

THE COLLEGIANS

*** Saints (Part I and II) — HILLTOP 663 — Things start off slowly here and then the boys pick up the rhythmic beat of "When the Saints Go Marchin' In." Vocal is followed by a trumpet solo on Part 1. Side 2 is the same treatment with organ, clapping hands and more vocal. Much rhythm here. (B-w, BMI) (2:39) (2:08)

MARY ANN THOMAS

*** On a Hilltop — 20TH FOX 190 — Miss Thomas essays a ballad in okay style. Her emotion almost runs away with her in spots. (Delaware, ASCAP) (2:26)

*** Thinking of You — Gal offers a medium beat ballad, this time to organ accompaniment. Side has some dual track spots. (Rayven, BMI) (2:31)

TONY MITCHELL

*** You're Driving Me Crazy — 20TH FOX 204 — Mitchell has a nice, legit-type voice but the arrangement here and his vocal tricks are on the old hat side. (Bregman, Vocco & Conn, ASCAP) (2:16)

*** I'm Glad to Close the Door — Pleasant ballad is handled in okay form by Mitchell. (Bourne, ASCAP) (2:26)

FRANKIE DAVIDSON

*** You're Driving Me Crazy — WYNNE 131 — A driving, rocking arrangement of the Walter Donaldson standard. Davidson has a fair sound. (Leeds, ASCAP) (1:40)

*** I Care for You — A rocker with stops. It's on the upbeat side. Davidson gets vocal support from the Hi-Marks. (Leeds, ASCAP) (2:06)

HERB OSCAR ANDERSON

*** Hello Again — COLUMBIA 41704 — The WMCA, New York, deejay sings his theme song brightly here over listenable backing.

*** It Was Great While It Lasted — Anderson comes thru pleasantly on this cutting of the ballad.

PAUL RUBIO

*** Cielito Lindo — ALLIED 7781 — An interesting and slightly offbeat, jazz-based arrangement of the Latin standard.

(Continued on page 40D)

We're Moving

ZERO RECORDS, LTD.

892 W. 6TH, VANCOUVER 9, B. C.

TRinity 6-1844

So Is ZERO #107

LORETTA LYNN

"I'M A HONKY TONK GIRL"

b/w

"WHISPERING SEA"

A Big thanks to all DJ's & Distributors for their help.

Some territories still open—WIRE OR PHONE

Never Better . . . Never Greater

SUNNY GALE

CHURCH BELLS MAY RING

and

MY FOOLISH HEART

Warwick M-540

Climbing the Charts

MR. LONELY

by

THE VIDELS

JDS #5004

Shirley & Lee

LIKE YOU USED TO DO

Warwick #535

DISTRIBUTED BY United Telefilm Records, Inc. UNITED TELEFILM LTD. MORTY CRAFT, PRESIDENT • 701 SEVENTH AVENUE • NEW YORK 36 • JUDSON 6-1050

foloup to "JUST A LITTLE BIT"

"SURELY I LOVE YOU"

ROSCOE GORDON

VeeJay 348

Veejay-Abner Records

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

For all your record promotion needs . . .

The MORTY WAX

NATIONAL PROMOTION NETWORK

(a team of top independent record promotion men thruout the U. S.) Attention: Record Companies—Publishers—Artists—Writers—Talent Agencies Take advantage of a powerful, co-ordinated field force of top-notch independent promotion men personally servicing disc jockeys in their home territories, contacting and working with distributors, giving personal attention to touring artists and getting maximum exposure on all your material.

Our men will set up Distributors for you

Now represented in: DETROIT DALLAS MORTY WAX NEW YORK BOSTON COLUMBUS DEPT. B, 1697 BROADWAY CHICAGO CLEVELAND MIAMI NEW YORK 19, N. Y. LOS ANGELES SAN FRANCISCO CONNECTICUT Circle 7-2159

EASTERN RECORD RELEASE

"OCEAN OF DREAMS"

b/w

"AFTER THE DANCE"

by DEE STONE Record #E12460

Record Dealers—order now from your distributor or direct from EASTERN RECORDS, GRIFFON, N. C.

The Big Hits Are On Today's Hit Trademark



The Big Seller!

"LOUISIANA"

THE TIFANOS

TIFCO 45-822

TIFCO RECORDING CORPORATION

TIFTON, GEORGIA PHONE 242

when answering ads . . .

Say You Saw It in The Billboard

Reviews of New Pop Records

Continued from page 40C

Guitar and sax share the lead. Side also has a rocking feeling. (Colortunes, BMI) (2:14)

★ ★ I'm Gonna Kiss You — A gently rockin' instrumental in medium tempo. Side has a good spinnable sound. (Colortunes, BMI) (2:05)

BOBBY MIZZELL

★ ★ Tom's Theme — K1M 102 — A fair piano solo outing, with rhythm, of a simple melodic theme. (Starland, BMI) (2:45)

★ ★ Over the Rainbow — Mizzell plays the famous Harold Arlen standard in rocking style against an eight-to-the-bar rhythm in the drums. Not too much here. (Leo Fielt, ASCAP) (1:43)

THE CANUCKS

★ ★ Never Before — DIADON 117 — A group of thrushes sing a harmony backing to lead Red Lewis' soloing here. Ballad has only moderate interest. (Jamak)

★ ★ Rock Around the Barn — A rockin' novelty based on "Old MacDonald Had a Farm." Might appeal to some. (Jamak)

CLIFF CHAMBERS

★ ★ In My Heart — GARDENA 104 — A strongly r.&b. oriented rockaballad. Chambers handles it in okay style with a thrush group in the backing. A somewhat dated side. (Class, BMI) (2:30)

★ ★ Time Has Made Her Change — A blues, again somewhat old-styled, handled for moderate results by the artist. (Class, BMI) (2:30)

SILLY

★ ★ M-I-N-E — MAYPOLE 501 — Gimmicked voice, tagged Silly, warbles with chorus on catchy novelty. (Mais Oui, BMI) (1:27)

★ ★ Suzie — Same comment. (Mais Oui, BMI) (2:02)

THE GLENRAYS

★ ★ Easy Rhythm — GAITY 111 — Pounding rhythm marks this hard-driving instrumental treatment of an r.&r. item. (2:05)

★ ★ Haunted by Repetition — Same comment. (2:10)

BILLY FARRELL

★ ★ East of the Sun — JARO 77026 — Farrell shouts the lyrics to the oldie over a swing-type arrangement. (Joy, ASCAP) (2:04)

★ ★ You're Part of Me — Slight ballad is sung pleasantly by the chanter. (Leeds, ASCAP) (2:13)

HANNIBAL

★ ★ Please Take a Chance on Me — PAN WORLD 517 — Hannibal bows on the new label with a fair reading of a slight rockaballad. (All World, ASCAP) (2:19)

★ ★ Love Is Funny — Another interesting reading by the chanter, in the Sam Cooke style. He has a sound but the material is not too strong. (All World, ASCAP) (2:20)

BIXIE CRAWFORD

★ ★ I Miss Those Lonely Nights — IN-DIGO 104 — Thrush sells this rockaballad sweetly over a simple backing. (Morrisania, ASCAP) (2:27)

★ ★ I Hear My Baby — Same comment. (Morrisania, ASCAP) (2:07)

BOBBY RUSSELL

★ ★ Summer Without You — IMAGE 1010 — Russell wraps up a wistful tune in an interesting vocal treatment. (Kenny Marlow, BMI) (2:05)

★ ★ Lonely Nights — Okay reading by Russell on pleasant ditty with fem chorus on backing. (Conmar, BMI) (2:00)

RONNIE ISLE

★ ★ Love Will Make You Dizzy — IMAGE 1004 — A moderate-paced rocker with Ronnie Isle supported by fem vocal group breaks. Fair wax. (Music, BMI) (2:05)

★ ★ The Day We Marry — Isle relates expected wedding day developments as they prepare to walk down the aisle, etc. Okay ballad effort. (Music, BMI) (2:10)

JIM MYERS

★ ★ J & D Hop — FORTUNE 211 — Blues instrumental with plenty of quality and interest. Has soul, plus good horn and guitar work. (Trianon, BMI)

★ ★ Pretty Baby Rock — Blues with vocal. Authentic blues character here, and again some nice instrumentation. (Trianon, BMI)

GUY LOMBARDO AND HIS ROYAL CANADIANS

★ ★ Better Than a Dream — CAPITOL 4392 — Here's a tune from the upcoming film version of "Bells Are Ringing," and it's

done in the familiar danceable Lombardo style with vocal by Kenny Gardner. Spin-nable. (Stratford, ASCAP) (2:35)

★ ★ Sweet Sue — The standard Victor Young tune gets an okay treatment by the Royal Canadians. Kenny Gardner is again spotted in the vocal. (Shapiro-Bernstein, ASCAP) (2:51)

SHIRLEY BASSEY

★ ★ The Party's Over — M-G-M 12919 — The highly popular British thrush delivers this tune from "Bells Are Ringing," in a slow style backed with big banks of fiddles. She has a touch of Eartha Kitt here. (Stratford, ASCAP) (3:25)

★ ★ 'S Wonderful — Here's an up version of the well-known Gershwin tune. Gal sings with a lot of verve and power. (New World, ASCAP) (2:14)

THE DEL-AIRS

★ ★ While Walking — MBS 001 — Lead singer and group contribute okay reading on catchy r.&r. uptempo ballad. (G & H, BMI) (2:02)

★ ★ Lost My Job — Bouncy r.&r. item is sung with verve by group. (Overbrook, ASCAP) (1:45)

MARY MAZZA

★ ★ Niza Boy — ALPINE 63 — Exuberant multi-track piping by the gal on a fast-moving novelty. (Knollwood, ASCAP) (2:02)

★ ★ A Schoolgirl's Prayer — Thrush chants with feeling on an emotional rockaballad. (Knollwood, ASCAP) (2:48)

OSCAR CUMMER

★ ★ You Are the Answer — HILLTOP 102 — Relaxed blues theme is sung with persuasiveness by Cummer. (Cedarlane, BMI)

★ ★ Hey, Little Girl — Solid piano solo work on swiny theme with showmanly vocal by Cummer. (Cedarlane, BMI)

DAVE CARLSON

★ ★ The Lady Is a Tramp — HIFI 590 — Tasteful piano solo work on jazz-flavored instrumental treatment of the standard. Both sides are from Carlson's recent LP. (Chappell, ASCAP) (2:10)

★ ★ Dave's Blues — Fast-moving bluesy theme is wrapped up in colorful piano solo treatment. (Original) (1:34)

RHYTHM KINGS

★ ★ Bopplin' Guitar — BROOKE 118 — A guitar duo shine out on a medium rhythm effort. One has the insistent rhythm base while the other takes a melody figure. Pleasing side, especially for guitar fans. (Jan-Pat, BMI) (1:58)

★ ★ Billy Boy — A rockin' version of the traditional, with new teen-slanted lyrics by the group. (Jan-Pat, BMI) (2:38)

SAMMY STEVENS ORK

★ ★ Perfidia — APPLAUSE 1238 — A Latinized rocker. It's the familiar tune done up with honking tenor and persuasive percussion sounds. A lot of echo here. Danceable. (Peer, BMI) (2:43)

★ ★ C Jam Blues — An okay rhythm arrangement of the Duke Ellington tune. (Robbins, ASCAP) (2:42)

BERNIE HANN

★ ★ In a Monastery Garden — GOLDEN CREST 570 — A soft, orchestral arrangement of the old and well-known melody. This could qualify for the late evening dreamy dance set. (Harms, ASCAP) (2:41)

★ ★ Misty — This is not the Erroll Garner tune of the same title. Rather, it's a swing band styled arrangement built on riffs. (Hills, ASCAP) (2:40)

BRENDA GALE

★ ★ They Call It Puppy Love — DUB 1002 — Thrush has a fresh, childish voice. Tune is arranged with a triplet figure. (Mountain City, BMI) (2:31)

★ ★ Handsome Joe — Novelty. Chick chants it with cute voice gimmicks and breaks. (Cedarwood, BMI) (2:07)

DICK THOMAS

★ ★ Number One Doll — KAREN 1010 — Bouncy teen-appeal ditty is sung pleasantly by Thomas. (Kensam, ASCAP) (2:05)

★ ★ Is There Anyone So Lovely — Okay reading by Thomas on routine ballad. (Mindy, BMI) (2:19)

THE FABULOUS FABULIERS

★ ★ I Found My Baby — ANGLESTONE 539 — A bluesy ballad. Arrangement has violin licks and a wild effect by the vocalists. (Mac-Avery, BMI) (1:40)

★ ★ She Is the Girl for Me — A ballad with

(Continued on page 77)

The Billboard HOT R & B SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING JULY 3	
				TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	6	14	A ROCKIN' GOOD WAY, Dinah Washington-Brook Benton, Mercury 71629.	6
2	7	2	11	WONDERFUL WORLD, Sam Cooke, Keen 82112.	4
3	5	18	—	ALLEY OOP, Hollywood Argyles, Lute 5905.	3
4	2	8	18	EVERYBODY'S SOMEBODY'S FOOL, Connie Francis, M-G-M 12899.	5
5	8	3	1	DOGGIN' AROUND, Jackie Wilson, Brunswick 55166.	13
6	10	17	—	THERE'S SOMETHING ON YOUR MIND, Bobby Marchan, Fire 1022.	3
7	3	4	3	ALL I COULD DO WAS CRY, Etta James, Argo 5359.	9
8	18	19	6	WHITE SILVER SANDS, Bill Black's Combo, Hi 2021.	14
9	11	12	27	LONELY WINDS, Drifters, Atlantic 2062.	4
10	4	1	2	CATHY'S CLOWN, Everly Brothers, Warner Bros. 5151.	8
11	9	7	19	THINK, James Brown and Famous Flames, Federal 12370.	5
12	—	—	—	STICKS AND STONES, Ray Charles, ABC-Paramount 10188.	1
13	6	5	13	BURNING BRIDGES, Jack Scott, Top Rank 2041.	5
14	14	13	20	FINGER POPPIN' TIME, Hank Ballard and the Midnighters, King 5341.	5
15	17	—	—	THIS BITTER EARTH, Dinah Washington, Mercury 71635.	2
16	21	—	—	HEARTBREAK (IT'S HURTING ME), Little Willie John, King 5356.	2
17	28	14	5	MADISON TIME, Ray Bryant, Columbia 41628.	12
18	12	11	12	LOVE YOU SO, Rod Holden, Donna 1315.	7
19	19	27	—	PAPER ROSES, Anita Bryant, Carlton 528.	3
20	16	28	—	FOUND LOVE, Jimmy Reed, Vee Jay 347.	3
21	13	15	21	GOOD TIMIN', Jimmie Jones, Cub 9076.	6
22	—	—	—	BECAUSE THEY'RE YOUNG, Duane Eddy, Jamie 1156.	1
23	24	26	10	NIGHT, Jackie Wilson, Brunswick 55166.	12
24	20	10	7	STUCK ON YOU, Elvis Presley, RCA Victor 7740.	9
25	15	21	17	HE'LL HAVE TO STAY, Jeanne Black, Capitol 4368.	6
26	26	—	25	LONELY SOLDIER, Jerry Butler, Abner 1035.	4
27	—	24	15	THE MADISON, Al Brown and Tunetoppers, Amy 804.	7
28	23	9	4	OOH POO PAH DOO (Part 2), Jessie Hill, Mint 607.	9
29	—	—	—	THAT'S ALL YOU GOTTA DO, Brenda Lee, Decca 31093.	1
30	—	—	—	WAKE ME, SHAKE ME, Coasters, Atco 6168.	1

ON THE CHARTS!
(POP and R&B)

FINGER POPPIN' TIME
HANK BALLARD
King 5341

YOU'VE GOT THE POWER and THINK
JAMES BROWN
Federal 12370

HEARTBREAK (IT'S HURTIN' ME)
LITTLE WILLIE JOHN
King 5356

I'M WITH YOU
FIVE ROYALES
King 5329



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

RELIABILITY—QUALITY
RECORD PRESSING
Originators of the Patented rim drive, thick-thin type record

RESEARCH CRAFT CO.
1011 NORTH FULLER
HOLLYWOOD 46, CALIF.

Another Smash for

JIMMY CLANTON

ANOTHER SLEEPLESS NIGHT

b/w

I'M GONNA TRY

Acc #585

ACE RECORDS

2219 West Capitol St. Jackson, Miss.

SPOTLIGHT WINNER!

FATS DOMINO

WALKING TO NEW ORLEANS

b/w

DON'T COME KNOCKIN'

#5675

IMPERIAL RECORDS

6425 Hollywood Blvd.
Hollywood 28, Calif.

Already on the Charts in Northern California

NAME #3

"AS LONG AS YOU LOVE ME"

Don Christy

ardco

Allied Record Distributing Co.
1041 N. La Palms Ave.
Hollywood 30, Calif.

BIG!!

JOE HINTON'S

"A THOUSAND CUPS OF HAPPINESS"

b/w

"IF YOU LOVE ME"

BACK BEAT 532

BACK BEAT RECORDS

2809 Erastus St., Houston 26, Texas.

• **Best Selling Sheet Music in U. S.**

Tunes are ranked in order of their current national selling importance at the sheet music topper level.

This Week	Last Week	Weeks on Chart	Title
1.	1.	5	PAPER ROSES (Pambill)
2.	4.	18	HE'LL HAVE TO GO (Central Songs)
3.	7.	4	CATHY'S CLOWN (Acuff-Rose)
4.	5.	10	MR. LUCKY (Southgate)
5.	3.	9	THE OLD LAMPLIGHTER (Shapiro-Bernstein)
6.	6.	20	THEME FROM A SUMMER PLACE (Witmark)
7.	2.	14	GREENFIELDS (Montclare)
8.	12.	8	MISTY (Octave)
9.	9.	2	BECAUSE THEY'RE YOUNG (Columbia)
10.	14.	6	STUCK ON YOU (Gladys')
11.	8.	7	NIGHT (Pearl)
12.	11.	21	THE SOUND OF MUSIC (Williamson)
13.	13.	27	DO-RE-MI (Williamson)
14.	10.	25	CLIMB EV'RY MOUNTAIN (Williamson)
15.	—	4	HE'LL HAVE TO STAY (Central Songs)

FILM REVIEW

Liszt Film Can Zoom Disk Sales

"Song Without End," Columbia Pictures' glittering film version of the life story of Franz Liszt, is certain to stimulate as much interest in Liszt recordings as its earlier film treatment of Chopin's life ("Song to Remember") had bestowed upon Chopin. The picture's greatest asset is 83 minutes of well performed brilliantly recorded music featuring the pianistic pyrotechnics of Jorge Bolet with the Los Angeles Philharmonic, conducted by Morris Stoloff. Theater-goers will find this in itself is well-worth the price of admission.

Bolet's piano packs the necessary showmanly flash called for in properly performing Liszt. The sound track includes such Liszt war horses as the Hungarian Rhapsodies Nos. 2 and 6, "La Campanella," fragments from his first and second Concertos, the Hungarian Fantasy, and the Mephisto Waltz, plus approximately 20 others.

In addition, the piano shimmers with such long-hair favorites as Beethoven's "Moonlight Sonata," his "Pathetique," Chopin's "Black Key Etude," B Flat Minor Scherzo and F Minor Nocturne, Schumann's "Carnival" and "Arabesque," Mendelssohn's "Rondo Capriccioso," among many more.

The spectacular display of keyboard prowess, sugar-coated by offering only the more popular segments of each selection, should go a long way in popularizing the works and luring the usually non-classical record collector to venture over to the longhair disk counter. Furthermore, the love stories (producer William Goetz chose to treat only two of Liszt's illicit affairs) should also help create more of a mass market Liszt recordings. Since Liszt has always been considered the easiest to comprehend, the non-longhair collectors won't be misled in being sold on his works.

The studio's subsidiary label, Colpix, has issued an original sound track album which can reap a rather healthy sales harvest with proper promotion and exploitation. However, the vast amount of Liszt repertoire already in all the classical catalogs will also likely enjoy a brisk sale.

Film is scheduled to open at New York's Radio City Music Hall in July and go into national release immediately thereafter. Dealers would do well to stock up on Liszt recordings prior to the film's arrival in their area in preparation for an assured stream of buyers.

★ ★ ★

CONCERT REVIEW

Lewisohn Stadium Season Opens

New York's annual summer series of concerts at Lewisohn Stadium opened for the 43d year under felicitous circumstances. Perfect weather combined with outstanding performances Tuesday (21) before a throng of about 14,000.

The all-Tchaikowsky program was conducted by 85-year-old Pierre Monteux. As in his recordings of the works of the Russian romantic, Maitre Monteux brought forth from the Stadium Symphony renditions of the Romeo and Juliet Overture and the Sixth Symphony which were noble and moving with never a touch of the over emotional.

The Violin Concerto featured Mischa Elman, whose playing moved the audience to a prolonged ovation. He was at his best in the slow movement, in which his gorgeous tone was heard to best advantage. Thruout, however, Elman played the work as tho he owned it—and he practically does, having played it innumerable times since his U. S. debut in 1908, and having studied it under Leopold Auer, to whom Tchaikowsky had dedicated the composition. It was Elman's 35th Stadium appearance and surely one of his finest.

Elman's recording of the Concerto is available on London, and Monteux's of the Pathetique Symphony is on RCA Victor.

Sam Chase.

• **Reviews of New Pop Records**

• Continued from page 40D

triplet arrangement. (Mac-Avery, BMI) (2:14)

ANN MOORE AND VIN RODDIE
★★ **Dancing Stars** — MUSICRAFT 101—Pretty theme is handed pleasant organ-piano solo treatment. (Joy, ASCAP) (2:15)

★ **So True**—So-so recitation by Roddie on a gentle theme. (Joy, ASCAP) (2:30)

CHUCK JONES
★★ **Red-Headed Gal** — BELLE MEADE 422 — Okay reading by Jones on a bouncy r.&r. teen ditty (BMI)

★ **I'm Not Complaining** — So-so warbling by Jones on a routine country item. (BMI)

LORD WILLIAMS
★★ **Little Girl** — APPLAUSE 1236 — In "Kansas City" rhythm is this blues. Williams has a good sound backed by some unmelodic thrushes. The cat himself might have a chance in the right setting. (Peter, BMI)

★ **Foolish Pride**—Little content here worth being concerned with. Flip has more. (Peter, BMI)

PAMELA LAW
★★ **When the Band Plays the Blues**—BOYD 1985—Unusual song. In theme it's a country-oriented weeper. Structurally, it has a march tempo and bluesy quality. Thrush sings it with emotion. (Cedarwood, BMI)

★ **Not Like It Was With You**—The chick has a new boy friend, but it's not quite the same. A good weeper. A chorus gives the side a pop flavor. (Cedarwood, BMI) (2:28)

THE DOWN BEATS
★★ **Drifting Easy**—CONN 201—A rockin' band side with some real, low-down harmony work by the saxes. A pounding rhythm side, suitable for dancers. (Eric Lowner, ASCAP)

★ **Amor**—Fair vocal on the Latin standard. Flip would be the side here. (Peer, BMI)

GEORGIA BROWN
★★ **I'll Leave the Door Open** — BLUE RIVER 501—A three-beat item, sensitively sung with arrangement featuring violins. (Sheriton, ASCAP) (2:56)

★ **Half of My Heart**—A ballad, adequately done, with lush violins behind the chanteuse. (Presto, BMI) (2:30)

GLORIA CRAIG
★★ **Make Love, Make Love, Make Love**—SHERITON 1001—Song has the touch of material. Lyrics are chanted by a male chorus, with the thrush answering. (Sheriton, ASCAP) (3:08)

★ **Why Did You Kiss Me**—A big-sound ballad. Lacks commercial touch for present market. (Blue River, BMI) (2:53)

The following records, also reviewed by The Billboard music staff, were rated one star.

MARGIE DAVISON WITH CHUCK LEE AND THE BETTY JO STARR ORK:
We're a Rockin' and We're a Rollin' as We Hula-Hula Across the Ocean to Our Blue Hawaii Home/Kone—Davee 3814
LINDA LEE: Guardian Angel/Lonesome—20th Fox 186
LUCIA: Summertime/Andy—Applause 1237
TONY SNIDER: A Fool for Jealousy/They Call It Puppy Love—Westwood 203
BILL STARR: Love for Only a Year/One Heart—Applause 1663
SAMMY STEVENS & ORK: Angry/Somebody Stole My Gal—Applause 1239
TUNE TEENERS: What a Pity/You Know—ITT 42960

Country & Western

★ ★ ★

WANDA JACKSON
★★★ **Cool Love** — CAPITOL 4397 — A blues-oriented side with hip lyrics. Thrush has a highly individual style. Funky guitars and staccato rhythm mark the arrangement. (Central Songs, BMI) (2:15)

★★★ **Let's Have a Party** — A blues of the rocking type. Thrush chants this one with high-pitched falsetto breaks. (Leeds, ASCAP) (2:07)

SLIM WHITMAN
★★★ **A Lonesome Heart** — IMPERIAL 8328 — A pretty song, sung in the highly individualistic Whitman manner. Arrangement is country, but a lot of pop deejays will find this very desirable programming. (Post, ASCAP) (2:19)

★★★ **Wind** — A mood-filled side, Western rather than country. Arrangement, with its echo, highlights the mood of the title. (American, BMI) (2:58)

JANET McBRIDE

★★★ **Help Me Forget Him** — TOPPA 1013 — The chick is bothered by an old love that's just a memory. A typical country theme gets a good reading in the traditional style. (Mixer, BMI) (2:25)

★★★ **Another Woman's Man** — Another weeper. Thrush does a solid job in the traditional style. (Mixer-Chris, BMI) (2:30)

RITCHIE HART

★★★ **Choo Choo Train** — MCI 1025 — A train song with staccato rhythm. Lyric is in an old train song tradition—bringing a chick back home. Song has effective drum figures, and flashy horn work. (Desert Palms, BMI)

★★★ **I Want You** — This is a Johnny Cash-type side. Derivative, but effective. Arrangement uses a chorus and smart percussion. (Desert Palms, BMI)

WEBB PIERCE

★★★ **It's All Between the Lines** — KING 5366 — A weeper. Side is in the traditional style altho a chorus is plainly heard. Good one for the fans. (4-Star, BMI) (3:03)

★★★ **New Panhandle Rag** — This side by Pierce is in the traditional style, but has a chorus line superimposed. Fans will like it. (Peer, BMI) (2:40)

JOHNNIE AND JACK

★★★ **Just Like You** — RCA VICTOR 7749 — Country ballad, done in authentic c.&w. style and well-recorded. (Mose Rose, BMI) (2:34)

★★★ **Dreams Come True** — Chet Atkins has arranged this country item with an intriguing Latin beat. Gives an uncommon sound (Moss Rose, BMI) (1:56)

CECIL BOWMAN

★★★ **Most Beautiful** — D 1145 — A teen-styled ballad by Bowman, keyed to the high school dance scene. He handles it well and makes it all seem real. Spinnable. (Glad, BMI) (2:15)

★ **Whispering Lips** — Bowman offers pleasant dual track vocal on this ballad with strong old-time touches. (Glad, BMI) (2:00)

BOBBY BARNETT

★★★ **The Blues Said Hello** — RAZORBACK 306 — Barnett hands this medium-paced tune with a traditional vocal style with yodeling touches at the end of the phrases and a country-styled steel guitar in the backing. (Razorback, BMI) (1:56)

★★ **This Old Heart** — A bright up-beat bouncer with reflections on the rough time his heart has had over the years. (Jat, BMI) (1:45)

LAVERN DOWNS

★★★ **But You Used To** — PEACH 735 — A happy country ballad, with fetching rhythm and a bright lyric. Thrush has true vocal individuality. A male voice is also heard. (Yonah, BMI) (2:37)

★ **What Have I Done?** — Opens with a narrative, set to a country-styled string background. Lyric is a mother's sad story, concerning her son who has grown up and left home. (Yonah, BMI) (2:39)

PAUL DAVIS

★★★ **When You Fall** — DOKE 107 — A weeper. It's done in the traditional style. Chanter's performance is strong. (Pamper, BMI) (2:10)

★ **One of Her Fools** — Another weeper. Vocal is strong, but song is not quite as appealing as the flip. (Newkeys, BMI) (2:02)

RUSTY RICHARDS

★★★ **Diamond in the Rough** — SHASTA 134 — Happy novelty effort receives a good go from the chanter over snappy support. Side has a pop flavor. (E. H. Morris) (2:40)

★ **Quarrels** — Richards sells the attractive weeper pleasantly altho the tune seems overlong. (Riverside) (2:43)

★ ★

DIXIELAND DRIFTERS

★ **I Can't Do Without You** — DUB 1001 — An uptempo hillbilly rhythm song, with string backing that moves right along. Altho a vocal, fine for dancing. (Mountain City, BMI) (2:27)

★ **Cheating Love** — A weeper in slow tempo, contrasting with the flip. Good sound. (Mountain City, BMI) (2:50)

DEE JOHNSON

★★ **Back in Your Arms Again** — DIXIE 862 — Okay weeper is performed with feeling by the singer. (Tronic, BMI) (2:20)

★ **You're Number One** — A novelty

effort is sung in so-so fashion by Johnson. (Tronic, BMI) (2:09)

ED SHAFFER

★★ **Black Mountain Blues** — COOL 151 — Old-fashioned hoe-down is handed a brisk instrumental performance by the boys. Fine fiddle work. (Acuff & Rose, BMI) (2:01)

★ **I'm Too Sad Now** — Shaffer comes thru with spirit on this country effort. (Queen, BMI) (2:20)

PAUL SMITH

★★ **Long Black Veil** — HIMAR 102 — Tune that had a vogue last year receives a warm reading from the singer here. (Cedarwood, BMI) (2:15)

★ **He's Thinking of You** — The chanter handles this weeper in nice fashion over pop-styled backing. (Dollo, BMI) (2:40)

THE HUNT SISTERS

★ **Elvis Is Rocking Again** — FORTUNE 210 — The sisters chant a blues here. Some funky instrumentation is more interesting than the vocal. (Tranon, BMI)

★ **Teardrops** — A weeper in the traditional country style. Adequate, but competition is much stronger. (Tranon, BMI)

(Continued on page 78)

Breaking Out!
TILL I HEARD IT FROM YOU
THE DIALTONES
Goldisc #3005
GOLDISC RECORDS
1650 Broadway New York, N. Y.

Annette's latest and greatest!
TRAIN OF LOVE
F-359


PRESSINGS
talk to
DISKMAKERS
1626 Federal Street
Philadelphia, Pennsylvania
DE 6-5151

Orbison is in Orbit
with
"ONLY THE LONELY"
Roy Orbison
MONUMENT #421 
539 West 25 St., New York 1, N. Y.

If you want records authentically recorded in Hawaii, be sure to order **WAIKIKI RECORDS**. Write for free catalogue: **WAIKIKI RECORDS** 529 Kamakoe Honolulu, Hawaii



Reviews and Ratings of New Albums

Continued from page 33

Moderate Sales Potential

POPULAR

★ BOPPIN'
Various Artists. Jubilee JGM 1118 — This is a collection of bouncy r.&t. sides by six different groups — the Orioles, Marylanders, Toppers, Emanons, Deke Watson and the Brown Dots and the Coney Island Kids. Cover art effective but in doubtful taste. It depicts a gang of leather-jacketed delinquents beating up somebody, while one of the gang lurches lecherously toward a young girl.

★ THE MUSICAL KEYBOARDS
Coral CRL 57321 — Group includes piano, organ and drums. One side is made up of romantic ballads, as "I Still Get a Thrill," and the other contains novelties done in a honky-tonk style, as "Toot Toot Tootsie Goodbye."

★ MAGIC STEEL GUITAR
Noel Boggs Quintet. Shasta SHLP 503 — The steel guitar of Noel Boggs gets support from Ivan Ditmars on organ, Neil Le Vang on guitar and Paul Smith on piano. Particularly, the combination of organ and steel guitar provides a sound that's off the beaten track. The group does some of its best work on "Tenderly," "Birth of the Blues," "September Song," "Caravan," and a romping march version of "Beer Barrel Polka."

★ GOLDEN GOODIES OF OLD HAWAII
Paul Blunt & the Islanders. King LP 675 — All the familiar Hawaiian tunes are here, from "Blue Hawaii," to "Aloha Oe." Paul Blunt and his combo play them with feeling and the album can garner sales for many dealers.

★ EUROPE'S GREAT TORROBA
Seeco CELP 461 — Lush performances of familiar tunes from Broadway musicals by the multi-stringed Federico Torroba Ork. The songs include "Dancing in the Dark," "Alice Blue Gown," "Who," and "I've Told Every Little Star." Very listenable wax.

LOW-PRICE POPULAR

★ ARTIE SHAW
Rondelette LP 852 — These recordings of the Shaw band were made in 1948 and for that era, the sound is passably good. In-

cluded are a group of tunes often associated with Shaw, such as "What Is This Thing Called Love," "I've Got You Under My Skin." Avid Shaw fans may want the set.

★ COLE PORTER FAVORITES
Martin Miller & His Ork. Golden Tone C 4051 — Martin plays piano with a rhythm combo on this set which offers a group of the better known tunes from the Porter catalog. "I Love Paris," "So in Love," "True Love," and "Wonderbar," are samples. Danceable.

★ RHUMBA FAVORITES
Al Stefano & His Ork. Golden Tone C 4049 — Good Latin dance package, at the price. Performances are by solid musicians, with good arrangements. Material includes "Frenesi," "You Belong to My Heart," "Taboo."

RHYTHM & BLUES

★ GATEMOUTH MOORE SINGS BLUES
King 684 — A collection of 16 blues, including "I'm a Fool to Care," "Gambling Woman," "Don't You Know I Love You Baby." The ork has a Kansas City touch. The vocals, generally, are fair.

COUNTRY & WESTERN

★ GOLDEN COUNTRY FAVORITES
The Stewart Family. King LP 695 — Plaintive chirping by group's fem lead highlights this collection of country items, all but one penned by members of the Stewart clan. Canary registers strongest on weepers — "Jealous Love," "Just Out of Reach," etc. Moderate sales potential.

Reviews of New Pop Records

Continued from page 77

BILL TYLER
★ Please Forgive Me, Darlin' — RIDGECREST 1001 — Old-fashioned, grass roots, country material in the weeper vein. DeWitt works with chorus support.

★ Blue Dawn — An okay weeper ballad. Fair prospects.

BOBBY DEWITT AND THE WILLIAMS
★ Your Love I'll Never Forsake — RIDGECREST 1204 — A ballad with DeWitt handing it a nice, deep-toned touch. Guitar backs with a rippling, concerto sound. (Peer Int'l, BMI)

★ Annie Mae — A blues with DeWitt handing it an okay rocking treatment with a touch of the yodel quality. Country-styled blues. (Peer Int'l, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

JIM HALL: Rock Me to Sleep in the Saddle/Riding on My Tractor—Boney 201
DAN NACKO: Hearts Will Always Be Broken/Too Late—Doraly 1001
ZACHARY MARKS: Daddy-O, Daddy-O/Lonesome Blues—Reel 102
LITTLE BENNY REED: Holden 22 Mine/Janie—Cool 155
BOBBY ROSS: Please Return My Heart/Ain't Gonna Cry Over You—Cool 150
CARA STEWART: You Were Dancin'/Je Suis Desole—Spin 956

Rhythm & Blues

SIR JOHN LEE HOOKER
★★★★ Crazy About That Walk — FORTUNE 855 — Folk blues. This is authentic, and all lovers of the real thing will appreciate it. Hooker has a good side here.

★★★★ We're All God's Chillun — Primitive blues, with a lyric derived from the noted "All God's Chillun Got Shoes." Quite a performance. (Trianon, BMI)

JAY NELSON
★★★★ Rocka Me All Night Long — EXCELLO 2178 — The blues singer sells this blues item effortlessly over good support by the combo. Good wax for blues fans. (Excellorec, BMI) (2:30)

★★★★ Don't You Wanna a Man Like Me — A rocker is sold with enthusiasm by the chanter here. For Southern marts. (Excellorec, BMI) (2:02)

LIGHTNIN' SLIM
★★★★ Too Close Blues — EXCELLO 2179 — Lightnin' Slim comes thru with a solid reading here of a blues telling about his troubles with two women who lived too close together. (Excellorec, BMI) (1:59)

★★★★ My Little Angel Chile — A slow, moody blues receives a warm performance from Slim, with strong mouth organ and rhythm support. Two good sides. (Excellorec, BMI) (2:40)

THE "5" ROYALES
★★★★ (Something Moves Me) Within My Heart — KING 5357 — Lead achieves a

dramatic effect here, with his church style and semi-shouted phrases. (Lois, BMI) (2:20)

★★★★ Why — The lead is showcased by a group which has a relaxed, swinging effect. Tune is a ballad. (Lois, BMI) (2:40)

LITTLE WALTER
★★★★ My Babe — CHECKER 955 — The catchy tune gets a rhythmic go, with the vocal accompanied by hand-claps and a chick chorus. Very effective. (Arc, BMI) (2:26)

★★★★ Blue Midnight — Fine Deep Southern blues instrumental. Plenty of soul and funky instrumentation. (Arc, BMI) (2:30)

NATURE BOY BROWN
★★★★ Strictly Gone — B & F 1341 — This is a swinging side on which the band comes thru neatly on the riff effort. It's in the mood of many of the swing classics, and is aimed at pop and r.&b. marts. (Frederick, BMI) (2:45)

★★★★ House Party Groove — Nature Boy Brown plays a slow blues with feeling and occasional shouts. (Frederick, BMI) (2:45)

TASSO THE GREAT
★★★★ Ebony After Midnight — B & F 1338 — Fine sounding blues effort receives some excellent piano work here by Tasso. For fans of the old blues sides. (Frederick, BMI) (2:57)

★★★★ My Sympathy — Tasso sings this blues with much feeling over a good blues piano backing. (Frederick, BMI) (2:26)

FELTON JARVIS
★★★★ Dimples — THUNDER 1030 — A Southern blues effort penned by John Lee Hooker. Jarvis gives it a Deep South delivery against guitar and harmonica backing. (Conrad, BMI) (1:41)

★★★★ Little Wheel — An old blues idea is given a good r.&b. treatment by Jarvis in dual track style. Good low-down beat here. (Conrad, BMI) (2:37)

THE EL TORROS
★★★★ Dance With Me — DUKE 321 — A tango with vocal. This has a haunting melody and a neat arrangement. (Lion, BMI) (2:44)

★★★★ What's the Matter — A ballad with triplet arrangement and chorus. Good chanting. (Lion, BMI) (2:37)

JIMMY BECK AND HIS ORK
★★★★ Carnival-Inst. — ZIL 9004 — A blues which captures a carnival spirit. Has an interesting thematic development. (Excellorec, BMI) (2:20)

★★★★ Arabian Blues - Inst. — A bluesy item tinged with an Eastern melodic character. Horns and percussion give an unusual effect. (Excellorec, BMI) (3:03)

THE MIRACLES
★★★★ Way Over There — TALMA 54028 — Lead singer is showcased by an exciting arrangement. The church-styled vocal is set off by a touch of Latin rhythm. Very interesting. (Jobete, BMI) (2:40)

★ Depend on Me — A ballad. Style is a hybrid combination. (Jobete, BMI) (2:35)

BUDDY GUY
★★★★ Broken Hearted Blues — CHESS 1759 — An agonized, shouted blues job by Guy. The lad really feels the heartache here. Side is in the real down-home tradition. (Arc, BMI) (2:35)
★★ Slop Around — A good, medium rocker blues, based on a dance idea. Guy hands it a lot of enthusiasm, again with a heavy accent on the Southern style. (Arc, BMI) (2:05)

LATTIMORE BROWN
★★ It Hurts Me So — ZIO 9005 — Rock-ballad in slow tempo, with a chick chorus in the backing. Brown gets a world of feeling into this one. (Excellorec, BMI) (2:17)

★★ Got Plenty Troubles — A blues. Brown sings it with authentic feeling with a touch of church style. Arrangement has a rhumba beat. (Excellorec, BMI) (2:17)

EDDIE KING
★★ Shakin' Inside — J.O.B. 1122 — A blues. This has a big sound and beat with chorus and instrumentation adding to the total effect. Moves right along. (Lawn, BMI) (2:50)

★★ Love You Baby — Another blues. Good rhythm and a soulful flavor. (Lawn, BMI) (2:38)

LAWRENCE SHAUL
★★ Tutti-Frutti — REED 1049 — The hit rocker of a couple of years ago, but doesn't register here owing to poor sound. (Venice, BMI)

★ Hey, Little Mama — The blues gets an interesting vocal, but the side could do with more sound. (Starland, BMI)

ROD MCGOWAN
★★ 'Cause It's Love — DORIAN 104 — A bright rocker is handled in driving fashion by the chanter. (Morrissania, ASCAP) (2:01)

★ I Found a New Baby — Fair reading of the oldie here. (Pickwick, ASCAP) (3:05)

The following records, also reviewed by The Billboard music staff, were rated one star.

BIG MILTON AND LITTLE ESTHER: Fussin' Up a Storm/My Man, Too Good for the Likes of You—Harlem 64
LAVERNE FOSGATE: Mojo Masquerade/You Gonna Wake Up Someday Screamin' the Blues—Beacon 1448
PARADONS: Diamonds and Pearls/I Want Love—Milestone 2003
UNIQUES: Mysterious/Picture of My Baby—Peacock 1695
ARNOLD WILEY: Squares Ain't a Walkin' No More/It'll Be a Long Time—Ace 111

Novelty

BUDDY HACKETT
★★★★ Itsy Bitsy Teenie Weenie Yellow Polkadot Bikini — LAUREL 1014 — The "Chinese lock and loll" kid turns in a version of the cute new song. Hackett has name power and he fits well on this novelty type tune. Side can pull spins. (Pincus, ASCAP) (2:35)

★★ Too Many Heads — A rather hair-brained novelty idea which Hackett handles for okay effect. Flip is the interest side, however. (Sepe-Omell, ASCAP)

Polka

LIL' WALLY
★★★★ Thank's for a Wonderful Evening — JAY JAY 218 — A bright and happy polka by the noted Chicago-based maestro. Recording is done in stereo which means there can be real appeal here for the juke. (Jay Jay, BMI) (2:20)

★★★★ Helena Polka — Another bright stereo job well-aimed for the juke box trade. Lots of shouting and hooting here indicates that everybody's having a ball. (P.D.) (2:50)

SPARTA ORCHESTRA
★★ Elsa Polka — APPLAUSE 1575 — Sprightly instrumental treatment of a bouncy polka theme. (Peter) (2:26)

★ Accordion Serenade — Routine ork treatment of catchy ditty. (Peter) (2:27)

Latin American

VIRGINIA BARRERA
★★★★ Si Tu Supieras — COLONIAL 206 — Virginia Barrera is a dramatic singer and she sells this meaningful effort with a lot of heart. She is backed by Meno Villa mariachi group. Strong side.

★★★★ Vieja Escalera — The mariachi crew helps the thrush on this swifty effort that has a warm sound. Two strong sides.

DUETO CABANA
★★★★ Morena Mia — COLONIAL 244 — The duo sells this happy effort in brisk fashion over traditional ranchero support from the Ramos combo. (Naco, BMI)
★★★★ Tengo Una Novia — Attractive ranchero is sung neatly by the duo on this side. Both sides should appeal to Latin markets.

BETO Y ALICIA
★★★★ Estamos Iguales — COLONIAL 241 — A mighty attractive ranchero is sung with feeling by Beto and Alicia. Disk is a good one for Latin area boxes. (Naco, BMI)

★★★★ Lucero De La Manana — A bright ranchero is sung with spirit by the duo over good support by the band. (Naco, BMI)

Sacred

BILL MONROE
★★★★ Jesus, Hold My Hand — DECCA 31107 — The real fine old blues grass sound by Bill Monroe and the boys. It's a bright, upbeat gospel effort with some great guitar pickin' in the backing and in a solo spot. The faithful will get great satisfaction from this. (Hartford, SESAC) (2:20)

★★★★ Precious Memories — One of the fine old gospel hymns and it's sung with the fine style of the hills by the Monroe boys. Two fine traditional efforts. (P.D.) (3:10)

STANLEY BROTHERS
★★★★ Over in the Glory Land — KING 5367 — Sacred side by an outstanding duo. Authentic hill sound. (P.D.) (2:28)

★★★★ Mother Left Me Her Bible — Very strong item for the sacred field. The Brothers sing this with fervor and authentic styling. (Lois, BMI) (2:21)

MONO 33 SINGLE NO NEGATION OF FALL PRICE CUT

Continued from page 1

side and a Percy Faith recording on the other. The Faith waxing was "Theme From a Summer Place," and it was released well after the 45 r.p.m. version was on the market. Columbia officials say that the disk sold over 100,000 copies, and attribute the success of the Faith recording of "Theme From a Summer Place" to the dealer interest sparked by the 33 cent stereo single.

The Billboard

RECORD INDUSTRY

Source Book

& DIRECTORY ISSUE

REVISIONS OF APRIL 25, 1960, ISSUE

The following data should be clipped and entered in your Source Book to keep it up to date pending the next edition. We invite submission of all corrections and additions as they occur. Please address The Billboard Source Book, 1564 Broadway, New York 36.

RECORD MANUFACTURERS

- Jeri Productions
3212 Glendale Boulevard
Los Angeles 39, Calif.
- Jin Records, Rod & Swallow Records
P. O. Box 506—East Main Street
Ville Platte, La.
- Leone Records
P. O. Box 2654
Paterson 26, N. J.
- Magnum Records
5610 Lovegrove Road
Jacksonville 7, Fla.
- Make-A-Tune, Inc.
235 E. 53d Street
New York 22, N. Y.
- MMC Records
P. O. Box 967
Madison 1, Wis.
- Mayflower Records
632 Liberty Avenue
Pittsburgh 22, Pa.
- Melody Ranch & Republic Records
10000 Riverside Drive
N. Hollywood, Calif.
- Motown-Tamla Recording Corp.
2648 W. Grand Boulevard
Detroit, Mich.
- Nite-Owl Records
423 Boren, Suite 124
Seattle 4, Wash.

Top Rank has a 2-sided H-I-T!

I Need You So

Has My Love Grown Cold

TED TAYLOR

RA 2048

24 W. 57th St.
N. Y. C.

TOP RANK INTERNATIONAL

Headin' for a Smash!

CHUBBY CHECKER

THE TOOT

Parkway #811

PARKWAY RECORDS

1405 Locust St., Philadelphia, Pa.

W L M

Variety in Music

BUDDY LUCAS

BEGIN

THE BEGUINE

Vim 505

1619 Broadway, N.Y.C. 19

LATEST RELEASE

HEARTBREAK

(It's Hurtin' Me) b/w

Teasin'

by

JON THOMAS

#10122

ABC-PARAMOUNT

FULL COLOR FIDELITY

BRITISH Newsnotes:

Continued from page 6

resume here, a few weeks after U. S. transmission, in late October. . . . **Carmen Dragon** joins the "Juke Box Jury" July 2—the 50th program in the BBC-TV version. . . . With her first major film behind her—"Where the Boys Are" for **Joe Pasternak** at M-G-M—**Connie Francis** plans to return to Britain for the main ATV shows in mid-October to follow up the offer made after her very impressive appearance on "Sunday Night at the London Palladium" last month.

The tragedy of **Gene Vincent** grows worse. He came to Britain at the end of last year to inject new life into his career. At first it was only meant to be for two TV shows, but a fortnight's one-nighters were added. Then a 10-week tour was set up quickly extended by further 10 weeks to be followed

The man who knows how to get ahead (and stay ahead) in business—gets his information and inspiration from the pages of his businesspaper. Nothing else you read is so filled with the news, the facts, the fresh ideas so vital to your success in business as the advertising and editorial pages . . . in your businesspaper.



PHOTO ON LOCATION BY EHRENBURG

Where there's business action, there's a businesspaper

. . . where there's record/phone business, there's

The Billboard



by a six-week summer season. He re-entered the charts (his British-made revival of "Pistol Packin' Momma" is No. 22 this week). On the way home for a brief break after his first 10-week spell, his hired car crashed. Vincent was injured and his great friend **Eddie Cochran** died. He never fully recovered from either. Earlier this month he had news of a series of family disasters and he collapsed from the strain, altho he did not miss shows. He asked release from his remaining dates and flew home to Washington State June 20.

During **Frank Sinatra's** holiday in Berlin, **Norman Granz** had talks with him about a fall concert tour of major European cities. . . . The plans arranged for **Les Paul** and **Mary Ford** to visit Italy and Britain next month have been dropped. Instead, the couple will concentrate on album recording under their new deal with Columbia and have put back their European thoughts until the fall. . . . Discussions for **Nat Cole** to return during the summer have also fallen thru, due apparently to his heavy commitments in the United States.

The fee offered **Sammy Davis** to do a six-week season at the London Palladium, opening April 10 next year, is understood to be the same as given **Danny Kaye**, the most successful American to visit Britain since the war. Palladium chief **Leslie MacDonnell** plans to revert to a vaude presentation, bringing the resident ork on stage for **Davis'** act which would fill the entire second half of the show. This was the standard policy of the house until a few years ago. Since the summer of 1958, all shows have been productions.

The **Deep River Boys** are the latest American act to appear in "Saturday Club." They are scheduled for July 2. . . . The same day **Jane Morgan** has her own "Saturday Spectacular" for ATV. . . . After four days in London, **Arnold Maxin**, M-G-M chief, set out on a bright Continental tour. He was due back yesterday (26) for five days before returning to New York. . . . **Frank Wolf**, vice-president of Blue Note, arrived June 18 for a short stay before setting off on the Continental tour. He expects to be in Europe a month. . . . Other visitors included publisher **Harry Fox** and **Lou Levy** and London Records executive **Walt Maguire**, in for talks with British Decca.

"Good Timin'" it may have been but **Jimmy Jones'** new single, on M-G-M here, is the chart sensation of the week, moving 11 places to No. 5 after being on sale less than a fortnight. Jones' "Handy Man," after a very long run near the top, moved back into No. 3. . . . **Johnny and the Hurricanes** are once again a top 10 name with "Down Yonder" at No. 8 while **Frank Sinatra** is again in the top 20 with "River Stay Way From My Door" (No. 14). . . . **Jane Morgan**, arriving for television, found her version of "Romantica" breaking.

Top Rank has now released **Dorothy Collins'** "Banjo Boy" here, coupling it with "Tintarella Di Luna." The label is also responsible in Britain for **Dante and the Evergreens'** Madison version of "Alley-Oop." . . . From the Decca group is **Hank Locklin's** "Please Help Me, I'm Falling" (RCA), **Brenda Lee's** "I'm Sorry" (Brunswick) with the London-American label coming out with the Joiner, Ark., Jr. High Band's "National City" (from Liberty), the **Walter Brenna-Billy Vaughn** "Dutchman's Gold" (Dot) and **Roy Orbison's** "Only the Lonely" (Monument). . . . The EMI labels had few releases, with no American hits or covers. They included the new **Cliff Richard** single "Please Don't Tease" (Columbia).

Zenith Pay TV

Continued from page 20

such as a major boxing championship bout. In the application to the FCC for Phonevision for Station WHCT, Hartford, Conn., first-run films will comprise the principal portion of subscription programming.

Programming format would provide for at least one, and perhaps two, paid programs per day. The application proposes to begin operation with FCC approval after 2,000 decoders are installed. It's estimated that 10,000 decoders would be in after the first year of operation.

Subscribers would receive advance notice of programs by mail or newspaper ads, showing a special three-digit code number and the price of the program. At the appointed hour, the subscriber would simply turn on his decoder, set the selector switch in proper position and rotate a single dial unit until the proper code number appears. The decoder would contain a device which would produce an electronic record whenever the decoder was used. At monthly intervals, the subscriber would remove the billing tape and forward his payment for the programs subscribed to during the period.

Webcor Intros

Continued from page 20

tape instruments, ranging in price from \$249.95 to the new Regent-Coronet at \$349.95, a stereo record and playback with the Add-Track feature. Optional satellite speakers are available from \$59.95 to \$69.95 for the stereo tape carry-alls.

In the portable phono field, Webcor has six stereo automatics and one manually operated unit. In the two-track phono field, firm has a new low-end unit in the Festival at \$69.95, where the 1959-'60 dual-channel portables started at \$79.95.

Webcor, which dropped its mono phonos in 1959, returns to the single-channel portable scene with a four-speed changer, Maestro, at \$49.95, while the Melody, its manual counterpart, goes for \$29.95.

The "Stereo Silhouette" consoles are: the Overture, \$189.95 and the Ravinia, \$395.95, among others.

The Webcor Citation transistor radio line for 1960-'61 will include four models. In addition to two six-transistor portables, a new eight-transistor with earphones carrying case and battery at \$44.95 and an AM-airways weather radio at \$59.95 were introduced at distributor meetings held regionally during the past two weeks.

Emerson-DuMont

Continued from page 20

category, in which there are five new models, is the Marseilles II at \$1,250.

Debuted, too, is the Soundstage, an AM-FM radio with two speakers in hardwood cabinets, which sells for \$100.

The pocket-sized transistor radio included is the "900" at \$58 or with extras, \$68.

The Emerson line is composed of a seven-unit portable line that includes both 17 and 19-inch sizes, thru the \$198 to \$248 bracket, and 10 TV consoles covering the \$328 to \$598 price range. There are also 14 kinds of portable, table and console TV models in the firm's wireless remote control line.

Most notable of the TV portable is the transistorized sets that come in luggage carrying cases and which can be recharged merely by plugging the batteries into a normal a.c. outlet.

Another feature of the new line is the "Wondergram," a transistorized pocket portable that has no

Promotions Up Tape Sales

Continued from page 20

five years, **Ainslie R. Davis**, owner, has found that rental service such as his has a particular appeal to tape recorder prospects. Inasmuch as the customer can rent several types of tape recorders, experiment with each, and make up his mind thru practical experience.

The tape recorder rental list at the Denver firm includes stereophonic tape recorders with selected program material, at \$15 a day, for example, de luxe stereo recording and playback equipment at \$25, and professional level Ampex stereo including recording equipment, extra speakers, microphones, and all professional accessories, at \$30. Monophonic tape recorders, with selected background music, are offered at a standard \$5 for the usual portable model, and \$7.50 for de luxe, "all-purpose" recorders. Professional, full-track tape recorders with suitable microphones rent at \$15, and Ampex studio recorder equipment at \$30. A recent addition has been continuous tape recorder and playback machines rented at \$17.50, which are ideal for covering large conventions, business meetings, and similar events.

The \$5 rentals, of course, account for the largest amount of rental volume, particularly encouraged by the fact that the rental charge drops to \$2.50 for the next day. If a tape recorder is needed for a longer period of time, **Davis** has set up a rental schedule which calls for a flat rate for the first day, one-half of the original rate for the second day, a weekly rate which is three times the daily rate, and a monthly rate at eight times the daily rate. Thus, a prospect who has around a month's use for recording equipment can obtain it at a reasonable charge, can vary the types of equipment used, until he settled on a particular model.

Tremendously helpful to keeping up the sort of busy rental operation which keeps 90 per cent of the machines out every week in the year, has been both a huge library of stereo-recorded music, to cover every taste, and an energetic sales program. All of the "selling" such as it is, consists of telephone calls, to the Denver Convention Bureau, simply to remind this headquarters for visiting conventioners that **Davis** is ready for any type of recording equipment, contacts with large organizations in the city, businessmen's clubs, association headquarters, etc. It isn't unusual for **Davis** equipment to be used to make a permanent record of a top-secret meeting of petroleum magnates at one point, while a continuous-play tape recorder is providing the music for a junior high school or high school afternoon prom at another point.

Almost everyone renting tape recorders at the lower charges is actually a tape recorder prospect it has been found. Pointing out a huge stock of pre-recorded tape in both monophonic and stereophonic classifications to every renter is an automatic step which never fails to impress such customers. One of **Davis** Audio-Visual's favorite stunts is to ask the customer to name his favorite piece of music, either vocal or instrumental. The

turntable and plays all 33 1/3 and 45 r.p.m. records automatically.

In addition, the company has transistor radios and clock radios on the market that go for \$29.88 for the transistors and from \$13.88 to \$98 for the clock-containing sets.

chances are that it can be found instantly, thru a classification system, a point which is always a surprise to the customer. Banners around the rental service office play up the slogan "Music sounds best on tape," a claim which, of course, has several controversial aspects, and usually gets "at least one kind of reaction" from the customer.

Along with offering an extremely complete line of recorder: on rental, the **Davis** concern provides pickup and delivery service, with charges of \$1.50 to \$2.50 depending upon distances each way. "Selling comes particularly easy, in view of the fact that most customers who have rented equipment and are thoroly satisfied with it want to buy exactly the same machine which they were using, rather than experiment with another." Consequently, the Denver store enjoys a constant turnover of tape recorders without advertising or promotional expense of the usual type.

Unsurpassed in Quality at any Price

Our amazing new process retains all details in highlights and shadows - every copy an original photograph!

8" x 10" GLOSSY PHOTOS

5 1/2¢ EACH

IN 5,000 LOTS

6 1/2¢ in 1,000 LOTS

\$8.99 per 100

POST CARDS \$26 per 1,000

Copy Negatives \$1.95

MOUNTED ENLARGEMENTS

20"x30"\$3.50

30"x40"\$4.85

"WE DELIVER WHAT WE ADVERTISE"

Plaza 7-0233

JJK Copy Art Photographers

A DIVISION OF JAMES J. KRIEGSMANN
165 W. 46th St., NEW YORK 19, N. Y.

FAN MAIL GLOSSY PHOTOS

All sizes - quantities - color or black and white. Post cards, mounted blow-ups. It will pay you to see our free samples and complete price list before ordering anywhere. Write today for new low prices, samples, etc.

MULSON STUDIO
Box 1941 Bridgeport, Conn.

PHOTOS for PUBLICITY

QUALITY PHOTOS IN QUANTITY

100 8x10 . . . \$ 7.99

1,000 Postcards 19.00

BLOWUPS
All other sizes, write for FREE sample & list BB

MOSS PHOTO SERVICE

350 W. 50 Street, New York 19 PL 7-3520

CLOWN COSTUMES & ACCESSORIES

Circulars Free

DANCE & CLOWN COSTUMES

For all other occasions get in touch with

THE COSTUMER

238 State St. Phone: FR 4-7442. Schenectady, N. Y.

Freedomland Opens With Huge Throng, Publicity Scores

Estimate 63,000 on First Day; Some Construction Continuing

By IRWIN KIRBY

NEW YORK — Freedomland, new major theme park, opened its gates to the public Sunday (19). All publicity media devoted attention to it. It arrived on the scene with a mayor's proclamation, special sections in The New York Times and other publications, an Ed Sullivan telecast, and countless newspaper and radio accounts.

On Sunday, first paid-admission day, the gates were closed at 3 p.m. when the theme park's 8,000-car lot was packed. At that time traffic was backed up for miles

on a local street, and the quaint touches of history within the park threatened to lose their effect under the weight of a capacity crowd.

First Impressions

As could have been predicted weeks ahead, the park was short of completion but managed to have most of its units and sections in operation. The futuristic "Satellite City" area was blocked off. Here and there, rides carried capacity crowds altho many animations were inactive. Work has been going on practically around the clock to erase these deficiencies, the majority of them involving electrical work.

On opening day three of the 10 counters malfunctioned after 50,700 persons were recorded at the front gates. Estimates ran to 63,000 persons for the day. C. V. Wood, the park's project director, commenting on the heavy throngs, said the planning figured on about 23 per cent of the patronage arriving by subways and the rest by motor vehicles. With radio reports asking people not to head toward the closed parking field, Wood said, thousands of cars found street spaces in the neighborhood and their occupants trekked a mile or more to Freedomland.

After the strong debut, attendance fell to 13,000 on Monday (20) and 16,000 on Tuesday. The school vacation started the following week-end, however, thus providing greater mid-week potentials.

Heaviest action was won by the Tucson Mining Company Ore Bucket ride, a ski lift built by Von Roll. At 50 cents for adults and 35 cents for kids, the units were clicking off the loading platform.

(Continued on page 82)

Company Picnic Rush Starts At Walled Lake

DETROIT — Walled Lake Amusement Park, which has been the scene of school and church picnics since opening, swung into its program of heavy industrial picnic bookings on June 11 and 12. The General Motors Service Section held its picnic on Saturday, aided by good weather, and with patronage running just about even with last year, according to A. M. (Brownie) Brown, park manager. The General Motors Proving Grounds picnic was set for Saturday (18), and the Ford Stamping picnic on Sunday. No Sundays are open until the end of the season, with bookings set solid now until September 15, requiring the park to stay open one to two weeks later than usual to accommodate the demand.

Michigan State Fair Skeds Night Opening

DETROIT — Michigan State Fair this year will change its opening day parade from Friday morning to the previous Thursday night and throw its gates open to all on a free basis for the one evening.

The advanced opening gives the midway an extra night of operation with a free gate. Commercial and agricultural exhibits are not expected to be ready for the opening night and, as a result, most patrons are expected to find their way to the fun zone.

Fair will greatly increase its use of fireworks this year. Last year it used pyrotechnics on the opening Sunday night only. This year it will fire programs on Tuesday, Wednesday and Thursday nights in front of the free grandstand.

BROCKTON FAIR INKS LENNONS AS NAME LURE

BROCKTON, Mass. — The Brockton Fair has signed the Lennon Sisters of the Lawrence Welk TV show as their name lure for Sunday, July 3, George Carney, manager, announced.

The four girls will do two shows, one in the afternoon, the other in the evening, with the latter capped by a fireworks display. Additional pyrotechnics are set for July 4 evening.

Carney said the Lennons are one of the strongest name acts they've presented and marks another change in the fair's format. Major change in operations is a July 2-9 run instead of the traditional mid-September dates.

Sale of building space has surpassed any recent year, Carney added.

Rogers to Run Jamestown's 150-Year Cele

JAMESTOWN, N. Y. — The largest celebration to be held in this Western New York city of 45,000 in more than 30 years, a sesquicentennial celebration, has been scheduled August 11-20. The event, being managed by the John B. Rogers Producing Company of Fostoria, O., will start with a "Real Old-Fashioned Bargain Days" sales promotion.

Daniel Brennan, Rogers representative, has appointed Robert W. Richmond of Jamestown, chairman of the souvenir and novelties committee. City council and Retail Merchants Association have pledged \$4,000 each in the drive for \$12,000 to finance the celebration.

JULY CONVENTION

Los Angeles Sports Arena Prepares for Democrats

By SAM ABBOTT

LOS ANGELES — While the candidates for the Democratic presidential nomination are stumping the nation, things are thumping at the Sports Arena here, where the party will hold its convention for five days starting July 11.

Preparations for the convention, which is expected to draw more than 40,000 people, already are under way. But the \$6,000,000 Sports Arena, which opened last July, has only the installation of facilities for the press, telephone company and radio and television to get ready for the big meeting. According to Austin Mahr, Sports Arena assistant general manager, the cost of these installations has been said to be from \$200,000 to "more than \$1,000,000."

Radio, television and the press will use approximately 70,000 square feet of the 110,000 total on

the ground floor. In addition to this, facilities of a storage room of some 10,000 square feet will be used. Since much of this will be double decked, it adds another 5,000 square feet, or a total of 85,000 square feet. A press tent will be installed on the grounds to give additional facilities. The cost of this installation alone is expected to be around \$30,000.

The Sports Arena, said Mahr, is not participating in any of the extra construction. Rental has been made to the Democratic party with J. Leonard Reinsch as the executive director of the convention. Rental is \$25,000 for the five days, plus \$3,000 per day over that period. Actually the rental is \$3,000 per day, but \$10,000 was charged to cover the cost of "moving in and moving out." The only date for the Arena from now until the convention is a meeting of the Nation-

PNE Hypos Program For 50th Fair Run

Timber Contest, Rodeo, Teen Town, Theme Center Are Added Attractions

VANCOUVER, B. C.—The Pacific National Exhibition, which this year will mark its 50th anniversary, will offer the most varied, feature-packed program in its long history.

Chief among its new features will be a timber carnival; a Rodeo Cowboys' Association rodeo, the first rodeo ever to be staged during the expo; a Teen Town presentation, and a new theme center which will highlight the industry and also the flora and fauna of British Columbia.

Highlights of the timber carnival, which will depict the lumber industry—the largest source of income in the province—are to be such contests as log-bucking, log burling, tree climbing, etc. Demonstrations of sawing and of moving timber and other phases of the timber industry and exhibits of logging equipment will round out the carnival.

The Teen Town program, to be presented in the Forum the first three nights of the 14-day exhibition, will be the joint effort of De Molay members and Job's Daughters, of which there are roughly 3,000 in the Vancouver area. The program will consist of dancing for three and a half hours nightly, with area combos to provide the music. The first hour each night will be devoted to square dancing, the next hour and a half to rock and roll, and the final hour to be given over to ballroom dancing.

De Molay members and Job's Daughters will handle the entire program, making all preliminary arrangements, supervising the actual dancing and handling ticket sales. Admission to the Teen Town program will be 50 cents.

The rodeo, also to be presented in the Forum, will offer \$14,000 put up by the PNE and almost \$6,000 additional from entry fees. It will be produced by Herman Linder, of Cardston, Alta., and in-

dications are that it will play to excellent crowds.

The Shrine-Polack Bros. Circus, a perennial favorite here, will be the wind-up attraction in the Forum, giving matinee and night shows each of the last nine days.

The British Columbia theme center, already under construction, will employ animated exhibits to depict the industries of British Columbia. A 75-foot-high centennial torch will tower over the center.

Houston Stock Show Wants Own Building

HOUSTON — The Fat Stock Show building and grounds committee has recommended that the show put up its own facilities on its own 325-acre South Main Street tract. The resolution was unanimously approved by the show's executive committee.

City and county authorities will be invited to build a sports stadium on the same property adjacent to the exposition center.

The resolution made it clear that the Fat Stock Show intends to maintain control over exposition concessions.

Some factions favored an exposition site in downtown Houston apart from the proposed stadium site.

Show officials announced appointment of 1961's executive committee, a five-man operating council and a five-man advisory board. New appointees include G. M. Becker, William P. Hobby Jr. and M. E. Walter. Named to make up the newly created operating council were R. H. Abercrombie, Lester Goodson, E. J. Gracey, Ralph Johnston and Gail Whitcomb.

Advisory board members named were J. S. Abercrombie, Edgar Brown Jr., James W. Sartwelle and William A. Smith.

NEWBERRY SHOW PULLS 93,000 IN CHICAGO

CHICAGO — The Earl Newberry Trans World Auto Daredevils played to two of its biggest crowds on record here Saturday and Sunday (18-19).

Playing for the benefit of the Chicago Police Benevolent Association, with two performances in Soldiers Field, they, plus a long list of television and motion picture stars, drew 93,000—some 45,000 on Saturday night and 48,000 to the Sunday matinee. Last year an estimated 75,000 saw the shows.

Jack Paar, Hugh O'Brian, Dorothy Collins and a long list of names aided the cause, and the Chicago newspapers, with an assist from television and radio, handled the sales of tickets.

From here the Newberry show, managed by Leo Overland, headed west and will play Dakota fairs in July.

al Education Association late this month.

Expect 16,000 Daily

Mahr estimates that the daily attendance at the convention will be around 16,000 people. The party will also have facilities at other points in the city, principally the Biltmore Hotel.

The coming convention has changed the routine of the Arena very little. Workmen are putting in the cubby-holes for the television and radio facilities. The Arena had only to pull out a removable section of the first balcony to make way for the speakers' platform.

Mahr said that no boosting of the air conditioning was necessary. The normal temperatures for the time is said to be a high of 83 and a low of 62. The cooling system, Mahr said, will adequately take

(Continued on page 90)

'Ice Follies' Scores Big Year's Business

SAN FRANCISCO — Shipstads & Johnson's "Ice Follies" opened at Winterland here Wednesday (22) to the largest advance sale in history, partly due to the professional debut of David Jenkins, 1960 Olympic champion, who knocked over all competition at Squaw Valley last February. The show continues here thru September 4, then moves into Pan-Pacific Auditorium, Los Angeles, for the premiere of the Silver Jubilee edition, September 8.

San Francisco is the 21st city to be played on the 1960 transcontinental tour, which opened last September in Los Angeles, and the tour has been one of the most successful in the 24-year history of Shipstads & Johnson ice extravaganzas.

Cities where "Ice Follies" attained a new all-time high in box-office receipts were Los Angeles, Chicago, St. Louis; Hershey, Pa.; New Haven, Conn.; Philadelphia, New York, Toronto, Buffalo and Cleveland. Only one stand, Syracuse, was under the previous tour and this was believed due to snow.

During the summer stand here in San Francisco, rehearsals will be staged daily for the new show. The directors, Fran Claudet, Mary Jane Lewis and Stan Kahn, are ready to start activities Monday (27). The "Follies" costume shop has completed most of the 432 original Renie costumes, while the studio prop shop has also finished its task of props and effects.

In addition to Jenkins, there will also be another new star with the new show, Ina Bauer, West German champion. Miss Bauer will make a full-length motion picture for UFA in Germany late this summer, then come back to America to pick up her starring role in the "Ice Follies." Frank Carroll, former member of the U. S. national team, will also be featured.

During the six-week vacation between Seattle and San Francisco there was a flock of marriages. Marlene Kistner married Ralph Egger, a non-professional in her home town of Kitchener, Ont. Bob LeDuc, of the Three Scarecrows, and Kathy Owen, an Ice Folliette, were married in Brantford, Ont. Coleen McCarthy, adagio star from Sydney, Australia, and Bob Blackmore, a professional singer, were married in Reno, Nev. Patti Crandall and Eddie Collins, a solo skater, were married in Chicago.

The executive staff will remain the same for next season, except that Charles B. Schuler of publicity, closed in Seattle May 1 and returned to the Cole Bros.-Clyde Beatty Circus. Publicity department is still under direction of Bob Hickey. Music director will again be George Hackett; stage manager, Burt Lundblad; company manager, Ray Heim, and box-office treasurer, Eddie Joe Shipstad.

Portland, Ore., returns to the route after a five-year lapse, and the date in the new 12,000-seat Coliseum will be early May, 1961. Oscar Johnson and Roy and Eddie Shipstad have received offers from Japan and the Far East for bookings, but prefer to remain in this country.

Sacramento County Fair Pulls 41,686

SACRAMENTO — A total of 41,686 persons turned out for this year's Sacramento County Fair, a slight increase over the 40,878 figure a year ago, Carl T. Mills, secretary-manager, announced. The four-day event closed Sunday (19).

Mills said 13,594 were paid admissions, up from 11,197 in 1959. Remainder of the admissions were children under 12, admitted free, and exhibitors and concessionaires.

Sunday's attendance was broken down as: paid, 4,450; children's admission, 2,848, and exhibitors and concessionaire credentials, 2,893.

Walburn Hospitalized

ASHTABULA, O.—E. F. Walburn, secretary-manager of Ashtabula County Fair at Jefferson, has been a patient in Ashtabula General Hospital since May 22. He is progressing satisfactorily, but there is no indication as to when he will be able to leave the hospital, according to Mrs. Walburn.

rededication of the flags of each of the 50 States, will be staged in mid-July, while the 15th Annual Youth Week Program, featuring the Garden State Dog Show, will be held in mid-August.

CINCINNATI SHRINE GOES TO TOM PACKS

CINCINNATI — The Cincinnati Shrine Circus contract has been awarded to the Tom Packs Circus. This was announced last week, climaxing several weeks of presentations by a number of show producers. Circus will be April 3-8 at Cincinnati Gardens. The show this year was produced by Al Dobritch and previously by Bill Horstman.

St. Paul Names Possible Shows For New Season

ST. PAUL, Minn.—The schedule of plays to be presented in the theater section of the Auditorium here by the Twin Cities Theater Guild-American Theater Society for the 1960-1961 season is beginning to shape up, according to Edward Furni, auditorium manager. "The Music Man" is set for September 14 for a 10-day run. Four additional Broadway shows will make up the Guild series, although other shows are to be booked also.

Other shows being considered include "A Raisin in the Sun," "At the Drop of a Hat," "Five-Finger Exercise," "Duel of Angels," "Fiorello!" "Once Upon a Mattress" and "The Andersonville Trial." Only four of these will be on the Guild series, Furni said.

Bakers Add More Units, See Big Glen Echo Year

GLEN ECHO, Md. — Despite weather, Glen Echo Park appears heading for its best season since the Bakers brothers took over the reins five seasons ago. New units continue to be added, boosting their improvement investment close to \$1,000,000, and several promotional activities insure solid weeks ahead.

Seen right away are the two-story Jungle dark ride, and a new Mirror Maze. There are 10 new Whip cars. The bar grillwork has been taken down and it is now completely glassed in.

The Jungle unit was designed and supervised by Allen Hawes. With the bugs now worked out, it is already the leading grosser in the park. Occupying the front of the ballroom building, which is still retained for dancing, it has an attractive front featuring partially exposed second-level Indian-style totem pole columns and Indian artwork. An artificial palm tree makes an incongruous but decorative outside unit.

Ted Polous, of Wildwood, N. J., laid out the Mirror Maze in a building built by Harry Meverson. National Amusement provided several distortion mirrors for a room into which the Maze traffic feeds.

Important this year are the expanded youth program at the swimming pool and the birthday party catering. Last year the Montgomery County recreation department, which had previously hauled in many kids for reduced-rate days at the park, was induced to offer beginners' swimming there. Some 800 kids, aged eight-14, turned out the first day. Birthday parties numbered 56 in 1958, 188 last year, and topped 200 as of the second week of June for the current season. Glen Echo devoted 70 per cent of its advertising dollars to TV linked to top kiddie shows. About a quarter of the total budget goes for radio advertising, and a token 5 per cent buys rate-holder ads in local newspapers, according to Lenny Woronoff, publicist and promotion man. Office is overseen by Robert Graves. The Bakers were visited recently by Ed

PLEASURE ISLAND GETS GOOD START

2d Season Opens in Fine Weather; Weekend Pulls About 18,000 People

WAKEFIELD, Mass.—Fortune in the form of crowds and weather smiled on Pleasure Island, the \$4,000,000 family funspot, as it opened for the second year of operation last weekend under new management. Delighted with the debut, new General Manager Walter A. Smith Jr. happily announced that "the great outpouring of people on the opening weekend indicates beyond a doubt that Pleasure Island is the No. 1 family entertainment spot in New England."

Smith had cause to be jubilant, since the opening weekend hit the good weather jackpot after eight previous weekends had rained or chilled funspot patrons in the area. More than 8,000 patrons showed up Saturday, and Sunday crowds exceeded the 10,000 mark. Under the new price system adults paid \$2 and children \$1.50 at the gate and were free to take in everything in the way of rides and shows in the park.

Starring at the opening and all during the week were The Three Stooges, who drew capacity houses at the Show Bowl, a 5,000-seat outdoor auditorium just completed and billed as New England's largest.

A pre-opening was staged Friday (17) and called "Wakefield Day," as a tip of the hat to the selectmen and townspeople of Wakefield.

Some 2,300 attended this opener which was limited mostly to the people in the area. The first two regular weekdays, Monday and Tuesday, saw crowds of just over 1,000. This was considered good since schools were still in session.

The figures were in strong contrast to last year which drew 3,162 on opening day. The total for last year was given as 321,000 for 88 days of operation. Officials predicted that the present season which is set from June 18 to October 30, with a weekend schedule after Labor Day, would draw from 750,000 to 1,000,000 patrons.

Executive vice-president is Norman Prescott, former Boston disk jockey, in charge of promotion for the park, who has been touring funspots all over the country. He said the new price policy was expected to "turn the tide to successful operation." Pleasure Island was offering two things New England never had before, Prescott said, "free rides all day and big name television and stage stars."

Smith pointed out that last year's concept had been reversed from an appeal directed at adults to one this year where the children were the prime target. "We feel that if we can pull the kids, they in turn will take care of the parents," he said.

There is a large family picnic area and a "Pooped Out Park" for parents to watch silent movies and drink espresso coffee on the house while kids go on more rides. This is the Nugget Theater where old Chaplin and Mack Sennet comedies are being shown. This was among the many new attractions which also included two new rides, both costing in the area of \$70,000. The Wreck of the Hesperus and The Old Chisholm Trail. The UN Cartoon Theater, the first in the country, and Henry Rhue's Animal Farm are also among the additions.

Prescott said he was running his promotion department on a show business basis and attempting to "sell the park as show business with the appeal of personalities, rides, outdoor fun and excitement." He continued "I want showmen, not pencil pushers, in every department to make Pleasure Island a success."

In the promotion department this year he has nine men, each knowing the other's job and all with a background in show business. Included are Guy Livingston and Art Moger, both Boston men with wide experience in show business press agency and allied fields.

Last year the park operated from 10 a.m. to 10 p.m. This year, under a ruling of the selectmen, it will open at 10 a.m. and close at 6 p.m. to maintain the family system.

PER CAPITA MIDWAY PACT AT MINEOLA

WESTBURY, N. Y. — A departure from traditional midway dealings exists in this year's Mineola Fair contract. Awarded to How-Reit Shows and signed last week by J. Alfred Valentine, representing the fair, and Al Howard, for the carnival, the agreement incorporates a per-capita price for the first time. How-Reit will pay a specified sum for each person clocked thru the Roosevelt Raceway gates. While not uncommon on the West Coast, the system has not been tried yet in this region. Charles Bochert, fair manager, stressed that this year's will be an experimental effort and not necessarily future pattern.

Carroll and John Bowman, of the national association; Allen Hawes, Bill de L'horbe Jr., and by two men from the Russian embassy. These were attaches Gennadiv, Sevastyanov and a deputy minister of cultural activities. They took voluminous notes and expressed curiosity about many aspects of the operation. Irwin Kirby

A. C. Forms Game License Policy

ATLANTIC CITY — A new policy for the licensing of amusement games on the Boardwalk was adopted by the city commission in rejecting the first application since the new ordinance was enacted May 5. In effect, the city commission decided that if a license is issued for a group game such as Fascination or Skilo, no additional license will be awarded for a stop-and-go game at the same location.

The city commission, at an adjourned meeting, rejected an application made by Henry Sirate for a stop-and-go or bumper game at 801 Boardwalk. The license fee for such a game is \$100.

Sirate previously obtained a \$1,000 license for a group game with less than 200 seats at the same location. Members of the city commission said he wanted to operate a stop-and-go game at one corner in the front of the group game parlor. Sirate also was refused a license for a second stop-and-go game at 2121 Boardwalk, a location for which he already has been issued a similar \$100 license.

Three additional amusement game licenses were approved at the meeting. They are for Herbert and Penny Hurwitz at 701 Boardwalk, Lawrence J. Bromell at Missouri Avenue and the Boardwalk, and Russell Fertitta at 2633 Boardwalk.

The ordinance adopted by the city commission follows a State law enacted with a public referendum last November and regulations fixed by the State commissioner of amusement games. All amusement games in which prizes are awarded come under this law.

Fair Building Started at Swift Current

SWIFT CURRENT, Sask.—Steel work has gone up on an exhibit-entertainment building at the Swift Current Agricultural and Exhibition Association fairgrounds. The job was done in two and one-half days by a Regina crew, using 1,000 tons of steel.

The structure has 150 feet of clear span—largest clear span in Saskatchewan—and when finished it will be the largest exhibition building of its type in Canada, fair officials claim. Dimensions are 150 by 280 feet, with a height of 33 feet. It is estimated that floor space will cover three-quarters of an acre.

Asbury Park Outlines Plan For Summer

ASBURY PARK, N. J.—Major new construction on the Boardwalk will materially change the skyline of the beachfront this year with completion of a new block-long structure housing new Boardwalk attractions and spacious sun deck areas for public use atop the building. The building also includes hot sea water baths.

City Manager Kendall H. Lee said the new program will include water shows, name bands for dancing, TV and stage star revues, outdoor band concerts, pre-release movies, as well as a sweeping range of sports activities.

The Metro Lyric Grand Opera Company will present performances July 7, 14 and 21 as part of the New Jersey Opera Festival. They will include "Madame Butterfly," "Cavalleria Rusticana," "Pagliacci" and "The Barber of Seville."

Listed for Convention Hall also are TV wrestling favorites on Friday nights during July and August, while on Saturday nights name bands and TV variety artists take over in the huge exposition building. Pre-release movies are scheduled for all of the theaters, along with a summer-long run of "Ben-Hur."

Free outdoor band concerts are featured at the Boardwalk band shell Friday, Saturday and Sunday evenings, and frequent free organ recitals will be offered in the mammoth Beachfront Convention Hall. A series of ice shows will be staged in the Convention Hall Arena during July, and the 13th annual "Salute to the States," the nation's only patriotic pageant featuring the

Duke of Paducah Show Opens Tented Season

POPLAR BLUFF, Mo.—The Duke of Paducah Circus moved last week to the fairgrounds here to prepare for its first opening Saturday (25). The show will play one-day stands under phone promotions in Missouri, Tennessee and Arkansas. The show is booked thru September and expects to stay out until November.

Whitey Ford, the Duke of Paducah, is featured. General manager is Bob Snowden and general agent is Bill Garvey. Albert Tucker is executive contracting agent. Byron Gosh has booked the show for a Southern tour.

Show is using a 72-foot round top with a 40 and two 30's in green and white stripes. Grandstand has 700 chairs and there are blues

for 1,650. The show will have a combined Side Show and menage with elephants, 14 small cages and some platform acts.

Ford is one of the owners of the show. He will be equestrian director and comedian. Garvey also will have the front door. Matt Laurish is general superintendent. Bud Canter has the cookhouse. Pete March has the big top, and George Penny is in the concessions department.

The new outfit will move on 11 trucks, with one ahead.

At Paducah, Ky., the show has a special tie-in. The Chamber of Commerce will give Ford a key to the city. There will be circus sales in several stores, and a chimp will receive mail at the post office.

Freedomland's Opening Big

• Continued from page 80

forms at a steady pace all day, with a great back-up of waiting riders. The Fur Trapper and Civil War rides also hold strong potential. Both feature considerable animation, the first using tracked boats and the second, mule-drawn wagons.

A creative California crew has done a commendable job on the effects, particularly in the dark rides. Maurice Ayers is special effects superintendent, assisted by Bud Draeger. Wade Rubottom is Freedomland's art director. Their work has a peak, if one can be singled out, in the two-story Mine Caverns dark ride. This and the other dark units—San Francisco Earthquake, Tornado, Buccaneer—use considerable animation and black lighting, with the shock value retained but a soft pedal on fright effects.

Freedomland has 27 paid ride and attraction units, with 11 of them getting 50 cents for adults and 35 for kids. Six attractions get 35 cents across the board, another six get a quarter, and four get a dime.

There are numerous free attractions in addition to the impressive contouring and landscaping. The Chicago Fire is one, with gas-jet flaming ruins and hand-pumper water streams.

Parking is 50 cents and the front gate admission is pegged at \$1 for adults, 75 cents for 13-17 year-olds and 50 cents for smaller kids, so the estimated \$3.25 per capita spending figure seems modest.

This would include admission, five rides, snack lunch and incidental novelties, enough to keep a family occupied for a couple of hours. The park probably is not exaggerating when it claims two or three visits are required in order to get the full treatment. On spending, however, it is a small matter for a group of four to lay out \$25 or more during an afternoon's entertainment.

The list of commercial exhibitors is impressive, and all are in appropriately-themed buildings. Included are Kodak, R. H. Macy, Amoco, Welch's Grape Juice, Schering Drugs, Continental Casualty Company, Borden's, A. S. Beck, Bank of New York, Scripto, Schaeffer Brewing Company, Hallmark, Sante Fe Railroad, American Express Company, Fritos, Chun King, Brass Rail, J. C. Jewell Chicken Restaurant, Braniff Airways, Coca-Cola and Benjamin Moore Paints. There are ample water fountains, toilets and benches scattered around.

There are 1,200 on the Freedomland payroll, most in period costumes, at an estimated \$125,000 a week, and 1,800 working for exhibitors. "Average high in-grounds attendance" expected is 37,000, average for peak days, 85,000. August attendance is expected to

total 1,500,000. Construction cost is around \$14,000,000. Labor force is admittedly overstuffed by 25 per cent and will dwindle thru natural attrition and selection, Wood noted.

Among those involved in the development are Milton T. Raynor, president; C. V. Wood, president of Marco Engineering, project director; Fred Schumacher, general manager of Freedomland; Marco Engineering, design and architecture; Turner and Aberthaw Construction Companies, general contractors; Cabot, Cabot and Forbes Associates, engineering; Ed Weiner, publicity director, in co-operation with Tex McCrary Associates.

The park has a number of water rides, ranging from sternwheelers down to Indian-style patron-propelled canoes. There is a Burro Prospector ride. There is a Pony Express operation where for 10 cents a person writes himself a letter, posts it at the express office, has it postmarked and delivered in

(Continued on page 90)

\$3 MILLION BLDG.

Proposed Great Falls Coliseum Would Change Format of Fair

By HERB DOTTEN

GREAT FALLS, Mont. — The Montana State Fair here will have a new 15,000-seat coliseum in 1962, if plans now being advanced by the fair board succeed.

The structure, Fair Manager Dan P. Thurber maintains, would fill a great need.

The biggest public building in this city now seats only 2,500. As envisioned, the proposed structure would be used for many, varied events, including the State basketball tournament. Equipped with an ice plant, it would bring in hockey as well as ice shows. It also would be used for trade, sports, home and similar shows; for dances and for name attractions.

Change Format

The fair's format would change when the coliseum goes up. The night grandstand show, the rodeo and the stock show would be shifted into the building, and the race track, with its grandstand and bleachers, would be used for auto races, horse races and thrill shows.

The coliseum would turn the fair into a year-round operation, Thurber observes. As it is, the fairgrounds are used intensively during the outdoor season. During June the plant was used 26 days by such events as a quarter horse show, a dog show, cattle show,

Canandaigua Fair Slates Pony Racing

CANANDAIGUA, N. Y. — Pony racing on the third day and pony-pulling contest on the final day have been added to the list of events for the Ontario County Fair. Directors voted to retain the same premium total as last year when a new record of \$12,038.45 was awarded. Fair will be held July 19-23.

L. I. Played By 9 Shows

NEW YORK — A whopping four circuses and five carnival units are hitting suburban Long Island this summer, and tentative 1960 Census figures show why it has sprung up as an outdoor stamping grounds. The Island's two counties have 1,927,846 residents—more than double the 1950 figure. The 10-year increase in population comes to 978,952. Nassau County, which borders New York City, has 1,291,876.

The Island has already hosted the Beatty-Cole, Frank Wirth, and Hagen Bros. circuses, and will be visited by Hunt Bros. Circus later in the season. Carnivals include How-Reit Shows, Reithoffer Shows (two units), L. & N. Amusements, and Mike Prudent Shows. A sixth midway, Island Manor Shows, dissolved this year, partly due to a disappearing lot condition caused by commercial and residential construction.

CAPE MAY, N. J.—The possibility of this resort adopting a luxury tax has been deferred until at least November. A city commission attorney told the commissioners such a tax must be submitted to the voters in a referendum.

TALENT ON THE ROAD

Gobel, Alberghetti Set Amphitheater Bookings

George Gobel and Anna Marie Alberghetti are booked for upcoming personals at the Mesker Memorial Amphitheater in Evansville, Ind. Lonesome George will be in for a two-dayer July 23-24 while Anna Marie will be in July 6-7. . . . Johnny Cash has been added to the fair attraction line-up at Norwich, N. Y., August 8-9. . . . Charlie Allen of Allen's Bears, postals that the act finished an engagement at Olympic Park, Olympic, N. J., late in May for the GAC-Hamid office and are scheduled to head for Omaha for the Ak-Sar-Ben July 25-27 show, also for the same office. And the Northern Wisconsin District Fair, Chippewa Falls, Wis., is one of the act's early fair dates. . . . Betty Boatright, whose high act is billed as Bettina the Girl from Outer Space, headed East for park dates following her turn at the Chicago Police Circus. She'll be back in the Midwest in July to play the Warsaw, Ind., fair August 9 and is also set for fairs at Norwich, N. Y., and Selingsgrove, Pa. Later in August, she'll join the Earl Newberry Trans-World Auto Daredevils for several weeks.

Talent set for the grandstand at the Midland Empire Fair, Billings, Mont., includes Excess Baggage, Betty Pasco and Byrd and Janine in for August 8-13. Rex Allen will be in August 11-13 and Alice (Champagne Lady) Lon, August 8-10. . . . Mariners have been set as one act in the six-night show at the Central Canadian Exhibition, Ottawa, but a number of other acts are yet to be decided upon. The same 24-gal Manhattan Rocket line that will play the Western Canadian A fair loop, will also be on hand. . . . Talent lined up for the Chattanooga (Tenn.) Fair will include Clay Beckett, Linares, Happy Davis and Chick Darrow. . . . Acts lined up for the July 4 Sesquicentennial at Shawneetown, Ill., will include the Stephenson Family, Steydomis, Las Verdus, Ferry Forst and Maryse Begary. . . . Western Fair, London, Ont., will present the Harmonicats, Freilanis, Manhattan Rockets, Ming and Ling, Tanya and Blagi, Bauers and Clay Beckett. . . . The Mendota, Ill., fair has lined up Bob Crosby, Carol Richards, Hubert Castle, Maryse Begary, Birk Twins and Ralph Marterier and his orchestra. . . . The West Texas Fair, Abilene, will have its share of name attractions this year. Fair runs September 12-17. Anita Bryant will be in for 12-13; Bob Crosby, 14-15; Collins Kids, 16-17. Dukes of Dixieland and Half Brothers will be in for the entire run as will some supporting acts.

Charlie Byrnes

Hamid-Morton Draws 22,000 At Trenton; Best Season

TRENTON, N. J. — Hamid-Morton Circus completed its tour with a four-day stand here (16-19) that drew 22,469 people to Trenton Fairgrounds for the show. At-

tendance figure includes the count thru three days and seven shows plus an estimate for the show on the final day.

Owner George Hamid said that the Shrine has signed to sponsor the show again in 1961, when dates will be June 8-11.

Hamid said that the season just completed was his most successful. Also, all but one of the 1960 States has been signed to repeat in 1961, and the remaining one is pending. Hamid leaves for Europe July 30 to look for new ideas and new acts for next season.

At Trenton the Ivan cannon act was eliminated and in its place was a Swedish import, Star Men of Sweden, which has an airplane device, trapeze and high pole on the same high rigging. Also added at Trenton were the Egon Brothers.

Chi Rodeo Not Under IRMA

CHICAGO — The George Holmes Rodeo, that will be part of the society horse show at this year's International Livestock Exposition here in November and December, will not be under auspices of the International Rodeo Management Association. It will be under the Interstate Rodeo Association.

Hunt in Conn.

MANCHESTER, Conn.—Twenty-five merchants at the Manchester Shopping Parkade will foot the bill for the July 5 South Windsor, Conn., performances of the Hunt Bros.' Circus, thus permitting proceeds to go to the Lutz Museum Fund.

Shetland pony show, home show and picnics.

"We are making every effort to use the grounds as much as possible. We think this only proper," Thurber says.

Thurber, who managed the fair from 1940 to 1948, then went into dairy farming and returned to the fair as manager last year, has vigorously pushed to make the fairgrounds more inviting.

One of his first acts upon re-assuming the reins was to remove

"Keep Off the Grass" signs. This was but one step taken to induce greater plant usage and build public relations.

Another was changing the name of the fair to the Montana State Fair, Great Falls. Up to then it had been billed as the North Montana State Fair and C. M. Russell Rodeo.

Technically county-owned and operated, the fair must look to the county for the necessary funds to build the proposed coliseum, the estimated cost of which is placed at \$3,000,000.

Last year the fair had a net profit of \$50,000, compared to a net loss of \$15,000 the previous year.

Credits Names

Thurber credits the use of names in front of the grandstand for having played a major part in building attendance and profit last year. The Lennon Sisters were the headliners then. This year Alice Lon and Edgar Bergen will share top billing, heading a show booked in by Barnes-Carruthers Theatrical Enterprises, Chicago.

Commenting on the success obtained with names, Thurber said that last year the grandstand was a sellout three nights, whereas never before had standing room been sold for a night show here on more than one night of the fair.



DAN THURBER

AMUSEMENT PARK OPERATION

Roseland Gets Coaster For 35th Anniversary

W. M. W. (BILL) MUAR started his Roseland Amusement Park 35 years ago with seven acres of undeveloped land along the northeast shore of Canandaigua Lake just east of Canandaigua, N. Y. He had a dance hall, gas station and hot dog stand. Today the park includes 400 acres of highly developed, well landscaped grounds, picnic facilities and rides from the kiddie size to a brand-new Skyliner Roller Coaster installed this year by the Philadelphia Toboggan Company. There are all sorts of food concessions, including a full-scale restaurant which caters to thousands of visitors each year. The park annually attracts from 750,000 to 1,000,000 visitors and has been the backbone of Canandaigua's rise as one of the Finger Lakes summer resort areas.

Roseland Park is still under the watchful eye of Bill Muar as it celebrates its 35th anniversary, and he is assisted by General Manager C. James Miller, and sons-in-law Donald Colvin and John Walsh.

He has expanded the park year by year, buying up adjoining property and reclaimed a large tract of low marshland along the lakefront.

The new Roller Coaster, the first full-size one to be built in Central New York in years, is a 2,400-foot model which will provide 90 seconds of thrills. It is brilliantly lighted from an automatic panel. Located at the east end of the park, it is 58 feet high and can be seen for many miles.

Kid Days, Date Nights Click For Lake Winnepesaukah

Lake Winnepesaukah, at Chattanooga, launched its Kiddie Day program June 7 for the 35th year without an increase in ride and swim prices. Mrs. Adrienne Norton, secretary, announced. Each Tuesday morning children under 12 may ride and swim for 5 cents each. Last year's highly successful date night program in which couples were allowed to ride for one admission price also was resumed. Local jazz bands have been engaged to provide musical programs for the date night events. Morris Bale's Dixieland outfit set the show rolling. The park's chief ride, Mad Mouse, manufactured by Allan Herschell, continues to set a record pace, while the Giant Tower Slide by B. A. Schiff & Associates continues to gain in receipts.

Conklin Rides Doing Well At Belmont, Crystal Beach

J. W. (PATTY) CONKLIN reports that business for the Conklins' Belmont Park has been good. They are operating only seven rides there this season, having sold a Wild Mouse, Cortina Bobs, double-decked Hot Rod, larger German Carousel and a Crazy Dazy to the park earlier. At Crystal Beach business is up over last year's at this point for the Conklins, despite the loss of Decoration Day to rain. They have 13 kiddie rides, a Roto Jet, 16-car Octopus and half interest in a German Wild Mouse at Crystal Beach.

New Orleans Meeting Set; Beauty Queens East, West

SUMMER MEETING OF THE National Association of Amusement Parks, Pools and Beaches will be August 23-24 at New Orleans and host Harry Batt is making elaborate plans. Headquarters will be the Roosevelt Hotel. . . . Mrs. Doris Sanders, Los Angeles publicist, has joined the Jack Tierney Agency and has been assigned to do a special publicity campaign in Chicago this summer for Santa's Village, of Dundee, Ill. . . . Rockaway's Playland held its seventh annual New York Teen Queen beauty contest Monday (27). It was open to girls 16 to 19 and judges were a panel of theater personalities. . . . Pacific Ocean Park has had four special events recently. The Mike Adams dance band was in for a Friday. The next day was Beauty Pageant Day, with an appearance by contestants in the Miss California contest. The Tokuyae Classical Dancers appeared on that Sunday and on the same day the Alpine Dancers, of Los Angeles, played a return engagement. . . . New companies include International Bowling Corporation, Great Neck, N. Y., bowling alleys and skating rinks; Amusement Karts, Inc., and the Lawton Go-Cart Speedway, Inc., both in Lawton, Okla.; E. J. L. Enterprises, Inc., Long Beach, N. Y., amusement rides; P. & D. Enterprises, Inc., at Russell Gardens, Great Neck N. Y., amusement area for children and adults; F. & C. Amusement Company, Inc., New York, amusement park; Niagara Tower Corporation, Buffalo, amusement parks and theaters; Scampoline, Inc., Burlingame, Calif., trampoline center, and R. L. D., Inc., Los Angeles, trampoline center.

New England Association Plans August 11 Outing

NEW ENGLAND ASSOCIATION of Amusement Parks and Beaches will have its 31st annual summer meeting August 11, at Lincoln Park, near New Bedford, Mass., it was announced by Secretary-Treasurer Fred L. Markey. "New rides, new games and sparkling color combinations" will interest the park men, he declared. The program includes a luncheon, cocktail hour and a clam bake with John Collins as the host.

Calif. Theme Park Planned At \$5,000,000

SANTA CRUZ, Calif.—A new theme park, costing more than \$5,000,000 and to be known as Roaring Camp, is planned at Felton, six miles from here, F. Norman Clark, president of Roaring Camp, Inc., said.

The project is to be backed by a group of Los Angeles businessmen, and the 177-acre Big Trees Ranch has been leased for 99 years. The park will re-create the early American West.

Among the facilities will be a reproduction of an old mining town with some 55 buildings. A stagecoach run, a narrow-gauge railroad and a mine trip are among some of the activities planned.

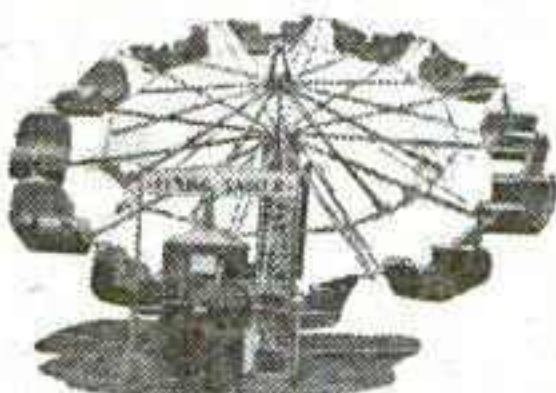
Wildwood Man Asks For Auditorium

WILDWOOD, N. J.—Anthony Iorio, president of the Greater Wildwood Civic Betterment Association, at the annual dinner meeting of the group, asked the city of Wildwood for a combined recreation center and convention hall to attract conventions to the area in the slack season.

"We need a convention hall," Iorio said. "I know it takes money, but that is up to our city fathers."

He suggested the question be placed on the ballot in the next general election to get the opinion of the people. The idea of a convention hall was started by the Civic Betterment Association in 1952.

GARBRICK RIDES



FLYING SAUCER

42 Foot Wheel | CHAIR SWING
36 Foot Wheel | MERRY MIXER

Trailer Mounted Kiddie Rides

GARBRICK MFG., INC.

Lewis H. & Lewis A. Garbrick
Centre Hall, Penna.
Phone: EMpire 4-1403

CANDY APPLE MAGIC



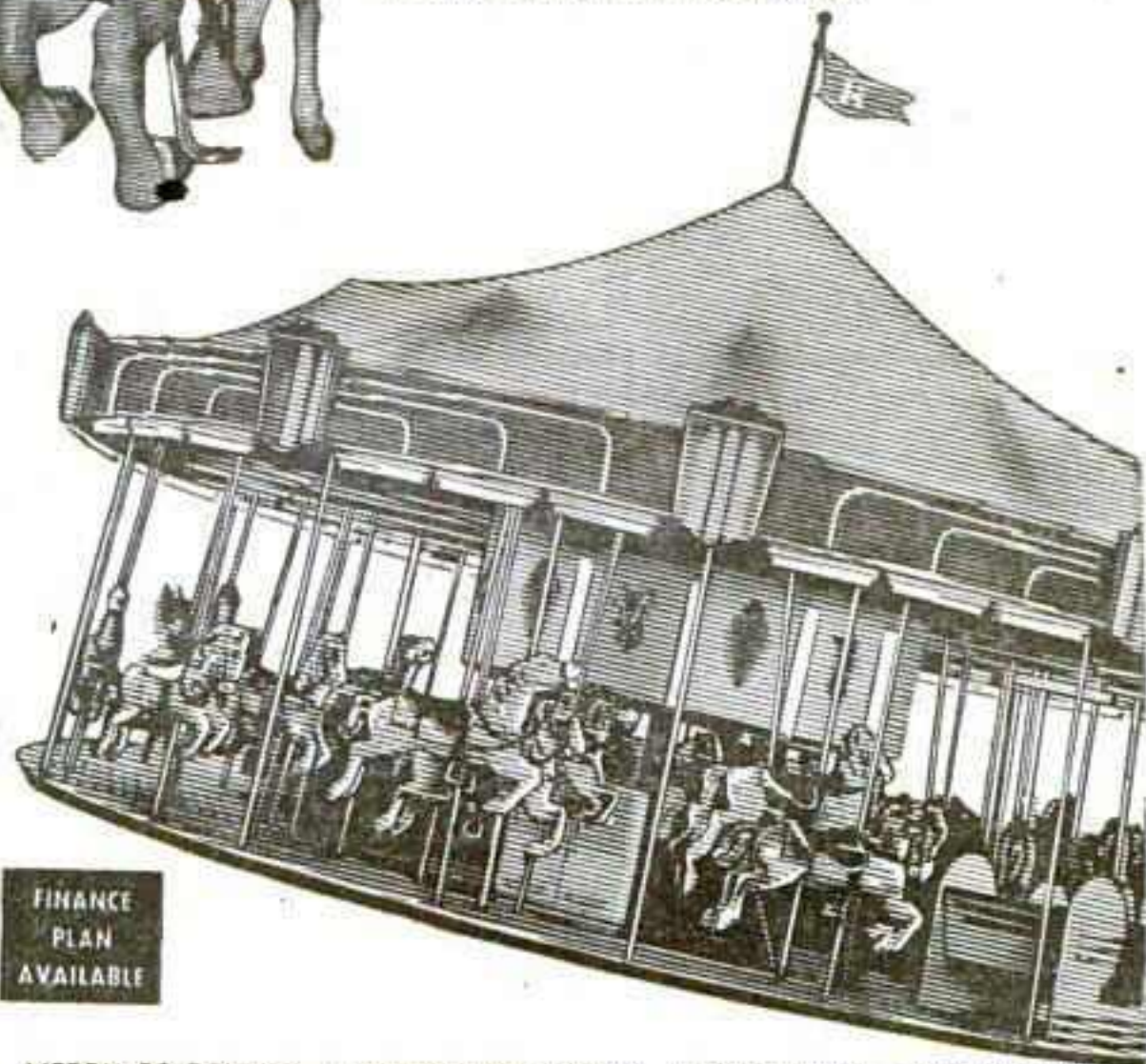
MAKES THE BEST CANDY APPLE FOR THE LOWEST COST.
Write for free literature and sample offer.

G. K. LOVING CO.
211 West 7th St. Richmond, Va.

New! But Old in Appeal



Allan Herschell's revolutionary new steel Merry-Go-Round is durable and fast to erect. Less skilled help is required because the chain and sprocket drive is self-aligning. The center pole is easily and safely raised by two men with the new hand winch and steel pole. An electric brake automatically stops the ride in one revolution. Fluid drive, timer and tools are standard. M-G-R's come in five sizes, all with aluminum jumping horses gayly painted by AH artisans.



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"

FUN HOUSES DESIGNED WITH BIG PROFITS IN MIND



NATIONAL RIDES

Century Flyer
Trackless Trains
Kiddie Ferris Wheels
Kiddie Buggy Ride
The Pony Trot
Comet, Jr. Coaster
Fun Houses
The Steeplechase
Old Mills and Chutes
Coaster Cars
Mirror Mazes
Complete Kiddielands

Write for Descriptive Circulars

1860 FRONTIER TRAIN

NATIONAL AMUSEMENT DEVICE CO.

P. O. Box 488, VAC

Phone: AMherst 3-2646

DAYTON 17, OHIO

GIVE TO DAMON RUNYON CANCER FUND



MINIATURE TRAINS

5 Famous Models . . . plus the new "1865"

- Steam type with real smoke . . . dependable G-16 gasoline power.
- Focal point for theme park or exciting 2nd train on G-16 track.
- Boost attendance and publicity.
- Also available . . . the finest Trackless Train.

ALLAN HERSHELL CO.,

MINIATURE TRAIN DIV. North Tonawanda, N. Y.

GO GOLD MEDAL FOR THE BIGGEST PROFIT - MAKIN' ON THE MIDWAY

Every concession stand is more profitable with Gold Medal Equipment and Supplies. Here are just a few "musts" for your Profit picture:

WHIRLWIND
Cotton Candy Machine
For Profit-making proof of Whirlwind's superiority, check any successful Cotton Candy stand. It's always a Whirlwind or two. Whirlwind's the best value for you, too. Only \$275.00



STRIPED FLOSS CONES
COTTON CANDY CONES
JUMBO FLOSS CONES
For more sales appeal, always use the new STRIPED floss cones. For two-color or 25c sales, always use the Jumbo Floss Cones.

FLOSSINE
Smart operators always color and flavor their floss. FLOSSINE is the economical, safe and easy way to do it.



SNO-MATIC
Ice Shaver
For super high production of extra fine snow. Completely automatic. Extra Flash for extra sales. It's the world's most advanced shaver. Only \$325.00

SNO-KONETTE
Ice Shaver
Best buy in semi-automatic shavers. Built to last twice as long as its competitors. Far easier to work from. A much bigger value. Only \$149.50



SNO-KONE KUPS
"Sno-Kone" design guaranteed to make more sales. It's the original printed cup for ice balls — the one to make your operation more profitable. In 5, 6, or 8 oz. sizes, for 10 or 15c sellers.

GOLD MEDAL FLAVORS
Far better in true fruit-like aroma and taste. Over 50 million Sno-Kones every season flavored by Gold Medal. You're always ahead with them.



JET POP 2 LB. POPPER
Here's the first new 2 lb. Gas Popper in over 10 years. Designed with you in mind. Easier to operate. Lasts longer. Uses Jet burners. All units have pilot lite. The only ideal Gas Popper. Only \$269.50
Jet Pop 1 lb. Popper \$225.00
Electric Poppers in 6, 8, 12 oz. capacity starting at \$199.00

Line up with the leaders. Go Gold Medal all the way!!! Write today sure for your free 120-page Gold Medal Catalog listing everything you need for

SNO-KONES POPCORN COTTON CANDY CANDY APPLES

GOLD MEDAL PRODUCTS CO.
314 E. THIRD ST., CINCINNATI 2, OHIO

DISTRIBUTED IN GEORGIA FLORIDA NORTH AND SOUTH CAROLINA BY
CROMERS P-NUTS
1235 Assembly St. Columbia S C
Phone: AL 6-9977

GIVE TO DAMON RUNYON CANCER FUND

St. Paul Ice Show To Play to Sept.

ST. PAUL, Minn.—The 24th season of the Pop Musical Ice Revue will open with a premiere at the Auditorium arena here July 8. The opening performance will be preceded by a program outside the auditorium featuring musical units, along with entertainers and royalty from the St. Paul Winter Carnival. After the opening, pop concerts will be presented at the Auditorium each Wednesday, Thursday and Saturday evening thru September 3.

BALTIMORE, MD.

SERVING MIDDLE ATLANTIC STATES
GOLD MEDAL Equipment and Supplies
Distributors—Cretors, Star, Krispy Kist Popcorn Machines.
Complete line Popcorn and Carnival Supplies.
CORNCO, INC.
Falls & Shoemaker Rds. P. O. Box 5307
Baltimore 9, Md.
Maryland, Va. No Carolina, Penna., Delaware and Jersey Shore.

LOS ANGELES, CALIF.

Serving California and West Coast. Complete Gold Medal Line: Peanuts, Popcorn, all Supplies, all equipment repaired.
CHUNK-NUT PRODUCTS CO.
1261 E. 6th St. Los Angeles 21, Calif.
Madison 3-1495

SAN FRANCISCO, CALIF.

ON THE WEST COAST—For Quick Service. Complete GOLD MEDAL Supplies and Equipment.
ARTHUR UNGER
CALIFORNIA CONCESSION & SUPPLY CO.
177 Golden Gate Ave.,
San Francisco 2, Calif.
Telephone: HEMlock 1-6490

SPOKANE, WASH.

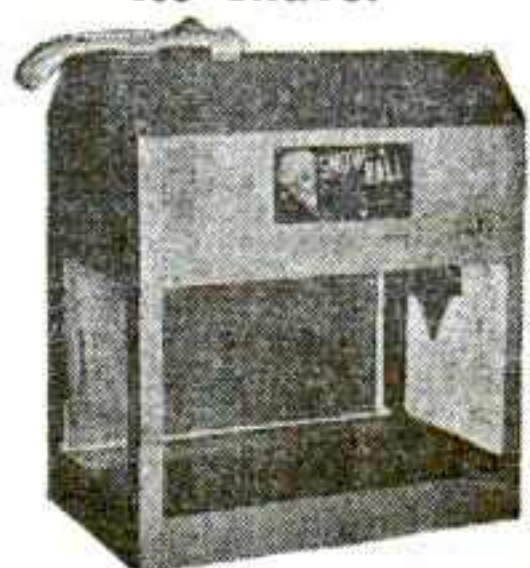
"We feature the GOLD MEDAL line"
PEERLESS SUNPUFT, INC.
North 1107 Pearl Spokane 2, Wash.
Phone: FAirfax 8-1151
"Your Inland Empire Headquarters for Concession Supplies"

Meridian, Miss., Blacktops Fair Midway, Roadways

MERIDIAN, Miss. — Blacktopping of all midways on the grounds of Mississippi-Alabama State Fair here was completed recently. Approximately a mile of blacktop was used to link the front gate with grandstand, exhibit buildings, rest rooms and concessions area. Width of the midways vary from 20 to 60 feet. Four days of rain last year was a big factor in convincing Manager Lloyd Royal that hard surfaced midways would pay off.

Heth Shows are booked for this year's fair, October 10-15, marking the third straight year the show has played the date. Many other improvements are under way, including several new concession stands and a changeable letter marquee over the entrance.

SNOW BALL Ice Shaver



A Style and Size for Every Need
Write for full particulars
CLAWSON MACHINE CO., INC.
P. O. Box 5 Flagtown, N. J.

Midland Pop Corn Co.

"Concession Headquarters for the Midwest"



WE HANDLE
EQUIPMENT AND SUPPLIES FOR:

- POP CORN ● FLOSS
- PEANUTS ● SNOW
- APPLES ● DRINKS

Write for

Illustrated Price List Fast "Same Day" Service

MIDLAND POP CORN CO. 67-8th Ave. N. E. Federal 3-0434
MINNEAPOLIS MINNESOTA

What Do YOU Need?

SUPPLIES AND EQUIPMENT FOR
Popcorn • Peanuts • Caramel Corn • Candy Apples
Cotton Candy • Snowballs
Water Ice, etc.
Ask About Used Equipment
GOLD MEDAL DISTRIBUTOR

Poppers Has More Than 500 Items for the Concession Trade... Including many exclusive specialties! Get the Story on our NEW Choco-Apple Dip!

WRITE TODAY FOR NEW 1960-61 CATALOG

POPPERS SUPPLY CO. of Phila.

OUR ONLY LOCATION 1211 N. 2nd STREET • PHILADELPHIA 22, PA.
24 Hour Phone Service — GARfield 6-1616

"HUCKSTER" mobile concession stands



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

ARENA, AUDITORIUM NEWSLETTER

By TOM PARKINSON

PNE Seeking Third Grant For Proposed Coliseum

A NEW COLISEUM with 8,500 permanent seats is planned for the Pacific National Exhibition at Vancouver, B. C. Assurance of grants from the federal and city governments already have been received, and the PNE now is awaiting a grant from the provincial government. The coliseum, while needed as a livestock show ring, also would be designed for multi-purpose use. It would be equipped with an ice rink. The cost is estimated at \$2,500,000. If the three implementing grants are received in the near future, construction would start in '61. The Forum—a coliseum-type building on the PNE grounds—is used for a great variety of events, but lacks in seating capacity and in facilities for some present and many foreseeable needs, PNE officials point out.

'Holiday' Reveals Route For 1st Half of New Tour

ROUTE OF THE FIRST half of the 1960-1961 season for "Holiday on Ice" was announced last week. The show will rehearse as usual at Sioux City (Ia.) Municipal Auditorium, starting July 18. The route then includes Sioux City, August 16-21; Bradley Field House, Peoria, Ill., August 23-28; Fargo (N. D.) Civic Center, August 30-September 3; Minot (N. D.) Municipal Auditorium, September 4-7; Butte (Mont.) Civic Center, September 10-14; Fairgrounds Coliseum, Salt Lake City, September 16-25; Hobart Arena, Troy, O., September 28-October 3; Allen County Coliseum, Fort Wayne, October 4-9; Fairgrounds Coliseum, Columbus, O., October 10-19; Indiana Coliseum, Indianapolis, October 20-30; Portland (Ore.) Memorial Coliseum, November 3-13; Grand Rapids (Mich.) Civic Auditorium, November 16-21; Field House, Huntington, W. Va., November 22-25; Toledo Sports Arena, November 26-December 4; Canton (O.) Municipal Auditorium, December 6-11, and Green Bay (Wis.) War Memorial Arena, December 13-18.

Complications Mark Activity At Toledo Sports Arena

ANDY MULLIGAN and the Toledo Sports Arena had complications in the last several days. Johnny Cash's "Cavalcade of Stars" was June 11, and at 6:40 p.m. that day Cash telegraphed that illness would keep him from making the show. He also did not appear at Adrian, Mich., it is understood. At the Sports Arena announcement was made after the first number and 63 refunds were given. The others stayed on for the show given by Ferlin Husky, Ray Price and others. Then the Sports Arena had circus opposition. Ringling-Barnum was in the building Tuesday and Wednesday, and the advance sale was well ahead of last year's. But the tented Cristiani Bros.' Circus was in the city on the previous Saturday. Advertising was spirited. Ringling said "don't be misled" and offered 1,500 seats at \$1.50. Cristiani said "world's largest" and prices started at \$1.80. The two circuses had appeared day and date in Fort Wayne, Ind., Friday, one of three days Ringling was at Don Myers' building.

St. Thomas Sets Skating, Hockey; Baron's Training

ST. THOMAS SUMMER Skating School, at the St. Thomas-Elgin Memorial Community Center in Ontario, will be July 4-August 28, and the Minor Hockey School there will be August 28-September 3, it has been announced by building Manager Harry W. MacLeod. He added that the Cleveland Barons will come to St. Thomas for their training camp. This will mark the fifth year at St. Thomas for Jim Hendy and his Barons. During their stay in St. Thomas they will play three National Hockey League clubs. Another summer event at St. Thomas will be the July 20 ice show to be staged in connection with the St. Thomas Old Home Week.

American Ballet Theater Announces 10-Week Route

A 10 WEEK ROUTE for the American Ballet Theater was announced last week by the concert department of General Artists Bureau. The ballet goes to 47 U. S. cities immediately after its current 22-week tour of Europe and Russia. Starting January 15 at Newark, N. J., the group will appear in Hartford, Conn.; Boston; Providence; Albany, N. Y.; Pittsburgh; Columbus, Youngstown and Cleveland, O.; Detroit; Lafayette, Ind.; Chicago; Madison and Milwaukee, Wis.; St. Paul; Cedar Rapids and Des Moines, Ia.; Omaha; Wichita and Independence, Kan.; Kansas City, Mo.; Norman and Tulsa, Okla.; Dallas, Waco, Houston, Austin, Beaumont and College Station, Tex.; Little Rock and Fayetteville, Ark.; Memphis; Birmingham; Thomasville, Ga.; Miami, Tampa; Savannah, Ga.; Columbia, S. C.; Charlotte and Greensboro, N. C.; Baltimore; Richmond, Va.; Philadelphia; Norfolk, and Harrisburg, Pa.

FAIR-EXHIBITION MANAGEMENT

N. Y. State Maps Out Community Service Awards

SYRACUSE—The New York State Fair's Community Service Awards Contest this year will have three categories.

They are community service, community beautification, and woman volunteer of the year.

The first two are made to 11 women's groups for their unpaid contributions to the betterment of their communities. The volunteer award will be made to one individual for her outstanding service.

There are four divisions in the Community Service category, according to size of membership. There will be a first prize of \$150 and a second prize of \$75 in each division. In community beautification, there are three divisions, again according to membership. Only one prize will be made in each of these divisions.

All entries will be screened July 14 and 21 with final judging August 4. Winners will be guests of the fair on women's day, September 7, and will receive their awards at a luncheon that day. Mrs. Nelson A. Rockefeller will present the awards.

Medina, O., to Get New \$500,000 Plant

MEDINA, O.—In the not too distant future the Medina County Fair will have a new \$500,000 home, one that will also serve the community as an educational, entertainment and recreational area.

Included in the plant will be a coliseum, race track and grandstand and exhibit buildings.

The new plant stems from the donation of a 235-acre farm site by W. W. Vandevor of Cleveland, a former resident of Medina County. The site is level, has a natural drainage system and a stream across one corner that will be developed into a lake area for recreation and a wild life sanctuary.

Gaylord R. Lewis, Findlay, O., fairgrounds designer, is preparing a master plan for development of the grounds.

The land is valued at \$150,000 and has a set of farm buildings on it that are valued at over \$100,000. The present fairgrounds will be sold for \$250,000 for a new subdivision, which will be plowed into the new plant for a total of a half-million.

A planning committee is headed by Paul M. Jones, banker and horseman. The 1960 fair will be held September 6-10 at the old grounds.

Madison, Wis., Plans Economics, 4-H Building

MADISON, Wis.—A new Home Economics and 4-H Club exhibit building should be ready for use at the 1961 edition of the Dane County Junior Fair here.

Roy M. Gumtow, manager of the event, last week expressed pleasure at an okay of plans for the structure, designed by a local architectural firm with Gaylord R. Lewis, Findlay, O., fair planner, as consultant.

The building is the first unit of a 10-year master program. It will have 12,000 square feet of exhibit space plus additional area for storage, offices and modern rest rooms.

Also planned, as the result of a grading program, are parking facilities for 5,000 more cars and trucks for next year. A new 50,000-square-foot livestock pavilion is also in the planning for 1961.

Palmyra, N. Y., Takes Theme

PALMYRA, N. Y.—The Great Palmyra Fair has taken the theme of "Community Progress," it was announced by Vernon Cator, president.

The theme was selected, Cator explained, because of the vital roll played by industry in the six-county area which the fair serves. The building known as Floral Hall will be transformed, repainted inside and set up to house 38 industrial exhibits. Henceforth it will be known as Exposition Hall and the upper part of the building will be devoted to horticulture, domestic and 4-H booths.

The theme, according to Cator, gives the fair added significance, and more than 8,000 square feet of space has been reserved for this year's display in the hall.

The fair, which runs August 9-13, will have Jack Kochman's thrill show as the opening attraction. Also set is Ted Mack's Amateur Hour, Hawkshaw Hawkins and Prince Hara, entertainment booked thru Ward Beam.

Ind. State Invites Scouts

INDIANAPOLIS—The Indiana State Fair again this year will host Boy and Girl Scouts from thruout the State.

The opening day of the 1960 run, August 31, has been designated as Scout Day and all Scouts in uniform or carrying 1960 identification cards will be admitted free.

Special events for the day will include a band concert by a 120-piece Scout band under direction of Harvey U. Gill, Indiana Gear Works. Boy Scouts will present a 20-minute program and the Girl Scouts will follow with an international themed program to include folk dancing and foreign costumes. Then all will see the fair's Western Horse Show and rodeo in front of the grandstand.

More than 3,700 paraded at the fair last year and brochures on the 1960 day have been sent to 4,100 Scout leaders in the State.

Saskatoon Ex Adds Rodeo to Horse Races

SASKATOON, Sask.—A full-scale rodeo, with events to be run off in the infield between horse races, will be a feature of this year's Saskatoon Exhibition.

Rairisk Rodeo Stock Association, Ltd., will look after the details and many of the contestants will come from the Calgary Stampede.

"We hope the rodeo will draw people who might not otherwise attend the races," said S. N. MacEachern, exhibition manager.

GREENFIELD, Mass.—Alvin F. Oickle has advanced to the presidency of the Franklin County Fair following the Tuesday (7) resignation of Richard H. Campbell. The latter, who resigned on advice of his physician, had previously served as secretary and exhibition hall superintendent.

Oickle, a 10-year fair veteran, has been a trustee, vice-president, publicity director and program committeeman.

Gerard M. Fritz, second vice-president, moved up a notch and his position will remain vacant until the annual December meeting. Campbell was elected an honorary trustee.

AUTO THRILL SHOW
 WANTED
 Needed for Aug. 6, 19, 25, Sept. 8, 10.
 Kansas—Nebraska.
 Contracts are signed.
 If you can use these dates, call
HARRY PEBLES
 Hobart 4-1251 Wichita, Kansas

Millport, Pa., Fair Repairs Flood Damage

MILLPORT, Pa.—Improvements this year for the Potter County Fair include construction of modern rest rooms on the south side of the grounds, and the hiring of a night watchman for the three-day event. A 12 by 15-foot frame building is being built next to the two log cabin exhibit buildings to serve as rest rooms. It will be heated.

Damage to the grounds was much more extensive this year than had been estimated. A flood in April washed into the vegetable booth and both new and old cattle barns. Nearly 40 windows were broken.

WHEELS
 ALL SIZES—ALL NUMBERS
 Big 6 Dico Wheel
 with Crate, \$250.00
CARDINAL PRODUCTS CO.
 Los Berger
 175 Powers Street
 Brooklyn, N. Y.
 EV 7-8111

FOR SALE
NEW SIDE WALL
 Water and Mildew Proof
 7x100 Feet \$49.00
 8x100 Feet 55.00
 9x100 Feet 63.00
 1/3 Deposit Required
MAIN AWNING AND TENT CO.
 120 W. Court St. Cincinnati 2, Ohio

GIVE TO DAMON RUNYON CANCER FUND

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

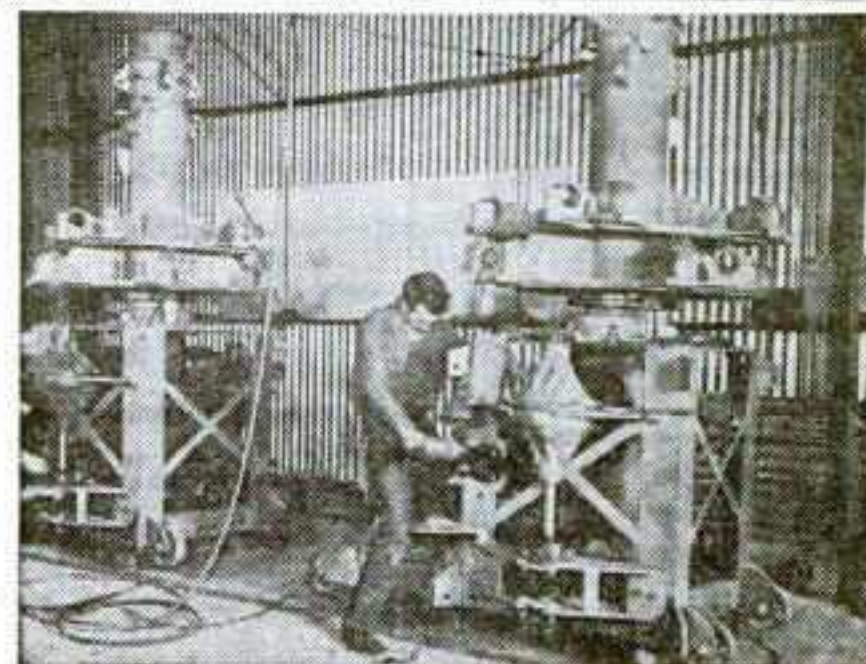
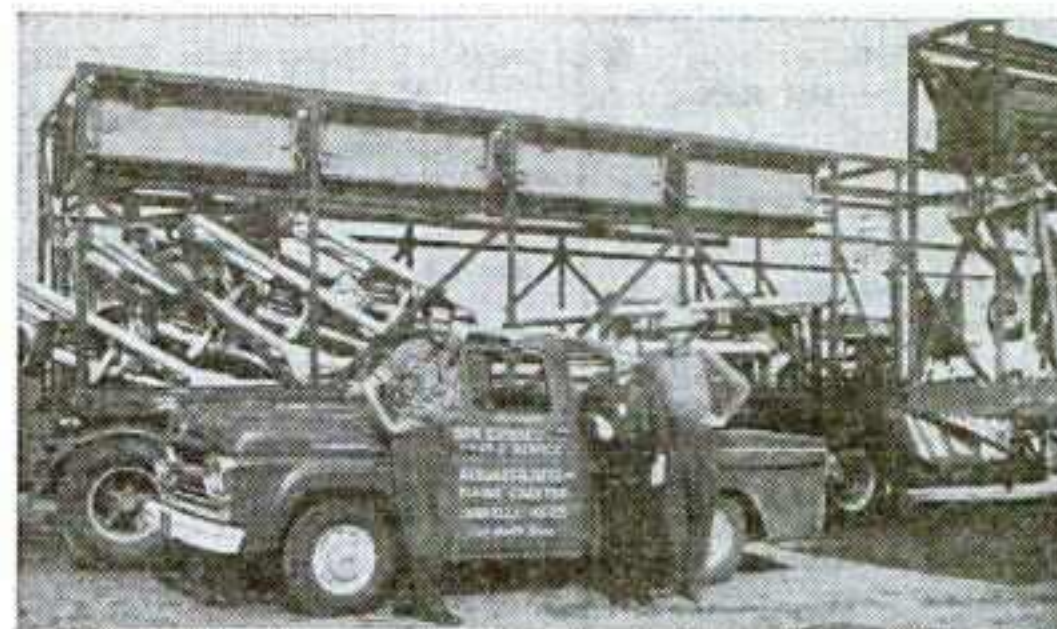
RICH BROS. INTERSTATE Display Fireworks Co.
 DEPT. B-8 BOX 514 SIOUX FALLS, SOUTH DAKOTA

Flying COASTER

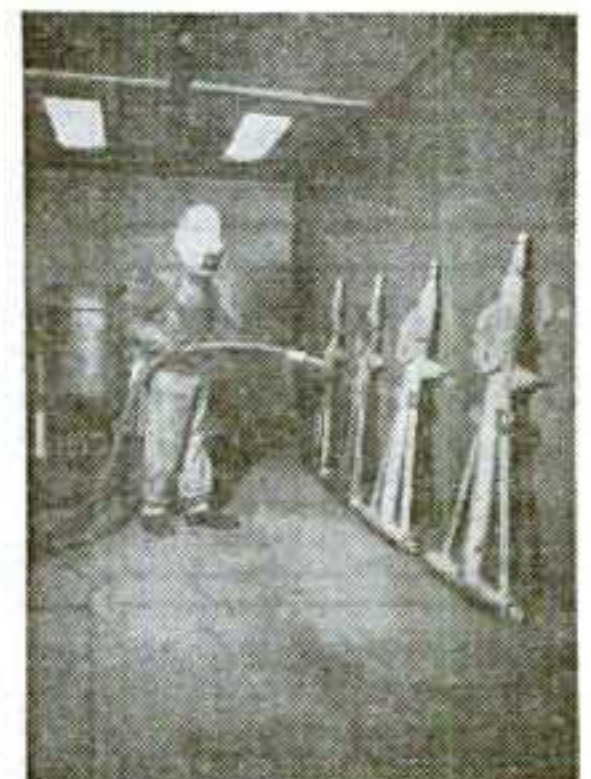
LOADS ON ONE TROLLEY AND

HOIST EQUIPPED TRAILER

INTERCHANGEABLE PARTS STOCKED
 FAST, COURTEOUS SERVICE



PRECISION PRODUCTION



PARTS BEING SANDBLASTED

Limited June delivery for set-up and testing at your location. Finance Plan available.

FOR FURTHER INFORMATION CONTACT:

You are cordially invited to see the Flying Coaster under construction at our plant.

AERO-AFFILIATES, INC.

HICKS FIELD, P. O. BOX 4125
 Tommy E. Walker, Sales Manager
 PHONES: Market 6-5477, 6-5478, 6-5479
 After Hours Phone: Market 6-5470

FT. WORTH 6, TEXAS
 Don Quinsey, Sales & Service
 LICENSED UNDER NORMAN BARTLETT
 U. S. Patent No. 2,895,735

ST. LOUIS SHRINE

Packs Tells Plans For 10-Ring Annual

ST. LOUIS—Tom Packs' Circus played Terre Haute June 25 and will play its 18th annual six-day Shrine-sponsored event in St. Louis June 29-July 4.

Inaugurated in 1954, the circus here again will show in 10 rings, with a display of fireworks and patriotic tableau as a finale.

June 27 will be downtown day in which the circus will co-operate by the showing of several acts, and the same evening the annual Shrine circus parade will be staged. In addition to local Shriners, units from temples of neighboring cities will participate.

Tom Packs and Jack Leontini will have Karl Wallenda as aerial director; William Prun, musical director; Mary Bergman, vocal soloist; Dick Ware, announcer; Loran, Wisdom, pyrotechnician; Nick Bengor, in charge of riggers and propmen, and Arthur Grotefent, assisted by James (Robie) McFarland, electrician.

In the line-up of acts will be a 24-girl aerial ballet with webs, cloudswings and revolving moons and featuring El Gran Mario on single trapeze; Sam Howard's Caribbean Aquacaders in high dives; Paramount Bears, worked by John F. Cuneo Jr.; Lona's Dogs; George Hanneford Jr. Troupe in bareback riding; Jim Warvel's garland riders; Bill Buschbom's Liberty horses; Helen Haag's chimps; James Tiebor's sea lions; Clyde Beatty-Cole Bros. elephants, worked by Steve Fanning and Marjorie Hill; the Royal Inca Llamas, presented by Jinx Adams; Hawthorn Animal Fantasy, worked by Patricia Jamieson; Los Montons, aerial; Ronnie

Lewis Trio, aerial Roman ladders; the Snyder's, Murillos and Jordan Trios, trampoline and casting; Les Blue and Yvette, unicycle juggling; the Victorians, perch; the 10 Rodos, tumbling, featuring Runos the "phantom leaper"; the Karrells, Roman ladders; Les Torreanis and Miss Carmencita, tight wire; the Kolomans, Rola-Rola; Slayman Ali's Eight Sons of Morocco, acrobats; the Wallenda family, high wire; the Flying Zaccinis and Los Gaona Voladores, flying - return; Miss Rietta, high mast with slide; Les Kimris, airplane act; Hugino Zaccini, cannon, and the White Horse Troupe on the tracks.

In clown alley will be Massimo Bertei, Jim Snell, Teto Flint, Dukie Anderson, Jimmy Davison, Bill Bentlane, Henry Boers, Charles Heberly, William Gevecker, Paul Rasche, Carl Traynor, Ed Gilcrease and the Alonzo Brothers.

The show will have two spec. The first opens the performance and has all local Shrine marching, mobile and mounted units. The second features floats which also participate in the downtown parade. In addition, Moolah Temple's Arab Patrol will stage an exhibition immediately after a brief intermission.

Due to the possibility of intense heat, the St. Louis circus traditionally eliminates matinees on all of the six days.

Millard F. Watson, who was with the Two Bills No. 2 bill car in 1911, now lives on Cobb's Creek Parkway in Philadelphia. He is a nephew of Willard D. Coxe, early Ringling press agent. . . . Mark E. Wollard, Meriden, Conn., caught Ringling at New Haven and visited with Rudy Bundy. He states the show had capacity business.

R-B, Cristiani Day-Date Light At Fort Wayne

FORT WAYNE, Ind. — Day and date stands of the Ringling-Barnum circus and Cristiani Bros. Circus brought comparatively light attendance for both shows Friday (17), tho R-B did better.

Ringling was making a three-day stand at Allen County War Memorial Coliseum, its first indoor stand here. The Coliseum, which seats 8,000, had 3,162 for the first afternoon (17) and 2,837 that night.

On the same day Cristiani was somewhat late in starting the afternoon show and performed for a reported 873 people. The night house was estimated at 1,200.

Ringling stayed on to pull 2,200 and 3,576 on the second day plus 2,923 and 1,868 on the third. Attendance of both shows totaled nearly 2,000.

Animal Bill Gets Committee's Okay

WASHINGTON — The House Judiciary Committee last week (14) approved the Huddleston bill which would ban the importation of "injurious species of wildlife" unless the importing zoo, snake farm or other attraction meets certain "proof of responsibility" standards to be set up by the Secretary of the Interior.

Bill would keep out of this country injurious animals such as mongoose, flying fox and other wild animals and birds, fish, amphibians or reptiles, if the importer could not show proof that the creatures would not escape and cause damage to wildlife or humans.

Measure now faces action on the floor of the House. If passed by the House, the bill will be sent to the Senate for consideration.

CIRCUS TROUPE

By TOM PARKINSON

ALBERT SPILLER, who seems to have a proclivity for being in such spots, was in Chile during the recent earthquakes. He writes that he and others with the Grand Circo Aleman Bismark came out of it okay despite "two days of horror." But they were at Osorno, not far from the center of damage. Spiller writes that the U.S. sent "planes and planes and in no time hospitals were erected and nurses and doctors and all kinds of help arrived. The big American planes with the star on it could be seen everywhere, and it makes one kind of proud to belong to the U.S." The Spillers go next to Peru for July.

From Ringling-Barnum, Chuck Burnes writes that Betty Escallante closed to return to the Camden, N.J., Music Tent, where her husband has concessions. Joe Hodgini visited his family at Peru, Ind. Unus escaped with minor injuries from a head-on auto crash. Albert White celebrated a birthday at Troy, O. George Ferguson, of the wardrobe department, is recuperating from pneumonia at Cook County Hospital in Chicago. The Charles Hoffmans showed movies after a night show in Chicago. Making Chicago TV and radio shows were Frankie Saluto, Hans Nauman, Chuck Burnes and Kaichi Namba.

Mrs. E. R. Gray sustained a fractured skull in a fall at Salem, Ill., and will be hospitalized there a week before being moved by ambulance to Deaconess Hospital at Evansville, Ind. The Grays would enjoy mail. . . . Fort Wayne, Ind., showmen made Rudy Bundy a member of their club while Ringling was in town. . . . A Beatty-Cole baboon injured a boy who had crawled under the guard rope. A lion on the Adams-Sells Show bit a woman who went under the rope and put her hand in the cage.

From Rudy Bros.' Circus in its fifth week in California and Arizona, Don Rey writes that there have been no rainouts. Business and weather have been good. Tommy Bentley bought a new trailer. Mark Anthony, Chuckles Facer and Bob Lorraine had many visitors in the Hollywood area. Dee Fisher, Disneyland organist, visited with Don Rey and his group. Some of the Rudy people visited Polack at Sacramento. There was a gathering there for Paul Hudson and his wife, now of the Rudy show. Barbetta visited the Rudy show. Chet Jesuick showed he could do more than train the animals when a lion escaped just before the matinee in Stockton and took off toward the elephants. Chet, along with oral direction of Elfi Althoff and the car of Tommy Bentley, caged the cat again. Rudy Jacobi was surprised on his birthday by the appearance of one of the elephants carrying a bouquet of flowers for him. Mrs. Althoff and Jack Ussin, trainer, directed the elephant. Jimmy Goff brought the cake.

10. Ervin Lang has reopened his Pla-Mor miniature golf course at Sheboygan, Wis. He will leave for three weeks of shows in Alaska, while Florence and Mary Jo Lang operate the golf course. They will produce the Beaver Dam park board's annual circus on July 26, their 20th year there. . . . CFA at Baraboo, Wis., re-elected Ernest O. Mueller president; Robert A. Downie, vice-president; William H. Kasiska, secretary, and August E. Moulton, treasurer. New members are T. Kenneth Clift and Oscar Isenberg.

Pennsylvania circus fans catching Cristiani recently included the Sam Browns, the Bob Goods, John Dyinginger, Bill Cooker, the Harold Moores, Paul Bohler, Paul Rhoads, Steve Harper, Sam Cohen, John Adams and George Kienzle. Adams and Kienzle also caught the Strates carnival, visiting with Star deBelle, and the Hagen show, renewing acquaintance with Joe McMahon and Jimmy Cole.

On the Ken Jensen Circus in the Pacific Northwest, a baby shower was given for Mrs. Lalo Escalante and Mrs. Enrico Escalanate at Yakima. Edna Jensen was hostess. Enrico Escalanate is still under a doctor's care for a wrenched shoulder. Dr. David Reid and Randall Lynch, circus fans, visited. Jocko and Debbie Stiles joined the Jensen show at Portland to do foot juggling and clowning. . . . Joe and Fannie Haworth have been at St. Paul recently. Joe has been resting up because of a heart ailment. Mrs. Haworth is getting along well. Their son, Joe Jr., joined the King Bros.' advance. They write that Nick and Virginia Hinig, Dover, O., have an air calliope in their living room.

Big Bob Stevens says he will have Cuneo's animals, Paramount Bears, Riding Dorchesters, Ascot Troupe, Tony Fawcett, Art Henry, Ralph Dukes, Helen Haag Chimps, Aerial Montons, Aerial Wicons, Widaman's Elephants, Jeff Murphree, Peggy Kline, Billie Fee and Ralph Maskat with his Bailey circus for dates in Colorado, Nebraska and Kansas. . . . Zack Hale, formerly with Von Bros. and recently hospitalized, now is in the office wagon of the Buff Hottle carnival. . . . Buster Melzora, former flying return performer, made headlines in Saginaw, Mich., recently when he returned a book that he had borrowed 40 years earlier from a boyhood friend. . . . Vern Brewer, Gainesville, Tex., circus trainer and pony breeder, sold his champion pony for \$56,500. The sale of 62 ponies at Brewer's sale grossed \$269,500. Lowest priced pony in the group went for \$1,000. Second highest was \$13,600.

The Walter Jenniers are with Carson & Barnes with two seals. . . . The Langs will have their giant swing act at the Canadian National Exhibition August 28-September

(Continued on page 90)

PHONEMEN Clyde Beatty-Cole Bros. Circus Long season. Good sponsors. TICKETS and BANNERS. Fraternal Order of Police here. If you drink on the job, don't answer. Phone 44-31611 C.S.T., Paducah, Ky. ED MORRIS

4-PHONEMEN-4 PROGRAM, UPC's & BANNERS. Repeat dates. Taps. Pay daily for placement. Contact A. J. WIESNER Room 806, Keith Theater Bldg. Phone: HA 2-9550 or HA 2-6340 Syracuse, N. Y. No collects, please.

3-PHONEMEN-3 Very good deal on Union Labor book. Above average pay. Plenty taps. Pay every night. Call Doc HALLETT Melrose 4-1709—Melrose 4-4094 Indianapolis, Ind. 215 Liberty Bldg., 107 So. Capitol Don Smith, call. No insobriety. No collects.

TELEPHONE SALES MILLS BROS. CIRCUS Just opening in Pennsylvania. Top Sponsors For Scranton, Pa., call DI 6-6607; for Hazleton, Pa., call GL 5-5431.

6-PHONEMEN-6 Clyde Beatty Circus Call Sertoma Club Office, JUNiper 4-3847, Louisville, Ky.

PHONEMEN AND WOMEN ALSO PROMOTERS Have entire State of Michigan for NATIONAL CHARITY ORGANIZATION. Positively a full year's work. Book and Tickets, and use Collector. If you can't control your habits, don't bother. You won't last. Town carded, phones in. Curly, Walter Gminer, Joe Stanley, Perry Penny, contact. Others who know me, come in. Room for everybody. STARTING BATTLE CREEK, MICH., MONDAY, JUNE 27. Will open other cities according to manpower. No collects, no advances. Day phone: Woodward 3-1022; night phone: Woodward 2-5405 Room 258, Battle Creek, Mich. LOU MAIUS

1960 Rodeo Dates

- Alabama Medicine Hat—Medicine Hat Rodeo, July 21-23. Arizona Prescott—Prescott Rodeo, July 2-4. Arkansas Little Rock—Little Rock Rodeo, Oct. 3-8. Pine Bluff—Pine Bluff Rodeo, Sept. 27-Oct. 1. California Barstow—Barstow Rodeo, Sept. 17-18. Los Angeles—Los Angeles Rodeo, Aug. 21. Sacramento—Sacramento Rodeo, Sept. 8-11. Salinas—Salinas Rodeo, July 21-24. San Juan Bautista—San Juan Rodeo, July 17. Sonora—Sonora Rodeo, July 31. Woodland—Woodland Rodeo, Aug. 20-21. Colorado Akron—Akron Rodeo, Aug. 19-20. Boulder—Boulder Rodeo, July 30-Aug. 1. Colorado Springs—Colorado Springs Rodeo, July 25. Colorado Springs—Colorado Springs Rodeo, Aug. 9-13. Durango—Durango Rodeo, July 22-24. Eads—Eads Rodeo, Sept. 9-10. Estes Park—Estes Park Rodeo, Aug. 4-6. Golden—Golden Rodeo, Aug. 5-7.

- Gunnison—Gunnison Rodeo, July 15-17. Lamar—Lamar Rodeo, Aug. 16-17. Longmont—Longmont Rodeo, Aug. 18-20. Loveland—Loveland Rodeo, Aug. 14-16. Monte Vista—Monte Vista Rodeo, Aug. 4-6. Pagosa Springs—Pagosa Springs Rodeo, July 3-4. Pueblo—Pueblo Rodeo, Aug. 25-27. Walden—Walden Rodeo, July 16-17. Woodland Park—Woodland Park Rodeo, July 22-24. Yuma—Yuma Rodeo, Aug. 16-17. Canon, City—Canon City Rodeo, July 9-10.

- Idaho Burley—Burley Rodeo, Aug. 25-27. Cambridge—Washington Co. Fair & Rodeo, Aug. 24-27. Caldwell—Caldwell Night Rodeo, Aug. 9-13. Coeur d'Alene—Coeur d'Alene Rodeo, Aug. 5-7. Council—Adams Co. Fair & Rodeo, Aug. 5-7. Emmett—Gem Co. Fair & Rodeo, Aug. 17-20. Filer—Twin Falls Co. Fair & Rodeo, Sept. 7-10. Gooding—Gooding Co. Fair & Rodeo, Aug. 18-20. Grace—Caribou Co. Fair & Night Rodeo, Aug. 12-13. Grangeville—Grangeville Rodeo, July 2-4. Halley—Wood River Roundup, July 3-4. Homedale—Owyhee Co. Fair & Rodeo, Aug. 24-27. Jerome—Jerome Co. Fair & Rodeo, Aug. 25-27. Lewiston—Lewiston Roundup, Sept. 9-11. Malad—Oneida Co. Night Rodeo, July 8-9. Malad—Oneida Co. Fair, Sept. 8-10. Nampa—Snake River Stampede, July 19-23. New Plymouth—Payette Co. Fair & Rodeo, Aug. 24-27. Orofino—Clearwater Co. Fair & Lumberjack Days, Sept. 16-18. Preston—That Famous Preston Night Rodeo, July 28-30. Pocatello—Pocatello Frontier Rodeo, Aug. 2-4. Pocatello—North Bannock Co. Fair, Sept. 9-10. Ririe—Jefferson Co. Fair, Sept. 2-3. Rupert—Rupert Night Rodeo, July 2-4. Salmon—Lemhi Co. Fair & Rodeo, Sept. 1-3.

WANTED MAIN STREET LITHOGRAPHER Give the show day's work every day all we ask on here. Mickey Boyd, Paul said call BOB SNOWDEN collect. DUKE OF PADUCAH CIRCUS Farmington, Mo., 29; Washington, Mo., 30

PHONEMEN
PROS. NO COXIES.
TOP STATE SPONSOR.
BOOK ONLY.
25% PAY DAILY.
 2 1/2 yards daily, easy.
 Call
DARLING
 Owens 5-1277
 collect, if you know me.
 Elgin, Illinois.

6 ★ PHONEMEN ★ 6
 Experienced. BOOK — BANNERS — TICKETS. For County Sheriff's Big Show. Sold 48 weeks a year work with no lay-offs in between. Get with a show that has TOP SPONSORS. Police Deal to follow. Phone room opens June 27. Have collectors. Payday every day, as collected. If you are broke, here's chance to get well. No collect; you pay yours, I pay mine. Phone open to good women also. Apply to **EDDIE DE BOLD**, Mgr., Hotel Roberts, Provo, Utah. Phone: FR 3-3400.

5—PHONEMEN—5
 who can write Ads, Tickets and Banners. CAP deal. 5,000 cards to work. Sid Harris, Bob Ford, Bob McFadden, Pat Ley and Bill Priest or anyone else who wants \$75.00 a day take. This is a top deal.
PAUL DAVIS
 LEnnox 4-5231 Grand Rapids, Mich.

PHONE MEN & WOMEN
 Connecticut State Convention. 75-year-old group, 32 branches. Ads and tickets. Our 6th year.
 Phones in—cards—taps.
 Write **SUNDERLANDS**
 721 Main St. Hartford, Conn.

2—PHONEMEN—2
 For Labor Day edition of official quarterly paper for Redstone Arsenal, employing 25,000 people.
 First Labor Day paper and licensed with best sponsor; this is people's meat and bread and they buy.
 Your smallest commission is \$4.90 per sale. Phones in, opening Monday, June 27, Huntsville, Ala. Phone: JE 9-6572 or JE 9-2832.

THREE (3) GOOD PHONEMEN
 Two very good deals just starting. You can write \$200 to \$400 a day if you stay sober. That is the reason for this ad. Two police deals to follow. They are tops. I AM BOOKING OTHER TOWNS AND NEED THE RIGHT MEN TO RUN THEM.
CHUCK DAVIS
 RI 4-6949 Youngstown, Ohio

Promoters—Elephant
 We have large and medium towns booked solid. Will buy or lease Bull large or small. Wanted: Boss Canvasman for Side Wall Show that can get it up and down. June 30, Framingham, Mass.; July 1, Raynham; July 3, Millford, Mass. **SCOTT BROS. CIRCUS**, then person to person, Phone EG 8-8432, Jacksonville, Fla.

Thank You BURL (CAMEL) NORDINE
 Concession Dept., Clyde Beatty-Cole Bros. Circus, for your Cadillac sedan Deville purchase.
"Save Money With Johnny"
JOHNNY CANOLE
 Phone: WI 3-0093 or WI 4-9347 Altoona, Pa.

WANTED
 2 serious-minded Banner Phone Men for three Labor Day deals starting in Cedar Falls, Iowa, July 5; then So. Dakota and Nebraska. A year's work in these three dates. We treat this business like a business. Transportation furnished, permanent health, hospital, accident insurance paid by the company and other fringe benefits. Cowboy Williams, call me; also Duke. If I do not know you, don't call collect. **EDDIE KIEHL**, Hotel Keen, Omaha, Nebraska.

PHONEMEN
 Need 3 good producers on advertising. Year-round work. All small towns. Collections every day. Sober men only. No collect.
 Phone: Kingswood 4-0531 Springfield, Ill.

PHONEMEN
 Paying 25 to 30%
 Call
BEN YEARTY
 MO 5-2812 Miami, Fla.

2 COUPON BOOK CONTRACT
MEN OR WOMEN
 MUST have car, free to travel a 14-state area. MUST BE CAPABLE of contracting a minimum of two towns a month, sell deal to Radio and T.V. Stations and merchants. Complete sale brochure furnished. This is a unique, copyrighted, endorsed network deal. Pay \$500.00 per town, plus bonus, plus paid vacation. Contact **JERRY MARKS** or **MARGARET LUNDY**, 9th and Frisco, Bristow, Okla. Phone: 1770 or 228. No collect calls will be accepted.

Heart Attack Claims Hames, Vet Show Owner

ST. LOUIS — W. H. (Bill) Hames, veteran owner of the Bill Hames Shows, which for more than 30 years was one of the best known carnivals in Texas, died Friday (24) morning in Fort Worth of a heart attack. He was 74 years old.

Hames entered the carnival business in 1918 as owner of a Merry-Go-Round. Later he formed his own show, the only Texas-based railroad show. In more recent years it had traveled by rail and truck in playing its route of major Texas fairs. (Details in next issue.)

E. L. Phillips Passes Away

WASHINGTON, D. C. — E. Lawrence Phillips, former co-owner of the Johnny J. Jones Exposition Shows, died here Wednesday (22). He had been ailing for some time.

Phillips had been co-owner of the now defunct Jones carnival and for years prior to that had sponsored the show on its appearances here in Washington. In addition to his midway connections, he owned and operated motion picture theaters in this city and was once connected with the Washington Senators baseball team.

He was a former member of the Showmen's League of America, and is a past president of the International Association of Showmen, St. Louis.

PHONEMEN
Must be experienced
Memphis Chicks Baseball Club. Two months' work.
25% . Phone
MR. MCKENZIE
 King Cotton Hotel, Memphis, Tenn.

PHONEMEN
EST. LABOR PUB. ADS AND TICKETS
LIVE IN SOUTHERN CALIFORNIA
 and earn \$250 per wk. If you can sell. This is a permanent position with an old established company.
 Contact: **E. J. HANSEN**, 2847 W. 8th St., Los Angeles 5, Cal. DU. 8-0120. No Collect Calls.

2—PHONEMEN—2
 To work on Labor Day Special Edition for Red Stone Arsenal paper employing 26,000. If you can't make \$50 a day, I don't need you. This paper is one year old and this is the first special edition.
 Phone: JE 9-2832, Huntsville, Ala.

Are You a . . .
Telephone Salesman or Saleswoman!
 Don't call unless qualified. Exclusive franchise—Magazine, TV and Radio. Draw can be arranged if you can produce. First time offered in St. Louis. Take-home pay, \$119.50 to \$172.25 weekly.
 Apply: **B. J. McGUIRE**
 Suite 601, 705 Olive St., St. Louis, Mo. (Ph.: Chestnut 1-6656 or Bridge 1-0664)

PHONEMEN
 K of C, Minneapolis. KC deal to follow, plus one other Catholic deal. National Convention to follow these. Good as long as you keep your nose clean and work. Ad Men mostly. Pay 25%. Use Collectors. No collect at all.
KEITH DUBOIS
 Days: FE 8-5417, Apls. Eve.: GR 1-9714 Excelsior, Minn.

CIRCUS REVIEW

Famous Cole Brings Top Family Circus

By TOM PARKINSON

COAL CITY, Ill.—As nice a family show as you'll want to meet is Herb Walters' Famous Cole Circus, which last week swerved thru the outer reaches of Chicago suburbs on its way to Michigan.

Last season Walters sold the show and thought about spending more time at his new residence at Hugo, Okla. But he bought the show back at a favorable price and he hardly seems reluctant about staying in the business. The show has been winning money all along its route, despite continued rainy weather. A recent sellout to an Illinois State hospital was good for three packed houses.

Midway has a pony ride, snake show operated by the Ross McKays, snow cones operated by the Wayne Newmans, and a Side Show operated by Ted LaVelda. In the Side Show are the LaVelda's platform acts, Heinz Rucker's vent, and animals including three elephants, a camel, two bears, a leopard and two lions. These are in a cage semi-trailer and cage four-wheeled trailer. At the afternoon show caught here, LaVelda turned nearly the entire midway crowd to the kid show.

Big top inside and out is neat and at the back door is a truck with an electric organ and platform on which the drummer-equestrian director works. He is Vance Hurley, who wears red coat and top hat and does well thruout.

The program gets under way with Walters singing his own lyrics to "On a Summer Afternoon" while the personnel makes the grand entry. Entry includes the people, bulls and ponies.

Performance moves on with Charlie Rex working a four-pony drill. The Wright Duo and the Ferrie Trio have the end rings next for aerial work. Clowns work a jargo turn and the Ferrie Trio comes back for a center ring perch act that uses several ponies and good routines.

Heinz Rucker has the next display and here, as well as thruout the show, he proves himself to be a highly versatile performer, capable in numerous types of acts.

Two dog acts work next. The Red dogs at one end and the Wright dogs at the other do teeter-totters, wire and other routines pleasingly. Charles Rex then brings in Big Jessie for a single bull number. The LaVelda Trio clowns the

hair gag and is notable for its especially neat and clean appearance and nice wardrobe.

Next display again uses two rings. At one side is Jimmy Nordmark, juggling in clown make-up; at the other is Heinz Rucker in a straight juggling turn. Both are capable young performers. Chevrolet elephant walkaround follows.

Then Rucker works one trapeze while Rex works another. The Wright Trio comes in next for Roman ring performing of good quality and entertainment. Candy pitch precedes the appearance of Rex with a small bull for a specialty number. Three webs are next.

Rucker returns with a mule for a comedy bit. Nordmark has the center for a loop-the-loop swing that goes over well. Then Rex has the three bulls for the principal elephant act as the finale.

It's all fine family circus, ideal for the towns of 1,500 or so that Walters prefers and to which agent Bob Couls is taking it. Reception of the show here was strong. Jackie Wilcox had the town well papered and the townsfolk were talking circus ahead of time.

The performance was especially notable for the excellent wardrobe displayed by the acts. Despite the long run of rainy days, the whole show seemed fresh and clean, and the neat appearance of the wardrobe pointed this up. The show and performance undoubtedly leave the most favorable impression in the towns.

THE MIDWAY'S TOP MONEY MAKER FOR OVER 30 YEARS

TILT-A-WHIRL



Adds lots of flash for your midway thrills that make it a consistent repeater. Simple operation with lasting value year after year.

CHECK THESE IMPORTANT FEATURES:

- Beautiful Fluorescent Lighting
- New Center Light Column
- Colorful New Plastic Signs
- Fiberglass Car Tops and many extras

For Literature and Particulars Write—Wire—Phone

SELLNER MFG. CO.
 P. O. Box 306 Faribault, Minn.
 Phone: EDison 4-5584

WE HAVE TUMBLENES

AVAILABLE FOR IMMEDIATE DELIVERY!



Add the hottest Amusement Park craze since miniature golf to your park. Fast payout! Wire or call . . .

George Patterson

TUMBLENE TOWNS, INC.
 Rm. 1225, 342 Madison Ave. New York 17, N. Y. call ALgonquin 5-6520 or ALgonquin 5-6099

ROTORS

MR. CHARLES FREEMAN
OF ANGLO ROTOR CORP. AND ROTOR DROMES, LTD.
Will arrive in Boston on July 5

He will be pleased to meet or hear from any major parks that would be interested in a Rotor, on concession, for the 1961 season. He may be reached at

THE ROTOR

c/o Paragon Park Nantasket Beach, Mass.

GIANT 30 Ft.



Inflate to Giant 20 to 30 ft. diameter with air or gas. Flying Advt. visible for miles. Terrific for attracting crowds at Openings, Fairs, Roadside Stands, Sports Events Used as Water Markers and Buoys. Made of genuine Neoprene Rubber for extra durability. Never used. Orig. cost U. S. Govt., \$20.00. Limited quantity. Special offer: 1 SAMPLE, \$2.50. 3 for \$5.00, plus \$1.00 postage and handling. 7 for \$10.00, plus \$2.00 postage and handling. 20 for \$25.00—\$10.00 deposit with order, balance shipped Express Collect.

NOVEL MFG. 33 2nd Ave., Dept. G-3454 New York 3, New York

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

FOR TOP PROFITS

SMITH and SMITH RIDES



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

Write for complete information or phone LYceum 2-4732

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



Rock-o-Plane
Roll-o-Plane
Fly-o-Plane
Octopus
Midget-a-Racer
Bulky the Whale

SHOW TENTS

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

CENTRAL
Canvas Company

SKATING RINK TENTS

42 x 102 IN STOCK
52 x 122 AT ALL TIMES

NEW SHOW TENTS
MADE TO ORDER

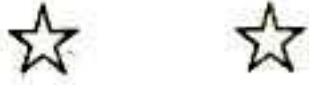
CAMPBELL TENT & AWNING CO.
100 Central Ave. Phone: HO 5-8885 Alton, Ill.

MANAGER TRAINEES

Over 21, to train as Theater and Refreshment Stand Managers with large, aggressive drive-in theater chain. Great opportunity for men who are eager to build a good, successful future for themselves and their families. Write in detail to
BOX 1604
152 West 42nd St., New York 36, N. Y.

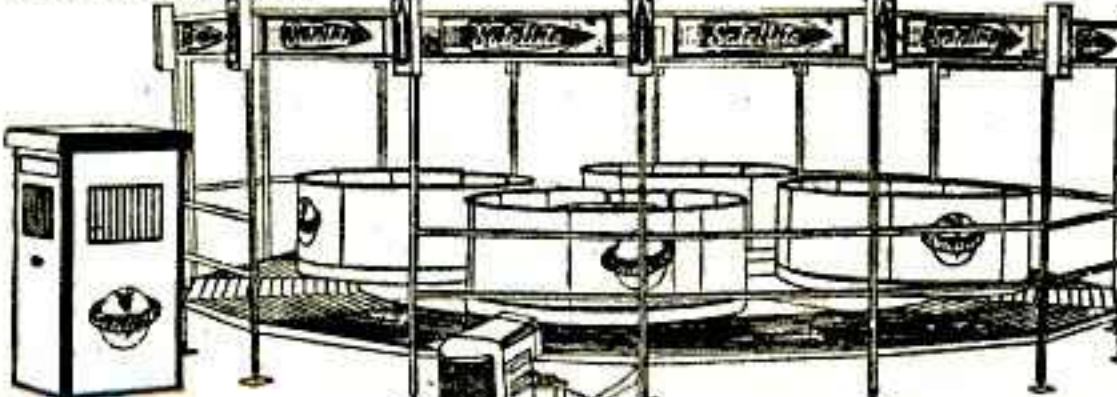
TALENT-MART

THE BEST SOURCE TO BUY
AN ACT OR ATTRACTION



NEXT ISSUE JULY 4

Satellite THE FUN-SEEKER'S DELIGHT



Distributed by RENAL CORPORATION ALBANY, OREGON P.O. Box 187 Telephone WAshou 8-9441 ALBANY MACHINE & SUPPLY CO.

High Quality

KIDDIE RIDES

• ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—
GALLOPING HORSE CARROUSEL—FIRE ENGINES
Illustrated Circulars Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
ESTABLISHED 1888



OTTAWAY
ROCKET LINER
B-14

UP TO 70 ADULT CAPACITY
EXCLUSIVE MANUFACTURER
OF PAIR RIDES SINCE 1944

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

STOCK TICKETS	
1 Roll\$ 1.50
5 Rolls 6.50
10 Rolls 12.50
25 Rolls 28.75
50 Rolls 54.00
100 Rolls 104.00
Rolls 2,000 EACH	
Double Coupons 24.00
Double Prices 24.00
No C.O.D. Orders	
Size: Single Tkt., 1x2	

TICKETS

of every description
Wheel tickets carried in
Stock for immediate ship-
ment.
THE TOLEDO TICKET CO.
Toledo 12, Ohio
"Allied Trades Union Label
used"

Cash With Order Price		Double Coupons Price
SPECIAL PRINTED		
2,000\$ 7.40	Double Coupons Price
4,000 8.78	
6,000 10.10	
8,000 11.45	
10,000 12.80	
20,000 24.00	
50,000 58.00	
100,000 110.00	
500,000 550.00	
1,000,000 1,100.00	

ROLLER RUMBLINGS

By AL SCHNEIDER

OFFERING THE PUBLIC attention-catching "specials" has been the means by which S & M Skating Rink, Salt Lake City, has considerably boosted patronage in the past two years. Knowing that skating rinks, by and large, have just about the same services and facilities to offer, the S & M management has put a lot of emphasis on double-action skates. Every newspaper ad and the telephone directory ad play up the offer of "Double-Action Skates With Toe Stop for Your skaters and are thus introduced to the sport. Whenever a late-night skating session has been scheduled as a surprise event for such groups, it has always gone over with a bang.

C. V. (Cap) Sefferino, manager of Price Hill Roller Rink, Cincinnati, wishes to correct an impression that may have been created by his unfortunate use of a word in an article in the June 20 issue about his views on roller skating promotion. In the article Sefferino inferred that skating had been promoted in an "amateur way" in the past. "I should have used the word, "limited," he says. "I do not wish to cast a reflection on the work done by Irwin Rosee and associates, for I have consistently applauded promotional work done by him in recent years."

Rabon's Skating Rink, a portable owned and managed by B. L. and Cecil Rabon, opened recently in Kingsland, Ga., to good business under Women's Club auspices after a profitable run in Brunswick, Ga. The Rabons expect to be in Kingsland for at least two months.

MERRY-GO-ROUNDS

1960 Jumping Carousels. Kid-die size, 20 ft.; teen-age, 30 ft.; adult, 32 & 36 ft. sizes; Kiddie Rides. The Ferris Wheel, Auto, Airplane, Pony Cart, Boat Rides. Music Boxes, Ticket Booths. We also custom build.

THEEL MFG. CO.

Ph.: MU 2-4351
Lawrence & Spruce Sts.
Leavenworth, Kansas

WANTED RIDES—FUNHOUSE

July 1 thru September 10.
11 million people within 60-mile radius. Grind and following events: World's largest two weeks' double Fresh Water Regatta in August; Annual Grape Festival, Sept. 10 and 11. No ups and downs, no mud. This privilege faces main street and International Harbor. It will be sold for the season, per front foot, reasonable (we square the reader!).
KEN & GRETA ENTERPRISES
(On the International Border)
Box 259, 126 Delaware Avenue
Put-in-Bay (Island), Ohio
Phone 2511

FOR SALE

Due to illness

Amusement Area in one of Chicago-land's largest and most beautiful picnic groves. Season just starting. Booked solid.
All industrial and large group picnics. 10 Adult and Kiddie Rides, Concession Stands, Wiring, etc. All in good condition. Must see to appreciate.
No reasonable offer refused. Shown by appointment only. (BROKERS, ATTENTION—Cash talks—but terms can be arranged.)
Many other rides for sale, also give-aways. Sunshine Choo Choo Train, \$450.00. 18' 16-passenger Merry-Go-Round, \$500.00. Write
BOX 2996
The Billboard, 188 W. Randolph St.
Chicago 1, Ill.

The Famous CAGNEY STEAM TRAIN 15" GAUGE

36" Gauge Porter Steam Engine and Amusement Park Train.

Above items ready for immediate delivery

EAGLE LOCOMOTIVE WORKS, INC.
8 Water Street, 88th River, N. J.

THE FINAL CURTAIN

BUGS—G. K. (Kenny), 58, veteran concessionaire with Heart of America Shows, June 16 in his sleep at Pittsburg, Kan. In the past he had trouped with many attractions, including Midway of Mirth, American Midway and Fiesta Shows. Burial in Crocker Cemetery, Pittsburg, with the Naylor-Quinn Funeral Home in charge of rites.

CANTRALL—June, wife of Eddie Cantrall, retired concession, of El Paso, Tex., June 18 in that city following a heart attack. She was born in Kansas City, Mo., and had been a member of several showmen auxiliary clubs in that area.

COWART—Mrs. Hermia, wife of Curley Cowart, of O. C. Buck Shows, June 12 in Miami following a long illness. She was a member of the Ladies' Auxiliary of the Miami Showmen's Association. Burial in the club's cemetery plot.

DAY—James M., 46, assistant manager of Kissel Bros. Amusement Park, near Cincinnati, June 18 at his home in that city. He had been with the park the past two years. Previously he had managed theaters. Survived by his widow, Margaret; three daughters and three sons. Services June 21.

collapsed and died while in a hotel elevator. In the late '20's and early '30's he was associated with back-end shows on the Con T. Kennedy and Rubin & Cherry shows. Later he was on the Orpheum vaudeville circuit and prior to his retirement in 1955, managed a theater in Chicago for several years. He was a member of the Showmen's League of America for 35 years. The League handled his funeral, and burial was in the organization's Showmen's Rest. His widow, Dolores, survives.

PHILLIPS—E. Lawrence, former co-owner of the defunct Johnny J. Jones Exposition, June 22 in Washington, D. C. (Details elsewhere in this issue).

TARBELL—Harlan E., 70, long-time magician, June 16 in Chicago in a VA hospital. Survivors include a son, Harlan E. Jr.; a daughter, Mrs. Anita M. Eulberg, a brother and a sister.

In loving memory of my dear Husband
DAVE WISE
who went away June 28, 1958.
I miss you so, dear.
DOLLY

MARRIAGES

CHAPMAN-HUTCHERSON— James Chapman, concessionaire and The Billboard agent on Heart of America Shows, and Linda Louise Hutcherson, daughter of Mr. and Mrs. Joe Thurman, of the same show, June 16 in Girard, Kan.

BIRTHS

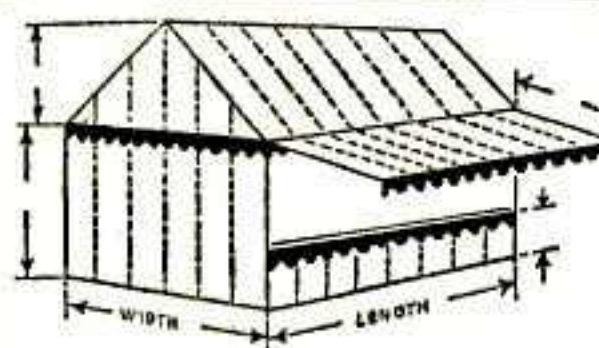
LARSEN— a daughter, Melody Ann, to Harley (Cuffie) and Pattie Larsen, June 12 at San Francisco. Father is owner-manager of the Royal West Shows. Melody Ann, the Larsens second child, is grandchild of Alex and Donna Freedman, of Freedman Novelty Company, San Francisco.

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



Largest Manufacturer of Tents in the East

Powers Tents are made from best quality 12.63 oz. Vivotex 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 7-3506.

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

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

CARNIVAL ROUTES

A-1 Ams.: *Dale Carpenter; Round Lake Ill.; Antioch July 4-9.
Alamo Expo.: *Mrs. H. T. Reynolds; Broomfield, Colo.
American Beauty, No. 1: *Mrs. H. W. Bartholomew; Independence, Ia., July 2-4.
American Beauty, No. 2: *Mrs. H. W. Bartholomew; Clinton, Ia., 27-July 4.
American Fiesta: Wright City, Okla.
Amusements of America: *Samuel Generallo; (Fair) Brockton, Mass., July 2-10.
B. Ams., No. 1: Macon, Mo., July 4.
B. Ams., No. 2: Perry, Mo., July 4.
Badger State: *A. Vomberg; Hibbing, Minn., 27; Coleraine, July 1-4.
Baker's United: *L. F. Tyra; Martinsville, Ind.; Linton July 4-9.
Bee's Old Reliable: *Raymond C. Huls; Jeffersonville, Ind.; Central City, Ky., July 4-9.
Belle City: (City Park) Burlington, Wis., 30-July 4; (1600 Cass St.) Milwaukee 6-10.
Bernard & Barry: Moncton, N. B.; Truro, N. S., July 4-9.
Big State: *Jos. Sima; Port Lavaca, Tex., 27-July 4.

Blue Grass: *J. T. Richards; Joliet, Ill.; Keokuk, Ia., July 4-9.
Blue Valley: *H. L. Conwell; Smithville, Mo., 28-30.
Brodbeck-Schrader: *B. Smitt; Belle Fouché, S. D., 28-July 5.
Brown, Al: *Jackie Brown; Winthrop, Minn., 27-28; Lewisville 29-30; Delano July 1-4.
Buck, O. C.: *R. Edmonds; Plattsburg, N. Y., 27-July 4.
Burkhart, Carl: Warrenville, Ill., 27-July 4.
Byers Bros., No. 1: *James L. Reed; Ottumwa, Ia., 27-30; Osceola July 3-4; Boone 5-10.
Byers Bros., No. 2: *James L. Reed; Red Oak, Ia., July 2-4; Boone 5-10.
Capital City: *C. C. Miller; Stearns, Ky., 29-July 4.
Carpenter Bros.: *Jim Stevenson; Grafton, O., July 1-4.

Drew, James H.: *Jimmy Drew; Olive Hill, Ky.
Dudley, D. S.: Brush, Colo., 27-July 4.
Eastern Am. Co.: *John Looney; Presque Isle, Me.; Mars Hill July 4-9.
Eddie's Expo.: *Red Shick; Oil City, Pa., 27-July 2.
Emshoff: Tomah, Wis., July 1-4; Middleton 8-10.
Evans United: Rich Hill, Mo., July 1-4; Hopkins 7-9.
Fair Time: (Fair) Del Mar, Calif., 27-July 4.
Farrow Am. Co.: *Clarence Walter; Madison, Wis., 28-July 4.
Frankie's Rides: Washington, Pa. Funland; Omaha, Neb., July 2-4.
G & B: *Beulah Broas; Terra Alta, W. Va., July 1-4.
Gala Expo.: *Carolyn Miller; Portia, Ark., July 1-4.
Garden State: *Hip Roberts; Dupont, Pa.
Gentsch: *Fay Curtis; Crystal Springs, Miss.
Georgia Am. Co.: *Horace Williams; Franklin, N. C., July 4-9.
Gladston Expo.: *Betty Jolley; Plymouth, Wis., 27-29; New Berlin, July 1-5.
Gold Bond: *Adam Tesha; Two Rivers, Wis., 30-July 4.
Gold Medal, No. 1: *Bill Stevens; Logan, W. Va.; Louisa, Ky., July 4-9.
Gold Medal, No. 2: *C. C. Leasure; Chesapeake, W. Va.; East Rainelle July 4-9.
Golden Gate: *Ida Widner; Sunnyvale, Calif., 27-July 4; Newark 5-10.
Gooding Am. Co., No. 1: *Joseph Gaskell; (Fair) Columbus, Ind.
Gooding Am. Co., No. 2: Hillsdale, Mich., July 2-4.
Gooding Am. Co., No. 3: *J. H. Macdougall; Jackson, Mich., 28-July 4.
Gooding Am. Co., No. 4: *L. J. Ebert; Franklin, O., 28-July 4.
Gooding Am. Co., No. 5: North Webster, Ind.
Gooding Am. Co., No. 6: *Joe T. Coleman; Vandergrift, Pa.
Gooding Am. Co., No. 7: Henderson, Ky., 27-July 4.
Gooding Am. Co., No. 8: Woodville, O., 30-July 4.
Gooding Am. Co., No. 9: Brecksville, O., July 1-4.
Gooding Am. Co., No. 10: Springfield, O.
Gooding Am. Co., No. 11: Youngstown, O.
Gooding Am. Co., No. 12: Pittsburg, Pa.
Gooding Am. Co., No. 13: McArthur, O., July 2-4.
Gopher State: Renville, Minn., 29-30; Annandale July 2-4; Menahga 8-10.
Grand American: *L. O. Weaver; Realdyn, Ia., 27-29; Urbana July 1-2.
Green Tree: *John M. Huls; (Fair) Greensburg, Ky., 27-July 3; Greenup 4-9.
Griffiths, Wm. A.: *Nicholas Haboorchok; Newville, Pa.; Tremont July 4-9.
Hale's Shows of Tomorrow: *W. T. Hale; Kansas City, Kan., 27-July 1; Chariton, Ia., 4.
Hames, Bill: Brady, Tex., 29-July 4.

Hammond, Bob: Belton, Tex., 27-July 4; Riesel 6-9.
Hannah Ams.: *I. Lange; Glassport Pa.; Republic July 4-9.
Hannum, Morris: Levittown, Pa., 27-July 9.
Happyland: *Russ Stager; Ypsilanti, Mich., 27-July 4.
Harris, Bess: *Westley Clark; Bridgeport, Tex., July 1-9.
Hartsock Bros.: Kirksville, Mo., 29-July; Hurdland 4.
Heart of America: *Jim Chapman; Manhattan, Kan.; Wamego July 3-4.
Heth: *Al Kunz; Connersville, Ind., 27-July 4.
Holiday Am. Co.: *Mrs. K. McComak; Kansas City, Mo., 27-30.
Hottle, Buff, No. 1: *F. Bailey; Centralia, Ill., 29-July 4.
Hunt Am. Co.: Parkersburg, W. Va., 28-July 4.
Imperial: *Audrey L. Davies; (Fair) Griggsville, Ill., 30-July 4; (Fair) Sparta 6-9.
Inland Empire: Rupert, Idaho, 29-July 4; Mountain Home 6-9.
Johnny's United: *Ray Jackson; Brazil, Ind., 27-July 4.
Key City: *Loretta Smith; (Fair) Montpelier, Ind.
Keystone State: *Richard Gilman; East Brady, Pa.; Sligo July 4-9.
King Bros.: Pagosa Springs, Colo., 28-July 4.
King Expo.: Pontiac, Mich., 27-July 4.
Lagasse Am. Co., No. 1: *Roland Poor; Waltham, Mass.
Lagasse Am. Co., No. 2: Saugus, Mass.
Lagasse Am. Co., No. 3: Hamilton, Mass.
Lagasse Am. Co., No. 4: Gloucester, Mass.
Lagasse Am. Co., No. 5: Marshfield, Mass.
Leeright Midway: *R. C. Bowers; Salmon, Idaho, July 1-5; Malad 7-9.
LePa: Providence, R. I.
Lindle, Jack: *A. Arcaro; Rushville, Ill., July 1-4; Greenrock 7-10.
Lone Star Ams., No. 1: Clarendon, Tex., 27-July 4.
Lone Star Ams., No. 2: Hale Center, Tex., 27-July 4.
Leuh's Ideal Rides: *Bill Williams; Princeton, Ind., 27-July 4; Hymera 6-9.
Lynn's Midway: *G. Erickson; Nevis, Minn., 28-29; Moose Lake July 1-4.
Mac's Am. Rides: Brown's Valley, Minn., July 2-4.
Manning, Ross: *Nelson Wilkins; (Okla. Ave. & Benning Rd.) Washington, D. C.
Marks: *Jack Gallup; Dover, Del.; Salisbury, Md., July 4-9.
Marvel: *Carolyn Merriman; Peru, Ill., 30-July 4.
McKenna's Rides & Ams.: *T. Hale; East Troy, Wis., July 1-4; Kaukauna 7-10.
Merchant's Festival Rides: Nashville, Tenn.
Mercier Attractions: Pennsboro, W. Va., 29-July 4.
Merriam's Midway: *D. Merriam; Mountain Lake, Minn., 27-28; Cannon Falls July 1-4; Cambridge 6-9.
Midway of Mirth, No. 1: *Frank X. Lavell; Mt. Vernon, Ill., 27-July 4.
Monarch Expo.: *Earl W. Carpenter; (Fair) Sullivan, Ill., 28-July 4; (Fair) Jerseyville 5-9.
Moore's Modern: *Jack Moore; Belle Plaine, Ia., July 1-4.
Motor State: *M. Frederick; Lake City, Mich., 28-July 4; Flint 5-10.
Mound City: Winfield, Mo., 30-July 4; Vandalia 5-9.
Murphy's Northern State: *Mrs. H. McMahan; Steele, N. D., 27-28; Wing 29-30; Garrison July 1-2; Linton 3-4; New Leipzig 6-7; Zap 8-9.
New England Ams.: Gloucester, Mass., 28-July 4.
Nolan: Ashville, O., 30-July 4.
Northern Expo.: *C. Dallas Egan; Bottineau, N. D., 27-29; Cando 30-July 2.
Norton's United: *Stan Reed; Kalispell, Mont., 27-July 4.
Novelty Expo.: Creston, Ia., 30-July 4.
Oklahoma Expo.: *Dee Robert Price; Prague, Okla., July 1-5.

Olson: Hot Springs, Ark., 27-28; (Fair) Anderson, Ind., July 2-9.
P & J Ams.: Tuscarawas, O., July 1-4; West Wheeling, W. Va., 6-10.
Page Bros.: Eminence, Ky., 27-July 4.
Page Comb.: *Blackey Jones; Wellsville, N. Y.; Shingle House, Pa., July 4-9; Trumansburg, N. Y., 11-16.
Palmetto Expo.: *Milton McNeace; Martinsville, Va.; Galax July 4-9.
Parada: Seneca, Mo., July 2-4; Mt. Vernon 6-9.
Penn Premier: *Richard Gilman; W. Kittanning, Pa.
Peter Pau' Ams.: *Paul Bicio; Evansville, Wis., July 1-4.
Playtime Am. Co.: *John A. Corcoran; Plymouth, Mass.
Powelson Ams., No. 1: *Happy Powelson; Marion, O., 27-July 4; Upper Sandusky 6-9.
Powelson Ams., No. 2: *Happy Powelson; Marietta, O., 27-July 4; Nelsonville 6-9.
Powelson Ams., No. 3: *Happy Powelson; Centerburg, O., 28-July 4; Warsaw 6-9.
R. & L. Ams.: *G. L. Clark; Hurley, S. D., 27-29; Larchwood, Ia., July 1-2; Lennox, S. D., 4-5.
Raines, Rosa M., Ams.: *R. M. Raines; Pawnee, Okla.
Rainier: *A. W. Randolph; Burien, Wash., July 6-10.
Reed Ams.: (Camp Breckenridge) Sturgis, Ky., 27-July 4; Vincennes, Ind., 6-16.
Reid's Golden Star: *Elmer Reid; Murphy, N. C., 27-July 9.
Reithoffer: Grand Island, Neb., 27-30; Neligh July 2-4.
(Continued on page 90)

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

Circus Routes

Adams-Sells: *Mike Walden; Chicago, Ill., 27; Homewood 28; Chicago 29; Rosemont 30.
Atayde Bros.: Sonoita, B. C., Mex., 27; Sta. Ana, Son., 28; Magdalena 29-30; Nogales July 1-5.
Christy, James: *W. K. DeLock; Ord, Neb., 28.
Clyde Beatty-Cole Bros.: St. Catharines, Ont., 27.
Cristiani Bros.: Milwaukee, Wis., 27-28; Janesville 29; Sterling, Ill., 30; Kankakee July 1; Kenosha, Wis., 2.
Dobritch, Al: Buffalo, N. Y., 27-July 2.
Duke of Paducah: *Don Floyd; Desloge, Mo., 27; St. Genevieve 28; Farmington 29; Washington 30; Louisiana July 1; Springfield, Ill., 2.
Garden Bros.: Montmagny, Que., 27; Riviere Quelle 28; Trois Pistoles 29; Rimouski 30; Matane July 1; Seven Islands 2-5; Baie Comeau 7-10.
Hagen Bros.: Auburn, N. Y., 27; Seneca Falls 28; Penn Yan 29; Canandaigua 30; Palmyra July 1; Lyons 2.
Hunt Bros.: *Jim Conley; New Milford, Conn., 27; Thomaston 28; Waterbury 29; Milford 30; Trumbull July 1-2; Windsor Locks 4; Manchester 5; Durham 6; Gifford 7; Essex 8; East Hampton 9.
Kelly-Miller: Bremerton, Wash., 27; Tacoma 30; Puyallup 29; Enumclaw 30; Auburn July 1; Renton 2; Snoqualmie 3; Kirkland 4; Everett 5; Mt. Vernon 6; Oak Harbor 7; Anacortes 8; Bellingham 9; Blain 10; Victoria, B. C., 11.
King Bros.: *Eva Hinckley; Outlook, Sask., 27; Eston 28; Kerrobert 29; Battleford 30; Provost, Alta., July 1; Wainwright 2; Killam 4.
Mills Bros.: *Joe Stefan; East Aurora, N. Y., 27; Lewiston 28; Fairport 29; Syracuse 30; Vernon July 1; Utica 2; Watervliet 4; West Stockbridge, Mass., 5; Chicopee 6; Shelburne Falls 7; Ayer 8; Burlington 9; Reading 11.
Tom Packs: (Public Schools Stadium) St. Louis, Mo., 29-July 4.
Polack Bros.: (Stadium) Boise, Idaho 28-30; (Orange Show Stadium) San Bernardino, Calif., July 3; (Fairgrounds) Eugene, Ore., 8-9.
Ringling Bros. and Barnum & Bailey: (Ball Park) Atlanta, Ga., 28-30.
Strong, John A.: (Fair) Vallejo, Calif., 27-July 2; (Fair) Pleasanton 3-17.

Carroll's Greater: *Neva Lanke; Nisswa, Minn., 27-28; (Fair) Ada July 1-4; (Fair) Langdon, N. D., 6-9.
Central States, No. 1: *J. D. Steinbeck; Grand Island, Neb., 27-30; Neligh July 2-4.
Central States, No. 2: *J. D. Steinbeck; Superior, Neb., July 2-4.
Cetlin & Wilson: *Tony Lewis; Ft. Campbell, Ky.; Owensboro July 4.
Chanos, Jimmie: *Chas. D. French; Fairborn, O., July 4.
Cherokee Am. Co.: *J. W. Mahaffey; Chanute, Kan., 27-29; Ottawa 30-July 4; Frankfort 6-9.
Collins, Wm. T.: *Mrs. Henry Hingst; (Fair) Grand Forks, N. D.; (Fair) Jamestown July 3-7.
Continental: *Bob Sherry; Morrisville, Vt.
Cook Am. Co.: *Al Southwell; (Fair) Lake Odessa, Mich., 27-July 4.
Crafts Expo.: *V. B. Kuropatwa; Redwood City, Calif., 30-July 4; (Buri-Buri Shopping Center) S. San Francisco 6-10.
Crafts 20 Big: *Frances Ferris; (Fair) Vallejo, Calif.; (Fair) Costa Mesa July 12-17.
D & D Am. Co.: Sheffield, Ia., 27-29.
Davidson United: Washta, Ia., 28-30.
Davis Am. Co.: *Martha Davis; Albany, Ore., 28-July 4; Nyssa 7-10.
Deggeller Am. Co.: Fort Knox, Ky., 29-July 4.
De Luxe Rides: Manistee, Mich., 28-July 4.
DeLuxe: Coldchester, Conn., 27-July 4; Litsfield 6-9.
Del Flore Ams.: *Al Del Flore; Natrona, Pa.
Dickson United: Conneaut, O., 27-July 5.
Dixie Ams.: *L. Kane; Clyde, Kan., 27-July 1.
Dobson's United: *Bert Klaas; Wisconsin Rapids, Wis., July 1-4.
Down River Am. Co.: *Mrs. H. Hilo; Plymouth, Mich., 29-July 4.
Drago, No. 1: *John M. Kiely; Frankfort, Ind., 27-30; Hoopston, Ill., July 2-4.
Drago, No. 2: *Mary Lloyd; Walkerton, Ind., 27-July 4.
Drago, No. 3: Kentland, Ind., 30-July 4.

Miscellaneous

Damon, Dwight: Somerville, Mass., July 1-2; Sandown, N. H., 3-4.
Lone Star Supply, No. 1: Clarion, Tex., 27-July 4; Olton 5-9.
Lone Star Supply, No. 2: Hale Center, Tex., 27-July 4.
Majestic Showboat (Indiana U.): Westpoint, Ky., July 3; Brandenburg 4; Mackport, Ind., 5; Leavenworth 6; Wolf Creek, Ky., 7; Derby, Ind., 8; Cloverport, Ky., 9; Cannelton, Ind., 10; Tell City 11.
Paige, Kiki: (Dino's Lodge) Hollywood, Calif., 27-July 3.
Schaffner Players: Keosauqua, Ia., 27-July 3; Carthage, Ill., 4-9.

Arena Routes

Lavelli, Tony: (Graymore Hotel) Portlane, Me., 27-July 2; (Globe) Atlantic City, N. J., 3-9.

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

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

For the Amusement Industry
SAM SOLOMON

"A Showman for Over 30 Years"
 5017 N. Sheridan Road Chicago Ill
 Phone: Longbeach 1-5555

DISPLAY FIREWORKS

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

CARNIVAL ROUTES

Continued from page 89

Rock City: *Bill Horton; David City, Neb., July 1-4.
 Rogers Bros.: *Mrs. M. L. Whiteside; Bemidji, Minn., 30-July 4; Lisbon, N. D., 7-9.
 Rohr's Modern Midway: *Jeannett Waters; Streator, Ill., 30-July 4; Melville 6-9.
 Rose City Rides: *Dutch Schrader; Mountain View, Mo.; Cape Girardeau July 4; New Haven 8-10.
 Ross Ams.: Stratford, Ia., July 1-4; Princetown, Mo., 11-16.
 Royal American: *Joe Pearl; (Fair) Winnipeg, Man.; Brandon July 4-8.
 Royal Ur'ed: *Jackie Swift; Tabor, S. D., 27-28; Centerville 29-30; Fonda, Ia., July 1-2; Gowrie 3-4; Laurens 5-6; Granville 7-9.
 Royal West: *Jack Lee; Willets, Calif., 27-July 4.
 Rumble Rides: *D. P. Rumble; Loogootee, Ind.; West Baden July 4-9; Orleans 11-16.
 Russell's Ams.: Oconomowoc, Wis., July 1-4.
 S. & W.: *J. O. Green; Lebanon, Mo., 27-July 1; Cabool 4.
 Santa Fe Expo.: Bridgeport, Tex., July 1-9.
 Shorter's Greater: *H. E. Michalson; Lansing, Ia., 27-July 1; Independence, Wis., 2-4; Hammond, Minn., 5-6; St. Peter 8-10.
 Siebrand Bros.: *Don Manna; Swift Current, Sask.; Lethbridge, Alta., July 4-9.
 Skerbeck Ams.: *Rose Kronschrahl; Whitehall, Mich., 30-July 4.
 Smiley's Ams.: *J. R. Fasolas; Ellwood City, Pa.; Sharpsville July 4-9.
 Smith, George Clyde: *F. A. Norton; Scalp Level, Pa.; Six Mile Run July 4-9.
 Smith's Funland: *Hilda Smith; Ripley, W. Va., 28-July 4.
 Sol's Greater: *Mrs. Sol Rosenfeld; La Porte, Ind., 28-July 4.
 Stafford: Sullivan, Ind., 27-July 4.
 Stanley, William D.: *Donald Dropps; Minnewaukon, N. D., 27-29; Finley 30-July 1; Park River 3-4; Barnesville, Minn., 6-8.
 Steele's Ams.: *Kenneth Roney; Waukesha, Wis., 28-July 4; Ft. Atkinson 6-10.
 Stipe's: Caledonia, Minn., 29; Forest Lake 30-July 4; Spooner, Wis., 7-10.
 Sugar State: Reserve, La., July 3-4.
 Sunny, A. J. Ams., No. 1: West Lake, O.
 Sunny, A. J., Ams., No. 2: Parma, O.

Sunset Am. Co.: *Daniel Dunning; Alexander, Ia., 27-29; Clear Lake July 1-4; Winona, Mich., 7-10.
 Tatham Bros.: Shelbyville, Ill., 30-July 4.
 Thiess United: Sheridan-Wilmington, Ill., July 1-4; Compton 9-10; Cherry Valley 14-16.
 Thomas, Art B.: *Johnnie Wildeboer; Rugby, N. D., 27-29; Virden, Man., 30-July 2.
 Thomas Joyland: *Chas. C. Jacobs; Wheeling, W. Va.
 Tip Top: *Mrs. Ed Larkee; Manistique, Mich., 27-July 4; Iron Mountain 6-9.
 Uncle Joe's Am. Co.: *J. C. Seabolt; Elgin, Tex.
 Victory: Flagstaff, Ariz., 28-July 4.
 Virginia Greater: *George Gillespie; Smyrna, Del.; Newark July 4-9.
 Wabash Valley: Mt. Morris, Ill., July 2-4; Advance, Ind., 11-16.

Wade, W. G.: Battle Creek, Mich., 29-July 4.
 Wall, Alfred, Ams.: Monon, Ind., 30-July 2; Iroquois, Ill., 3-4; Kansas 6-9.
 West Coast, No. 1: *John Franco; Klamath Falls, Ore., 27-July 4; Roseburg 5-10.
 West Coast, No. 2: *William Snelson; Alameda, Calif., 27-July 4; Pittsburg 5-10.
 Western, No. 1: *Jack Dwyer; Everett, Wash., 28-July 4; North City 6-10.
 Western, No. 2: Sedro Woolley, Wash., 28-July 4.
 Whitey's Ams.: Beaverton, Mich., July 1-4; Lansing 8-13.
 Wilcox, Dick: *Sam Edstine; Lincoln, Me., 27-July 4.
 Williams Am. Co.: Waynesville, N. C.; Brevard July 4-16.
 Wilson Famous: *Mrs. Ray Wilson; Morton, Ill., 27-30; Henry July 1-4.
 Wolfe Am. Co.: *S. R. Holt; Tarboro, N. C.; Belhaven July 4-9.
 World of Pleasure: *Chas. T. Carpenter; Sand Lake, Mich., 27-July 4.
 Young, Monte: *Sharon Payne; Provo, Utah, 27-July 4; Nephi 5-16.

L. A. Arena Preps for Dems

Continued from page 80

care of the main building. Some of the television people, he added, have requested permission to use part of the Arena's general system.

To prepare the layout for the communications facilities, the Pacific Telephone Company has had 250 engineers, technicians and equipment installers working since February, 1959, to design and build the system for the convention. The telephone, television, radio and teletypewriter gear being installed at the Arena could handle the business of a city of 25,000 persons. James S. Cantlen, vice-president and general manager of Pacific, has estimated there will be 22,000 phone calls per day made over the special equipment. Arena installation will include 4,000 telephones, 25 switchboards with 85 operators, 350 teletype machines, 20 telephoto channels, 350 public telephones, 123 additional cable circuits for television, and 48 television "dishes" or sending antennas. This installation involves 12,000 miles of wire and cable with the calls to be fed thru seven telephone exchange offices.

There will also be telephone wire facilities between the Arena and six hotels where the delegates will live, with the largest expansion being at the Biltmore Hotel, convention headquarters. Here the incoming and outgoing capacity has been boosted by the addition of 2,700 additional telephone circuits.

ABC Supplies Pool

Facilities of the American Broadcasting Company will be used for the pool, with its cameras picking up the main action to be fed to the Columbia Broadcasting System and the National Broadcasting Company networks. Signal will be carried by wire to the ABC studios in Hollywood and then beamed to Mount Wilson, some 30 miles away. ABC will have a staff of 300 and CBS and NBC will have just about as many.

Local television stations are expected to leave the coverage of the Democratic convention to the networks. A representative for KTTV, operated by the Los Angeles Times and Mirror-News, said that it planned—at this time—no coverage of the nominations.

While no figures are available on the cost of television coverage, amounts up to \$11,000,000 have been mentioned without any explanation of what this covers. CBS is setting up its installation so that it can be moved to Chicago for the coverage of the Republican convention. ABC has said that it will devote 42 hours to conventions. According to the schedule, ABC has skedded 25½ hours to the Democratic event here.

Ten innovations are expected to be unveiled at the Sports Arena in connection with the convention. Most of these have to do with the new rostrum designed by H. J. Schlafly Jr., vice-president of Teleprompter Corporation, and Reinsch. The rostrum faces the Arena's main entrance and is on the west side of the building. It will be placed in the slot made by removing the section of balcony seats.

New Style Camera

The rostrum will be 20 feet wide and 63 feet long with heights varying from four to 11 feet. The speaker's podium will be three by six feet and stand five feet four inches from the floor. An elevator, used in the 1956 Chicago convention for the first time, has been modified so that the speaker's head height, no matter his actual height, will be maintained at 11 feet, four inches. This creates a fixed relationship with audience, cameras, microphones and lights. The podium also will contain a specially designed spotlighting system under the plate glass top to eradicate shadows on the speaker's face.

A specially constructed camera will be built into the podium and used in the Sports Arena for the first time. The camera will be angled so that when the speaker looks at his manuscript, he will be looking into the lens, keeping him in full view of the Arena and television audiences.

Music will be seen as well as heard at this convention. Johnny Green, composer and motion picture musical director, will direct this facet of the convention. An area 10 feet by 48 feet and 11 feet off the floor, at the rear of the rostrum, will create a new relationship of band to audience.

A central control section will be installed on a six by eight-foot deck immediately behind the speaker's podium. Reinsch will be here and have telephonic connection with the musical conductor, band curtain, the organist, central camera, police, firemen, ushers and others necessary to the production of the convention.

Convention officials, including National Committee Chairman Paul Butler, National Committee Vice-Chairman Katie Louchheim, Parliamentarian Clarence Cannon and others will be seated adjacent to the control section.

More Special Areas

To the rear of the official's section, a foot below and in an area six by 20 feet, four feet off the floor, there will be a personnel division for members of the wire services, radio and broadcasting facilities.

There will also be a presentation platform eight feet wide by 40 feet long and 11 feet off the floor, same elevation as the bandstand, built in the shape of a runway.

To take care of the crowds expected to throng the Arena, there will be approximately 25 firemen on duty to see that aisles are clear. The police department will have 60 officers in the arena and another 130 on the hotel detail.

On Friday, July 15, when festivities are shifted to the Coliseum nearby for the acceptance speech, the 60 officers assigned to the Arena will be shifted there, mainly to handle traffic. The Coliseum will handle approximately 100,000 people. The vice squad in downtown Los Angeles and Hollywood will be beefed up, as will the pick-pocket detail. Approximately 300 officers will be on the convention detail around the clock.

Parking is available for 6,000 automobiles in what Mahr describes as "state lots" around the area. In addition to these, there are public and private lots. He feels that parking is more than adequate.

Freedomland

Continued from page 82

a rider's pouch to an overland pick-up station. In most ways there is an avoidance of traditional rides, although a Merry-Go-Round and Mule-Go-Round are in evidence. Copyable are the Traveling Sidewalk and Danny the Dragon ride, the latter being an electronically guided driverless unit.

The future will prove whether Freedomland has staying power; for 1960 it most likely will meet its projected goals. The outdoor amusement industry will be visiting and analyzing, and — from comments during the initial weekend — borrowing.

Use The Billboard classified pages for RESULTS!

1960 Rodeo Dates

Continued from page 86

Shoshone—Lincoln Co. 4-H & FFA Fair, Aug. 26-27.
 Terreton—Mud Lake Fair & Rodeo, Aug. 26-27.
 Weiser—Hell's Canyon Rodeo, July 14-16

Illinois
 Kankakee—Kankakee Rodeo, Aug. 6-8.

Iowa
 Fort Madison—Fort Madison Rodeo, Sept. 10-11.
 Sidney—Sidney Rodeo, Aug. 16-21.

Kansas
 Lawrence—Lawrence Rodeo, Sept. 1-3.
 Mound City—Mound City Rodeo, Aug. 19-20.
 Phillipsburg—Phillipsburg Rodeo, Aug. 4-7.
 Pretty Prairie—Pretty Prairie Rodeo, July 27-30.
 Salina—Salina Rodeo, Aug. 29-Sept. 1.
 Scott City—Scott City Rodeo, Aug. 10.
 Waterville—Waterville Rodeo, July 29-31.

Louisiana
 Alexandria—Alexandria Rodeo, Aug. 23-27.
 Columbia—Columbia Rodeo, Sept. 22-24.

Missouri
 Independence—Independence Rodeo, Aug. 12-14.
 Sikeston—Sikeston Rodeo, Sept. 16-18.

Montana
 Billings—Billings Rodeo, Aug. 9-13.
 Eralaka—Eralaka Rodeo, Aug. 6-7.
 Forsyth—Forsyth Rodeo, Aug. 16-18.
 Glendive—Glendive Rodeo, Aug. 23-24.
 Great Falls—Great Falls Rodeo, Aug. 4-6.
 Lewiston—Lewiston Rodeo, July 28-30.
 Livingston—Livingston Rodeo, July 2-4.
 Shelby—Shelby Rodeo, July 21-24.
 Wolf Point—Wolf Point Rodeo, July 15-17

Nebraska
 Benkelman—Benkelman Rodeo, Aug. 14-15.
 Burwell—Burwell Rodeo, Aug. 10-13.
 Chambers—Chambers Rodeo, Aug. 17-18.
 Crawford—Crawford Rodeo, July 2-4.
 Lewellen—Lewellen Rodeo, Aug. 27-28.
 Omaha—Omaha Rodeo, Sept. 23-Oct. 2.
 Seward—Seward Rodeo, Aug. 1-2.
 Sidney—Sidney Rodeo, Aug. 20-21.

Nevada
 Fallon—Fallon Stampede Days, Sept. 3-5.
 Winnemucca—Winnemucca Rodeo, Sept. 5

New Mexico
 Las Vegas—Las Vegas Rodeo, Aug. 5-7.
 Santa Fe—Santa Fe Rodeo, July 13-16.

Oklahoma
 Chickasha—Chickasha Rodeo, July 12-16.
 Claremore—Claremore Rodeo, July 5-9.
 Hinton—Hinton Rodeo, July 4-6.
 Lenapah—Lenapah Rodeo, July 2-4.
 McAlester—McAlester Rodeo, Sept. 8-11.
 Vinita—Vinita Rodeo, Aug. 24-28.

Oregon
 Elgin—Elgin Rodeo, July 23-24.
 Joseph—Joseph Rodeo, July 29-31.
 Klamath Falls—Klamath Falls Rodeo, July 2-4.
 Molalla—Molalla Rodeo, July 2-4.
 Moro—Moro Rodeo, Aug. 20-21.
 Myrtle Point—Myrtle Point Rodeo, Aug. 19-21.

Pendleton—Pendleton Rodeo, Sept. 14-17.
 Prineville—Prineville Rodeo, Aug. 12-14.
 Redmond—Redmond Rodeo, Aug. 27-28.
 St. Paul—St. Paul Rodeo, July 2-4.

South Dakota
 Belle Fourche—Black Hills Round-Up, July 3-5.
 Custer—Custer Rodeo, July 22-23.
 Deadwood—Days of '76 Rodeo, Aug. 5-7.
 Faith—Tri-County Stock Show & Rodeo, Aug. 12-14.
 Fort Pierre—Fourth of July Rodeo, July 4.
 Fort Pierre—Casey Tibbs Annual 4-H Round-Up, Aug. 7.
 Mobridge—Mobridge Rodeo, July 2-4.
 Nemo—World Championship Rodeo, July 31.
 Newell—50th Anniversary & Labor Day Rodeo, Sept. 5.
 Sioux Falls—Sioux Falls Rodeo, Aug. 27-29.
 Spearfish—Spearfish Rodeo, July 15-17.
 Sturgis—Sturgis Rodeo, July 16-17.
 Wall—53d Birthday Celebration & Rodeo, July 8-9.

Tennessee
 Memphis—Memphis Rodeo, Sept. 23-Oct. 1.

Texas
 Alvin—American Legion 4th of July Rodeo, July 2-4.
 Austin—Austin Rodeo, July 14-16.
 Coleman—Coleman Rodeo, July 13-16.
 Jacksonville—Jacksonville Riders Club Annual Rodeo, July 7-9.
 Rusk—Rusk Rodeo, Aug. 11-13.
 Sulphur Springs—Sulphur Springs Annual Rodeo, June 30-July 4. Mike Pribble.
 Texarkana—Texarkana Rodeo, Sept. 12-17.
 Waco—Waco Rodeo, Oct. 4-8.

Utah
 Logan—Logan Rodeo, Aug. 18-20.
 Nephi—Nephi Rodeo, July 14-16.
 Ogden—Ogden Rodeo, July 20-25.
 Price—Price Rodeo, July 14-16.

Washington
 Bremerton—Bremerton Rodeo, Aug. 19-21.
 Ellensburg—Ellensburg Rodeo, Sept. 3-5.
 Newport—Newport Rodeo, Aug. 5-6.
 Omak—Omak Rodeo, Aug. 13-14.
 Puyallup—Puyallup Rodeo, Sept. 17-25.
 Sedro Woolley—Sedro Woolley Rodeo, July 3-4.
 Spokane—Spokane Rodeo, July 29-31.

Wisconsin
 Spooner—Spooner Rodeo, July 4.

Wyoming
 Afton—Afton Rodeo, July 4.
 Casper—Casper Rodeo, Aug. 3-6.
 Cheyenne—Cheyenne Frontier Days, July 26-31.
 Cody—Cody Stampede, July 3-4.
 Douglas—Douglas Rodeo, Sept. 1-3.
 Evanston—Cowboy Days Rodeo, Sept. 3-5.
 Fairview—Fairview Rodeo, July 24.
 Gillette—Gillette Rodeo, July 4.
 Sheridan—Sheridan Rodeo, July 22-24.
 Thermopolis—Thermopolis Rodeo, Sept. 4-5.



ROUND-UP
 Worlds Most Unique Ride

- POPULAR MONEY MAKER
- 600 rides per hour
- Simple trouble-free construction and operation
- Semi-trailer mounted units for permanent or portable use.

FRANK HRUBETZ & CO., INC.
 3485 25th St. S.E. Salem, Oregon
 Phone EMpire 4-8847

ALUMINUM TENT FRAMES
 NOW—EVEN BETTER!

With redesigned hinged legs for easy erection. 1½"x2" aluminum tubing. Slip-fit assembly. Rigid braces. Light weight yet durable gable or hip roof style up to 16'. Specially designed canvas to attach in all popular colors. Counter Supports and Awning Hardware available. Write or phone

Evansville, HARRISON 5-8105.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA



You Can't Miss Finding Many Bargains in the Classified Section, this issue.

Burrard Shows Long-Term View in Building PNE Midway

By HERB DOTTE

VANCOUVER, B. C.—Holders of a 17-year midway contract at the Pacific National Exhibition grounds, the Burrard Amusement Company, now in the third year under the contract, is demonstrating the long-term view in the development of the fun zone and in its methods of midway operations. The Burrard organization has three principals, all American veterans in outdoor show business. They are Jerry Mackey, noted games concessionaire; Bob Ballinger, large-scaled ride operator, and Denver Burtenshaw, a big figure in food and drink concessions on the West Coast.

Deggeller Adds Bulls, Chimps to Act

OLMSTED FALLS, O.—Deggeller Amusement Company, as added patron lure, have added elephants and chimpanzees as free attractions.

Irvin Deggeller, general manager, said that Joe Frisco has been retained to present the two bulls, both youngsters, assisted by Jungle Jim Cox. The latter works the two chimps, both of them also young ones.

Three new additions have been made to the ride line-ups. A Turnpike is scheduled for early delivery and a Schiff Slide and a National Amusements' 54-passenger Trackless Train are to be delivered this month.

Each of the three bring to the operation many years of experience at their specialty and together they form a rare combination. Inasmuch as each has other operations, the actual management of the permanent midway during a large part of the season rests with Jerry Crawshaw, former owner-operator of a Western Canadian show.

The Burrard Amusement Company has made an investment of about \$700,000 in midway facilities and rides. Biggest investment was one of \$277,000 for the construction of a Roller Coaster. The Coaster is outstanding for its design, offering more than the normal amount of thrills to riders because of its design. Built of pressurized timber, the lumber was impregnated with green dye, which adds to the appearance of the device and to the general attractiveness of the midway.

Other major investments included a sizable one for the construction of a restaurant, one of the finest to be seen at an amusement park anywhere. The restaurant is not operated thruout the entire season; only during peak weeks.

The line-up of games concessions is housed in permanent, solidly constructed units and is fronted by a broad, heavy-timbered, attractively painted overhang, which provides ample cover for players even on the biggest of days during the PNE.

Also outstanding among the permanent midway structures is a circular open-sided top for the Merry-Go-Round. This cover throws out colors and adds much to the attractiveness of the midway.

In addition to the \$700,000 outlay made by the Mackey-Ballinger-Burtenshaw combination, the PNE, at the inception of the contract, expended about \$400,000 in preparing the site, installing the necessary utilities, and in black-topping the midway and developing adjacent parking areas.

During the pre-PNE period, the midway has 18 rides, seven of them kiddie devices. For the PNE, the line-up is increased greatly and consists of 25 major rides, 21 kid rides and 4 shows, plus a Fun-house.

The concession policy, Mackey points out, is patterned closely after that of Joe Murphy's at the State Fair of Texas, Dallas.

"We strive to put out as much merchandise as possible," Mackey says. "That way we build customers and build for the future."

Gets Rain

Thus far this season, the midway, which opened for weekends April 29 and for daily operation May 16, has encountered an abnormal amount of rain, but Mackey, Ballinger and Burtenshaw shrug this aside.

"We're in this for the long haul," Ballinger observes.

The park has taken hold. Already, its entrance—virtually new at the time the permanent midway operation was started in '58—has become the second busiest gate at the 14-day PNE.

The park's schedule calls for 83 days of operation prior to the exhibition and a week's suspension immediately before the PNE to enable make-ready for the exhibition. The season closes Labor Day, the final day of the PNE.

CARNIVAL CONFAB

NEWS FROM the Strates Shows is that Mrs. Marguerite Ralyea, wife of the head electrician, is back with it after surgery in Philadelphia. . . . John J. Asel, mailman and agent for The Billboard, is keeping busy. . . . Jack Norman batched it recently while his wife, Bonnie, vacationed in California. . . . Susan Foster, secretary of the show, is prepping a trousseau for the upcoming nuptials with Stanley (Red) Nicols, of the Mouse crew. . . . Ed Ebsen, who has popcorn and candy apples, was off to visit his wife who is hospitalized. . . . L. D. Powers, operator of the Strates' Kiddieland, is back with it after undergoing a series of tests in a Troy hospital.

Mrs. James E. Strates celebrated a birthday recently and was guest of honor at a party tendered by her son, E. James. Many of the showfolk were on hand for the event and Tommy Nemia entertained with several dance numbers. . . . There was a flurry of activity when the Strates' three semis were loaded to carry ride equipment to Folly Beach, Charleston, S. C. Tommy MacNeil supervised the loading and Charley Gutermuth was in charge of the drivers. Assisting in the project were Howard Parker, Nick Bozins, Paul Theodoropoulos, Otto (Stoney) Stonecipher, Eddie Keck, Jimmy Yotas and Edmund Patsco.

Venditto Bros. Shows have the midway attractions at the Bristol, (R. I.) July 4 Celebration which runs June 27-July 4. . . . Sam Pockar reports from Providence that C. S. Peck, former owner of Key City Shows, is now operating major rides and a jewelry concession at Shaheen's Fun-A-Rama Park, Salisbury Beach, Mass. While in Providence recently, Peck and Pockar spent some time together visiting shows playing the area. . . . Eddie Hayes caught Charlie Hodges' Side Show in Akawam, Mass., being managed by Cash and Gertie Miller. Cash is back with it this season after several years in the house trailer business. Handling the front was Larry Gaspodarski. Inside was Floyd Young, fire eater; Ella Mills, fat girl; Youvannah Bates, sword swallower; Hoyt Shumaker, half boy and inside manager; William Dirks, two-faced man; Pat Rogers, headless, and Mildred Lasher, alligator girl. Show will join Gooding Amusement Company at the Missouri State Fair, Sedalia.

★ ★ ★

Barney Tassell visited the Prells around Washington. . . . Eastern shopping centers are seeing Willie and Hy Stein with their Mechanical Shows, Max and Ceil Obie with their Rolls Royce and the Pyles' Snake Show. . . . Ken Finley has his kid rides with the Marks Shows. On the back end there are Congo Pierson's Zombies, Wesley Dennis with snakes and Earl Myers as manager of the Side Show. Hooks Bovino visited in Baltimore. . . . Dusty Rhodes has rebuilt Ross Manning's diesels. Early arrivals for the Manning date in Washington included Nate Cutler and Joe Mooney. Joe Corey, ex-manager of Virginia Greater, also joined. Mike Roman is doing okay since taking over the Manning food operations. He made a 900-mile jump from the South to get with the show.

Marks Notes: Staff includes Maxwell Kane, legal adjuster; Jimmy Zabriskie, electrician; Nick Step, secretary, back on the road after having been with Marks up to 10 years ago; Paul Lane, lot man and purchasing agent; John Downey, mechanic; Charles Garrett, special agent and matinee promotions; Ralph (Chuggy) Ryan, billposter; Al Palmer, front gate. On the front end at Baltimore were George and Pat Rector; Nate Cutler, 5; Charlie Ross, 2; Porky Fustano; Steve Stevens, 5; George and Ike Tribble, 3; Max Levine, popcorn and snow cones; Al Palitz, Lanky Andy, Hy and Charlotte Shine.

William C. Murray, agent for Rocco Massucci's Virginia Greater Shows, is ill at his Suffolk, Va., home. With the show are Irvin Burke, Juggy Smith and Dave Wallace. Willie Lewis closed with Virginia Greater and moved to George Clyde Smith Shows. . . . F. E. (Fernie) Spain, show agent, is up and around after a recent illness and is visiting midways along the East coast. . . . Bill Tracy, float builder, is getting a lot of interest on the new ride he's building. . . . Bernie and Jean Feldman have

carpeted their trailer and added new drapes and a secretary desk. Irwin Kirby

Pearls From Royal American: Al (Sequah) Bailey, promoter, visited and returned to Chicago. . . . William Yealey's three sons drove in from Minneapolis for a visit. . . . Ed Tarbertt, former pianist on the midget show and now retired, spent a few days, coming over from Peoria, Ill. . . . Newtsa Kohn and Duane Nisbett arrived for the Canadian tour. . . . Patti Jean Shain in a hospital for emergency surgery. . . . Mrs. George Murray and family came in from Orlando, Fla., and brought Dell Dodson. . . . Bobby and Nancy Tice back with Leon Miller's revue after a quick trip to Fort Lauderdale, Fla. . . . Louie (the Mouse) Santalone says he may change the name of his game. Says it and the Mouse ride conflict.

More Pearls: Walter Devoyne, Guy Gardner, Vera Pollett and Rose Danielson broke all records in processing personnel and equipment for the passage thru Canadian customs. Bobby and Ruth Wicks did a landslide business making photos for the manifest cards. . . . Mr. and Mrs. Kenny Delmar visited. . . . Bob Duggan left Leon Claxton's "Harlem in Havana" show to take his physical for the Army. . . . Johnny Hess Jr. arrived to aid his father in operation of their two dining cars. . . . Personnel of the bingo includes Guy, Mary and Buddy Markley; Jim Harris, Bud and Chubby Jewett, Fran Augustine, Tony and Mary Von Stetina, Jack McGill, John Shusky, Maggie Cobb, Jim Barton, Carl Miller, Flash Wilt, George Pronath and Kurt Wilcox.

Red Woods has joined American Midway Shows with his popcorn wagon and Looper. In addition, Woods will also handle the ride superintendent chores and be in charge of transportation for the organization. . . . Ernest E. Peregoy, (Continued on page 97)

★ ★ ★

FLASHBACKS: 10 Years Ago—Jack Korie's Side Show joined Cavalcade of Amusements. . . . A heavy wind and rain storm struck Great Sutton Shows at Chicago causing an estimated \$15,000 in damage. The Merry-Go-Round and two kid rides were damaged, the front gate lost and the canvas on three shows torn to shreds. . . . Staff of Crafts Exposition Shows had Roger Warren as manager; Hank Arnold, assistant manager; J. W. Gimán, office; Frenchy Larue, electrician; Sam Fleischman, advance; Adrian Davis, mechanic; Tony Hamby, towers and searchlights; Mack Doman, gate, and Ida Woodward, ticket box.



ELMO LINDQUIST
our
SAFETY ENGINEER

Will Be Visiting You Soon

HAAS-WILKERSON-WOHLBERG

Offices

KANSAS CITY
3101 Broadway
JEfferson 1-1100

ST. LOUIS
214 N. Fourth St.
MAin 1-5000

OLSON SHOWS

Can place Concessions starting July 2 at Anderson, Ind., for the balance of the season. Pitch-Till-You-Win, Basket Ball, Cork Galleries, Baskets, etc. No center concessions. Call NATIONAL 4-3102, Hot Springs, Ark., until Wednesday, June 29. Then call Louis Berger, Anderson Hotel, Anderson, Ind.

Can place a Mechanic for the season. Must know tractors and ride motors. Good proposition. Louis Burdick, call me.

Want experienced Custard Operator for the season.

PAUL OLSON

Olson Shows, Hot Springs, Ark. Telephone NATIONAL 4-3102.

THOMAS SHOWS

"THE NORTHWEST'S GREATEST SHOW"

Want for Western Canada B Circuit of fairs, followed by the strongest route of fairs in the midwest.

RIDES: Good proposition for Dark Ride. Due to dis-appointment can place Flying Coaster.

SHOWS: Want Grind Shows of merit.

CONCESSIONS: Opening for Short Range, Photos, Hanky Panks of all kinds.

HELP: Want 2 more Foremen and Second Men who drive on all rides.

ATTENTION, CANADIAN FAIRMEN!

WILL BE AT FAIRGROUNDS, VIRDEN, MANITOBA, JUNE 30-JULY 2, THEN PER ROUTE OF B CIRCUIT FAIRS.

Top wages and bonus.

Contact: BERNARD THOMAS, Mgr., Rugby, N. D., June 27-29.

MOTOR STATE SHOWS

"The Cleanest Show on Earth"

14 Rides, Shows, Searchlight, etc.

Want for all celebrations and fairs, Lake City Annual Celebration, July 1-4, one of Michigan's largest, then Beecher district, Flint, Mich., Firemen's Celebration, July 5-10 and continuous route of all celebrations, with first fair July 25-30 at Hamlet, Ind., and a route of 8 southern fairs after Labor Day week.

CONCESSIONS: Hanky Panks, Glass and Pottery Pitch, etc. No flats or alibis. Want Photos, Ice Cream, etc.

HELP: Foremen for Tilt, Rock-o-Plane, Merry-Go-Round, 1 more Wheel Man. Want Man for Jungle Show. Must be capable and sober and take full charge. Also Man for Funhouse. Must drive. Long season, top wages and bonus. No undesirables wanted. Pete Shaw, Bill McMasters, Merle Sloane, come on. All replies as per route.

J. J. FREDERICK

World of Mirth



Largest Midway on Earth

FRANK BERGEN
General Manager

LOWELL, MASS., COMMON CELEBRATION

JULY 1-4—4 BIG DAYS AND NIGHTS

WITH BEST CIRCUIT OF FAIRS IN THE EAST TO FOLLOW

SHOWS: Can use one Feature Show. Also Talker for Dave Wiles Minstrel Show.

CONCESSIONS: Will book legitimate Concessions of all kinds.

HELP: Want Scooter & Ferris Wheel Foreman. Jasper Taylor, can use you. (We want no drunks. Ben Shinliver and George Lantz, do not answer this ad.) Can also use capable Ride Help on all rides.

Wire: FRANK BERGEN

East Hartford, Conn., till June 28; then Lowell, Mass., June 29-July 4.

CONCESSIONAIRES

RESERVE SPACE NOW

FOR SUFFOLK CO. DAY & NIGHT FAIR

September 14-15-16-17-18—Islip, L. I., New York

WANT HANKY PANKS OF ALL KINDS: Bird, Glass and Bear Pitches; Hoopla, Gadgets or what have you, Ball Games, Cane Rack, Basket Ball, Groceries, etc.

WANT FOREMEN for Merry-Go-Round, Chairplane, Ferris Wheel, Kid Rides and Caterpillar. \$80.00 per week, more if you are not afraid of work.

MIKE PRUDENT, 19 BROOK ST., PATCHOGUE, L. I., NEW YORK.

P.S.: FOR SALE—36-ft. Allan Herschell Merry-Go-Round, real bargain. Contact Al Camin, 95 Conklin Ave., Brooklyn, N. Y.

STRATES DOES OK AT ALBANY-TROY

Big Friday Partially Lost to Rain; Units Add Personnel for Fairs

ALBANY, N. Y.—The James E. Strates Shows' second week here in the Albany-Troy area ended Saturday night (18) to good results. The first four days of the week, including Sunday, were up to the gross of 1959.

The usual big Friday night was washed out after 9 p.m. The night started off with early crowds passing thru the main gate, but late attendance was lacking due to a sudden rainstorm with the show losing those that had tarried to do their pay day shopping.

On closing day, Saturday, with ideal weather prevailing, the children's matinee found the lot packed with moppets. Night business gave gratifying grosses and attendance to all midway segments. A 1960 car was given away. The drawing power of the car kept customers arriving until 11:30 p.m.

Roy Peugh, promotional agent, joined here to take up his duties in that capacity. His work includes kid matinees and arranging displays that are exhibited in the big circus top behind the main entrance, which also houses the wild animal menagerie.

Bonnie Norman flew to Los Angeles from Philadelphia to visit with relatives, which she hasn't seen for 15 years, and to attend the graduation of her niece. While there, she also purchased a new wardrobe for the show for August delivery.

With the fair season just around the corner, all are prepping their equipment and adding personnel.

Lewis Scott, manager of Club 99, the Negro revue, took delivery on new wardrobe and added three more musicians and four chorus girls. The Pinup Parade, under management of Ross Lyons, enlarged his chorus line. Jean Carroll and Billy (Zoot) Reed joined as features. Pagan Jones will again head the bill.

L. D. Powers, ride operator, returned to the lot after a siege in the hospital. Bertha (Gyp) McDaniels returned from Montreal where she visited relatives, Maxie Herman's wife, Betty, and son, Russell, joined for the season. Margurrett Ralyea, wife of the shows' chief electrician, was also hospitalized for an operation, and was released in time to move with the show.

The shop department reported four new steel wagons built while on the road. Much work has been done in rejuvenating the rides.

Continental Business Is Good, Then Bad

MONTPELIER, Vt.—Continental Shows moved here last week after one good stand and one not-so-good week.

Glen Falls, N. Y., had chilly weather at night but temperatures climbed for the weekend and a brisk patronage was scored. Plattsburg, N. Y., was hurt by cool evenings and the loss of Wednesday and Friday to rain.

Show has 6 rides, 3 shows and close to 30 concessions. Included on the front end are Mr. and Mrs. Ginsberg, novelties and jewelry; Mr. and Mrs. Isengard, 5; John Meah, balloon darts and swinger; Louis Sage, skill block; Fritze Renalds, 4; Mr. and Mrs. Sam Sisco, buckets, six cats and two duck ponds; Bob Johnson, long range; Mr. and Mrs. Nate Waterman, pitch till you win; Ara Solikan, popcorn; Joe Silver, a ge; Mr. and Mrs. Bill Gross, cookhouse; Mrs. Champagne, floss; Mr. and Mrs. Bob Sherry, French fries and ice cream; Frank Forrest, basketball; Larry Lawson, stock ball.

Mr. and Mrs. Clayton Campbell have the Wild Life; Mr. and Mrs. Wayne Morgan, Girl Show; Les Weatherby, Funhouse.

STRATES ADDS HUMAN ICICLE AS CROWD LURE

UTICA, N. Y. — "Frosto the Human Icicle" has been added to the attractions of the James E. Strates Shows, it was reported here by E. James Strates.

Jerry Shoup, long-time icicle man, is frozen in ice for a 12-hour period. He is then hauled thru the streets on an open-bed truck to the back of the midway in front of the girl show. There he's chopped out of the ice cakes. According to Strates, the act went over big here.

Roy Peugh is now handling promotions for the show and Nelson Thomas is busy with the billposting chores. The new James E. Strates will be christened at the Greek Orthodox Church in Endicott, N. Y.

Mich. Ride Ops Obtain Truck License Cuts

DETROIT — License fees for show trucks in Michigan have been almost cut in half with credit for the reduction going to the new Michigan Ride Owners and Operators' Association.

Since the group was formed in January, W. G. Wade Jr., association president, and Robert Reid, treasurer, spent almost eight weeks in Lansing to encourage passage of legislation and its final signature by Governor Williams.

Fees are reduced from \$2 per 100 pounds of empty truck weight to \$1.10 for a full year's operation. In addition, a half-year rate of 55 cents per 100 pounds is included in the new regulation and the period for half-year plates has been moved ahead from May 15-November 14 period to its present May 1-October 31 period.

Weydt's New Scrambler OK

JOHNSONVILLE, Wis.—A new Scrambler, delivered here in time for the recent Sheboygan County Picnic, produced capacity business for the owners, Pearl Weydt and Manager Doyle (Doc) O'Kelley, of Weydt Amusement Company, reported C. H. Weydt. The show opened to a record crowd and the ride operated steadily all day Sunday (19) until early Monday morning.

Visitors on the show here included concessionaires Francis Anderson and Mr. and Mrs. Gilbert Cornelius. Also on hand were Mrs. Weydt's son, Charles, and family.

WANTED

Two Picture Frame Agents. Must work for and throw stock. No stories. One Tip-Over Coke Agent.

WM. BEJARANO

Gloucester, Mass., this week.

Have 40x60 top, good shape; poles also. Inquire Eddie Dietz, 165 N. Monroe, Butler, Pa. \$450.00.

REITHOFFER SHOWS

WANT FOR MAMMOTH VETERANS' CELEBRATION
Hancock, N. Y., July 11-16

Want Bingo or Five-in-a-Row, both work, also legitimate Shows and Concessions of all kinds.

WANT FOR WATERLOO, N. Y., FAIR, JULY 31-AUGUST 6: Five-in-a-Row and legitimate Shows and Concessions.

WANT FOR CORTLAND, N. Y., FAIR, AUGUST 9-13: Five-in-a-Row and legitimate Shows and Concessions. Can place Merry and adult rides not conflicting. Phone BILL GOODMAN, Hawleyton, N. Y. Phone: 64F2.

Bernard & Barry Pact Three Rivers '61 Fair

ST. JOHN, N. B.—Bernard & Barry Shows will provide the midway attractions at the Three Rivers (Que.) Exhibition in 1961, Jerry Bonder, show's manager, announced. Others bidding for the pact included Conklin Shows and Racine Greater Shows.

Bernard & Barry organization is breaking in new territory this season and thus far grosses have been fair.

Show left winter quarters April 23 and opened at Welland, Ont., to poor business due to rain. Business was fair at Cornwall, Ont., and the same was true in Montreal where it spent four weeks. A 500-mile jump

was then made to New Brunswick, opening there in rain, but sunny weather Monday (6) perked up spirits.

All show wagons are repainted in orange, trimmed with blue and silver and all show fronts will be repainted when the skies clear up.

Staff is unchanged, with Jerry and William Bonder as owner-managers; Bernie Mullins, assistant manager; Charles Roe, secretary, and James McAllister, publicity man.

Gold Coast Grosses Top '59 Figures

CORTE MADERA, Calif. — Gold Coast Shows, operated by the William H. Meyer Amusement Company, opened here Monday (13) for a two-week stand before moving into Sacramento for the Fourth of July. Show completed 10 weeks of shopping centers with grosses running well ahead of the same period last year.

The show is featuring Capt. Roy Bible's Circus in a new blue and white 70 by 100 big top. Circus line-up includes Baby Boo, elephant; pony drill, trick riding monkey, and the lion act handled by Bible assisted by Ray Johnson, clown; and George and Josephine McLure. Ride complement includes a Mad Mouse and five other major rides. There are seven kid rides.

Office staff has William H. Meyer, owner; Bonnie Owen, executive secretary; Dick Scarce, business manager; Gene Cardoza, manager; Hugh Warren, superintendent; Bob Schoonover, assistant superintendent; Joe Ann Warren, secretary; Henry Rosenthal, electrician and mechanic, and Floyd McIntyre, searchlights.

Ride personnel: Ferris Wheels, Red Imrie, foreman; Jim Starick, Ron Wright, second. Merry-Go-Round: Jim Arishita, foreman; Ron Hager, G. Walls, second. Tilt-a-Whirl: Henry Aldrich, foreman; T. King, second. Octopus: Tom Lloyd, foreman; C. Johnson, second. Rock-o-Plane: Bill West, foreman; J. Wright, second. Mad Mouse: Jim Rodriguez, foreman; Tiny Strange, G. Morton, second.

Kid rides are Roll-o-Coaster, Track Car, Round Car, Tubs-o-Fun, Boats, Kiddie Wheel and Whip. These are operated by Le-Roy Myer, Larry Myer, Don McFarland, Larry Morton, Pop Avery, Tony Miller, R. Wells, and T. Farrell. Ticket sellers are Alice Aldrich, Becky Wells, Marge West, Marge McIntire, M. Jacobson and Jean O'Leary.

In the concession line-up are Harry Cohn, four hoop-las, balloons, fish, and duck ponds. His agents are Nadean Bellick, Peggy Cohn and George Burmaster. Vern Howard has short range, one ball, baskets, ball and jewelry. Agents are Jan Howard, Lucky Studdard, Cliff Dikes, Bill Owens, and Julia Owens. Hats and novelties are handled by Ivan Gilligan with Dolores Goldstein, agent. Joe and Vera Dersy operate the watch-la and cigarettes with Bill Hall, the agent. Tommy and Marge Blackley have booked on the floss No. 1 and cat rack. Norman Schue has the derby and baby ducks with Kenneth Payne, Harvey Jacobson and Tosko Jacobson, agents. Lloyd Hillgoss has the pottery pitch with George Silva and Mike McCoy agents. Jessie Gomez runs the floss No. 2 and food stand with his wife, Ivy Gomez, Nita Jacobson and Harriet Rosenthal assisting.

C. C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

"TRULY THE NATION'S LARGEST MOTORIZED MIDWAY"

FEATURING THE GREAT ZACCHINI

The Human Rocket

SHOT FROM ATOMIC CANNON OVER TWO FERRIS WHEELS NIGHTLY

★ ★ ★

Can place for Keokuk, Iowa, Annual Fourth of July week-long Street Celebration on the main Street of Keokuk

CONCESSIONS: Hanky Pank Prize-Every-Time Games of all kinds, Basket Ball, Name on Hats, Short Range; Bear, Bird and Lamp Pitches; Age and Scale, Novelties, Derby Racer and Center Hoopla. Whitey Caler, let us hear from you. Went Lemonade Shake, Floss, Popcorn, Apples, Snow open for Keokuk. Also Pitchmen and Demonstrators.

CONCESSIONAIRES, NOTICE! The office of the Blue Grass Shows does not own any Hanky Pank Concessions and everyone will be treated alike.

SHOWS: Will book any Grind or Bally Show that caters to ladies and children, that can be located on the street. Liberal percentage.

HELP: Foreman and Second Man for 18-car Caterpillar, also Foreman and Second Man for Rolloplane. Help for 12-car Dodgem. Help for Kiddie Rides. All must be licensed semi drivers.

RIDES: Will book Roundup for this date. HAVE EXCEPTIONALLY GOOD DEAL FOR MAD MOUSE FOR CHAMPAIGN COUNTY FAIR, URBANA, ILL., WEEK JULY 24, AND LA PORTE COUNTY FAIR, LA PORTE, IND., WEEK AUGUST 15.

All wires to C. C. GROSCURTH, BLUE GRASS SHOWS, Joliet, Ill., all this week; Keokuk, Iowa, week July 4.

← RIDES →

WANTED

WILL BOOK
FLYING COASTER
ALSO
DODGEM
BEGINNING AUGUST 1
BEST FAIR CIRCUIT
IN THE MIDDLE WEST

GOODING AMUSEMENT CO.

3200 VALLEY VIEW DRIVE
COLUMBUS 4, OHIO
BRoadway 6-5131

WANTED RIDE HELP CONCESSIONS GRIND SHOWS

Especially want Caterpillar
Foreman at once.
Good salary.

THOMAS JOYLAND SHOWS

Wheeling, W. Va.

WANTED

WHEEL FOREMAN
MERRY-GO-ROUND FOREMAN
HELICOPTER FOREMAN
KIDDIE RIDE FOREMAN

Unemployment benefits and top wages.
CAN USE SEMI DRIVERS.

A. J. SUNNY AMUSEMENTS

#1 Unit, West Lake, Ohio, this week; #2 Unit, State & Snow Road, Parma, Ohio, this week. Phone CEnter 8-6256, Parma, O., or TUxedo 5-0757, Cleveland, Ohio.

ALLEGANY COUNTY VOLUNTEER FIREMEN'S CONVENTION

BELMONT, NEW YORK

Here is the red one for the dull week following the 4th of July.

Want legitimate Concessions of all kinds. ALL Eats and Drinks open.

Rides: Merry-Go-Round, Coaster or any major thrill rides except Wheel. Want Live Pony and any Kid Rides.

Shows: Girl Show with own equipment, Fun House, Wildlife or any family-type Show.

All replies to:
BILL PAGE
No. 1 Unit, Wellsville, New York

AGENTS WANTED

Push-Up Coke, Swinger and Clothes Pin. If you can't take orders, don't bother. Phone: Hebron, Ohio, 4904 from 6 p.m. to 11 p.m., or write Box 429, Buckeye Lake, Ohio.

CHARLIE SIMMONS

KEYSTONE STATE SHOWS

SLIGO, PA., FIREMEN'S FREE FAIR AND JULY 4TH CELEBRATION FOLLOWED BY NANTY GLO, PA., OLD HOME WEEK, JULY 11-16, ON THE STREETS.

<p>CONCESSIONS Can place large Sit Down Grab or small Cookhouse at once who can feed the employees. Can place Photos, Hats, Novelties, Dart Balloon, High Striker, Buckets, Six Cats, Diggers or any other legitimate Concessions. Ralph Geltz, phone me.</p>	<p>SHOWS Want Snake Show, Wildlife, Ten-in-One, Fun House, Monkey Show or any worthwhile attraction.</p>	<p>HELP Can always use good, sober, reliable Ride Men who drive semi. No men with cars wanted.</p>
<p>RIDES Can place Scrambler, Paratrooper, Octopus or any ride not conflicting.</p>		

Address all mail and wires to LLOYD D. SERFASS, Owner, KEYSTONE STATE SHOWS, East Brady, Pa., this week, followed by Sligo, Pa., or PENN PREMIER SHOWS, West Kittanning, Pa., followed by Charleroi, Pa., Veterans' Memorial Week Celebration. Every date this show plays is a Free Fair or Celebration with a free gate, parades, fireworks and car give-away. Our agricultural fairs start last week in July.

CETLIN & WILSON SHOWS

Soldiers' Fair, Ft. Campbell, Ky. Inside Government Post, June 27-July 4

Want legitimate Concessions only. No exclusives.
Estimated attendance, 300,000.

All wire
CETLIN & WILSON SHOWS
Ft. Campbell, Ky.

COOKHOUSE HELP

**BOB SCOWDEN
JOHNNY TAYLOR
WILLIE DAVIS, JR.
CHUCK PLUME**

get in touch or come on at once.
EDDIE YEAGER
c/o World of Mirth Shows.

GOLD MEDAL SHOWS WANTED WANTED

Big Fourth of July Celebration, Louisa, Ky., followed by Grundy, Va., then Magnolia County Fair, Matewan, W. Va., with 16 more Fairs to follow, ending Gainesville, Fla., November 11.

SHOWS: Have complete equipment for Circus Sideshow. Jerry Lipko, get in touch. Want Monkey Show, Snake Show and any worth-while Grind Shows.

RIDES: Will book set of Kiddie Rides. Want Foremen for new Paratrooper, Rock-o-Plane and Merry-Go-Round.

CONCESSIONS: Want Cookhouse, Custard, Short and Long Range Galleries, Man with Wheel and Grind Stores with couple of Hanky Panks. Want Bear and Bird Pitches. Also some P. C. open.

Shows and Rides contact **JOHNNY DENTON**, Pioneer Hotel, Logan, W. Va., this week. Concessions: **TOMMY CARSON**, same address.

P.S.: Geo. Harms, Tony Marino or any jam men, contact Tommy Carson at once.
JOHNNY DENTON, OWNER-MGR. TOMMY CARSON, BUS. MGR.

LAST CALL — HURRY — LAST CALL

LOWELL (MASS.) COMMON JULY 1-4—4 BIG DAYS AND NIGHTS

AMERICA'S OLDEST AND LARGEST JULY FOURTH CELEBRATION. DEALING TO 250,000 PEOPLE!!
BIG FIREWORKS DISPLAY!! RIGHT IN THE HEART OF THE CITY!! (GAMES POSITIVELY WILL WORK SUNDAY.)

Still have space for all legitimate Merchandise Concessions including Crazy Ball Laydowns. Will sell exclusive French Fries if you hurry. Also have space for Age, Novelties, Snow Cones, Popcorn, Hats, Candy Apples, French Fries, Food Stands, Custard, all kinds of refreshments. What have you?

FIRST COME, FIRST SERVED—ASK ANYONE WHO HAS PLAYED THIS DATE!
(Will Not Hold Space Without Deposit) Can Set Up Thursday, 8 A.M., June 30.

JEFF HARRIS

103 Walnut Ave., Revere, Mass., Atlantic 4-3525 or 4-8149
(Phones disconnected after 11 p.m. nitely)



14 RIDES—35 CONCESSIONS—SIX 50 FT. LIGHT TOWERS
GRAND ISLAND, NEBR., JUNE 25-30; NELIGH, NEBR., JULY 2-4

16 OF THE BEST FAIRS AND CELEBRATIONS IN OUR TERRITORY, INCLUDING BURWELL, NEBR., RODEO; HASTINGS, NEBR., FAIR; ABILENE, CENTRAL KANSAS FREE FAIR, AND HERRINGTON, KANSAS, LABOR DAY.

Want Wheel Foreman for second Wheel. Want Girl Show. Must have panel front. No Single-O. Want Fun House, Arcade, Drome or any good Grind Shows. Can place Agents for Coke Ring and Pitches, also Rat and Pan Game.

W. W. MOSER, Mgr.



LAST CALL

Linton, Ind., July 4th Celebration, Parades, Fireworks

CONCESSIONS: Can place Custard, Cookhouse, Grab, Foot Long, Jewelry, High-Striker, Long or Short Range, Hoopla, African Dip, Ball Games, Bird Pitch, Glass or Pottery Pitches, Balloon Darts, Age and Weight or any clean, legitimate Concessions that work for stock.

SHOWS: Can place Glass and Funhouse, Monkey, Snake, Fat or any family-type Shows.

RIDE HELP: Can always use good, reliable Help in all departments. Must drive and have licenses. All replies to ERNIE ALLEN, Mgr., Martinsville, Ind., this week. Phone in office, no collect.

LAST CALL

AGENTS WANTED

FOR 15 BONA FIDE FAIRS

REORGANIZING FOR THE FINEST SHOW IN THE EAST,
PRELL'S BROADWAY SHOWS

CAN PLACE CAPABLE GRIND STORE AGENTS. Will give head of store to capable man with crew. CAN ALSO PLACE CAPABLE MAN AND WIFE FOR KAT RACK. Johnny Grish, contact me. ALSO UP AND DOWN HELP. ALL THOSE WHO HAVE WORKED FOR ME BEFORE, CONTACT. STARTING JULY 4 WEEK, INDIANA, PA.

Contact: **MAX SHARP**

ST. CLOUD HOTEL

EAST BRADY, PA.

MARKS SHOWS, INC.

Want Hanky Panks of all kinds. Ride Foreman for Dodgem, top salary if qualified. Want organized Minstrel Show. We furnish complete equipment for same. Southern tour begins Salisbury, Maryland, July 4. Can use any family-type Grind Shows. Address:

Dover, Delaware, week of June 27; Salisbury, Maryland, week July 4.

Want DYER UNIT Want

Help for Coaster and Scrambler, contact, Join, Ellsworth, McAtee, c/o Gladstone Shows, or Frank Busch, c/o King Reid Shows. Must be sober, otherwise don't bother to take up our time. Bill Dyer wants Handy Man at Bald Knob, Ark., Winter Quarters.

Prell Does Well; Eyes Second Unit

WASHINGTON, D. C.—A two-week date in suburban Takoma Park, Md., produced pretty good revenue for Prell's Broadway Shows. Opening week was very good. Rain got the rehash off to a slow start on Monday (13) but the New Hampshire avenue location was a strong one and things turned out okay.

Owner Sam Prell reported plans to field two units in 1961, following the success of this year's policy. Prell has toured with no front end and a restricted midway plus his own Motordrome handled again by Johnny Burro. Shopping centers proved rewarding whenever the weather permitted.

Standing out here was the new Paratrooper, set alongside the Roundup which was received from the factory earlier. A compact lot forced a couple of units to remain on the trucks, and work on Abe Prell's Rockoplane kept it out of action. A Frolic is on order.

Show has done well since the Fayetteville, N. C., opening. First fair is at Red Lion, Pa., July 18-23, followed by the traditional big one at Harrington, Del. Concession line-up at the latter is again expected to top the 100 mark.

Show here had seven major and four kid rides plus the Drome, which was repainted and redecked, and some 30 concessions. The Harry Weiss-Mac Pincus bingo is back and Red Adams' diner is up front with the office trailer.

Staff has Sam Prell as president; Abe Prell, vice-president and transportation super; Ben Prell,

secretary - treasurer; McGuire Family, electricians; Lillian Sylvester, mail and agent for The Billboard; Johnny Hoffman, lot man; Al Reisinger, ride super; Shorty Davis, mechanic. Carl Prell is expected to join soon and is expected to break in on the general agent chores done by his late father, Joe.

On the front end were Dave Fineman, 2; Charley Gross, 2; Skulnick, 2; Harry Stephens, ices, popcorn, custard, apples; Ozark, 3; Paul Prell, 2; Nick Ricardo, 2; Lillian Sylvester, 5, and Berryman's jewelry.

Caterpillar and Whip are still in quarters.

Carroll OK Despite Rain; List Staffers

MINNEAPOLIS — Carroll Greater Shows trucked in here last week for its third stand of the season. Show opened at Spring Lake Park, Minn., where business was good although weather hurt. It then trucked to Osseo, Minn., for the holiday week.

Charles Carroll's new Paratrooper has been topping the midway thus far.

Staff includes Charles Carroll, owner-manager; Betty Carroll, treasurer; H. R. Henry, secretary; Eddie Coy, lot and advance man; Clarence Lanke, electrician; William Pratt, ride superintendent; Neva Lanke, mail and agent for The Billboard.

Rides and foremen are: Merry-Go-Round, Don Williams. Ferris Wheel, J. L. Henkelvig. Tilt-a-Whirl, Carl Hickman. Paratrooper, Kenneth Dean, Ted Liebig. Octopus, Mike L. Whydey, Jerry Lester. Scrambler, Emerson Bennett. Roller Coaster, Vern Jester. Ticket sellers: M. G. Round, Mrs. Carl Hickman, Sharon Liebig, Virginia Williams, Gladys Jester, Neva Lanke. Pony ride: Arthur Kedrowicz. Kiddieland and Helicopter: Mrs. Little, owner; Barfield and Gerrie. Mr. and Mrs. Mel Miller have the Funhouse, and Phyllis Kedrowicz the Mechanical Show.

Concessionaires: Mr. and Mrs. Bob Ruymann, jewelry; Adella Pratt, hi striker; Bob and Vi Porterfield, bingo; Mr. and Mrs. Loyal Staley, diggers; Doug and Marge Maupin, grab; Roy Erickson, Mary Dean, popcorn; Joe and Johnnie Stanley, 5; Lew and Mary Stanley, snow cones, candy floss.

King Draws A Blank at Boat Races

SALIDA, Colo. — King Bros. Shows drew a blank at the International Boat Races here due to cold weather and snow. Takes in the hills before moving here were also down and the jumps have been long and costly.

The shows' elephant, Jill, has been making shopping centers and television appearances.

A concessionaire came on here in Salida with a do-it-yourself concession that racked up sizable grosses. While in Dolores, Colo., Mr. Bess and Mr. King went fishing on three occasions and each time came back with their limits.

Route from here is all celebrations.

Showmen's League of America Ladies' Auxiliary

CHICAGO—Altho the club is in recess for the summer, members are busy on various individual projects.

Mrs. William Carsky and Evelyn Hock are busy on the Cancer Fund award books. Mrs. Agnes Smith is launching a membership campaign and Mrs. Harriet McBeath is making plans for the fall bazaar and open house. Carmelita Horan is working on a friendship apron that will be awarded in the Cancer Fund drive.

Mrs. Etta Henderson's daughter, Hedda Luellen, graduated from the Paris (Tex.) High School. Correspondence received from Mrs. Winona Woodward, who is with Johnny's United Shows.

Mr. and Mrs. Richard Horan marked their 25th wedding anniversary June 1.

Carmelita Horan.

Olson WQ Bow Gets OK \$\$

HOT SPRINGS—Olson Shows are getting into shape here for their first fair to open July 2 in Anderson, Ind. The opening stand here at winter base yielded a 15 per cent increase in revenue compared with so-so business a year ago, according to Paul Olson, manager.

The new Paratrooper arrived ahead of schedule and was put into operation here. Also new in the line-up was the Umbrella Ride and the big Roller Coaster.

Louis J. Berger, shows' agent, was scheduled to leave his Chicago base Saturday (25) for Anderson to prepare for the arrival of the rail-roader.

W.G. WADE SHOWS

WANT
LEGITIMATE CONCESSIONS,
CAPABLE GRIND SHOWS
and
NON-CONFLICTING RIDES.

RIDE HELP:
FOREMEN AND SECOND MEN
ON ALL RIDES WHO
DRIVE TRUCKS.

W. G. WADE SHOWS
Battle Creek, Mich.,
June 29-July 4,
or
W. G. WADE
Mt. Pleasant, Mich.,
July 1 thru 4.

WANTED
FOR 15 WEEKS' WORK

George Yattau, John Morrissey, Sy Gaffin, Scratch and 3 more men who know me. Call now.

RED HILL
Serf Hotel, Coney Island, N. Y.

THIESS UNITED SHOWS

WANT CONCESSIONS WORKING FOR STOCK. Hanky Panks—what have you? No flats.

Sheridan and Wilmington, Ill., July 1-4; Compton, 9-10; Cherry Valley, 14-16. HAROLD or HENRY THIESS.

CARNIVAL WANTED

For 4-H Show, July 21, 22, 23, Carthage, Illinois

Contact **TOM MENN**

WANTED
SHIFT SPEED LINER

Quote condition and price in first letter.

MICHIGAN MIDGET MOVIES, INC.
7624 Fenkell Street Detroit, Michigan
Ph.: UN 3-4770

BIG SAVINGS

New Wells Cargo, Yellowstone, Avion Fan, Holiday Rambler, Franklin, Pathfinder. Contact me for discount on any make trailer.

"Save Money With Johnny"

JOHNNY CANOLE
Phones: WI 3-0003 or WI 4-9347 Altoona, Pa.

BINGO WANTED

Where it is legal or permissible. Buy outright, rent or percentage deal.

BOX #998, The Billboard
188 W. Randolph St., Chicago 1, Ill.

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.
Open all year round

Wants Freaks and Novelty Acts. State salary and particulars in first letter.



Wherever
You Are . . .
You'll Find
Many of
Your
Needs
in the
CLASSIFIED SECTION
this issue

Frank Cook Tops '59 on Initial Tour

DETROIT—Business has run about 20 per cent ahead of last year for Cook Amusement Company, first show to go out in the Detroit area this season, according to owner Frank Cook, who comments that "Between the rain-drops, business is good. When weather permits, it is on a par with last year."

The increase in total business results from two factors—the show went out a month earlier, and enjoyed about 10 per cent better business in two spots, Inkster and East Detroit.

This is the first full season for the Cook banner, as the new owners took over the former Wade Greater Shows at the end of the 1959 season, and comparisons are made with the records of the old show title.

Cook is carrying 8 to 12 rides, and 15 to 20 concessions. Only new major attraction is a Rocket Ride in the Kiddieland, which has been doing well. A King Frolic is on order for early delivery.

Cook opened the season April 4 at East Detroit, actually in snow and ice, but went 10 per cent ahead of last year. Next stand was at nearby Roseville, for the Macomb County Retarded Children's Fund, where business was just fair. The shows entertained some 40 retarded youngsters on the midway one afternoon. Weather was bad at the next stand at the Miracle Mile Shopping Center at Pontiac. The show was augmented for this and the next engagement by three rides and a Funhouse booked by Joe Frederick.

From Pontiac, Cook moved to Fort Wayne, Ind., to play a shopping center to satisfactory business. The show returned to Michigan at Inkster and went 10 per cent ahead again. Business was poor the following week at Waterford Township.

A week at Garden City followed, closing Sunday (12). The show broke in a new lot there which did not have as good a display location as in the past and business suffered considerably as a result.

Cook will play a series of celebrations and fairs the remainder of the season, including most of the same basic route played by the Wade Greater Shows last year plus some new ones. The additions include: American Legion Fair, Northville; Cowbell Carnival, Wayland; Mount Sinai Baptist Church Festival, Inkster, and the Angola (Ind.) Fair.

Staff includes Frank Cook, partner and general manager; Gerald Gordon, partner and concession manager; Charles Stewart, secretary; C. T. Lowrey, assistant manager and advance man; David Gray, electrician; Richard Green, carpenter; Richard Hallock, transportation manager.

Rides: Merry-Go-Round — Al Southwell, foreman; H. P. Ruff, Ferris Wheel — James Davidson, foreman. Tilt-a-Whirl—James Padgett, foreman; William H. Shaw Jr. Roll-o-Plane — Richard Green, foreman; Carl Winter, Kiddie Rides — Orville Green, foreman; Hans Hansen. Ticket sellers — Juanita Lowrey, Mildred Green, Eunice Hansen, Edna Southwell, Hattie Padgett; Gerald Gordon, relief.

Concessions: Frank Cook and Gerald Gordon, 7; Dale Eaches, Richard Rizick, Nick Thomas, James Biddle, Ann Borcker, Joe Marks, George Waskow; R. Logan, bear pitch; Mr. and Mrs. James King, 2; Earl (Crying Smitty) Frazier, 3; Pete Kinmond, Ray-

Mich. Stands As Usual OK For King Expo

BRIGHTON, Mich.—King Exposition Shows enjoyed fair business during its 11-day stand here which closed Sunday (12).

Now in its second season under management of Walter King Jr., the organization has been out of winter quarters since it opened May 11 in Utica, Mich. Grand opening followed at a new shopping center in Taylor Town and then the show moved to Avondale before coming here. Show will play Pontiac July 4.

Show's route will wind up at Pontiac and Mount Clemens with rides only on the streets.

A total of seven major and five kid rides and close to 25 concessions are being carried. One show is on the back end with a snake unit set to join. Four or five more rides will be added later. Four searchlights are being carried. New this year is a mobile bunkhouse for 12 ride workers with showers and rest rooms.

Staff included W. O. King, owner; Walter King Jr., manager; Barbara Emerick, secretary; Bill Bradley, concession manager; Willie Wood, ride superintendent; Gary Springer, billposter, and Jim Allen, electrician. Ride personnel: Merry-Go-Round, Robert Moore; Spinneroo, Albert Cain; Comet, Ronald Nabarette; Frolic, Lee LaVigne; Merry Mixer, Charles Womack; Ferris Wheel, Richard Conlee; Funhouse, Shelley Ouimet. Ted Hawley manages the kid rides, assisted by Randall Whittaker and Bob Gladys.

Concessionaires are: Bill Bradley, 3; Melvin Stowe, Al Diamond, Ed King, agents. Mrs. Eva King, popcorn; Dave Ironside, agent. Barbara Emerick, jewelry. Chuck Farnum Coke bottles; Ann Diamond, rolldown. Frank Cook, 5; Slim Tyler, manager; Sam Soloff, Fred Lumpkin, Spence Vardenman, Ken Stanton, Walter Hurst, Don Brock, Teddy Burd, Sam Burd, Russell Erdelle, agents. Russ and Letty Tossy, 2; Lee Small and Norma Small, agents. J. W. Macker, 3; Herb Durham, Chick Jenkins, Ronald Glefke, agents.

Mich. Rains Hit Bedard

ST. CHARLES, Mich.—So far as weather is concerned, J. L. (Whitey) Bedard, owner of Whitey's Amusements, has had it. To quote Whitey, it snowed at the opening and mud and rain has plagued the show at Michigan stands in Davison, Unionville, Saginaw, Flint and Sanfield.

Only bright one was Midland, Mich., where the show was on a paved lot and did big business. Despite all this, Bedard said that spending hasn't been too bad, only the weather.

Rides and personnel are: Merry-Go-Round, Teddy March; Ferris Wheel, F. Bisgan; Dipsy Doodle, Lester DePester; kid rides, Jack Bedard. Wilt Connett is secretary and advance agent and has his Whirlo ride on with Morley Chapple as foreman. Tom Bedard is ride super and electrician.

Eleanor Bedard has popcorn and floss; Mr. and Mrs. Joe Mix, jewelry; Mr. and Mrs. Jimmy King, 2; Mr. and Mrs. Ray Logan, 1; Gene Gerard, 2.

The Bedard kiddie ride unit, which includes Planes, Train and Autos, is playing school and church picnics under management of Matt Echter.

mond Frazier Jr., agents. Junior Fisk, bushel baskets; Grace Callahan, hats; Mr. and Mrs. J. P. Vizinis, popcorn; Theodore Underwood, parakeets, and Lee Moss, diggers.

FOLLOW THE WOLFE ARROW

WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

WANT—WILL PLACE—WANT
FOR THE
BIG 4TH CELEBRATION
THE BEST IN THE SOUTH
ON THE STREETS
BELHAVEN, N. C.

CONCESSIONS: Ball Games, Photos, Fish Ponds, Pitch-Till-You-Win, Jewelry, High Striker, Penny Pitch. Some Percentage open with Hanky Panks. What have you? Wire, no time to write.

SHOWS: Colored and White Girl Shows. A big week for you and rest of the season.

DON'T MISS OUT ON THIS SPOT

SET UP SUNDAY.
OPEN MONDAY
MORNING.

Wire
ERNIE SYLVESTER,
Tarboro, N. C.

USE RIDE MEN
WHO DRIVE.
NO CARS.

GOODING WANTS

RIDE FOREMEN AND HELPERS

For Flying Scooter, Caterpillar, Mad Mouse, Merry-Go-Round and other Rides. Can also place good Funhouse Operator.

TOP SALARY Semi Drivers preferred, good equipment, pleasant working conditions, long season South, year-round employment.

Can use Ride Superintendent with outstanding ability for our No. 2 unit.

At the close of the season we will need 50 additional employees in our new factory.

DONALD JURDEN, CONTACT ME.
NEED YOUR SERVICES. HAVE INVITING PROPOSITION.

Must be entirely sober and reliable. No floaters.
No collect wires or transportation to join—if you can qualify, address

GOODING AMUSEMENT CO.
3200 Valleyview Drive BRoadway 6-5131 Columbus 4, Ohio

COLORADO'S BIG JULY 4 CELEBRATION
BROOMFIELD, JUNE 29 THRU JULY 4

Parades — Fireworks — Car Give-Aways
Then all Fairs and Celebrations, closing November 12.

RIDE HELP: Want Ferris Wheel Foreman, also Second Men on other Rides. Must drive trucks.
CONCESSIONS: Can place Photos, Bear Pitch, Custard.
AGENTS: Want Agents for Six Cats, Scales and all other Hanky Panks.
Long Season—Closing Nov. 12.
Wire or call: JACK RUBACK, Mgr., Alamo Exposition Shows, c/o Junior Chamber of Commerce, Broomfield, Colo., until July 4; Plaza Shopping Center, Westminster, Colo., July 5 thru 10; then per route.

George Clyde Smith Shows

Want Cookhouse, Custard, Pitch-Till-You-Win, Balloon Darts, High Striker, Age & Scales, Basketball, Hoopla, Glass Pitch and Bear Pitch. Want Merry-Go-Round Foreman and Ferris Wheel Foreman, general Ride Help, Truck and Tractor-Trailer Drivers, Agents for office Hanky Panks, Monkey Show, Girl Show, Side Show, Wildlife, Pony Ride, Octopus and Tilt.

All replies
GEORGE CLYDE SMITH SHOWS
Scalp Level, Pa., this week; Six Mile Run, Pa., next week.

WM. T. COLLINS SHOWS

Can place Foreman and Second Men for Twin Wheels, want Tilt-a-Whirl Foreman. Also Second Men on all rides. Must have chauffeur's licenses and drive semis. Want Man to operate combined Fun and Glass Show.
Can place a few more Hanky Panks. Also Grind Shows of merit.

ALL FAIRS UNTIL OCTOBER. All replies to:
WM. T. COLLINS, Grand Forks, N. D. (Grand Forks State Fair), this week.

Sunset Amusement Company

IOWA'S GIGANTIC JULY 4 CELEBRATION, CLEAR LAKE, JULY 1-4.
STEAMBOAT DAYS, WINONA, MINN. (ON THE STREETS), JULY 8-10.

HELP: Want Second Men on Ferris Wheel, Merry-Go-Round, Rock-o-Plane and Octopus. Must drive. CONCESSIONS: Buckets, Six Cats, Picture Frames, each with Hanky Panks. Also Bear, Glass and Bird Pitches, Photos, Short Range, High Striker, Custard, Ice Cream, Roman Targets, Cork Gallery, Bushel Baskets, Coke Ring, Punk Rack, Bottles, Basket Ball and Dip.

Address: Alexander, Iowa (Celebration), this week; Clear Lake, Iowa, July 1-4.

REED AMUSEMENT CO.

Sturgis, Ky., June 27-July 4, followed by Eagles Celebration, Vincennes, Ind., July 6-16, with 17 continuous Fairs starting July 18.

Want Manager for new office-owned Bingo who can take full charge. Good proposition to right party. Must be sober. All Concessions open. Good opportunity for Glass and Bear Pitches. Concession Help, Hanky Pank Agents, Alibi Agents, Count and Peek Store Agents. RIDE HELP: Want Foremen for factory new Frolic, Merry-Co-Round and Schiff Coaster. Must be sober and reliable. Top salary and bonus. Will book any late model Rides not conflicting. SHOWS: Funhouse, Geck Show, any Grind Shows. No Girl Show.

All address: JOHN REED, Sturgis, Ky., this week.

PAGE COMBINED SHOW

Want for Shingle House, Pa., 4th of July Celebration and the following New York Fairs: Trumansburg, July 11-16; Canandaigua, July 18-23; Ithaca, July 25-30; Whitney Point, Aug. 1-6; Sandy Creek, Aug. 8-13; Rochester, Aug. 15-20; Little Valley, Aug. 22-27.

Legitimate Concessions of all kinds. All Eats open except Apples, Floss, Pop Corn and French Fries. Want Novelties and Monogrammed Hats. Want Bucket Agents. Harry Smiley wants one Ball Game Agent.

Rides: Dark Ride, Scrambler, Coaster, Turnpike or any non-conflicting Kid Ride. Ernest Stokes, contact immediately.

Shows: Fun House or Glass House, Wildlife, Side Show or any high-class family-type show. Want Tilt Foreman, Roll-o-Plane Foreman, Second Man for Scooter. Must be sober and drive.

All replies to BILL PAGE, WELLSVILLE, N. Y.

PRELL'S AMUSEMENTS

JULY 4, INDIANA, PA.

WANT FOR LEADING CELEBRATION IN PENNA.

CONCESSIONS: All kinds of Hanky Panks, Eating and Drinking Stands, etc.

RIDES: Can use Rides for this date.

Contact ABE PRELL, Elkton, Md.

PARADA SHOWS

Opening at Seneca, Mo., July 2-3-4, largest 4th of July in Tri-State; Mt. Vernon, Mo., on city square, July 6-7-8-9.

All Fairs and Celebrations balance of season

Want Second Men on all rides. CONCESSIONS: No "X." All come on. Can place Six Cats, Buckets, Swinger, Glass Pitch, Cigarette Pitch, or what have you? H. C. SWISHER, Seneca, Mo.

P.S.: Phone: 468, Caney, Kansas, until Wednesday, June 29; then Seneca.

DIXIE AMUSEMENTS

ONE MORE STILL DATE, THEN ALL FAIRS AND CELEBRATIONS UNTIL OCTOBER 3.

RIDE HELP: Want for Merry-Go-Round, Wheel, Mix-Up. Must have drivers' licenses and stay sober.

CONCESSIONS: Place One Ball, Glass Pitch, Cork Gallery, Hoop-La, String Game, Bear Pitch, High Striker, Short or Long Range, Ball Games, Scale, Roman Targets, Fish Pond, Photos. (No flats, alibis or gypsies.)

RIDES: Will book Octopus, Coaster or Tilt for balance of season.

Contact CLIFFORD DAVIS, MGR., Clyde, Kans., June 27-July 1; Spaulding, Nebr., July 3-4; Leeds, Iowa, July 6-9.

GREEN TREE SHOWS

4th July Celebration, Greenup, Ky. And 12 Bona Fide FAIRS

CONCESSIONS—Glass Pitch, Novelties and all other legitimate Concessions. SHOWS—Snake Show, Fun House, Monkey and Wildlife. All family-type Shows. Red Parks wants Agents for Razzle and Buckets. Come on in. All replies:

John M. Huls or Bill Hunter
Fairgrounds, Greensburg, Ky.

GALA EXPOSITION SHOWS

Last-minute call for the largest July 4 Celebration in the South. Starts June 30 thru July 4 at Portia, Ark.

Good Cookhouse or Sitdown Grab that caters to Show People and can use a good season. Also Concessions of all kinds except flats. I will be at Portia starting Monday, June 27. Junior Barnett needs Bucket and Swinger Agents. Call or come on. Nothing but Celebrations thru October.

B. B. MILLER, Mgr.

DRAGO SHOWS NO. 1

WANT

For now and rest of season. Novelties, Basketball, Coke Bottles, Ball Games, Age and Weight, Bumper, String, Bear Pitch, Glass Pitch, Short and Long Range, Photos, Fish Pond, Add-Darts or any Hanky Panks not conflicting. No Mitt Camp.

SHOWS: Also want family-type Shows. No Girl or Geeks. This Show has best route in Northern Indiana and Illinois. All wires to:

CHET PIERCE
Walkerton, Ind., this week; Galveston, Ind., next week; then as per route.

EVANS UNITED SHOWS

Have opening for legitimate concessions

Can also place Ride Help who drive. Want Shows with own equipment. Rich Hill, July 1, 2 and 4; Hopkins Picnic, July 7-9; Barnard Picnic, July 7-16; Savannah Fair, July 18-23; St. Charles Fair, July 25-Aug. 1; Washington Fair, Aug. 2-7; all Missouri.

Contact: MANAGER, per route above.

A-1 AMUSEMENTS

Want for Round Lake, Ill.; Antioch; Newton Fair, and long string of Fairs and Celebrations to follow.

Can place medium-size Cookhouse that caters to show people. Also can place Age and Weight, Novelties, Bingo, Photos or any non-conflicting Store working for stock. HELP: Can place Foremen on Ferris Wheel, Scrambler and Round-Up.

SHOWS: Can place two Girl Shows at Newton.

Contact: JOHN HANSEN, Manager, A-1 Amusements
Round Lake, Ill., this week; Antioch, Ill., next week.

WANT GIRLS FOR GIRL SHOW

One to feature. Top salary. Long season. Can use Girls with no experience if young and attractive. No collects. Ray Starnes, please contact.

CARROLL GREEN
c/o Baker's United Shows
Martinsville, Ind., this week

AGENTS WANTED

Six Cats, Buckets, T-Ball and Balloon Darts.

ROY T. DUFFY
c/o Burkhart Shows Warrenville, Ill.

AGENTS WANTED

P. C., Count Store and Skillo. Outside Help needed.

SLICK CARTER
Martin, Tenn., June 27-July 5.

RIDE HELP WANTED

Can place Foremen on Ferris Wheel, Octopus, Scrambler and Round-Up. Also can place Second Men on all rides. Must drive and have license. Top wages. Contact:

JOHN HANSEN, Mgr.
A-1 Amusements, Round Lake, Ill., this week; Antioch, Ill., next week.

WANT AT ONCE

For big 4th of July Celebration at Warrenville, Ill.

Hanky Panks of all kinds, Short Range, Basket Ball, Long Range and Cork Gallery. None of these on the show.

CARL BURKHART SHOW
Warrenville, Ill., June 27-July 4.

TIP TOP SHOWS

Want Concessions and Shows. Add-A-Dart, Punk Rack, Long Range.

Manistique, Mich., June 28-July 4, Centennial; Iron Mountain, Mich., July 6-9.

WANTED

Rides and Concessions or Carnival for Chautauqua County Free Fair.

Sedan, Kan., Aug. 18-19-20. No grift or flat joints. Mail information to:

R. I. BUCKLES
Sedan, Kan.

WANTED

First class #5 Wheel Foreman, \$100 per week. Can place Chairplane and Kiddie Ride Foremen.

D. VAN BILLIARD
1310 W. Main St. Lansdale, Pa.
Phone: UI 5-7010

FOREMAN FOR SCRAMBLER

Must be sober and drive. Other Ride Help. All replies to:

HAROLD LUCAS
c/o Happyland Show
Ypsilanti, Mich., through July 4

CALL SYCAMORE, OHIO, 7-5552

for
BABY DUCKLINGS
BARE'S HATCHERY

FOR SALE

One Electro Freeze; one Eagle Custard Machine with storage cabinets; one 12x12 Grab Joint, top and frame; Nashville Floss Machine. Like new.

H. A. (BIG SIX) BOUCK
Box 123, Schoharie, N. Y.
Phone: AX 5-1928

AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1960 DATE BOOK
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

WANTED—CARNIVAL

With Rides for Lions Annual Rush Springs, Oklahoma, Watermelon Festival for August 11 and 12, 1960.

RUSH SPRINGS LIONS CLUB
Raymond O. Gibbs, Committee Chairman
Rush Springs, Okla.

WANTED MAD MOUSE

For Champaign County Fair, Urbana, Ill., week July 24, and La Porte County Fair, La Porte, Ind., week August 15.

Will give special consideration.

All wires: C. C. GROSCURTH, BLUE GRASS SHOWS, Joliet, Ill., all this week; Keokuk, Iowa, week July 4.

LOROW BROS. & HARRY HENNIES

WANT

for story book type of show, to open July 31, any good Novelty Acts that can entertain children and adults alike. Need Giant, man and wife to handle Chimp and other animals or will book Chimp Act, also Dog Act. Want Juggler (Tirko, answer), young Magician (Scotty McNeil), answer. Need good Comedian. Prefer one on chubby side. Any good lively acts, answer. Need man with beard for Santa Claus. Need Working Men, prefer those who have driven semis. All who have been with us before, answer. Open until Christmas. Answers to

Lorow Bros., 433 N. E. 123d St., North Miami, Fla.

SHORTER'S GREATER SHOWS

Want for biggest Fourth of July Celebration in this section of Wisconsin.

CONCESSIONS: Picture Frame, Watch-La, Pin Store, Count Store, String Game, High Striker and Novelties. ALSO WANT AGENTS FOR OFFICE-OWNED CONCESSIONS. SHOWS: Especially want Mechanical Show Man with Reptile Show who called, come on. HELP: Ride Help on all rides. Still need Girl for Girl Show.

Above contact MANAGER, Lansing, Iowa, June 27-July 1; Independence, Wis., July 2, 3 and 4.

READY TO GO

New Schiff Hi-Road model Coaster. All latest improvements. With or without transportation. Cash or terms. 75 Kw. General Motors Diesel Light Plant, used only 500 hours, mounted in specially built factory Semi with Chev Tractor. Very flashy outfit and fully automatic. Latest type equipment. Cash or terms.

FORREST C. SWISHER, P. O. BOX 125, CANEY, KANSAS.

LAST CALL—STEARNS, KY.

Biggest 4th of July and Homecoming in the country, June 30 thru July 9. Free gate. Plenty of people every day.

CONCESSIONS: Want Hanky Panks of all kinds, Short Range, Long Range, Diggers and Center Pitches. Lot will be laid out June 28. WANT Second Men on all rides who drive and Man to handle Searchlight and Front Gate. All replies:

J. L. KEEF, CAPITAL CITY SHOWS
c/o WESTERN UNION, STEARNS, KY.

AMERICAN FIESTA SHOWS

Want Agents for Count Stores, Pin Stores and Skillo. Also Cookhouse Help. (Blackie, come on.) Can place Hanky Panks. Also place Shows not conflicting. Want Ride Help who drive for Merry-Go-Round, Wheel, Tilt, Mixup, Kid Rides.

Wright City, Okla., Annual July 4th Celebration, followed by Army Payday and 17 bona fide Fairs and Celebrations.

Contact: CLIFFORD GIBSON, ROY EDELL or LUCK McDANIEL, Wright City, Okla.

FOR SALE — 4 KIDDIE RIDES — 25 BOOTHS

All rides in perfect condition. Can be seen in operation. Train, Chairplane, Airplane and Kiddie Car Ride, complete with fences, switches, cables. 25 Concession booths with canvas, light stringers, wheels, etc. Retiring from business. \$5,000.00 cash takes it all

DOC M. IRVING
4312 Roosevelt Blvd. Philadelphia (24), Pa.
Phone CUMberland 8-3321

DICKSON UNITED SHOWS

WANT WANT WANT

Will book Cookhouse that caters to Show People. Will book any and all Hanky Panks. Will book Long and Short-Range Shooting Galleries, Age and Weight, Six Cats, High-Striker and some Alibi Joints, with Hankies. Want any family or walk-through-type Shows. Will book any ride that does not conflict. Need Ride Help on all rides. Can place No. 1 Man on Wheel and Merry-Go-Round. Wonderful route for Pony Rides. Will book Bingo for all season. This show plays no still dates. Booked solid to November 1. Lester (Fibber) McGee, get in touch at once. Can use Count and Pin-Store Agents.

Conneaut, Ohio, all week, including July 4; City Park, 60,000 attendance last year. All wires and phone calls to DICKSON UNITED SHOWS, Conneaut, Ohio.

JOE P. WILLIAMS

WANTS FOR MONTE YOUNG SHOWS

Due to illness, need Agent for Pin Store for balance of season. Also place Agents for Buckets and Swinger. Want Bingo Help. Top salaries. Can always place useful Ride Help. Top salaries. Can use Wives on Ticket Boxes. Address: Provo, Utah, June 27-July 4.

CHEROKEE AMUSEMENT CO.

RIDE HELP WANTED. FOREMEN FOR WHEEL AND MIX-UP. Can use Second Men on other rides. Want Operator for Fun House. All must drive and have valid license. Contact

J. W. MAHAFFEY
Chanute, Kansas, until June 29; then Ottawa, Kansas, thru July 4, and Frankfort, Kansas, July 6-9.

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

AGENTS WANTED

Adding Concessions. Especially want Six-Cat Agents, starting Madison (Wis.) Businessmen's Celebration, June 28 thru July 4. Then Peoria (Ill.) Fair, followed by a strong route of county and state fairs. Ratcliffe and Jackson, come in.

DON PIERSON
c/o Wallace Bros.' Shows
Madison, Wis.

FOR SALE

Danteel Carrousel, fifty-two animals all hand carved, new metal roof, new electrical equipment, good operating condition; horses need painting; must be removed. Will sell very cheap.

MORRIS GOLD
99-06 C Blvd. Rockaway Beach 94, N. Y.
Granite 4-2438

BINGO HELP

WANTED IMMEDIATELY

Caller and 2 Countermen. Long season, good pay. Call, wire or come on.

MORT MESSIAS
6538 N. Rockwell Chicago, Ill.
Phone: SHeldrake 3-7827

CARNIVAL CONFAB

• Continued from page 91

long-time outdoor showman, currently with Green Tree Shows, reports that his wife has been released from a Chattanooga hospital and is convalescing with her mother, Mrs. Glenn Metts, at P. O. Box 213, Spring City, Tenn. She'd appreciate mail.

Pearls from Royal American: Mrs. Jean Blackwell is now handling the register in the cookhouse, and Tom Blackwell has added dinner music during lunch hours. . . . Leon Claxton has had his share of bad luck. One of his chorus girls was hurt when she fell from the train steps and two others were hurt in an auto crash and all were hospitalized. . . . John B. Russell and Harry Fragin have a new confection and grab combination. . . . Mel Smith and Clarence Pool have framed Lou Dufour's new freak animal unit. . . . Dick Best, Bill Thompson, Doc Crosby and Blue Osenbaugh have a new snake show. . . . Guy Markley's bingo was the setting for a recent radio and TV program. . . . Wind blew the neon sign off the "Club Lido" front, but Bill Cain and Willie True made a

new one. . . . Mae Paradise joined "Blazing Six Gurs" revue. . . . Ben (Waterwagon) Garner was called home to Michigan when his mother became ill. He expects to rejoin at Winnipeg. . . . Mr. and Mrs. Kenny Reveling visited.

Charlie Byrnes

Rohr's Modern Midway Shows escaped serious damage when a wind and rainstorm struck the midway Thursday night (16) at Rantoul, Ill. The Jenny top and a few concessions tops were damaged but the show was open again the following night and moved to Monee, Ill., with no trouble. . . . Carlos Rocco joined American Midway Shows at Fort Worth with his Merry-Go-Round, Tilt-a-Whirl and Fly-o-Plane. American Midway is set for Wright City, Okla., for the July 4 celebration and the route also has fairs in Kansas, Oklahoma and Texas. Show will wind it up November 12, at the Cuero (Tex.) Turkey Trot.

Mr. and Mrs. Charles Chaney left their Biloxi, Miss., home recently to join the Hopkins Amusement Company where they'll have their snow cones, candy apples and floss. Chaney has completely recovered from his serious illness of last winter. . . . Herman and Martha Sutra, formerly with Royal American Shows for a number of seasons, are now associated with Sellhorn's Trailer Sales, operating the St Petersburg, Fla., branch of the organization.

Frank Joerling

After an absence of three year Paul Hubbard is back with Bee's Old Reliable Shows handling press, promotion and children's matinees. Show begins its fair route at Central City, Ind., July 4. . . . Talla Raye and Vicki LaPage, who recently joined the Dick Palmer unit on Capital City Shows, report business good.

On hand for the June 16 wedding reception at Girard, Kan., of Louise Hutcherson and Jim Chapman, members of Heart of America Show, were Mr. and Mrs. Ted Corey, Mr. and Mrs. Pat Patterson, Mr. and Mrs. Luke Ballenbarker, Mr. and Mrs. William Bouillion, Mr. and Mrs. Charles Eoff, Mr. and Mrs. Wando Evans, Mr. and Mrs. Leroy Jones, Mr. and Mrs. Elmer Makiner, Mr. and Mrs. Scofield, Mr. and Mrs. Forest Koreiling, Mr. and Mrs. Curly Lowe, Sam Milton, Pat Murphy, Howard Bohaz, Red Davis, Al Capone and Don Corcoran.

American Midway Shows notes by Mrs. Roy Edsall: Tidwell, former show owner and now a park operator in Brownwood, Tex., delivered a No. 5 Ferris Wheel and Octopus to the show at Fort Worth.

. . . Cliff and Zona Gibson added two concessions, bringing their total to eight. . . . Mr. and Mrs. A. B. Cook joined with their kiddie ride, bringing the total to nine major rides and 10 kiddie devices.

B. H. (Mac) and Hazel McCrary rejoined the Marvel Shows with a new house trailer after visiting friends in Deer Creek, Ill. Mac has been having trouble with an ingrown thumbnail. . . . Pallbearers at the recent funeral for G. K. Bugg, concessionaire of Heart of America Shows, were Tom (Red) Davis, Walter Whitmer, Al (Capone) Clark, Sandy Lee, Brownie Brown and Bob Andrews.

Bill Gerbig, formerly a partner of Jimmie Merritt in Chattanooga, is still in the tuberculosis hospital at Tampa and would like to have mail from friends. . . . Lyle Meeks, en route to Livingston, Mont., for a July 4 date was a June 20 visitor on Forsythe & Dowis at Sidney, Neb.

Al Schneider

GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR

<p>JULY 2-3-4 HILLSDALE, MICH. Can place Hanky Panks. LAST CALL.</p>	<p>JULY 4-9 NEWTON FALLS, OHIO 9th Annual Lions' Club 4th July Celebration Can place Hanky Panks, some Direct Sales.</p>	<p>JULY 13-17 CARLETON, MICH. HOMECOMING Can place Hanky Panks of all kinds.</p>
<p>JULY 14-16 LITCHFIELD, MICH. Chamber of Commerce Celebration on streets Can place Hanky Panks of all kinds.</p>	<p>JULY 14-17 AKRON, OHIO Copley Community Days Can place Hanky Panks and some Direct Sales. No Corn, Apples, Floss, Eats.</p>	<p>JULY 19-23 PERRYSBURG, OHIO American Legion Homecoming Can place Hanky Panks.</p>

—WRITE—GOODING AMUSEMENT CO.—WIRE—
3200 Valleyview Dr. R. G. CASHNER, CONC. MGR. Columbus 4, Ohio

WANT FOR SHERIDAN, IND., CENTENNIAL

On the streets, July 2-9
Parades, Pageants, Fireworks

CONCESSIONS: Photos, Jewelry, Age and Weight, High-Striker, Water Games, Ball Games, Hoopla, Pitch-Till-You-Win, Glass or Bird Pitch or any Stock Concessions.

RIDES: Can place 2 Kid Rides. Also Octopus, Roll-o-Plane or any other major Ride.

SHOWS: Can place Fun and Glass House. All replies

ERNIE ALLEN, BAKER UNITED SHOWS

Martinsville, Ind., this week. Phone in office, no collects.

Rains Dampen Eddie McKeown Early Stands

DETROIT—McKeown Amusement Company, latest of the Detroit-based organizations to hit the road, has suffered from rain thus far.

Show opened at a three-day engagement in Marne under PTA auspices and drew a blank, Edwin (Eddie) McKeown, owner-manager, reported.

It then returned to Detroit for another three-day church engagement. Opening night was lost to a deluge and the second night was hurt by delays in getting rides in operation. McKeown brought only six rides and six concessions here. Games and bingo operated in nearby areas.

Complete show was taken to Marine City with six major and three kid rides and 30 concessions. Show will play mostly celebrations but has two fairs. It will close at a Labor Day celebration in Adrian under CIO sponsorship.

Staff, in addition to the owner, has Bill McKeown, ride super; Larry Noble, Roll-o-Plane operator; Dennis Haug, kid rides; Larry Bauman, Octopus; Robert Bauman, Merry-Go-Round; Mickey Crain, Ferris Wheel.

Concessionaires: Mr. and Mrs. Roy Mathis, scales and fish pond, with Jackie Mathis as agent. Harold Withmar, novelties and jewelry spindle. Jim Biddle, Coke joint. Juanita Hunt, popcorn with Ralph Scafe as agent.

modern careers

... is today's career. And Navy. Electronics, color, guided missiles... careers of the future.

NAVY

GIRLS WANTED FOR ROCK 'N ROLL GIRL SHOW



Must be young (18 to 23 for this type of show) and attractive, also be able to stand publicity as this is America's first and only Rock and Roll Girl Show. Experience unnecessary. Guitars and costumes furnished. Very good salary. This show could be the feature attraction at fairs or on a good, first-class carnival, as it is something new and different and will draw the crowds. Want good Drummer. Will furnish drums. In eleventh year trying to get girls and organize this type of show. Since 1950, the year of the great wreck to me. Write or wire collect. **LESLIE KIESTER** Hotel Nuville, Rochester, Minn. No phone calls.

\$50.00 CASH REWARD

for location of

ELWOOD EVANS

30 years old. Small, blond man. Crippled heels. Usually an agent. Wife, Lorraine. For reward, call collect.

GEORGE TURNER

Phone: Victor 2-9888
Oklahoma City, Okla.

UNCLE JOE'S AMUSEMENTS

WANTED: RIDE HELP WHO DRIVE. Stay home if you can't stay sober. Also want Hanky Panks. What have you? Have some good spots. Contact

JOE SEABOALT
as per route
Elgin, Texas, June 27-July 2

FOR SALE

Sperry Searchlight and Generator. G-12 Miniature Train and Track. S. A. H. Merry-Go-Round (guaranteed new condition). Diamond T Tractor, 32-ft. G.M.C. Trailer, open top. Will sell the above or trade for clean, factory-built Kid Rides. **HELP**—Can use Park Maintenance Man, also Semi Driver for the road.
DICK DILLON
Kiddy City, U. S. A., Sharon, Pa.

FAIRS—SEVEN INDIANA—FAIRS

World's Finest Rides, Ask Those Who Know

Want for seven Indiana 4-H Fairs, starting July 25 thru 30, Washington County, Salem, Ind.

CONCESSIONS: Want Hanky Panks only, no flats or gypsies. Want Jewelry, Basket Ball, Ball Games, Cork Gallery, Balloon Dart, Pitch-Till-U-Win, Ponds, High Striker, Short Range, Long Range, Grab, Cook House, Pronto Pups, Custard, Ice Cream, Coke Bottles, Bear Pitch, Glass Pitch, Pottery Pitch, Pitchmen and Demonstrators. These are good fairs for you. Have booked Bingo, Popcorn, Apples, Cotton Candy, Sno and Photos; all other Hankys open.

SHOWS: Fun House, Glass House, Monkey, Motor Drome, Snake, Mechanical, Jig or any family type of Show with own equipment.

RIDE HELP: Can always use sober, clean Help that drive.

All replies: No wires, no phone calls; write, all will be answered. Bill Phillips, contact.

W. R. GEREN Ride Office

Southland Shopping Center, Lexington, Ky., July 3 thru 23.

W.G. WADE SHOWS

WANTED

First and Second Men on all rides. Must be licensed drivers. Bailey Park, Battle Creek, Mich., June 27-July 4.

Contact
M. G. STOKES

BIG STATE SHOWS

WANT WANT WANT

Hanky Panks of all kinds, all open. Will book 6-Cats, exclusives on Novelties and Cookhouse only. Want Agents for Pin Store, Count Store and Skillo. Also Buckets and Swinger.

Above wanted for all our Fairs and Celebrations.

Port Lavaca, Fourth of July on the Streets, June 28-July 4. Three days for cotton, then payday, Coppers Cove, July 28-Aug. 3; with Hico to follow. Then De Leon, Beeville, Fredericksburg, Boerne, Bryan, Seguisa, La Grange, New Braunfels, Port Lavaca, all Texas Fairs and Celebrations. Then West Texas cotton. Wire:

ANNA MOORE, Port Lavaca, Texas.

BEST MERCHANDISE BUYS

98

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

JUNE 27, 1960

Latest Men's & Women's Styles

Nationally Advertised

- ELGIN
- BULOVA
- WITTHAUER
- WALTHAM
- GRUEN
- BENRUS

Watches

25% cash with order, balance C.O.D.

SPECIAL!
6 for \$39.50

CHOICE LOT
6 for \$49

New Cases! New Faces! All Standard brands. Rebuilt to run like new! Complete with expansion bands.

EXTRA!
G. I. WATCH BUYS
Famous Makes! Original Cases!

7-9 Jewel	15-16 Jewel	17-Jewel
\$7.95	\$8.95	\$9.95

Gov't surplus America's finest makes—Elgin, Waltham, Bulova! Cleaned and regulated. Priced to sell at fabulous profit! Order sample shipment—25% Cash, balance C.O.D.

Buy Direct from
WEINMAN'S
182 S. Main St. Memphis, Tennessee

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.



BARBECUE PIG

Barbecue pig that puts out a complete meal. Ideal for the backyard cook. It is timed for the outdoor cooking season. Priced at \$36 per dozen.—Ace Toy Manufacturing Company, 536 Broadway, New York 12.



AMERICAN FLAG

A new 50-star American flag printed on parchment stock. Includes the flag in full color, pledge of allegiance, proclamation for the 50th State, dates of entry of all States. Measures 11 by 14 inches and is suitable for framing. Costs 75 cents in units of 250. Suggested retail price is 25 cents.—New American Flag, United Building, 145 Kennedy Street, N.S., Washington 11.

BEVERAGE SET

Brass-plated carrying caddy and eight plastic tumblers, pre-packaged. Shopper may pick the complete set from the counter and carry it home by its protrud-

ing handle. The cardboard overwrap secures the tumblers. Suggested retail price is \$3.49.—Artistic Wire Products Company, Taftville, Conn.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN

AUTHENTICALLY STYLED

SOUTH SEAS TIKI GODS

The Latest Craze to hit the Multi-Million TEEN-AGE Market

Original output sold out overnight! Now, in mass-production to fill the ever-increasing demand, top quality at lowest possible prices!

8 Different TIKI GODS . . . gods of love, adventure, wealth, etc. (kids start a collection) . . . all with neck thong. \$3.60 doz. \$36.00 gr.

3 SHARK'S TEETH on Chain. Just as popular! Individually boxed. \$6.50 doz. \$72.00 gr.

Everyone is starting to wear 'em!

Get YOUR SHARE of TIKI GODS PROFITS!

Order Your Supply NOW!

Manufactured & Distributed Exclusively by
PICO NOVELTY CO. 424 So. Los Angeles St., Los Angeles 13, Calif. Phone: MADison 9-1435

WATCH 'em Go Like CRAZY!

New! Handsome! Jeweled!

WATCHES

Wire! Phonel! Writel! TODAY!

Sweep second hand! Yellow goldtone! Smart new style. Striking gift boxes for added sales appeal, only 40¢ each. Min. order 6. 25% cash—bal. C.O.D.

\$2.99

Expansion bands to match, 35¢ extra!

CEL-MAX, Inc.
582 So. Main • Memphis, Tennessee

Include postage. All merchandise shipped F.O.B. Memphis.

PRICE LIST READY

Send for Your Copy at Once

SLUM . . . Greatest Line Ever Assembled

PLUSH TOYS and DOLLS

FLASH . . . Superb Values
NEWS ITEMS When They Are New

If you have not dealt with us in the past, ask those who have

BERNY NOVELTY CO.
114 West 14th Street New York 11, N. Y.
Phone: ALgonquin 5-8290

BRIDE DOLLS
and
PONY TAIL DOLLS

Assorted Sample Dozen \$6.00 Postpaid

PARKS • FAIRS • CARNIVALS • CELEBRATIONS • STORES AND OTHER EVENTS.

Contact Immediately for Prices

EDWARD E. MARX
49 West 27th Street New York, N. Y.

when answering ads . . . Say You Saw It in The Billboard

WHOLESALE BUYERS' GUIDE

Gellman BROTHERS

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.

"THRILLER" CANDY BOXES

No. 1154—Lithographed in assorted two-tone color combinations. Size 5"x2 3/4"x1". Packed 50 to Bundle. This is the Standard Size Gallery Box.

Per 100 . . . \$1.00 Per 1,000 . . . \$9.50

ACME PREMIUM SUPPLY CORP.
2201 WASHINGTON AVE. ST. LOUIS 8, MO.
New 1960 Catalogue Now Available From the World's Largest Premium Supplier

AUCTIONEERS

Want route for season. Can work straight or jam. Write or wire Box #997, The Billboard 188 W. Randolph Chicago 1, Ill.

when answering ads . . . say you saw it in THE BILLBOARD!

COMING

BUY-MART

A RELIABLE SOURCE TO BUY ALL TYPES OF MERCHANDISE.

★ ★

NEXT ISSUE JULY 11

"BELL" SPECIALS

MECH. JUMPING DOO . . . \$36.00 Gr.
27" (Approx.) BEAR. All Plush. \$21.60 Dz.
Asst. Colors. 1 Doz. Min. Order.

DAZZLING PANDAS. SMALL. \$8.40 Gr.

PLUSH DONKEYS, \$24.00 MED. Dz.
LARGE . . . \$2.60 Ea.
25% dep. with order, M.O. or Cert. Check. Bal. C.O.D., F.O.B. Chicago.
*OPEN SUNDAYS

BELL SALES CO.
1107 SO. HALSTED ST.
Chicago 7, Ill.

CLOSEOUTS!

All-Plush Scotty Dogs made entirely of rayon plush. Big 11". Beautiful flashy stock. \$6 dz.

36 Pcs., Asstd., only \$18 FOB

36" Clowns & Dolls Big Sitting Chipmunk Large Duvetyn Seal . . . \$9.60 dz.

24 Pieces only \$19.20 FOB

25" Plush & Plaid Bear Giant 22" TV Dog 42" Monster Boto Clown . . \$13.50 dz.

18 BIG Pcs. only \$20.25 FOB

Free Catalog—1,000 NEW Plush Imported Toys & Carnival Goods REPRESENTATION WANTED

ACE TOY 536A Broadway N. Y. C. WO 6-3627

STUFFED DOLLS

17" BABY FACE DOLL . . \$4.40 dz.
15" DUCK FACE DOLL . . 5.90 dz.
15" MONKEY FACE DOLL. 5.90 dz.
19" SITTING FACE DOLL . 7.20 dz.
20" CORDY FACE DOLL . . 7.20 dz.

9 x 6 PLUSH SCOTTY DOG . . \$5.90 dz.
EACH ITEM SOLD IN DOZEN LOTS ONLY.

25% Dep., Bal. C.O.D., F.O.B. Chi.

J & N COOK, Inc. 763 W. Taylor Chicago 7, Ill.
Operated & Managed by Jim & Nat Cook. Our Only Location.

HOTTEST ITEM TODAY!

FELT PORKIE ALL COLORS \$4.50 \$51.00 dz. gr.

LARGE PLUMES \$1.20 \$12.00 dz. gr.

Write for Free Price List of Complete Carnival Line, Novelties, Hats, etc.

CHARLES SHEAR
150 Park Row New York 7, N. Y.

You Can't Beat

BRODY

For Merchandise

FOAM DANGLING DICE—\$1.75 Dz. \$18.00 Gr.

PLUSH BEARS—Each With Elastic and Ball Attached.

#827—11 1/2" — \$4.50 Dz. \$48.00 Gr.
#196—7 1/2" — \$2.50 Dz. \$24.00 Gr.
#2787—5 1/2" — \$ 8.40 Gr.

25% dep., bal. C.O.D., F.O.B. Chi.

SEND FOR FREE 1960 ILLUS. CATALOG

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—
OPEN SUNDAYS—9 TO 1

GIGANTIC PROFITS

New Tarnish-Proof Wonder Metal! Guaranteed not to tarnish! Full of Life and Brilliance! In Natural Gold Color—or White!

1/4 Ct. \$7.20 Gr.
Diamond. Gr.
Min. order 1 Gross.
Also same ring in 1 Ct. \$9.00 Gr.
center.

Complete line of other stones! Tarnish-proof rings, including birthstones!

Send \$2.00 for complete Sample Line and Catalog

STERLING JEWELERS, INC.
1778 N. Main St. Columbus, Ohio

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 1960-'61 Catalog** and information on **SPECIAL SPINDLE DEAL**

Frisco Pete Enterprises, Inc.
2048 W. NORTH AVE. CHICAGO 47, ILLINOIS EVERGLADE 4-0244

DIRECT FROM

Costume Jewelry Manufacturer

JEWELRY FOR GRAB BAGS
Beautiful, Stylish Rhinestone Necklaces, Bracelets, Rings.

TERRIFIC FLASH
Real Jewelry. No Slum. Guaranteed \$1.00 Retailers. Dozens of Styles. Immediate Delivery. Only \$18.00 per gross.

Other Sensational Values

Miracle Prayer Crosses, boxed	\$3.50
Men's 3-Rhinestone Rings, boxed	3.00
Ladies' Bridal Ring Set, individually boxed	3.00
DeLuxe Hollywood Styled Earrings	3.00
Scatter Pins, boxed	3.00
Necklace, Earring Sets, boxed	6.00
Necklace, Bracelet & Earring Sets, boxed	9.00

SEND FOR 'FREE CATALOG'
48 illus. Pages. 25% Dep. on C.O.D.'s.

PACKARD JEWELRY CO.
48 W. 25th St., Dept. B, N. Y. 10, N. Y.

MAKE MONEY!!!

with the **NEWEST 10 PACK SECRETARY**
10 Two-Tone Action Pens (REPLACEABLE REFILLS) PLUS All This For **40c** per set

POCKET SECRETARY
In beautiful vinyl with built-in STORAGE POCKET and handy replaceable MEMO PAD.

Sample Dozen: \$6.00 in gross lots

SMOOTH-WRITING REFILLS
to fit above and other standard pens:
\$10.00 per 1,000 (minimum order) (blue ink bulk)
CASH WITH ORDER or 25% DEPOSIT, BALANCE C.O.D.

OTTO GRUENHUT PEN CO.
377 Broadway New York 13, N. Y.

THANK YOU, CONCESSIONAIRES

for your response to our last four carnival supply advertisements. We buy low and sell as low as we can to still show a profit. We live fairly by the golden rule. We appreciate each customer's business and regard it as a confidential trust. We are not members of any trade group, syndicate, association or organization of carnival jobbers. We exchange no personal status or credit information with any firm or group. We are not opposed to any of our customers being able to buy direct or to save elsewhere. We are happy for them and grateful and thankful for that portion of their business we do receive. We see no sin in a customer shopping. We sure shop ourselves, and how!

McDANIEL CATALOG SALES CORPORATION
John McDade Leo Seymour Clarence Balleras
1713 W. 79th St. (Phone: RA 3-8530) Chicago, Illinois

Beachcomber-Bird's-Nest Hats
NATURAL STRAW—16" DIAMETER
PK—2 GR.—WT. #100

\$18.00 per gross (Min. 2 Gr.)

RODIN NOVELTY CO.
1100 W. Washington Blvd., Chicago 7, Ill.
Phone: CH 3-8080

ENGRAVERS, ATTENTION!!

20 Styles of discs on 1 1/2 in. and 2 1/2 in. chains, nickel silver signet rings, expansion Bracelets in chrome and gold, links for grab-bags from \$5.00 to \$12.00 a gross. Try our merchandise. See the right prices and good quality. Send \$2.00 or \$5.00 for samples.

MILWAUKEE NOVELTY COMPANY
1012 No. 3rd St., Milwaukee 3, Wis.

CONCESSIONAIRES

Price list being mailed out. Mention type of Concession when writing.

MIDWEST MERCHANDISE CO.
1006 Broadway
Kansas City 5, Mo.

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 16, Illinois

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.

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

INTRODUCTORY OFFER! FREE "COMEDY GUIDE" with your order for \$2 sample gagfile. Packed with gags, ad libs, quips, Show-Biz Comedy Service (Dept. B-9), 65 Parkway Court, Brooklyn 35, N. Y.

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money-back guarantee. Laugha Unlimited, 106 W. 45 St., New York 10, N. Y.

Agents, Distributors Items

BONGOS DIRECT FROM THE IMPORTER. Biggest hit since parakeets. Agents jobbers wanted. Sample, \$4. Pan-Mex Imports, 5512 Long Beach Blvd., Long Beach, California.

COSTUME JEWELRY—BOXED SET, NECKLACE, Bracelet, Earrings. Beautiful assorted patterns. \$100 per gross sets. Sample dozen, \$12 postpaid. Patterson Tool Co., 1013 'D', Lawton, Okla.

Did this Ad **ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED**

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using one inch or more.

DISTRIBUTORS FOR HOT SELLING ITEMS, new line direct from manufacturer. Rice Manufacturing Co., 486 Baltimore Ave., Cumberland, Md.

FAMOUS MFR. CLOSEOUTS

Asst. Earrings \$1.75 & \$3.00 Dr.
Pierced Earrings, Asst. \$1.25 & \$1.75 Dr.
Charm Bracelets, Asst. \$1.50 & \$2.50 Dr.
Tie & Cufflinks Sets, Asst. \$3.75 & \$5.00 Dr.
Cultured Pearl Tie Slides, Carded \$4.50 to \$ 2.00 Dr.
Asst. Boxed Sets \$4.50 to \$ 6.00 Dr.
Boxed Sets, Asst. \$9.00 & \$18.00 Dr.
Eng. Pearl Sets, Boxed \$4.50 Dr.
Cultured Pearl Pendants, Boxed \$3.50 Dr.
Rosary Beads, Boxed \$6.00 & \$9.00 Dr.
Children's Neckls., Boxed \$3.00 Dr.
Pins, Asst. \$1.75 & \$3.00 Dr.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D.

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

JEWELRY CLOSEOUTS

FREE CATALOG

R16—Asst. Girls' Stone Rings, Gr. \$ 4.75
E102—Asst. E/rigs, Gr. 6.00
201—Plastic Wallets, asst. Gr. ... 10.80
E5—Stone E/rigs, etc., asst. Gr. ... 12.00
E1—Tailored E/rigs, asst. Gr. 18.00
E2—Stone & Pearl E/rigs, asst. Gr. 21.00
E130—Rhinestone E/rigs, asst. Gr. 30.00
O1—Odd Lot Brace & Neckls. Gr. 15.00

Samples Regular Price
25% Deposit, Balance C.O.D.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS . . .
stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key Protectors. Samples of either \$25 ea., 7 ft., \$200 ea.; common Cobras, 3-4 ft., \$40 ea. Monitor Lizards, 2 ft., \$45 ea.; Monitor Lizards from Slam, 5 ft., \$150 ea.; from India, 6 ft., \$150 ea.; Bengal Lizards, 3 1/2 ft., \$85 ea. All perfect specimens with clean mouths, fat bodies, good feeders. Trefflich's, 228 Fulton St., New York.

REGISTERED ST. BERNARDS, NEWFOUNDLANDS, Schipperkees, Toy Foodies, Grown Dogs and Puppies. Bred females, Persian Kittens, priced accordingly. Stamps requested. Phone: TR 2-4061. Kaufmann's, Michigan City, Ind., Route 2, Box 499. j54

WOOLLY MONKEYS—TAME, ACCLIMATED, perfect pets; Mynah Birds. Request illustrated monkey catalog. Bronson Birds, 148 Fort George, New York, N. Y. Williams 2-1150. j57

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADS

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

RATE: \$1 per ogate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

HOSIERY—LOW PRICES LADIES', MEN'S, Children's. Ladies' Nylons packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St. Chattanooga, Tenn. j527

HOSIERY—WORLD'S GREATEST VALUE in all types hosiery. New bargains daily. Prices mailed free. Your inquiry solicited. East Tennessee Hosiery Co., P. O. Box 608, Chattanooga, Tenn. Phone: AM 7-6422.

SPECIAL NOTICE—KOEHLER (COMIC) Novelty Signs reduced to \$5 per 100, postpaid. Sample and lists, 10c. 12 Caldwell, Cincinnati 16, Ohio. np

Animals, Birds, Snakes

ASSORTED DEN OF REPTILES FOR \$25 including Box, Cobras, \$35 each. Pythons, Alligators, Dragons, Chameleons, Turtles, Snake Farm, Laplace, La. j527

BEAUTIFUL, YOUNG SHETLAND STALLION pick-out Pony. Does many other tricks. Riding Dogs, trained Dogs, feature tricks, somersault Dogs. Harnett's, Box 509, Des Arc, Mo. Phone 22.

CHEETAH, 6 MONTHS, TAME, \$450. Biddle, 328 Mannheim St., Philadelphia, Pa.

FOR SALE—SHOW STEER, BROWN SWISS, weighs 2,500 lbs.; age, 2 1/2 years. Contact: Charlie Hix, Route 1, Lawton, Okla. Phone: F55 thru Sterling, Okla.

PLENTY SNAKES ALL KINDS—BOAS, Rattlers, Yellow Bulls, Alligators, Horned Toads, Chuckawallas, Terrapins, Tortoises, Gila Monsters, Baboon, Coatumundies, Puma, Raccoon, Deodorized Skunks, Coyotes, Civet Cats, Ringtail Cats, Feawol, Azoutils, Pacas, Fox Cubs, Prairie Dogs, Ground Squirrels, Fox Squirrels, Parrots, Monkey-faced Owls, Horned Owls, Guinea Pigs, Armadillos. Otto Martin Locke, Phone MA 5-4523, New Braunfels, Tex. j54

PYTHONS AND SNAKES NEWLY IMPORTED: Regal and Indian Pythons, 13 ft., \$350 ea.; 12 ft., \$325 ea.; 11 ft., \$300 ea.; 9 ft., \$150 ea.; 8 ft., \$125 ea. Indian harmless Snakes, 2 ft., \$20 ea.; Indian Rat Snakes, 6 ft., \$40 ea.; 3 ft., \$35 ea.; Sand Boas, 3 ft., \$50 ea.; King Cobras, 9 ft., \$250 ea.; 6 1/2 ft., \$225 ea.; 7 ft., \$200 ea.; common Cobras, 3-4 ft., \$40 ea. Monitor Lizards, 2 ft., \$45 ea.; Monitor Lizards from Slam, 5 ft., \$150 ea.; from India, 6 ft., \$150 ea.; Bengal Lizards, 3 1/2 ft., \$85 ea. All perfect specimens with clean mouths, fat bodies, good feeders. Trefflich's, 228 Fulton St., New York.

REGISTERED ST. BERNARDS, NEWFOUNDLANDS, Schipperkees, Toy Foodies, Grown Dogs and Puppies. Bred females, Persian Kittens, priced accordingly. Stamps requested. Phone: TR 2-4061. Kaufmann's, Michigan City, Ind., Route 2, Box 499. j54

Business Opportunities

FOR SALE—PORTABLE ROLLER RINKS, \$4,000, complete. Now operating. Price \$4,600. Contact: Wm. Millar, P. O. Box 569, Warner Robbins, Ga.

FOR SALE

Factory of manufacturing Shooting Galleries and supplies. Fully stocked, equipped and established, successfully operated business since 1927. Priced to sell by owner who wishes to retire.

H. W. TERPENING
137-139 Marine St. Ocean Park, Calif.

MONEY-MAKING OPPORTUNITY. SELL Swiss Electric Shaver with fine selling features, speed control; varishave and long hair trimmer. Send \$9 for sample and brochure. \$90 dozen. Halaby Imports, 214 W. Fifth St., Cincinnati 2, Ohio. np

NEW PORTABLE FLOOR Banded, ready to use. Delivered 500 miles Little Rock, 65¢ sq. ft. Up to 10,000 ft. subject prior sale. From floor RSROA National Skate Meet there last seven days July. ALSO, new, complete Tent Rinks, Terms. W. T. SHACKELFORD
Dixie Rink Sales Smyrna, Ga. HE 5-5978, 42-8-2183

PARK FOR SALE

Park City Gift Shop and Amusements, located in East Texas on Highway 80, 1 mile east of Longview, a town of 50,000 population and many surrounding towns with no parks to draw from. Three acres, 30-ft. frontage on busy Highway 80. Beautifully shaded. Has 9 Kiddie Rides, including 20 aluminum horses and 2-chariot Merry-Go-Round; large gas motor Train and plenty of track; Trolley, Airplane, Boats, Cars, Ferris Wheel, Tractor and Trailer, small electric Train. All rides factory made and in A-1 condition.

Also 18 hole Miniature Golf Course, completely carpeted and electrical devices; Archery Range; 7-room modern Home, large workshop, barbecue pit, melon garden, including walk-in Dig Box.

Also large air-conditioned Gift Shop, \$12,000 to \$15,000 stock; wholesale plastic flower business with over 200 good accounts, delivery truck. Many other things too numerous to mention. Must be seen to be appreciated. Bargain price, \$85,000 for complete setup or will sell rides separately. Contact: **MANAGER**
Park City Gift Shop at Longview, Tex. Phone: Plaza 3-6532
Established 7 years, doing good business.

SHORT RANGE ON '51 CHEV. BOBTAIL Van. Two rifles, pistols, license, ready to go, \$600. Frank Irwin, Port Isabel, Tex.

This is a **DISPLAY CLASSIFIED AD**
Your Advertisement Display in a space this size will cost only \$14 per insertion

WORLD TRADE INQUIRIES. IF YOU WILL send 25¢ postage, sample copy is yours. World Trade Inquiries, Box 6266, Spokane 28, Washington. j518

YOUR OWN BUSINESS—WITHOUT INVESTMENT! Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders. Part or full time. Big cash commissions. Match Corporation of America, Dept. D-60-C, Chicago 22. j527

Collectors Items

ORIGINAL MILLS VILANO-VIRTUOSO Manuals. Actual reprints, clean and new with drawings, instructions for repair and operation. Not photostats. Write: The Old Collector, 2323 Arthur St., Eugene, Ore.

1912 WILLYS OVERLAND, EXCELLENT condition. Lots of brass. Will drive anywhere. Leon Tuttle, Route 3, Box 495, Michigan City, Ind. j54

Costumes, Uniforms, Wardrobes

GIRL SHOW, STRIP, BALLY, CLOWN Wardrobe, real Hair Impersonators' Wig. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: UNION 3-9509.

HOURLY GLASS COMPANY, DESIGNERS AND makers of small-waisted corsets and waist slippers. Invites your inquiry. Box 471 Palo Alto, Calif. j527

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill. sub

For Sale—Secondhand Show Property

ALLAN HERSHELL BOAT RIDE, IN excellent condition; not junk; new top. Write or call: Charles Noble, Route 1, Fond du Lac, Wis.

ARROW STREAMLINED TRAIN

Has Wisconsin air-cooled motor, two regular Coaches and one Observation car, each with air brakes; capacity, 45 children or 30 adults; approximately 800 ft. of 20-gauge track. Worth \$7,000. Will sacrifice for \$4,500. Address all replies to: **JACOB PRYOR**
2920 Navy Boulevard Pensacola, Fla.

BLEACHERS, USED, LIKE NEW. VARIOUS lengths, various heights. Low as \$2.25 per seat. Savings of 25% and better. Will pass local or State approval. If substantial quantity needed, phone N. Y. C. collect from anywhere in the U. S. Longacre 4-6727 or write U. S. Seating Co., 870 7th Ave., New York 18, N. Y. j54

BUILD KIDDIE RIDES, TESTED PLANS— Airplane, Dry Boat, \$100 Chairoplane, Handcar, Sliding Rocket, \$5 each. Free 112 page plan catalog. Brill, Box 875, Peoria, Ill.

FIVE JUNIOR TRACTORS, \$800; BOAT Ride, \$800; Street Car, \$1,000. All complete, perfect condition. Best offer. Box 93, Murray, Ky

FOR SALE NOW TEN SKEE BALL ALLEYS

FULLY STOCKED

Also Sani-Serve Ice Cream, fully equipped; with X on all frozen products. Now in operation at Wenona Beach Park, Bay City, Michigan.

Reason: Retiring. Owner Slim Spencer. Books can be seen if interested.

SLIM SPENCER
Wenona Beach Park Bay City, Michigan

FOR SALE—50 USED DODGERS CARS AND spare parts. All operated 1959 season. No reasonable offer refused. Contact W. H. Gierke, Riverview Park Co., 3300 N. Western Ave., Chicago 18, Ill.

LARGE MERRY-GO-ROUND AND 15 Kiddie Rides. Write for price list. H. E. Ewart, 3970 Center, Norco, Calif. Phone: Redwood 74882. j527

LONG RANGE SHOOTING GALLERY, medium size Bingo, misc. Equipment; 1936 and 1941 Trucks, almost new motors, \$1,200 cash. Walter Pederson, SK 2-1578, 5310 No. Winnetree, Tacoma 7, Wash.

MERRY-GO-ROUND HORSES, ALL SIZES, at low prices. Want Merry-Go-Rounds, all sizes; Kiddie Rides. No packing, we pick up. J. W. Landl & Co., 9435 S.W. 181st St., Miami 57, Florida.

MILLS PANORAMA, \$275; 3-D Dimensional Theater, 5 shows, complete, \$125; pre-war Photomat, \$150, good condition. Kiddie Rides, write: Meyer Wolf, 538 Boardwalk, Atlantic City, N. J.

MORE BUYERS Will Stop and Read YOUR AD if you use a DISPLAY CLASSIFIED AD

RATE ONLY \$14 per inch

NEW ALUMINUM 6' X 10' POPCORN Trailer, Creators 41 Popper, Cotton Candy, Circus Lettering, real sharp. 4701 Anker Road, Racine, Wis. Melrose 23455.

THIRTY BY SIXTY-ROPE FIREPROOF like-new Tent. Set up to show. Auction House, Warehouse Rd., Rockford, Ill. WO 5-5815.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom-built. Photos, details, \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. j525

3 CUSTARD MACHINES; 50 SHOOTING Gallery Guns, Remington and Winchester; also 1 Pizza face fresh kid, good condition. M. Russo, 329 Bay 13th St., Brooklyn 14, N. Y. BE 2-1365.

10 DODGEM CARS, LIKE NEW. ONLY used three seasons in park. Two Dark Rides complete with cars, track, trucks, etc. Good shape, no junk. Fred Nolan, Moxahala Park, S. Zanesville, Ohio.

Help Wanted

GIRL VOCALIST AND MUSICIANS, TRAV- eling dance band, steady, sleeper bus, girl send picture. Norman Reynolds, 1529 Stella, Omaha 10, Neb. j527

WANTED—AN ACTIVE PARTNER WITH \$150 for a Snow Cone outfit. Earl F. Mann, 2475 1/2 Deming Ave., Columbus 2, Ohio.

Instruction and Schools

LEARN AUCTIONEERING—TERM SOON. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. j54

Magical Supplies

VENTRILOQUIAL HEADS—PROFESSIO- nal Size. Face fresh kid, girl, rube, Negro. Papier mache, \$8. Brown, 1711 S.W. 18th St., Miami 45, Fla. j527

(Continued on page 100)

THE MARKET PLACE FOR BUYERS and SELLERS

Continued from page 99

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog \$1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. Jy18

Miscellaneous

CARICATURES FROM PHOTOS BEAUTIFULLY done in ink for reproduction or framing. \$5. Earl, 6004 9th Ave. So., Birmingham 12, Alabama.

Pull more people and make more money

Get a

"LITTLE TOOT"

Real Steam Train

CROWN METAL PRODUCTS CO. Wyano, Pa. West Newton 1550

Photo Supplies and Developing

MOUNTED ANIMALS FOR WILD WEST pictures, bucking horses, steers, buffaloes, colts, bears, burros, brahmas. Animals repaired. Gilbert H. Jones, Finley, Okla.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames; everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-1fn

Salesmen Wanted

MANUFACTURERS' SURPLUS, BELOW cost; peddlers' items; crewmen, hustlers, planners, carnies, fair workers, fast, quick money. Marvin, Route 5, Portland, Ind.

YOUR FREE COPY OF WORLD'S BIGGEST! Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B 307 North Michigan, Chicago 1. ch-1fn

\$300 FIRST WEEK OR MONEY BACK—AD Clock, unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 10. ch-1p

Talent Wanted

DRAMATIC TEAM. LONG SEASON, STARTING in September. Will train. Ken Hodie Marionettes, Box 2427, Coronado Station, New Smyrna Beach, Fla.

Tattooing Supplies

TATTOOING — I WILL TEACH YOU THIS profitable, fascinating business. Illustrated information. \$1. Zets School of Tattooing, 728-A Leslie, Rockford, Ill. np

Wanted to Book

CARNIVAL WANTED — 2-4 DAY STAND. August or September. Sponsored by Beta Sigma Phi. Alma Comer, 8271 Auburn Lane, Westminster, Colo.

CONCESSIONS WANTED FOR ANNUAL Fair, Madison, Ohio, June 29, 30, July 1, 2, 3 and 4th of July. Please contact: Ed Seneff, 8110 Dorver Ave., Cleveland, Ohio.

OCEANA CO. AGRICULTURAL FAIR DATE Correction: August 31-September 1-2-3 Concessions Wanted. C. Van Boxel, Mgr., Pentwater, Mich. Tel. 256-32.

WANTED—A SMALL CARNIVAL TO PLAY the annual Kiwanis Farm and Home Show at Dadeville, Ala., any week in September. Contact: Wayne Thompson, Dadeville, Ala.

Wanted to Buy

MINIATURE CIRCUS OR MECHANICAL City. Must be good quality in good condition. K. Murray, 530 Biscayne Blvd., Miami, Florida.

WANTED TO BUY — INDIAN HEAD Pennies, will pay 5¢ each. Old Coins; most Gold Coins double face. Donald Zak, 1212 Mullender Ave., West Covina, Calif. jz27

WANTED TO BUY—KIDDIE RIDES OF ALL kinds: Coaster, Bulgie, Tubs o' Fun and Funhouse. H. E. Ewart, 3970 Center Norco, California. jz27

WE WANT TO BUY A SCRAMBLER, A Paratrooper or a Roto-Wheel. San Juan Resort, George B. Quatman, Russell's Point, Ohio.

COIN MACHINES

Parts, Supplies

CAPSULE JEWELRY — ASSORTED EAR-rings, \$5 gross; Neck Pendants, \$7.20 gross; Solitaire Rings, \$4.75 gross; Cuff Links, \$14.40 gross; Birthstone Rings, \$9 per gross. 20% deposit with order. New England, 124V Empire St., Providence R. I. jz27

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Bands & Orchestras

3 PC. COMBO, COLORED, 1 FELLOW AND 2 girls. Piano, bass, cocktail drums. Seeks high-type resort, supper club or cocktail lounge in New England or Canada. Contact: Brooks, 107 Lillie St., Newark 8, N. J. jz4

Miscellaneous

FEMALE IMPERSONATOR, GORGEOUS wardrobe, wishes engagements. Will travel with orchestra. Circus Booking Agents who can secure bookings for smokers and conventions, communicate. Will answer all letters and send photos. Write: Box C-621, c/o Billboard, Cincinnati 22, Ohio.

Musicians

DRUMMER AVAILABLE, OUTSTANDING. Vocals, age 22, exc. appearance, name r&r acts exp.; will travel anywhere if price is right. Drummer, 455 N. Main St., Wilkes-Barre, Pa. Tel.: VA 5-4603.

YOUNG WOMAN WHO SINGS AND PLAYS cocktail drums, desires work with combo or similar. Write: Box C-620, c/o Billboard, Cincinnati 22, Ohio.

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

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Ackley, William; Allen, Todd; Ames Jr., Jack; Asher, Charles; Atkins, Mr. Jessie; Aubry, Red; Ayers, Mrs. William; Bain, Gene; Baker, Dr. H. C. J.; Baker, Johnny; Baker, Nolan; Barchner, Lina; Barstow, Jack E.; Beatty, Albina; Beckwith, Mrs. M.; Bell, Bill; Bennett, Bryce; Bentley, C. (Red); Bentley, Claude; Berton, Richard; Biggers, Curtis; Bishop, John; Boeger, Valerie; Bohannon, Alberta; Bohannon, Burt; Boeger, Mignon; Braehard, Paul; Broeffle, Sonny; Bruns, Charles; Burns, G. N.; Burns, Wm. E.; Burton, Irene; Busch, Donald; Butler, George; Caldwell, Sammy; Camp, John A.; Caruso, Johnnie & Mrs.; Catalano, Peter R.; Chavanne, Jas. & Mrs.; Cheminant, R. Lee; Ciaburri, J. P.; Colantra, Roland; Conklin, Lois; Converse, Art; Conway, Mike J.; Cooper, Guy & Eldroy; Cooper, Joan; Cooper, Phil & Mrs.; Cooper, Robert; Cooper, Corydon; Cooper, Sam B.; Cortes, Rita; Cox, Cecil E. & Vera; Cox, Doe Boy; Coyne, Thomas J.; Craft, James E.; Crawford, Robert; Davis, Homer; Del Rio, Carmen; Dell, M. E.; Demetro, Archie; DeVas, M. G. & Mrs.; Dickson, Douglas E.; Donsoo, Jerry; Horowitz, Louise Lee; Downay, Donald L.; Drake, Wally; Droggett, Mauricio; Drummond, Raymond; Ducket, Mrs.; Dufault, Adelard; Duggan, Mrs. J.; Emerling, Joe T.; Emond, George C.; Erwin, Lee; Everman, Mrs. Ruth; Farrell, John; Fasan, Chester; Fields, Vernon E.; Francis, Russell; Friedenheim, Morris; Fuller, Tex; Gallagher, Mrs. Rose; Gambone, Felix; Gammel, Earl D.; Garner, R. B.; Geller, Carol (Gayle); Gelitz Sr., Ralph A.; Gentry, John; Gitter, William; Glass, Joe; Glosner, P. Jamine; Godley, W. G.; Goldfarb, J.; Gorman, John; Gosnell, Mary F.; Graver, George; Gray, H. M.; Green, Dan; Hall, L. D. (Doc); Hall, Mary Etta; Hamrick, Howard; Harris, James V.; Haven, Jerry; Hedgecock, C. M.; Heade, Paul; Herriott, John M.; Hickok, John William; Hollar, Gene; Horowitz, Eddie; Hos, Leland A.; Howey Jr., John C.; Hudson, Smith; Hughes, Red R. P.; Huffie, T. J.; Hunt, Albert J.; Hunter, James G.; Hurt, David; Jackson, Mrs. Bill; Jackson, Lawrence; Jaxon, Jay L.; Jeter, Van L.; Johnson, James & Mrs.; Johnson, O. D.; Jones, Barbara & Wally; Jose, Mrs. Ruth; Keller, Prof. George; Kelly, David E.; Kinney, Leo Carl; Kipp, Stewart; Kirk, Fey; Kirkman, Mrs. W. E.; Klemens, Matt; Knox, Mrs. Jo Ellen; Kortez, Anthony; Kuhn, Capt. Eddy; LaBrecche, Charles A.; Lankford Sr., Lester; Lauher, William E.; Lawson Sr., Charlie R.; Lehman, Herb; Lindsey, Juanita; Lewis, Barney; Lincoln, S. B.; Littlefield, Jack; Lovette, T. R.; Loyis, Alfonso; Lynn, Jackie; McAllen, Geo. & Mrs.; McClure, G. E. & Mrs.; McCrary, Mrs. E. D.; McGinnis, Charles; McKinley, Barbara; McKay, G. E.; McLaughlin, W. A. & Marie J.; Mack, Billy; Maddish, Frank; Major, Aubrey E.

Routes For Sale

FOR SALE IN LARGE WESTERN CITY

Approximately 130 locations. Jukes, Games Cigarette, etc. Over 200 pieces of equipment. Cash or terms. Replies:

BOX C-579

c/o The Billboard Cincinnati 22, Ohio

Used Equipment

ARCADE MACHINES — SHOOTING GAL-leries, \$55; Wms. Cranes, \$80; Harvard Metal Typers, \$245; Kiddie Rides, Space Rangers, \$275; Car, \$125; Tank, \$125. New Carousels, Motorcycles, Horses. Write: Feis, 274 E. Ashmead St., Philadelphia 44, Pa.

SHIPMAN 3-COL. STAMP MACHINES, \$34.50; Duo, \$12; Roll Type, used, \$55; new, \$69. Folders, USP, 100 Grand, Waterbury 2, Conn. jz25

MUSIC-RECORDS ACCESSORIES

PRE-RECORDED MERRY-GO-ROUND TAPE. A program of Merry-Go-Round music played on a large band organ in brisk, lively Merry-Go-Round style, with all of the drums, cymbals, etc. 2,400' of all different tunes on a reel of pre-recorded tape at the speed of 7 1/2 R.P.M. Please, no personal checks. Send bank drafts or money orders. Price is \$10 each. Make all checks payable to William R. Kelley, 145 Strongs Ave., Rutland, Vt.

- Mancuso, Sam; Janning, Robert; Larquis, Nevada; Doroth; Marsh, Jesse B.; Martin, Calvin P.; Martin, Lavera S.; Mason, Jeanne; Jachetta, Cathy; Lessina, Philip; Meyers, Elizabeth; Dickles, May; Mikloiche, Joseph; Miller, Bobbie; Miller, Buzzy; Miller, Paul; Miller, Robert E.; Mitchell, Doc; Model, Harry; Montello, James; Moore, Bennie; Moore, Carleton; Moran, Billy; Moreno, Gus; Morris, Allen; Motley, Lucky & Rose; Murphy, Chuck; Murphy, Ed; Naramore, Dolly; Nichols, Mrs. R. L.; Norvell, Dick; O'Brien, Pat J.; O'Malley, Mike; Owens, Will (Foot Long Hot Dogs); Paccini, Nello; Palmatier, G.; Parenteau, Joseph B.; Parker, Robert J.; Pate, Virgil; Philbert, E. H.; Phillips, Art (Water Show); Phillips, Mrs. Connie; Phillips, Frank B.; Plunket, Marlin E. & June A.; James Christy (Circus); Purse, Joann; Ray, John W. & Mrs.; Rassini, Mr.; Rhoades, Lucky; Rich, Lou (Juggler); Ritter, Chuck; Roberts, Carol E.; Roberts, Mrs. Ted; Robertson, Jr., Casey; Rossi, Edward J.; Roy, Rowena; Sanborn, Raymond J.; Sartin, Eugene B.; Schmid, Martin L.; Scott, John H.; Segura, Antonio & Mrs.; Shaffer, Jimmie; Shindler, Wm.; Shinnors, John; (c/o H. M. Brady); Sinatra, Norman E.; Smith, Eddie; Smith, Eunine; Smith, Morice Inman; Sneaky Slim; Sordelet Jr., Henry; Souther, Troy D.; Spaulding, Lawrence A.; Starr, Turite; Stephen, Henry A. & Alice; Stephens, Eimer A.; Stevenson, Miller; Stratton, Roland A.; Sutton, Carl M.; Temkin, Florence; Terrentine, Ronald; Terrot & O. Willie; Terry, Charles; Tetts, Walter; Tutterow, Charlie & Mrs.; Underwood, Walter; Utley, James H.; Van Hoose, Ray; Warren, W. F.; Weber, Marion; Webster, Harris B.; Weiss, Albert or Earl West; George; Westzel, Kenneth; Wicks, Mrs. Jenny L.; Wilensky, Michael; Wilkinson, Marge & Willie; Williams, Martha; Williamson, John; Wilson, William; Yickow, George; Woods, W. J.; Young, Mrs. J. R.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Abraham, William; Adams, S.; Allison, Tex; Ames Jr., Jack; Anderson, Bill; Baer, John; Barker, Floyd; Beasley, Mrs. Fern; Bell, Bonnie; Bishop, Browne; Blaylock, Robert (Bud); Borough, Howard; Boyle, Charles; Brown, Tom; Brown, Harry (Tattoo); Brown, Hubert E.; Caloian, C. A.; Canipe, Walter; Carpenter, Clifford R.; Caudill, Johnny; Chaudon, Jay; Childers, Bobby D. & Doris; Clark, Roy Gene; Colbert, Dennis E.; Collins, Jessie; Converse, Art; Cottong, Harry A.; Crowe, Bill; Dell, Paul J.; Delph, Tommy; Demetro, Steve; Denind, Luther J. & P. L.; Diaz, Theodore; Dunn, Danny; Exline, Emmett D.; Ferguson, Danny; Followell, Leonard; Franks, T. S.; Friend, Mrs. J. D.; Garland, Kathryn; Garrett, John; Gattis, John; Geyer, Lothar; Glosner, Benjamin; Glosner, Mrs. Olga; Goldstein, Mrs. Rebecca; Griffith, Frank; Griggs, Charles; Haddad, Benny; Heath, Ralph; Heiser, Jack; Hobbs, Mr. & Mrs. Curley; Houk, Blanch J.; Horwitz, Cy; Howard's Reptile Exhibit, Johnny; Jacobi, Rudy; Johnson, Mr. & Mrs. Carroll B.; Kelly, A. M.; Kelly, James (Ten High); Kernes, J. A. & M.; Kibbey, Beatrice E.; Kline, Mr. & Mrs. Kenneth; Koarles, Anthony; Koteff, Teddy; Korman, Carroll; Lamon, Harry W.; Lanin Orchestra; Lawson, Vending Co.; Long, Mr. & Mrs. William; Love, Carl Gay; Lumpkin, Jess & Hermas; McCarthy, C. P.; McConnell, W. C.; McDaniel, E. J.; McGuire, Janet; McSparr, Wm. F.; Madera, Elmer Joe; Maloney, Mickey; Matthews, Sport; Maughan, C. E.; Mellor, Mrs. Lillian E.; Michaels, Jake; Miles, Victor; Milner, Claude; Monahan, Val; Moore, Bennie; Moran, Eric; Neill, L. K.; O'Day, Blackie; Pearson, Carl T.; Ray, Bernard W.; Reed, H.; Rhoades, Stephan; Richards, Franco; Riley, Tex; Roberts, Mr. & Mrs. Max; Russell Amusement Co.; Salale, Jerry; Schomberg, Vaughn; Seebach, Richard; Sepp, T. D. (Jack); Silcos, Jo Ann; Smith, Hal; Snook, Albert T.; Stanton, Mrs. Richard; Star, Hedy Jo; Stevens, Robt. A.; Stewart, Jim; Stiles Jr., Grady; Stone, Jas.; Thurman, B. W.; Vinson, Richard D.; Vinson, Jack E.; Washburn, Adele; Watson, Jack R.; Webb, Mrs. Mary; Welch, J. or Margarette; West, Forrest E.; West, Ralph; White, Billy Carl; Wilson, Joseph; Williamson, Al; Wright, Gordon L.; Wright, John; Young, Roger; Young Jr., David S.; Youngman, Kenneth.

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Archer, John; Black, Melvin; Brownell, William H.; Burslem, Jack; Cooper, Mr. & Mrs. Phil; De Gracio, Mardelle E.; Djaz, Kathleen T.; Hudson, William T.; Lane, Gerald; Lea, J.; Leonard, C. R.; Manners, Bill; Marks, John; Michael, Joseph; Plank, William; Quick Finish Photos; Settle, T. D. (Jack); Wilburn, Don H.; Wilson, Alice.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Adams, Miller; Boudrian, Billy; Brady, Paul; Brody, Paul; Coleman, Max; Craig, James; Eldot, S.; Jacobs, Marilyn; Jones, Libby; King, Jimmy; Mencilin, Jimmy; Ooalky, Frances; Miller, Richard; Ray, David; Rich, Anthony; Sherman, Elaine; Silverberg, W. & A.; Varnier, Maude.

HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD. 1. Type or print your copy in this space: [Hand-drawn figure of a person writing]. 2. Check the heading under which you want your ad placed: [List of categories: Acts, Songs, Gags; Advertising Specialties; Agents, Distributors Items; Animals, Birds, Snakes; Business Opportunities; Calliopes and Band Organs; Collectors Items; Costumes, Uniforms, Wardrobes; Food & Drink Concession Supplies; Formulas and Plans; For Sale—Secondhand Goods; For Sale—Secondhand Show Property; Help Wanted; Instructions and Schools; Locations Wanted; Magical Supplies; Miscellaneous; Mobile Homes, Accessories; M P Films—Accessories; Musical Instruments, Accessories; Partners Wanted; Personals; Photo Supplies & Developing; Ponies; Printing; Rigging and Props; Salesmen Wanted; Scenery, Banners; Talent Wanted; Tattooing Supplies; Trucks, Trailers, Accessories; Wanted to Book; Wanted to Buy]. 3. Indicate below the type of ad you wish: [REGULAR CLASSIFIED AD—20c a word. Minimum \$4; DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch); TALENT AVAILABILITIES AD—10c a word. Minimum \$2.]. Classified and all Talent Availabilities ads must be paid for in advance. The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Please insert the above ad in _____ issue. NAME _____ ADDRESS _____ CITY _____ STATE _____

La. Operators Chart Program to Fight Vending Tax Proposal

By NICK BIRO

NEW ORLEANS — Louisiana operators are planning an extensive program of contacting legislators and committee members in an effort to defeat a pair of vending machine license measures now being studied by the House.

Representatives of both National Vendors' Association and the National Automatic Merchandising Association met at the Fontainebleau Motel last week (18) to map strategy for their planned opposition to both measures.

House bill 1107 would place a per machine levy on penny machines of \$25, a tax of \$100 on 5-cent machines and \$250 on machines vending over 5 cents. House bill 153 would cover cigarette machines with fees up to \$250.

Committee

Both bills have been referred to committee for study, H. 1107 to the Ways and Means Committee, and H. 153 to House Judiciary A Committee.

Still another measure, H. 1171, would raise the cigarette tax in the

State from 8 cents to 10 cents. This measure is also in the House Ways and Means Committee.

At last week's meeting, operators were acquainted with the bills and were urged to contact their legislators to present the vending industry's side of the story.

Form Association

Possibly one good thing to come out of the fight so far is the planned reviving of an inactive State operator group affiliated with NAMA plus the possible formation of a bulk vending operator group to affiliate with NVA.

NAMA's Herb Beitel indicated at the meeting that he was in the process of drafting rules and by-laws for a group to be known as the Louisiana Automatic Merchandising Council.

NVA counsel Donald Mitchell said there was a strong possibility that a State bulk vending organization could be set up.

Five-Point Opposition

NAMA counsel John Insalata said the association was basing their opposition to the bills on five points: (1) the bills are discriminatory; (2) the bills are confiscatory; (3) the legislation would not produce revenue for the State; (4) the bills would result in loss of employment.

The association points out that the vending fees are considerably higher than retail sales fees although an individual vending machine nets less than a retail outlet.

The license fee, adds NAMA, would either wipe out the average operators' profit or lower it beyond a point of practical operation.

Profit Cut

With the profit margin cut, NAMA points out that the number of machines in the State would be materially reduced—in the case of cigarette machine the figure would drop from a present 8,000 to 9,000 machines to probably less than 500, producing a maximum revenue for the State of from \$12,500 to a maximum of \$50,000. The association submits it would probably cost the State more than that figure to enforce and administer the law.

Going on, NAMA says the bills would bring about loss of employment in the State to those now associated with vending machines plus causing a decrease in revenue to the State from the numerous other taxes vending machine operators now pay such as sales tax, income tax, gasoline and other taxes.

MORMONS CHARMED

Novel Approach Helps 'Triple Headers' Click

SALT LAKE CITY—Instead of single-machine locations in small stores, which have always been the rule in this area, Heber Tully, bulk operator here, believes in three-machine spots—and he has developed an effective means of selling them to location owners.

In bulk vending operations in the Mormon capital, Tully has been faced with not only the space problem which makes many small store owners think twice about providing the space for three machines, but likewise the fact that in strict Mormon wards or districts, children are often forbidden to chew gum or eat sweets.

Charms, however, are a different matter, and consequently Tully has been able to set up many route stops exclusively on charms where other confections would not be accepted.

Double Route

Currently operating around 375 machines, Tully has every intention of doubling the size of his route with particular emphasis in the suburbs where large numbers of delicatessens, creameries, candy stores, new drugstores and small food stores are being built.

To obtain the triple locations, which he feels are essential to a worth-while return, the Salt Lake City operator uses a simple test plan. In calling on every prospective location owner, he carries in a

sample of each of three types of vending machines which are included in his inventory, all brand-new, and gives the location owner the courtesy of asking which he thinks would appeal most to his own customers.

In 19 cases out of 20, the location owner will confess to a complete inability to judge, whereupon Tully suggests that the ideal answer would be to test each machine, on a comparative sales basis, until "the neighborhood has had a chance to get used to them."

Tests Spots

Most locations agree to this suggestion, with the result that space is provided for the "test." At the end of the first month, the location owner is usually so pleasantly surprised that he backtracks on any original statement that "we don't have room for the machines," and wants to keep all three of them. Tully, naturally, goes along with the suggestion and is a long way toward making the spot a profitable one.

All but three of Tully's locations are triple headers. The exceptions are banks of from six to eight machines in large supermarkets, mounted on plywood step platforms which the Salt Lake City operator builds himself. A retired accountant, Tully keeps an extremely close finger on the pulse of his routes and visits every location at least once a week whether fills or repairs are required or not.

CIGARETTE AND CANDY MACHINES

Fully Reconditioned — Ready for Location
Lowest Prices — COMPARE ANYWHERE

- ROWE 7-COL. CANDY MACHINE... \$125.00
- NATIONAL 9-COL. CIGARETTE... 85.00
- 8-COL. CRUSADERS, 30c and 35c... 55.00
- 8-COL. PRESIDENT, 30c and 35c... 50.00
- 8-COL. DIPLOMAT, 30c and 35c... 65.00
- 8-COL. STONERS, CANDY (post war) 175.00
- 6-COL. STONERS, CANDY (post war—capacity 102).... 115.00
- 6-COL. STONERS, CANDY (post war—capacity 120).... 130.00
- 8-COL. STONER CANDY BASES... 12.50

We carry a full line of Coffee and Milk Machines at reasonable prices.

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
46 Fulton St., Brooklyn 1, N. Y.
TRiangle 5-1857



MORE THAN 350 VENDING SPECIALISTS from 12 Western States attended a conference on vending management methods sponsored by the National Automatic Merchandising Association in San Francisco, June 10-11. Included were workshops on public health, personnel relations, cigarette and candy vending and accounting. Discussing the meeting agenda are Arch Riddell, Cigarette Vendors' Institute of California president; Ivan P. Wheaton Jr., California Automatic Vendors' Association president; Thomas B. Donahue, NAMA president; Paul Mercy, Northwest Automatic Retailers' Association president, and Thomas B. Hungerford, general manager of NAMA.

Four beautiful new PEARL RINGS... single and double... Sweetheart and Jumbo... assortment of all four only \$10.00 per M in 5 M lots.

SURE LOCK, the perfect capsule. Patent No. 2762411
Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

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 "LI'L LEAGUER"

Ball Gum Vendor

The bases are loaded with profits for the smart operators who install Oak's Li'l Leaguer on key locations. The machine provides a fun filled game while it vends ball gum. Adaptable to any seasonal game and also to present Oak equipment.

Below are listed factory authorized dealers.

AMERICAN NUT
1061 Tremont Street
Boston 20, Massachusetts

BIRMINGHAM VENDING
540 2nd Avenue, North
Birmingham 4, Alabama

BUYMORE SALES
#6 Bayview Avenue
Lawrence, L. I., New York

DALE DISTR. (B.C.) LTD.
1168 Seymour Street
Vancouver 2, B.C., Canada

GRAFF VENDING SUPPLY
2817 West Davis
Dallas, Texas

H. B. HUTCHINSON CO.
1784 N. Decatur Road, N.E.
Atlanta 7, Georgia

IMPRONTO VENDING
300 North Gay Street
Baltimore 2, Maryland

LOGAN DISTRIBUTING CO.
1850 West Division Street
Chicago 22, Illinois

SAMUEL J. PHILLIPS CO.
4372 Lindell Boulevard
St. Louis 8, Missouri

OAK SALES COMPANY
2033 Fifth Avenue
Pittsburgh, Pennsylvania

OAK SALES OF FLORIDA
1121 - 71st Street
Miami Beach, Florida

OPERATORS VENDING
1023 South Grand Avenue
Los Angeles 15, California

QUEBEC VENDING CO.
109 Commissioner St. West
Montreal, Quebec, Canada

RAKE COIN MACHINE EXCH.
609 Spring Garden Street
Philadelphia, Pennsylvania

JACK SCHOENBACH
715 Lincoln Place
Brooklyn, New York

SOUTHERN ACORN SALES
526-30 Bruns Avenue
Charlotte 8, N.C.

STANDARD SPECIALTY CO.
1028 44th Avenue
Oakland, California

STAR VENDING SUPPLY CO.
6327 Calhoun Road
Houston 21, Texas

VEEDCO SALES
2124 Market Street
Philadelphia, Pennsylvania

OAK MANUFACTURING COMPANY, INC.
11411 Knightsbridge Ave., Culver City, California

MAKE MORE MONEY IN VENDING!
Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

MONEY-SAVING SUBSCRIPTION ORDER

The Billboard, 2166 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.

915

Name

Company

Address

City..... Zone.... State.....

Type of Business..... Title.....

GIVE TO DAMON RUNYON CANCER FUND

Servicing Is Key to Part-Timer's Success

This is the second of a two-part series on how Samuel Rosenstein, typical part-time operator, runs his business. Last week's story dealt with locations, earnings and volume. This week Rosenstein discusses servicing, promotion and special problems he faces.

By HAL REVES

DETROIT—For the small operator with a part-time route servicing can be a genuine problem. His own hours are controlled by the hours of employment at his regular job

and he still has to adjust his service hours to the operating hours of his locations. This may bar him from some types of locations which close early or open late.

Rosenstein usually meets this problem by making certain stops in the morning when he is on his way in to work and others upon his way home in the evening. By careful scheduling, most locations can be covered in this manner.

His rule of concentrating upon multiple locations is a big help. He has fewer stops to make for the same number of machines.

Rosenstein has bolstered this program of service by friendly relations with his location people—and it pays off. His locations have gotten into the habit of calling him if a machine is empty, giving him a chance to make a prompt change.

He has also turned the keys of machines over to the location manager in certain cases. This is a direct result of cultivating the personal friendship of the people with whom he does business. He leaves a small stock of the fast-moving merchandise items with the manager, who can then open the machine and refill it when necessary. In most multiple locations there will usually be one machine which tends to empty faster than the others.

Rosenstein's basic rule of thumb for frequency of servicing is to fill machines when approximately one-third of the units are empty. To service too often defeats the purpose of multiple installations.

Rosenstein changes globes when refilling. He finds that it is not necessary to change a complete machine because of the rarity of any trouble.

Collections are usually made once a month (not necessarily at every servicing stop), which Rosen-



TYPICAL OF ROSENSTEIN'S multiple machine installations is this large 12-unit Kiddie Bar in a busy drugstore, one of his best stops because "... there's something in the bank to suit every taste and the price is right, too; nothing over a penny," Rosenstein points out.

stein regards as helpful in keeping monthly bookkeeping records correct. However, in the case of some particular locations, he has adopted the practice of collecting only at intervals of two or even three months. The reason for this is that he is able to give the location owner a much larger check at one time—this is an important good-will builder. Collections are made on one of the regular service calls.

Promotion

Seeking new locations has not been a real problem. The part-time operator usually has difficulty handling the business he already has, Rosenstein says. Accordingly he does not have an active program at present for securing new locations.

Projecting plans ahead, however, he is thinking of ways of getting additional business, and believes that the use of a "system street" method is a sound approach. This consists of selecting a good business street,

and going down it, calling on every likely store or business location. The program on such calls is to inspect the location, see what facilities they have and then talk to the owner or manager about the service which the operator could provide for him, perhaps relieving him of the chore of handling many small over-the-counter sales, in addition to the direct incentive of the commission.

Some of his new locations came thru a simple "word of mouth" method. Thus the manager of a supermarket next door to a store where he has an attractive and profitable multiple installation sees the machines, asks about them, and may end up taking some himself.

Help From Home

Mrs. Rosenstein has been a good help here also. She makes it a point to talk to business people in the community when she goes in to shop or do business, mentioning

her husband's business and the service which bulk vending might offer to the spot.

Some unlikely but profitable stops have been secured this way. Almost any type of business establishment where women come in during the day will have a potential. Mothers of the neighborhood often bring a youngster or two along with them, and the young patron can be easily attracted to the penny vendors.

Promotion is confined generally to the basics of keeping the machines in good operating condition, clean, attractive appearing and well stocked.

In one drugstore location the machines have been lined up against the wall—the whole 12 of them—with a partial divider at each end to set them off from the store displays. On the wall, the store has mounted a sign, "Kiddies' 1-Cent Bar"—attracting attention to the units and welcoming the youngsters to patronize them. This makes clear that these are all penny machines, so parents will encourage the children to use them without any fear that the youngsters will be tempted by more expensive machines to spend beyond their allowances.

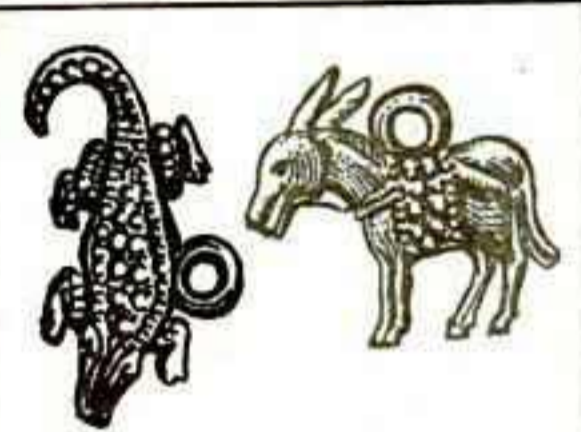
There are few general problems in operating aside from the occasional slug or bent penny, Rosenstein finds. However, some specific things are encountered, to some of which he has found a good answer.

Summer heat creates difficulties for candy. Some kinds will stick together; some will turn color. He notes that peanuts may spoil under prolonged conditions of heat. The same condition may arise in winter if the machine is placed near a radiator or heat outlet. Relocation and close supervision is the solution here.

Stock en route to location must also be protected, right in the truck. This is usually done by keeping merchandise under cover. Rosenstein has found that a good protective insulation is provided by a heavy layer of newspaper over the merchandise and a blanket over this. This protects against both heat and sunlight.

Another problem is spillage. Complaints are received from the location when customers spill the merchandise on the floor. To meet the condition, Rosenstein has designed a special tray to fit under the chute opening. This is made of tin, about four inches deep and cut to the width of the machine, with a rim of wood about one inch high around the three outer edges to catch the overflow.

In other installations, Rosenstein has used a similar extension of the platform itself to give protection. In the case of the multiple drugstore installation, he has placed his machines on a separate shelf, set back about four inches from the edge of the platform on which the shelf rests, providing equivalent protection. The shelf itself is in two segments, with six machines mounted on each, for ease of handling.



57 REASONS 57 GIMMICKS are 57 REASONS why COPYRIGHTED CHARMS, GIMMICK SERIES #57

are persuasive incentives in your CHARM MACHINES.

25,000 to 99,000 \$4.75 per 1,000
5,000 to 24,000 5.25 per 1,000

F.O.B. Direct From Factory
Or: At Eppy Distributors.

Immediate Delivery.

SAMUEL EPPY & CO., INC.

91-15 144 Place Jamaica 35, New York

★ ★ YOUR AUTHORIZED VICTOR DISTRIBUTOR ★ ★

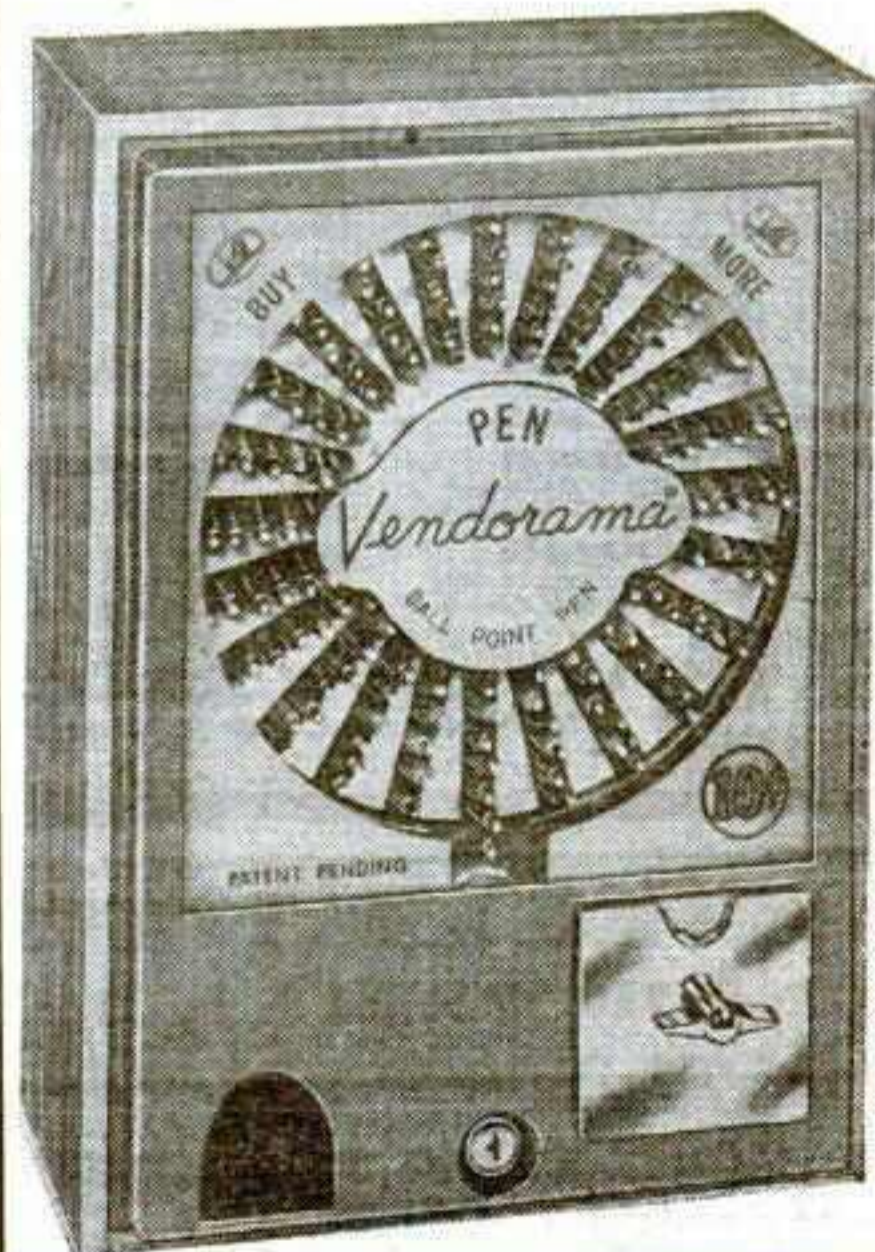
IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDERS ... PARTS AND SUPPLIES ...

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"x7"x16½" 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 15½"x15½"x48" high.



<p>BERNARD K. BITTERMAN 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. HI 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 SUmsat 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. DRako 7-4300 N. C., Ala., S. C., Tenn., Ga., Fla.</p>
<p>LOGAN DIST. 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. EAslern 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>

See Your VICTOR Distributor for Detailed Information and Prices

★ ★ VICTOR VENDING CORPORATION ★ ★

Billboard's Latimer Reports On Bulk Vending in Belgium

The Billboard's long-time correspondent, Bob Latimer, based in Denver, recently completed a tour of Europe, combining a little business with pleasure. His trip included stops in England, France and Belgium. After covering the bulk vending industry for many years thruout the Rocky Mountain States, Latimer has some interesting comments to make on how the bulk vending business is run "over there." His report on Paris appeared in the June 13 issue of The Billboard. The following is a report from Antwerp, Belgium.

By BOB LATIMER

ANTWERP, Belgium—Taking a cue from American bulk operators who have found that multiple-head stands mean a healthy pickup in profits, the Et Elvaco vending organization here is rapidly changing over all single-head installations to four-head units.

In almost every one of the multiple-head locations, two vendors offer peanuts, cashew nuts or nut mixtures, while the remaining two vend only ball gum. Charms have never been introduced by this Belgian firm, which supplies a metropolitan market amounting to more than two million people.

Operating more than 500 machines in this big seaport, the Et Elvaco concern has found demand just about equally divided between ball gum and peanuts, and that the servicing load, where only two machines are used, is too expensive and time-consuming. Consequently, the four-machine stands are being standardized as rapidly as possible.

Tourists

Tourist volume, grown to enormous proportions in the past few years, has accounted for much of the increase which the Et Elvaco books show today, according to the management. American tourists, almost without exception, make a beeline for the first vending machine they see, primarily for ball gum, since stick gum of the standard American five-variety is extremely difficult to find in the low countries.

Probably one reason for the heavy play which can be expected

from tourists streaming thru Belgium between France and Germany is the opportunity to use up small Belgian coins, which are not valuable enough for the trouble of exchanging them in banks and usually jingle in every American's pockets.

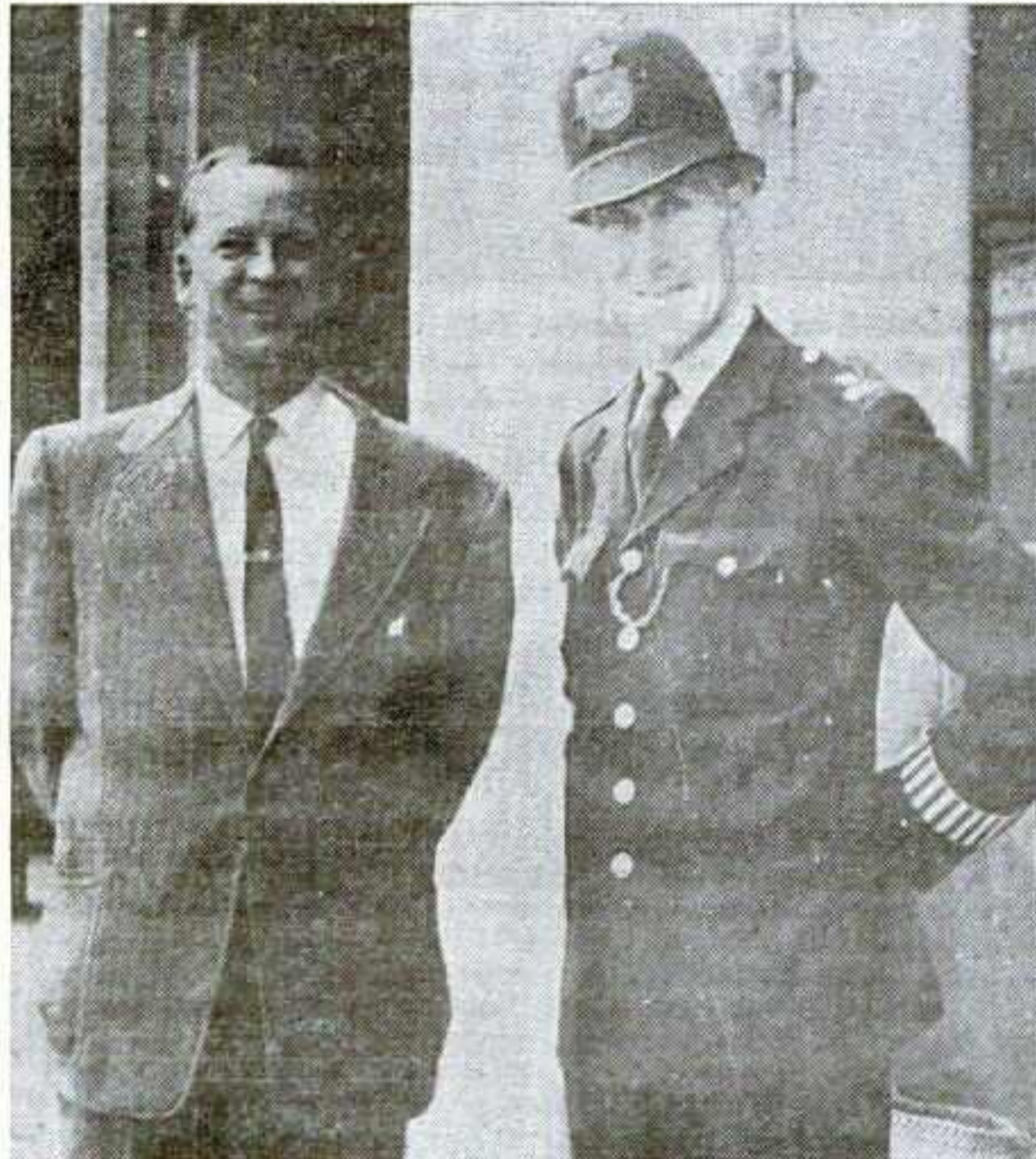
Like many American vending concerns, Et Elvaco has numerous locations which are sponsored by charitable organizations for the welfare of children and thus earn top-ranking places in hotels, business buildings, railroad stations and airports, which otherwise might be closed to any bulk vender.

Maintenance

Machines, of both English and American manufacture, are given the benefit of careful preventive maintenance at least once a month. The Et Elvaco organization has a miniature rolling shop equipped with spare parts, tools and other re-

pair needs for putting a balky machine back into operation on the spot. Filling is done by still another miniature two-cylinder truck, filling all machines on location, rather than exchanging heads in the standard American fashion.

Best locations are on the streets of downtown Antwerp, where bulk vendors are either mounted on heavy brackets, bolted into the wall or on extremely heavy stands, chained to a permanent anchor in the building wall. Curiosity value has much to do with excellent sales results, inasmuch as the ships of 30 nations regularly tie up at the Antwerp dock. One sure-fire indication of this is the presence of coins from many nations in the vending machine cash boxes, as sailors, coming into port, try to see whether odd coins in their pockets will operate the machines!



BOB WITH A BOBBY. The familiar English bobby proved no less an attraction to The Billboard's Bob Latimer than to other tourists, as he toured London recently. Stopping to ask directions, Latimer couldn't resist the above posed shot. Both Bob and the bobby appeared pleased.



BACK IN THE U. S., Latimer is joined by his wife, Hilda, as he dictates reports of his trip into a special dictaphone. Latimer, incidentally, is one of the few journalists who dictates all his copy instead of using the familiar typewriter. Both his car and private plane have dictaphones installed which he uses en route. He also carries a portable tape unit in his pocket for short stories, plus having a full rig at home. Tapes of his stories are transcribed by two full-time secretaries.

CARRY-OUT TRAY HIT IN BELGIUM

ANTWERP, Belgium—Making it easy for bulk vending machine customers who want to take a handful of gum, candy or nuts along with them without consuming it on the spot is the purpose of a novel attachment developed by Elbed Negule S. F., bulk operator here. Negule has provided a tiny steel tray at most of his locations, which is chained to the side of the machine. Suspended some 18 inches on the chain, the tray makes it possible to drop the coin, pull the actuating handle and drop the gum or candy or nuts into the tray, from which it can be poured into a handy envelope or whatever container the customer has without handling. Belgians appreciate the service immensely, particularly mothers of small children, who make it a habit to visit the same bulk vendors on shopping trips for an inexpensive sweet to take home for their youngsters. Negule developed the trays from inexpensive machine-stamped stainless steel originally made for candy display. He bought several lengths of 12-foot chain and used a tap to bolt the chain and tray to the machine.

Complete Service for Bulk Vending

Largest selection of charms, bulk candies, nut varieties, ball gum, accessories and parts

VISIT OUR CHARMETERIA

Featuring: • Largest selection of charms in the U. S. • Self Service • Any Quantity • Domestic and Import Items

Write for complete charm list #100

Serving the entire Delaware Valley area since 1927

SEND FOR CATALOG

Representing Acorn & Northwestern Vendors, Leaf Ball Gum, Ringmaster Charms.

RAKE COIN MACHINE EXCHANGE

609A Spring Garden Street Philadelphia 23, Pa. WAInut 5-2676

BULK VENDING SUPPLY HDQRS.

exclusive distributors for
**VICTOR • NORTHWESTERN
OAK • COLUMBUS & AMCO**

ALWAYS A FULL LINE OF PARTS

CHARMS (you name it; we've got it!)

GUM . . . All Types—ball gum, chidet-type (tablet form) and packaged (special wrapping for vending machines)

NUTS . . . cashews, mixed nuts, blanched peanuts, Spanish, and red jumbo pistachios

CAPSULES . . . empty, loaded, also extra large (empty or loaded)

CANDY . . . for bulk vendors

BALL POINT PEN VENDORS AND BALL POINT PENS

STAMP VENDORS AND STAMP FOLDERS

STANDS AND WALL BRACKETS

SANITARY VENDORS AND SUPPLIES

PACKAGED INSTANT COFFEE, CHOCOLATE AND SOUP MIXES

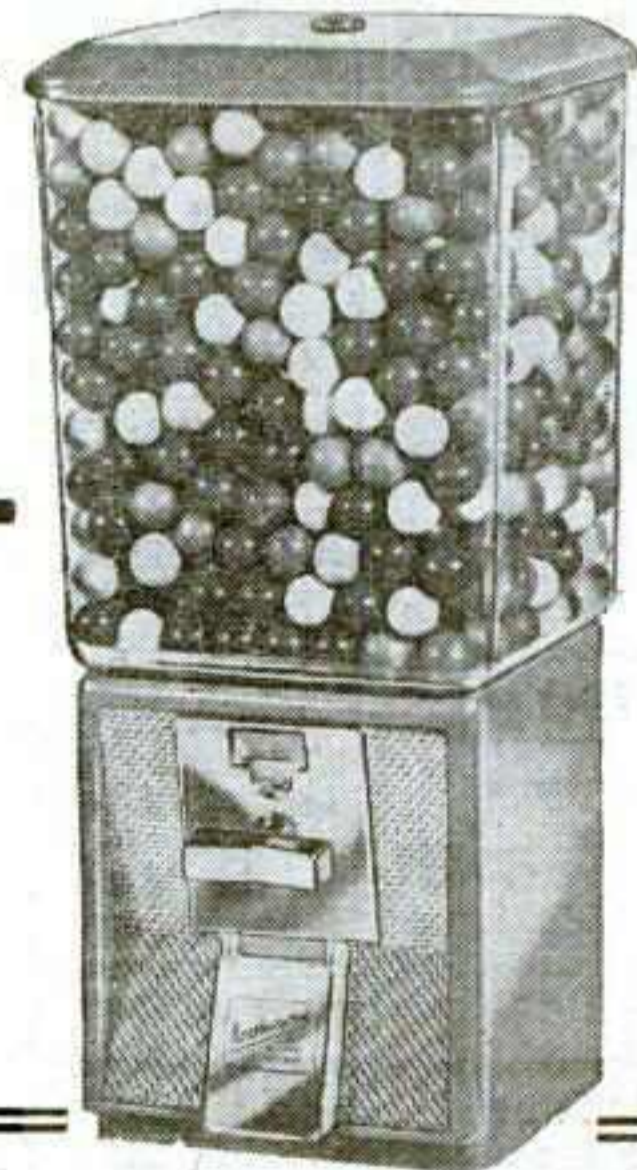
TELL US YOUR NEEDS. WE'LL FILL 'EM PRONTO!

H. B. HUTCHINSON JR.

1784 N. Decatur Rd., N.E.

Atlanta 7, Ga

Phone: DRake 7-4300



Northwestern SIXTY SUPER C

WITH QUICK TACH

FOR YOUR BETTER LOCATIONS

SUPER CAPACITY

1012 Balls 100 Count Gum

2886 Balls 210 Count Gum

365 Regular Capsules

AT SLIGHT EXTRA COST

See your Northwestern Distributor or write to

THE NORTHWESTERN CORPORATION

2064 E. Armstrong Street

Morris, Illinois

when answering ads . . .

Say You Saw It in The Billboard

BIG SAVINGS

on BALL AND VENDING GUMS

Same fine flavors. Centers and Coatings.

Direct Low Factory Prices

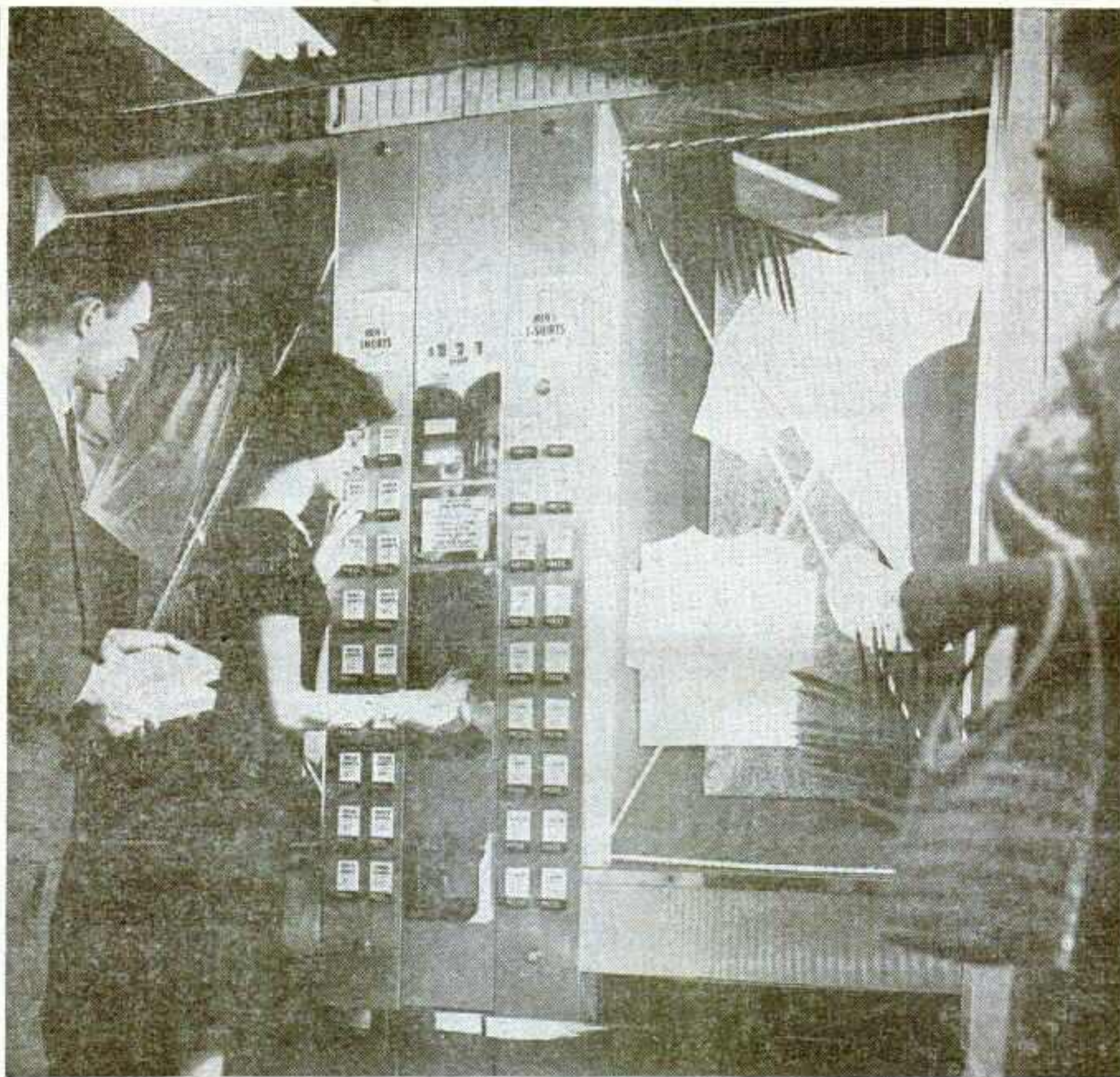
Bubble Ball Gum, 140-170 & 210 ct. & Giant Size27¢ lb.
 Chicle Ball Gum, 130 ct.35¢ lb.
 Clor-a-Vend Ball Gum40¢ lb.
 Clor-a-Vend Chicks, 320 ct.40¢ lb.
 Chicle Chicks, 320 & 500 ct.36¢ lb.
 Bubble Chicks, 320 & 520 ct.38¢ lb.
 Tab (short stick), 100 ct.38¢ box
 5-Stick Gum, 100 packs \$1.90

F.O.B. Factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS

35 years of manufacturing experience.

47h & Ml. Pleasant • Newark 4, N. J.



THE FIRST MERCHANDISE VENDING MACHINE to accept coins or bills is getting a trial run at Macy's busy department store in New York. The unit stocks men's T-shirts and shorts in varying styles and sizes and accepts pennies, nickels, dimes, quarters, half-dollars and \$1 and \$5 bills. It accumulates credit and gives change. Believed to be the first of its kind, the unit was developed by National Rejectors and National Vendors, both subsidiaries of Universal Match Corporation.

HOTTER THAN EVER!

Fast Moving—Reasonably Priced

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

Talk-Talk Teeth

Chatter Click Click

SPRING ACTION

GETS A LAUGH EVERYTIME

OPEN

1-4 m \$15.00 per thous.
 5 m and up 13.75 per thous.

CLOSED (With metal clip)

1-4 m \$16.85 per thous.
 5 m and up 14.55 per thous.

at your distributor or

Guggenheim

33 UNION SQUARE
 N. Y. C. 3, N. Y. • AL. 5-8393

Eppy Plant Off for Week

NEW YORK—The Samuel Eppy & Company plant will be closed for vacation July 2-9. Business will continue thereafter as usual. The firm is asking for early orders in anticipation of the vacation date.

A. T. Hamilton, Former Machine Mfr., Dies at 67

KANSAS CITY, Mo.—Arthur T. Hamilton, 67, a former manufacturer of bulk vending machines, died here recently. Hamilton was president of Superior Products, Inc., a firm that manufactures automatic fire extinguishers.

Prior to 1949, he was president of Hamilton Enterprises, Inc., a manufacturer of ball gum vending machines. In 1940, he assisted Maurice Milligan, former U. S. district attorney here in his campaign for the U. S. Senate against Harry S. Truman.

WVMOA Ops Install Lally '60-'61 Prexy

LOS ANGELES — Officers of the Western Vending Machine Operators Association for 1960-'61 will be installed at ceremonies following the dinner meeting Tuesday (28) in the Nick-A-Bob Restaurant here, William H. Siegle, president said.

Dan Lally will be installed as president, being moved up from the position of treasurer which he has held for the past two years. Herbert Brown was elected recording secretary and Bill Coombs again named corresponding secretary for his third term. Barry Sreden was elected treasurer to succeed Lally.

Sam Abbott of The Billboard will be the installing officer, Siegle announced.

Distributors Lead Industry Growth, Says Eppy Mailer

NEW YORK—Bulk distributors got a pat on the back from Samuel Eppy and Company in a mailing sent out by the firm last week in which distributors were credited with being in the forefront of industry changes such as stocking, supplying, financing and instructing operators about the newest machines, gum, charms and supplies.

Altho plainly a house promotion for the Eppy company, the mailing had more of an institutional industry appeal. Titled Forward March, the mailing said an operation either forges forward or falls back. It doesn't stand still.

Going on, it said machines are changing, in appearance, construction, capacity and vendability. So are stands. Gum is changing in count, size, shape, flavor and color said the mailing and locations are changing from single to multiple vending from mama-papa stores

Cleveland Co. Cited by FTC For Blue Sky

WASHINGTON—An order issued by a Federal Trade Commission hearing examiner last week (17) would require Leonard Sgro, doing business as United Products Company in Cleveland, to stop using deceptive employment offers, exaggerated earnings claims and other misrepresentations to sell vending machines and supplies.

Examiner John Lewis ruled that Sgro has made 14 false claims in newspaper ads and thru his salesmen. The examiner found that purchasers of the machines cannot reasonably expect to earn the claimed net profit of \$3,000 to \$5,000 a year for part-time work by investing \$595 or \$900. The actual profits are much less in the great majority of cases, no matter how much time is spent servicing the machines, the examiner found.

He added that customers also were misinformed, among other things, by claims that they would receive exclusive territories, established routes, profitable locations and assistance from the company and that their required investment is for working inventory and cannot be lost.

Sgro did not answer the FTC complaint, nor did he appear at the hearing. The examiner's order was issued against him in default under commission rules.

The order is not final and may be appealed or docketed for review.

to chain stores—operations are spreading out from local territories to sectional and even national operations—from service to mail order or variations and combinations of both. The distributor is in the forefront of all these changes, the mailing went on.

Charms too are changing, added the Eppy folio, pointing out that at the Eppy firm, the highest standards of industrial design were used to appeal to consumer demand.

Great Time Saver COIN WEIGHING SCALE

1c or 1c & 5c Combination

Weighs \$10.00 in pennies, \$30.00 in nickels. Springs are precision calibrated. Heavy metal base. Glass-covered dial protects pointer when in use.

\$22.00

Complete With Sturdy Carrying Case

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N.Y. Distributors. Write for Prices.

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

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLux 1c or 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Con- verted for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mdse.	8.50
ABT Gums	30.00
Mills 1c Tab Gum	12.00
Acorns 1c or 5c B.G. or Mdse.	10.00

MERCHANDISE & SUPPLIES

Golden Non Pareil Almonds, 5-lb. vac. pack tins, per lb.85
Pistachio Nuts, Jumbo Queen, Red48
Pistachio Nuts, Jumbo Queen, White43
Pistachio Nuts, Large Tulip65
Pistachio Nuts, Vendor's Mix41
Pistachio Nuts, Sheik58
Cashew, Whole49
Cashew, Butts41
Indian Nuts75
Peanuts, Jumbo42
Spanish32
Mixed Nuts57
Baby Chicks30
Rainbow Peanuts32
Boston Baked Beans32
Jelly Beans28
Licorice Gems28
M & M, 550 Ct.59
Hershey-ets47
Rain-Bio Gum, 72 ct.30
Maltette, 100 ct., per 10035
Rain-Bio Ball Gum, 140 ct., 170 ct., 210 ct.30
Rain-Bio Ball Gum, 100 ct.32
300 lb. minimum prepaid on all Rain-Bio Ball Gum45
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.

IMMEDIATE DELIVERY on the NEW

Northwestern GOLDEN 60

This "all product" vendor is truly the most versatile on the market. Handles ball gum, charms, capsules, all nuts and any small bulk products without breaking or crushing. Gold decorative front panel. Mammoth capacity.

Available with 1c, 5c, 10c or 25c Mechanisms

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

Vend . . . the Magazine of Automatic Merchandising

HUNDREDS OF MONEY-MAKING VENDING IDEAS

FEATURES MONTHLY

- Candy Gum & Nuts
- Beverages
- Tobacco
- New Products
- Trends
- Industry News
- Market Place
- Articles
- Editorials

Cost you a fraction of a cent a piece when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio

Yes—Please sign me up for Vend for

1 year \$5 3 years \$11 (Foreign rate, one year \$10)

916

Name

Address

City Zone State

Occupation

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

U. S. Nixes Review Of Penn. Pin Case

PHILADELPHIA—The United States Supreme Court has refused to review a decision by the Pennsylvania Supreme Court that multiple-coin pinball machines are gambling devices and therefore subject to seizure and destruction.

The highest court in the land said it rejected the appeal last Tuesday (21) for the want of a properly presented federal question.

The plea to have the United States High Court review the State tribunal's decision was filed by American Legion Post No. 51 of Unionville, Fayette County.

Grab Machines

State police raided the post home June 20, 1957, and confiscated 17 in-line pinballs. The State

Attorney General had ruled them gambling machines.

The Post contended that it could not be shown that the in-lines were used for any unlawful gambling purposes and that there was no evidence of any gambling on the premises.

The appeal stated that the Pennsylvania Supreme Court had construed the State's anti-gambling law as applying to property which might or could be used for unlawful purposes.

The Post claimed that the ban on the in-line machines was in violation of the due process of law as guaranteed by the United States Constitution.

It could not be learned immediately whether or not the Post will refile its appeal.

12 Mfrs. Ship 43 Amusement Models in Year's First Half

CHICAGO—A dozen manufacturers of coin-operated amusement equipment shipped 43 games and ride models in the first half of 1960. This compares to 52 models shipped by a like number of producers in the same period of 1959. A total of 16 manufacturers were represented over all.

The difference in the production totals can be attributed mainly to the failure of any one new type of game to catch on big in the first six months of this year. Last year the shuffle rebound game took off early in the year with four manufacturers putting out the game, altho its attraction died out quickly.

Just 15 new amusement models had been shipped thru March, with a healthy pick-up noted in the past three months. Other new machines were introduced at the recent Music Operators of America show here, but since they aren't yet in production, they are not counted in the totals.

As usual, five-ball pin games lead the production parade, accounting for 11 of the new models. A total of 21 of these models were shipped last year.

Upright models account for seven of the new 1960 machines.

Four shuffle bowlers have been shipped, compared to a year's total of 12 in 1959.

Just two new ball bowlers have

bowed this year, compared to a 1959 total of nine. Emergence of United's new Bowl-a-Rama alley (not yet shipped), however, is expected to spark output in this line.

While just two in-line pinballs have shipped in the first half compared to a similarly slim total of five thruout 1959, a new-type pinball—a fresh version of the old favorite one-ball game—has come onto the 1960 scene and accounts for four new models this year. No such game were bowed last year.

Three gun game models have shipped, compared to seven thruout 1959. Among them is a new compressed-air pistol model.

Slim Baseball Crop

Two baseball games appeared this spring—a drop-off in introductions of this type game from a customary total of four a year. These games traditionally appear in the spring, so more aren't expected this year.

Two new-model pool tables were bowed this year compared to a total of four last year. Since pool games vary slightly from one model to another, however, the number of these models that are actually "new" can only be roughly gauged.

The four new novelty games bowed this year are a horoscope machine, a combination baseball-

shuffle game, a new-type upright pinball using metal discs instead of balls and a bounding-ball type gun unit. By comparison, a total of 22 novelty machines (machines fitting no standard category) were introduced in the 1959 year.

Kiddie Rides

Just two new kiddie ride models appear on the 1960 market, compared to a total of nine thruout 1959.

A total of 93 amusement machine models were introduced in 1959, compared to 1960's first half total of 43.

Approximately the same number (90 to 95) models were shipped in 1957 and 1958.

No entirely new-type game has appeared on the scene thru 1959 and the first half of this year. But the new United bowling game is expected to create fresh action in the industry, and Williams has just introduced a radically new-type pinball cabinet which has sparked interest in this line. Bally's new one-ball line, a re-creation of a game popular in past years, has also brought attention.

New model Arcade games have been sadly lacking thus far in 1960, and no really new-type kiddie rides have yet appeared.

Bulletins

Canteen Corporation Buys ABT

The Automatic Canteen Corporation of America purchased the ABT division of Atwood Vacuum Machine Company, Rockford, Ill., for an undisclosed amount of stock. Seth G. Atwood, president of both Atwood Vacuum Machine Company and the ABT division, becomes a director of Canteen.

The ABT line will continue to be manufactured in Rockford. Manufacturer sales likewise will continue out of the Rockford offices but field sales and service to operators will be handled by Canteen's newly formed Rowe-AMI Sales Corporation (The Billboard, May 23 and May 30). ABT sales in 1959 hit approximately \$3 million. The firm manufactures a complete line of coin mechanisms and money changers.

Penn. to Destroy 1,000 Pinballs

HARRISBURG, Penn.—Refusal of the U. S. Supreme Court to review a Pennsylvania Supreme Court decision outlawing in-line multi-coin machines as gambling devices will result in the destruction of about 1,000 such devices being held by the Pennsylvania State Police. (See other story, this section).

Police Commissioner Col. Frank G. McCartney said the destruction will start as soon as he receives official notice of court action from the State Justice Department.

"We already have about 1,000 such confiscated machines under lock and key," Col. McCartney said. They will be destroyed as soon as official notice is received.

"We plan no crusade or special drive against these devices, but we will seize and destroy any additional such machines we find," the Police Commissioner added.

Meantime, State Attorney General Anne X. Alpern said "multi-coin pinball machines are now on their way out of Pennsylvania."

The case has been battled in the courts for the past three years when some of the machines were confiscated in Fayette County.

ANOTHER NEW WORLD CHAMP

LONDON—To the continuous music of a Rock-Ola juke box, band leader - drummer Rory Blackwell last week beat the world's marathon drumbeat record of 84 hours, 12 seconds by a few minutes. Scene was his newly opened Rory's Club in St. Mary's Street, Southampton. The juke box emerged fresh from the victory, but Blackwell collapsed. The old mark was set last year by Cliff Rodgers, an American. Blackwell's previous record was 27 hours, set at a London coffee bar in the Soho district. The Rock-Ola was a 1458 120-selection installed by Dennis Roles, Southampton distributor.

Capitol's '33' Single Draws Disk Views

NEW YORK — Capitol Records announcement last week of the forthcoming release of 33 speed monaural single records has received a varied reaction among record companies here.

In some cases the doubting Thomases hold sway as they pose such questions as "Who needs it?" On the other hand, with some companies there appear to be a strong undercurrent of sympathy with the idea of an eventual one-speed record business.

At a forum at the recent MOA convention in Chicago, a spokesman for RCA Victor, when asked about the Columbia stereo 33, merely noted that "we are studying the situation." It is now known, however, that this statement means considerably more than the usual offhanded reply to a question somebody is not ready to answer.

RCA Concerned

It is known that Victor execs have for some months been concerned with the broad future of single records. It is indicated now that Victor is thoroly analyzing the singles field with regard to speeds and price structures. It is known that consideration has been given to substantial price cuts on singles. Originally there was talk of a 49 cent 45 r.p.m. single, but this is now believed to have crystallized more solidly at a 69 cent price. Whether such a price would apply to a future 33 speed single is another matter not now clarified.

Columbia Records, the pioneer of the 33 speed stereo single last fall, is now investigating the economics and engineering aspects of a 33 speed monaural single. An engineer there has noted that production costs would be different for the monaural 33. "There is no clear cut plan yet in the works at Columbia, but tradesters recall that Columbia was the first diskery to introduce the 33 speed in the record business in the first place a dozen years ago. They feel that with this solid background of 33 speed as against 45, there is every

likelihood that Columbia will join Capitol in this field.

Decca's attitude regarding broad industry changes such as this is traditionally one of caution and so it is in this case. Decca has gone along with Seeburg on the release of 33 stereo singles for the Seeburg Artist-of-the-Week program, but as to a monaural 33, the company has no plan at this time. According to sales veepee, Sydney Goldberg, the company will get into the field the minute it is convinced there is a market for the slower speed disk.

M-G-M Studies

M-G-M Records veepee, Sidney Brandt, disclosed that his company is looking into the matter and watching all developments. M-G-M has issued at least five packs for the Seeburg program. "We intend to discuss the whole matter of 33 speed monaural singles at our distributor convention in Puerto Rico next month," Brandt said.

Kapp Records, a highly successful indie company, has adopted a watchful-waiting attitude. Prexy Dave Kapp noted that perhaps the speed was not so much the answer as the elimination of the big hole in the middle requiring a special spindle.

Kapp pointed out that in Europe, even today, this is accomplished very simply by the so-called, drop-out center. The 45 single comes with a small hole, the same size as that of the 33 record. The center, however, is perforated, which allows the buyer to pop out the middle of the disk providing a large hole which fits the regular 45 spindle.

On the other hand, Kapp declared, "We are just an indie. Nothing we would do by ourselves is going to sway anybody in either direction. We are obliged to wait. However, I would certainly like to see a one-speed industry, and we would by all means go along if there were any trend in that direction."

It has been learned that West Coast disk man, Lew Chud, opera- (Continued on page 117)

Almost 100 Distribs Join CMC

CHICAGO—Close to 100 distributors and jobbers from 36 States have joined the rolls of the rapidly growing Coin Machine Council, public relations arm of the coin machine industry.

Announcement came from O. L. (Bob) Slifer, executive-director of the National Coin Machine Distributors Association and a member of the membership committee of CMC.

Slifer, responsible for contacting distributors and jobbers for the membership committee, said additional mailings are still going out and that he expected the number of distributor and jobber members to increase substantially in the next three weeks.

Directors Meet

The CMC directors will meet July 12 for a status report on the membership drive and make additional plans for the launching of the public relations effort.

Handling the effort will be Herbert M. Kraus and Company, national public relations firm with headquarters in Chicago. An initial

goal of \$65,000 has been set for the first year's effort.

Members

Among distributor-jobber members already in the fold are: AMI Sales Company, Chicago; Allan Sales, Inc., Wheeling, W. Va.; Amusement Distributors, Inc., Houston, Tex.; Amusement Supply Company, East St. Louis, Ill.; Mickey Anderson Amusement Co., Erie, Pa.; Atlas Distributors, Boston; Atlas Novelty Company, Pittsburgh; Badger Sales Company, Los Angeles; Betson Enterprises, Inc., Union City, N. J.

Birmingham Vending Company, Birmingham, Ala.; Bishop Music Company, Raleigh, N. C.; Border-Sunshine Novelty Company, Albuquerque, N. M.; H. M. Branson Distributing Company, Louisville, Ky.; Calderone Distributing Company, Indianapolis; Central Distributors, St. Louis; Chris Novelty Company, Baltimore; Coin Mart, Inc., New Orleans; Donan Distributing Corporation, Chicago; Empire Coin Machine Exchange, Chicago; First Coin Machine Ex-

change, Chicago; Franco Distributing Company, Montgomery, Ala., and Friedman Amusement Company, Atlanta.

Others include General Vending Sales Corporation, Baltimore; Greco Bros. Amusement Company, Glasco, N. Y.; H. Z. Vending and Sales Company, Omaha; Hermitage Music Company, Nashville; R. F. Jones Company, San Francisco; King-Pin Equipment Company, Kalamazoo, Mich.; Lake City Amusement, Inc., Cleveland; B. D. Lazar Company, Pittsburgh; Lieberman Music Company, Minneapolis; Malouf Distributing Company, Greenwood, Miss.; Michael Distributing Company, Seattle; Miller Newmark Distributing Company, Detroit; Mondial Commercial Corporation, New York.

More Members

Monroe Coin Machine Exchange Cleveland; Philip Moss & Company, Des Moines; New Orleans Novelty Company, New Orleans; Pan-American Sales Company, San Antonio; Peach State Music Com-

(Continued on page 115)



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 music machines with model numbers and prices, including D-40, E-80, F-40, G-80, H-200, I-120, J-100, etc.

ROCK-OLA

Table listing Rock-Ola music machines with model numbers and prices, including 1436, 1438, 1442, 1446, 1448, 1452, 1454, 1455D, 1455S, 1458, 1485, 1488, 1488 Stereo, 1475, 1475 Stereo.

SEEBURG

Table listing Seeburg music machines with model numbers and prices, including M100B, M100C, 100W, HF100G, HF100R, V200, 100J, K200, L100, 201, 161, 101, 222, 220, 200S, 200SR, 222DH, 222DHR.

WURLITZER

Table listing Wurlitzer music machines with model numbers and prices, including 1250, 1400, 1500, 1500A, 1600A, 1700, 1800, 1900, 2100, 2150, 2000, 2204, 2250, 2240, 2200, 2200, 2200-S.

BOWLERS & SHUFFLES

BALLY

Table listing Bally bowling machines with model numbers and prices, including ABC Super-Deluxe, ABC Bowling Lanes, ABC Champion, ABC Tournament, ABC Bowler, All-Star Bowler, All-Star Deluxe, Blue Ribbon, Bally Shuffle, Champion Bowler, Club Bowler, Congress Bowler, Deluxe Club Bowler, Gold Medal, Jet Bowler, Jumbo Bowler, 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 CONW

Table listing Chicago Conw bowling machines with model numbers and prices, including All-Star Team Bowler, Blinker, Bonus Score, Bowling Team, Bull's-Eye Bowler, Bowling League, Championship, Criss Cross Target, Double Feature, Feature Bowler, Fireball Bowler, Flash Bowler, Holiday Bowler, Hollywood, King Bowler, 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, Star Rocket, Super Frame, Thunderbolt, Tournament Ski Bowl, Triple Strike.

PINBALLS

BALLY

Table listing Bally pinball machines with model numbers and prices, including Balls-A-Poppin', Ballerina, 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, Gayety 4/55, Hi-Fi, Ice Follies, Key West, Miami Beach, Miss America, Night Club, Parade.

UNITED

UNITED

Table listing United pinball machines with model numbers and prices, including Ace Shuffle Alley, Atlas Shuffle Alley, Advance, Banner, Bonus Bowling Alley, Bowling Alley, Build-Up, Capitol Shuffle, Clipper, Comet Shuffle, Targette, Cyclone, Deluxe Bowling Alley, Deluxe Flash, Deluxe Mercury, Deluxe Shooting Star, Duplex, Dual Shuffle, Eagle Shuffle Alley, Flash, Hi-Score, Handicap, Jumbo Bowling, Jupiter Shuffle Alley, League Shuffle Alley, Lightning, Midget Bowling Alley, Niagara, Playtime, Pixie Bowler, Rainbow Shuffle, Regulation, Royal Bowling, Select Play, Shooting Star, Shuffle Targette, Simplex, Six-Star, Super Bonus, Team Shuffle Alley, Top Notch, Venus, Zenith.

GOTTlieb

Table listing Gottlieb pinball machines with model numbers and prices, including Ace High, Add-A-Line, Atlas, Auto Race, Belles, Brito Star, Contest, Continental, Criss Cross, Daisy May, Diamond Lil, Derby Day, Double Action, Dragonette, Duetto, Easy Aces, Fair Lady, Falstaff, Frontiersman, Flag-Ship, Gladiator, Gold Star, Gondolier, 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, Register, Rocket Ship, Rainbow, Roto Pool, Sea Belles, Royal Flush, Southern Belle, Silver, Sittin' Pretty, Sluggin' Champ, Score-Board, Stagecoach, Straight Flush, Sunshine, Super Circus, Super Jumbo, Tornado, Twin Bill, Whirlwind, Wishing Well, World Champ.

SEA ISLAND

SEA ISLAND

Table listing Sea Island pinball machines with model numbers and prices, including Show-Time, Sun Valley, Surf-Club, Variety.

ARCADe & NOVELTIES

Table listing Arcade & Novelties machines with model numbers and prices, including All-Star Baseball, Aqua Duck, Auto Photo, Auto Test, Auto Test Turnpike, Balloonomat, Bang-O-Rama, Bat-A-Score, Batter Up, Big Inning, Big League, Big League Baseball, Big Top, Bike Race, Bing-O-Rama, Bull's-Eye, Burp Gun, Carnival Gun, Champion Baseball, Circus Rifle Gallery, Coon Hunt, Crane, Criss Cross Hockey, Cross Country, Crossfire, Dale Pom Pom, Deco Grandma, Deluxe Crusader, Deluxe 4-Bagger, Deluxe Ranger, Deluxe Skill Parade, Deluxe Vanguard, Derby Roll, Deuces Wild, Drivemobile, Dodge City, Golf Champ, Grandpa Fortune, Gun Club, Gunsmoke, Heavy Hitter, Hercules, Hi-Fly, Hindu Fortune Teller, Hydro Duck, Jet Fighter, Jr. Auto-Test, Jumbo Ten Pins, Jumbo Ten Strike, Jungle Gun, Jungle Hunt, Jolly Joker, Kaye 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, Pinch Hitter, Pirate Gun, Polar Hunt, Quarterback, Ranger, Rifle Gallery, Rock 'n' Roll, St. Christopher, Safari, Satellite Tracker, Scramball, Shooting Gallery, Shortstop, Sidewalk Engineer, Sky Raider, Sky Rocket, Softball League, Space Age, Special Deluxe Baseball, Space Gunner, Spook Gun, Sportland Shooting Gallery, Sportsman, Star Slugger, State Fair, Steam Shovel, Super Big Top, Super Home Run, Squoits Water Polo, Super Slugger, Super Star Baseball, Super Pennant Baseball, Swami, Target-Roll, Ten Pins, Ten Strike, Test Pilot, 3-D Kiddie Theater, 10 Commandments, 3-D Theater, 3-D Pix, Treasure Cove, Twin Hockey, Two-Player Basketball, United Deluxe Baseball, Vacuumatic Card, Voice-O-Graph, Voice-O-Graph, Wild West, Yankee Baseball, Zig-Zag, Zipper, Zodiac Chart.

COLORS

COLORS

Table listing Colors pinball machines with model numbers and prices, including Crossword, Cue Ball, Daffy Derby, 4-Star, Dealer, 4 Fun House, 4 Gay Pares, Gusher, Hi-Hand, Jig Saw, Hot Diggity, Kings, Lazy Q, Lulu, 2 Naples, Perky, Peter Pan, 2 Picadilly, 4 Race-the-Clock, Regatta, Reno, Satellite, Screamo, 2 Shamrock, 9-Sisters, Skyway, Smoke Signal, Soccer Kick-Off, Starfire, Star Pool, Steeple Chase, Super Score, 4 Surf Rider, 3-D, Three Deuces, Thunderbird, Tic-Tac-Toe, Tim-Buc-Tu, Top Hat, Turf Champ, Wonderland.

WILLIAMS

Table listing Williams pinball machines with model numbers and prices, including Arrow Head, Big Ben, Casino, 2 Circus Wagon, 10/55.

DALE POM POM

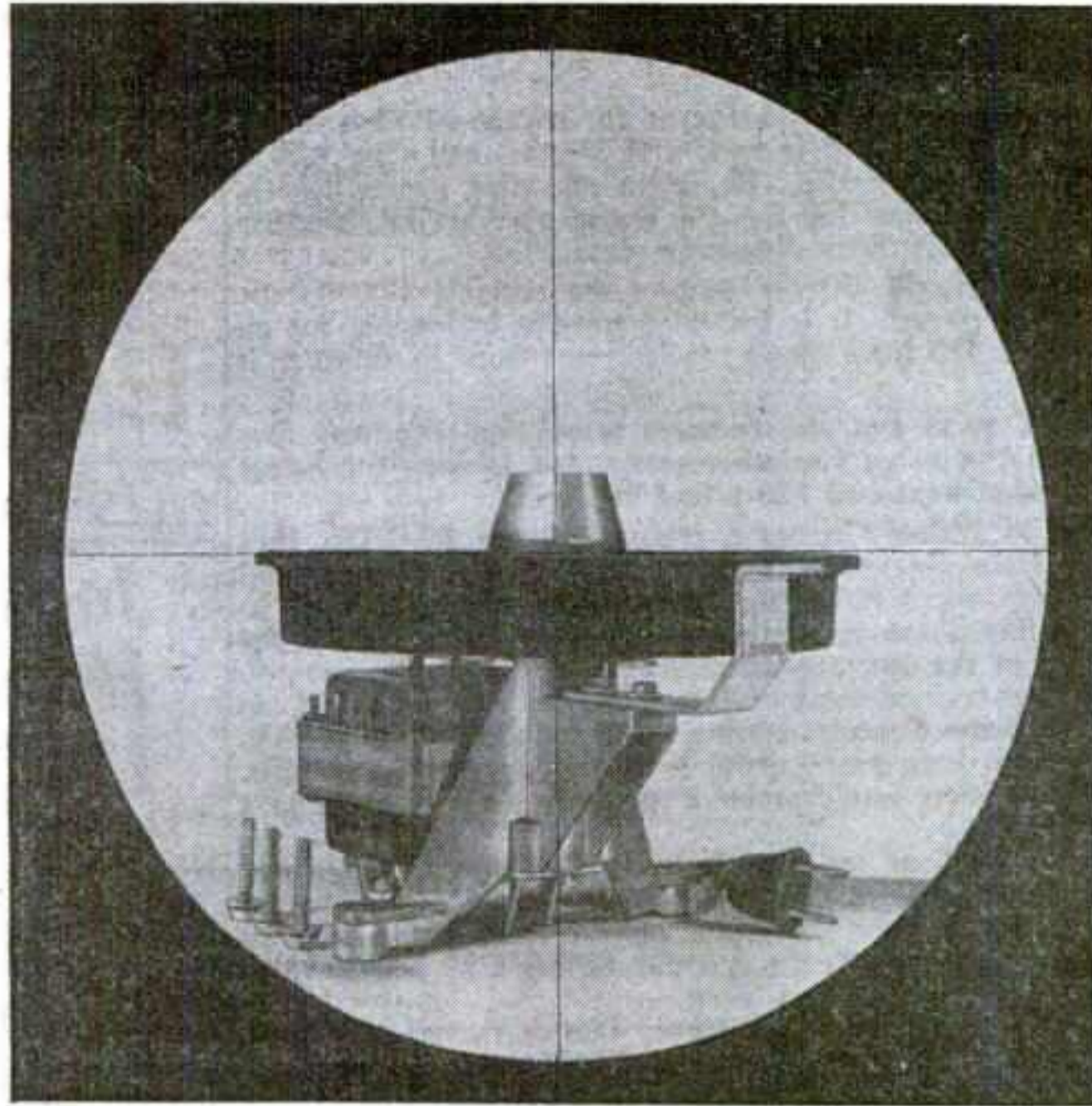
DALE POM POM

Table listing Dale Pom Pom pinball machines with model numbers and prices, including 4/59, Davy Crockett, Deco Grandma, Deluxe Crusader, Deluxe 4-Bagger, Deluxe Ranger, Deluxe Skill Parade, Deluxe Vanguard, Derby Roll, Deuces Wild, Drivemobile, Dodge City, Golf Champ, Grandpa Fortune, Gun Club, Gunsmoke, Heavy Hitter, Hercules, Hi-Fly, Hindu Fortune Teller, Hydro Duck, Jet Fighter, Jr. Auto-Test, Jumbo Ten Pins, Jumbo Ten Strike, Jungle Gun, Jungle Hunt, Jolly Joker, Kaye 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, Pinch Hitter, Pirate Gun, Polar Hunt, Quarterback, Ranger, Rifle Gallery, Rock 'n' Roll, St. Christopher, Safari, Satellite Tracker, Scramball, Shooting Gallery, Shortstop, Sidewalk Engineer, Sky Raider, Sky Rocket, Softball League, Space Age, Special Deluxe Baseball, Space Gunner, Spook Gun, Sportland Shooting Gallery, Sportsman, Star Slugger, State Fair, Steam Shovel, Super Big Top, Super Home Run, Squoits Water Polo, Super Slugger, Super Star Baseball, Super Pennant Baseball, Swami, Target-Roll, Ten Pins, Ten Strike, Test Pilot, 3-D Kiddie Theater, 10 Commandments, 3-D Theater, 3-D Pix, Treasure Cove, Twin Hockey, Two-Player Basketball, United Deluxe Baseball, Vacuumatic Card, Voice-O-Graph, Voice-O-Graph, Wild West, Yankee Baseball, Zig-Zag, Zipper, Zodiac Chart.

RED BALL

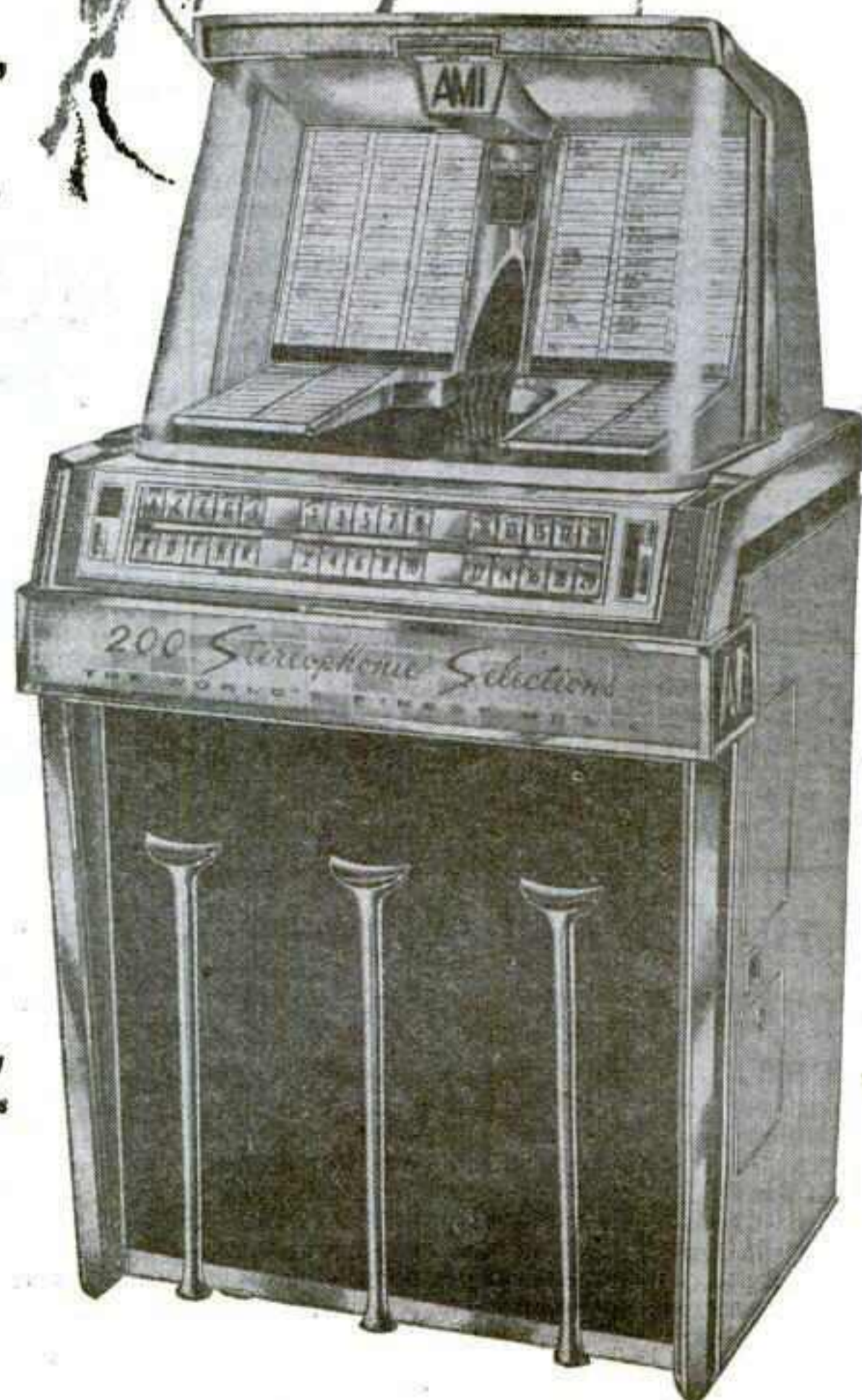
RED BALL

Table listing Red Ball pinball machines with model numbers and prices, including Rifle Gallery, Rock 'n' Roll, St. Christopher, Safari, Satellite Tracker, Scramball, Shooting Gallery, Shortstop, Sidewalk Engineer, Sky Raider, Sky Rocket, Softball League, Space Age, Special Deluxe Baseball, Space Gunner, Spook Gun, Sportland Shooting Gallery, Sportsman, Star Slugger, State Fair, Steam Shovel, Super Big Top, Super Home Run, Squoits Water Polo, Super Slugger, Super Star Baseball, Super Pennant Baseball, Swami, Target-Roll, Ten Pins, Ten Strike, Test Pilot, 3-D Kiddie Theater, 10 Commandments, 3-D Theater, 3-D Pix, Treasure Cove, Twin Hockey, Two-Player Basketball, United Deluxe Baseball, Vacuumatic Card, Voice-O-Graph, Voice-O-Graph, Wild West, Yankee Baseball, Zig-Zag, Zipper, Zodiac Chart.



"the model K has this new self-centering turntable mount for easier, more profitable servicing"

Model "K" engineering cuts service overhead by simplifying critical points of adjustment, such as this turntable base. Its one-piece base casting attaches to a three-point fixed position on the mechanism base. Easily removed, it is replaced in positive, automatic alignment with the transfer mechanism, horizontally and vertically. Look into the "K" . . . you'll find it's a real moneymaker in every way.



YOUR King OF PROFIT FROM

AMi

and its family of distributors in the United States and Canada

Affiliate of AUTOMATIC CANTREN COMPANY OF AMERICA
1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN SINCE 1909 DESIGNERS ENGINEERS AND MANUFACTURERS OF AUTOMATIC MUSICAL INSTRUMENTS FOR BUSINESS AND INDUSTRY

BB Editor Reports From Austria, Switzerland



AARON STERNFIELD, coin machine editor of *The Billboard* (right), interviews London's Phonographic Equipment Company, major distributor in England. Gordon Marks and Cyril Shack, who head the firm, are on the left. London was Sternfield's first stop on his six-week European tour which winds up this week.

Profitable Sideline for Swiss

GENEVA, Switzerland—Coin machine operators here are probably the most prosperous in Europe, but their affluence isn't entirely due to juke boxes and games. The Swiss operators, who control slightly more than half of the 10,000 juke boxes on location (the remainder are location-owned) and the great majority of the games, regard the coin machine industry as a profitable investment, but not quite profitable enough to occupy their full time.

According to Paul Hunger, who represents Canteen, AMI and Rowe interests here thru Canteen International Society Au., the majority of the operators are well-heeled businessmen who regard the operating business as a profitable sideline. They will generally buy 15 or 20 juke boxes, place them on top locations and not bother with anything that doesn't pull its weight. And with the juke boxes, they will also buy a game for each location, generally a flipper or a European football game.

In most cases, the distributor will service the machine. The Swiss operator wants a clean deal, and he's willing to take a lesser profit if someone else has the service headaches.

There is no shortage of businessmen who are financially able to enter the business. The per capita wealth here is the highest in Europe, and one of the biggest in the world.

Hans Scheidegger, who represents the Wurlitzer Export Division in Zurich, points out that Switzerland, with a population of only 4,500,000, has one of the highest rates of juke boxes per capita in the world. Little Switzerland imports about 1,000 American juke boxes a year. By comparison, Germany, which is more than 10 times its size, imports only 4,000 American juke boxes annually. Some 600 German juke boxes made their way into Switzerland last year, but 1960 imports are reported trailing.

Also, the Swiss have one of the most favorable juke box cost-revenue ratios in Europe. A new 200-selection stereo box, which sells for about \$2,500 to locations, goes for 30 per cent less—or \$1,750 to operators. This isn't too far out of line with American prices.

Play is pretty standard at 20 centimes, about 5 cents. But location commissions usually range between 20 and 30 per cent, except on the very top locations, which come close to the American scale.

At 20 per cent commission, the operator comes out with 4 cents, which is below the American average, but not nearly as low as the over-all European average.

Swiss game laws are rough. Flippers and manually operated football games are legal, and they dominate the market. Shuffles, bowlers and gun games are legal, too, but they just haven't caught on.

The tourism is one of the major industries, the visiting firemen aren't much of a factor in juke box and game play. The tourists generally prefer more expensive forms of entertainment—of which Switzerland offers one of the most varied selections on earth—and most of the centimes are dropped by the locals. Only exception is the ski lodges, which do a healthy juke box business.

But in the main, operators report that collections are steady year-round, with the summer and winter tourist seasons having little effect on the gross takes.

As in the rest of Europe, virtually all new boxes sold here are stereo, and, as in the rest of Europe, stereo records are scarce.

The national coin machine association—Verband Schweiz Automatic—has a scale of commissions, based on monthly takes, which is supposed to guide its members. However, with competition increasing, the scale isn't adhered to very rigidly.

Impressions of British Arcade By Our Roving Correspondent

By **BOB LATIMER**

LONDON — Convenience and cleanliness are the hallmark of British Penny Arcades.

A typical example is the D. H. McCormack Arcade, on Charing Cross Road in the midtown London business neighborhood.

Much smaller than the average American Arcade, the McCormack edition nevertheless manages to crowd in some 25 machines, including a dozen pin games, and a va-

riety of amusement machines. On the right wall is a basketball game, two-player hockey game, a digger, driving-skill machine, with several smaller penny-operated amusement machines on the wall. With the exception of the wall-hung chance machines, all of the equipment is American manufactured, including Bally, United, Gottlieb and Williams games. Most date back only a year or so, altho there are old fa-

(Continued on page 116)

Austrian Industry Below Par

VIENNA—While most of the 6 million inhabitants of Austria are in the throes of the greatest economic boom in the nation's history, the coin machine industry here is in rough shape.

Reasons for this sad state of affairs are not hard to discover. Briefly, they are: The high cost of equipment (\$3,700 for a new juke box), One shilling play (4 cents in American money), the highly antagonistic attitude of press and government, and the high taxes.

The juke box situation in particular is dismal, according to John Merrill, the Wurlitzer distributor here.

Merrill, a native of Saginaw, Mich., first saw Vienna in 1945, courtesy of the 34th Infantry Division. He had fought his way thru North Africa, Italy and Germany, winding up here at the end of World War II.

For reasons not difficult to understand for anyone who has visited this gracious city, he first fell in love with Vienna, and then with a Viennese girl whom he married. He began operating games here in 1949, became a distributor for the old Evans machine in the early 1950's, and has been Wurlitzer distributor since 1954.

According to Merrill, 90 per cent of the nation's 12,000 juke boxes are location owned. It is just economically impossible for an operator to pay \$3,600 for a music machine and hope to amortize it at 4-cent play.

A couple of years ago, the operator association—Verband Des Osterreichischen Automaten Gewerbes—attempted to push for 8-cent play. The campaign went over like a lead balloon.

According to Walter Grommer, who distributes Rock-Ola thru Al Adickes in Hamburg and who represents Williams, Gottlieb and Chicago Coin here, about 120 of the 530 Austrian operators belong to the association, but these association members control most of the games and most of the operator-controlled juke boxes in the country.

About 80 per cent of the juke boxes sold here are of American manufacture, with the Germans getting the remainder of the market. The Germans have been unsuccessful with the lower-priced models, as most location owners would prefer a used American machine to a new German box.

But sales to locations are a headache to distributors, who would much rather sell to operators. For example, new machines are guaranteed for five years, and the distributor must offer service. Sales to operators are clean deals, with the operator getting a 30 per cent discount.

On sales to locations, terms are 10 per cent down and 36 months to pay. The interest is 8 per cent simple. Distributors must mark up juke boxes 100 per cent to make out.

Adding to the difficulties of distributors is the rising import tax, which has jumped from 10 per cent to 40 per cent in the last few years.

Stereo boxes are pretty much in demand, with operators able to place about a fifth of their selections in stereo. Singles in monaural cost the location about \$1.10 each, with operators getting a third off.

According to Merrill, about 500 new American juke boxes and less than 200 German juke boxes make their way into the country each year.

Walter Grommer, who is probably the leading coin machine distributor in Austria, says the most common commission arrangement on both games and music is 10 per cent or \$8 a month, with the location getting the option.

However, he added, top locations can get as high as 20 or 30 per cent, and amusement parks get 50 per cent. Grommer operates about 75 per cent of the games in the Vienna amusement parks.

The coin machine industry is fair game for Austrian newspapers. Hardly a day passes without a bitter attack on the industry. Both Grommer and Merrill were at a loss to explain why these attacks occur. The industry is clean. Except in the casinos, only amusement games—mostly flippers—are operated, and the industry is run in an orderly fashion. The industry serves as a convenient whipping boy, and no attempt at public relations has been made.

Austrian coin machine leaders are watching with interest the efforts of the Coin Machine Council, the U. S. industry's public relations arm.

The national association is fighting to have the unusually high taxes cut back, but is meeting with little success. Like the newspapers, the government officials have selected the coin machine industry as a whipping boy.

Cigarette machines are extremely popular in Austria, but operators are forbidden by law to operate these machines. All machines are location owned, by decree of the government cigarette monopoly.

Grommer feels that the coin machine industry must diversify into merchandise vending. He already operates 200 juke boxes thruout the country and 150 games in Vienna, and he is beginning to operate stocking machines, with 20 selections.

On June 15 he opens an all-automatic store in downtown Vienna, with 22 machines vending soft goods, sweets, sandwiches and drinks. The battery represents an equipment investment of \$20,000.

Neither Grommer nor Merrill sees much chance for change in Austria's bleak coin machine situation.

While the national economy is strong, the government shows no signs of easing its restrictions on American dollars or of relaxing its tax laws. This means that equipment will continue to be out of reach for Austrian operators for some time to come. By careful management, the distributors can continue to operate. In fact, with sales coming as hard as they do, they must operate.

And neither the press nor the government shows any signs of attempting to understand the industry.

Another factor which may not be apparent to the Austrian, but which is obvious to the American tourist, is the nature of the location. Ginmills, as we know them in the United States, are virtually non-existent here.

If the weather is halfway decent, the Austrian will sit in a sidewalk cafe, sip his drink and read his paper. He doesn't want to be bothered with a juke box or game. Reading is a national sport. As soon as you are seated, the waiter hands you the daily paper, or a magazine—in German, French or English. This condition holds true not only in Vienna—where a third of the population is concentrated—but in the smaller towns as well.

And once a Viennese is seated, he isn't apt to stir from his seat for some time. All this makes for a pleasant, unhurried life, but it doesn't help fill the coin boxes.

BORDERLINE PUBS LET DOWN HAIR

LONDON — Britain has a chain of State-owned pubs in the Carlisle area on the border of Scotland and England which up to now has resisted juke box and game installations. But at last they are giving in to public demand—more pianos and brighter inns and now a juke box. That's their "new look" policy. A juke box has been installed in the mahogany-paneled smoking room of the Apple Tree Inn in one of the largest public houses. Said Norman Adams, newly appointed manager, "This juke box is part of our policy of making our public houses more attractive . . . but we shall always bear in mind the amenities of the district in which the inns are situated. We shall ensure that music is properly controlled so that it is never a nuisance."

FILLS PEWS

Juke Box Hymns Hot UK Topic

LONDON — Juke box hymns have become a hotly debated issue in Britain.

The controversy dates back to the playing of a hymn, "O God Our Help in Ages Past," by Jack Southern, manager of the North Eastern Hotel, in North Shields.

Later, the Reverend Christopher Gardner conducted what he called a "juke box service" at his church, the Pembroke College Mission Church, in London's Walworth district.

Since then juke box hymns and church services have been a topic of hot controversy among the British clergy.

Religious Disks

A series of religious disks were recorded by Garry Mills, a British top pop singer, for Oriole. Titles include "Rhythm in Religion," "The Big Story Breaking," "The Great Am I" and "Living Lord."

Arranging was done by Normal Percival, a top arranger for British radio and television.

Reverend Gardner says, "I'm a classical man, but my teen-agers like popular music, and I want to get them into church." The pastor's Sunday evening services normally were nearly empty, but since he started his "juke box services" attendance has been S.R.O.

Church Attitude

The Church of England appears to have given at least its tentative blessing to juke box hymns. The Rector of Birmingham, Canon Bryan Green, stated the church's attitude:

"Such popular rhythm undoubtedly encourages people partial to this kind of music to take part in hymn singing. Such music may be classified as 'low brow,' but it certainly can't be called the 'devil's music.'"

Garry Mills, since recording the religious disks, has been swamped with invitations to appear at churches thruout England.

Hold Coin Exhibits For Geneva Gentry

GENEVA, Ill.—Local denizens got a peek at the coin machine industry during a three-day Swedish Days carnival sponsored by the Geneva Chamber of Commerce.

A special industrial tent featured modern trends in industry. Quality Vendors, local operator, displayed the Seeburg line of coffee machines, cigarette machines and the "1,000" background music system.

If you haven't already...see it today!
Rock-Ola's all-purpose phonograph...
Fits all locations...
Plays any type music!

Everyday more operators are joining the "Big Switch" to the new 1960 Rock-Ola TEMPO II because they have already learned the big profits which are possible by using the one all-purpose Rock-Ola stereophonic phonograph in all types of locations. Now every operator can do business with just one model phonograph. It saves on installation costs, conversion parts and inventory.

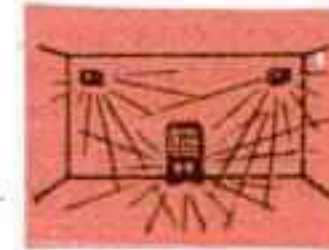
The TEMPO II with its built-in dual-channel amplifier and the exclusive Rock-Ola three position "Tri-Fonic" switch delivers the proper type stereo or monaural music at the flip-of-a-switch. Only plug-in extension speakers are needed for instant conversion to stereo. No extra second channel amplifiers to buy. No costly conversion work to do. Only Rock-Ola offers this money saving, profit making flexibility because no other phonograph has Rock-Ola's "Location Engineered" features. And as other operators have learned, you can buy this all-purpose stereophonic machine for the price you used to pay for just a monaural phonograph.



POSITION "A" delivers the finest high fidelity monaural music through the three built-in main unit speakers. Extra extension speakers may be used.



POSITION "B" delivers two channel stereo through the stereo extension speakers. No matter where the customer sits, he hears Rock-Ola's flawless stereo sound.



POSITION "C" combines the stereo extension speakers with the main unit speakers for reinforced stereophonic sound. In any location Rock-Ola provides the finest sound.

ROCK-OLA

tempo II

twenty-fifth anniversary model

THE ALL-PURPOSE STEREOGRAPHIC PHONOGRAPH
 For Full Details See Your Rock-Ola Distributor Today!

ROCK-OLA Manufacturing Corporation
 800 N. Kedzie Ave., Chicago 51, Ill.

Available in 120 or 200
 selection models





THERE'S NOTHING WRONG with the words "juke box," according to George Schoen, veteran St. Louis operator who proves his conviction by putting the name in big letters on his bright red and white pickup trucks. "I think the name tells the story a lot better than calling ourselves a music company or novelty firm," he says. "The name 'juke box' has become so well established that everyone knows its meaning."

PAGING 'CATHY'S CLOWN'

Public Address System Boosts Juke Box Plays

NEW ORLEANS—If a phonograph operator sets up in a restaurant where a public address system is used to page the customers, direct waitresses, and otherwise facilitate everyday operations, he can use the system to considerably boost juke box play, according to Andy Freret, suburban music operator here.

Freret hit on this idea when he got the juke box and game concession in a new sea food restaurant being built along the shores of Lake Pontchartrain, north of New Orleans. While making the installation of a new 200-play Seeburg, Freret noticed a public address system being used to notify the 16 waitresses on duty when their order were ready.

Freret, who was on good terms with the restaurant owner—in fact, a "fishing buddy"—immediately saw some extra volume possibilities with the system. Why not, he asked the location owner, use the public address system to encourage customers to play the phonograph during those mysterious dull periods which seem to crop up even on the busiest nights. The location owner could, in fact, announce that the No. 1 tune on the Honor Roll of

Hits for the week, and then shall phonograph was about to play the the phonograph with a single dime.

The restaurant operator went along with the idea, to the extent that whenever the juke box is silent, and the house has plenty of food customers seated at the tables, he will step to the microphone, welcome the crowd, and point out the phonograph, mentioning a few of the new hits which are on the turntable. Concluding with a "thank you," the restaurant operator asks his "unseen audience" if they know what number is leading the tune parade, and then plunks in a dime to start the machine in action.

This simple operation takes only a minute or two several times per evening, and makes sense to a lot of restaurant owners in that it provides one more use for a somewhat expensive public address system. "Merely mentioning the names of a few hit tunes often reminds diners eating, waiting for their dinners, or relaxing after a meal that they have seen the name of a new song somewhere but never heard it," Freret said. "It isn't unusual for them to get up and walk over to the phonograph as soon as the p.a. system has completed the announcement."

Once in a while, Freret finds a restaurant owner whose voice is not ideally suited to public announcements such as this. In such an instance, he always has the solution in suggesting that the restaurant owner pick out a waitress on each shift who has a pleasant, amiable voice under electric amplification, and encourage her to become "the voice of the restaurant." Most restaurant owners like this idea, and now have no less than 25 public address systems thruout the New Orleans restaurant industry talking up the phonograph at every opportunity.

Packed with earning POWER

KLUB POOL

- Pull out front
- Steel runways & mechanism
- Console legs
- Slate top 48" x 32"

Some distributor territories still available.

IRVING KAYE CO.
1537 Bergen Street
Brooklyn, N. Y.

ROYAL

DISTRIBUTORS FOR **Bally** *chicago coin* UNITED MUSIC

DISTRIBUTING, INC.
222 E. 3RD ST., CINCINNATI 2, OHIO

YOU HAVE NEVER SEEN GAMES SO CLEAN!

5 Ballerinas	\$575 ea.	5 Beach Times	\$295 ea.
6 Sea Islands	525 ea.	5 County Fairs	775 ea.

GET YOUR GAMES EARLY—NOT MANY LEFT

WE HAVE MANY OTHER PIECES OF EQUIPMENT IN STOCK FOR YOU TO CHOOSE FROM. WRITE, WIRE OR CALL HAROLD OR CLINT

DUNBAR 1-5152-53

We have a large mailing list. If you are not on it, drop a card and you will receive our confidential price list.

THE CINCINNATI COIN MACHINE CENTER

when answering ads . . .
Say You Saw It in The Billboard

Loans Plague California Ops

LOS ANGELES — Some 74 members of the California Music Merchants Association met here last week (22) to discuss methods of combating the growing problem of location loans which now range anywhere from \$500 to \$5,000 per spot.

According to CMMA President George Miller, the problem has become a critical one thruout the State. Miller pointed out that locations have made it a practice to demand a loan as standard practice whenever a juke box location is landed.

Often, Miller pointed out, the loans are suggested by local business promoters who put a new tavern or restaurant owner in business.

Altho the loans may be part of a contract and generally paid back from juke box proceeds, the trouble

arises when the location goes out of business, usually bankrupt, with the operator unable to collect the remainder of his debt.

Generally, a new owner will open a restaurant or tavern on the same spot and in turn demand another loan. The operator has a choice of complying or losing the location to someone else who is willing to lend the money.

Last week's meeting was the first attempt to approach the problem on an organized basis. The California operators met with two members of the State Liquor Control Division—Malcome Harris, director, and Ernie Wenberg, chief of the Los Angeles office—to discuss various laws by which the loans could be stopped.

Co-Operation

Altho no conclusions were arrived at, the liquor division repre-

sentatives promised full co-operation and agreed to investigate the matter fully.

Among laws which were discussed as possibly being applicable were ones relating to real estate, small loans and uniform trade practice.

Miller said the members would hold future meetings on the matter.

W. Tenn. Juke Operators Hold First Meeting

JACKSON, Tenn. — The first meeting of the Tennessee Music Operators' Association was held here last week by West Tennessee operators who hope to expand membership all the way across the State to East Tennessee.

A group of West Tennessee operators met here in May and organized the association of elected officers. The meeting last week was the first after the group organized.

H. A. Waller, Ideal Amusement Company, Jackson, elected president of the new group in May, presided, and among business was admission of three new members and plans for the next meeting August 8 at Reelfoot Lake near Tiptonville, in upper West Tennessee.

Members

The new members: Charles Cresswell, H. C. Cresswell & Son, Milan; Roy Morris, Morris Amusement Company, Somerville, and Sidney Rush, Rush Amusement Company, Jackson.

The group of 15 operators ate a buffet supper at the New Southern Hotel before the business meeting. Besides those already named, the following attended:

Alan Dixon, general manager of S & M Sales Co., Memphis, treasurer of the new association; Edward H. Newell, Ormatt Amusement Co., Memphis; Jack Canipe, Canipe Amusement Co., Memphis; J. B. Bridgewater, Brownsville Amusement Co., Brownsville, secretary of the association; Joe Armour, Alamo Music Co., Henderson; J. A. Butcher, Butcher Amusement Co., Dyersburg; Raymond Mullins, Jackson Amusement Co., Jackson, and his partner, Tino Hankins.

Joe McDaniel, McDaniel Music Co., Jackson; Robert Smith, Smith Bros. Amusement Co., Dyersburg, and William Willis, Willis Amusement Co., Milan.

Drew Canale, Canale Amusement Company, Memphis, and president of Memphis Music Association, had planned to attend but did not get to because his young son came down with measles. Canale was instrumental in getting the State association formed.

Purpose of the organization is to fight against unfair and discriminatory legislation, help establish dime play thruout the State and work at building good public relations and keeping the industry clean.

Teamsters' Trio Draws Stiff Prison Terms

MINEOLA, N. Y.—Prison terms of up to eight years were meted out to three top officials of Teamster Local 266 here this week. The three had undergone a lengthy trial in Nassau County Court on charges of extortion and coercion in the Long Island juke box industry. Two others were fined and given suspended sentences.

Sentenced to Sing Sing Prison were Joseph De Grandis, 55, prexy of the so-called "paper" Local 266; Frank DeForte, 36, veepee of the local, and Ernest Zundal, 63, secretary of the local. DeGrandis, who had a previous conviction in his record, for having received stolen goods, was given seven and one-half to eight years. The others, who had only misdemeanor records, were sentenced to three to five years each.

Eugene Jacob, 45, and Herbert Jacob, 42, brother operators of juke boxes and organizers of the trade association known as the Associated Amusement Machine Operators of New York, were fined \$500 each and given suspended one-year jail terms. Nassau County Judge Paul Widlitz imposed the

sentences, in the culmination of a trial which started last winter and which originally involved 15 defendants.

Earlier, East Coast Teamster boss, John J. O'Rourke, had been freed following a ruling by Judge Widlitz against the introduction of wire-tap evidence in the trial. The wire-taps allegedly implicated O'Rourke.

The three Teamster officials planned to file appeals and were expected to petition within the week for release from prison, pending decision on their appeals. The appeal was being planned by attorney Jaques Schiffer. Later it was learned thru a relative of DeGrandis, according to Newsday, a local daily paper, that no application would be filed to free DeGrandis at this time, because he could not post the bail anyway.

The trial, which ended May 13, resulted in conviction of the five sentenced this week, the earlier freeing of O'Rourke and four others, the clearing of four and disagreement on one, accused "enforcer," Lawrence Gallo. A new trial is in the works for Gallo.

Spanish Juke-Game Mfr. Ups Output, Seeks Export Outlets

MADRID, Spain—Gedasa, the Spanish coin machine manufacturer, has announced a big expansion program aimed at the export as well as domestic market.

The firm's plans are based on co-operation with U. S. and German coin machine firms. An agreement is being negotiated with a German concern, and Gedasa hopes to have American assistance as well.

Gedasa has a virtual monopoly on the Spanish market. The Spanish government is following a policy of discouraging the establishment of outright foreign-owned Spanish subsidiaries.

No Competition

The Madrid government has rejected several applications from U. S. and German firms to open branch plants in Spain. Generalissimo Francisco Franco's government takes the position that the Spanish market is at present so restricted that permitting foreign competition would be tantamount to folding Gedasa, an entirely Spanish-owned firm.

Representations by foreign coin machine interests have led to a compromise formula, under which they will share in the Spanish market thru co-operation with Gedasa. The Spanish firm expects to ex-

pand considerably the domestic Spanish market with U. S. and German equipment. The U.S. Strategic Air Command personnel at four Spanish air bases are considered a prime Spanish juke box market, Spanish authorities insisting that U. S. service clubs in Spain purchase equipment exclusively on the Spanish market.

And Gedasa has run surveys indicating a big potential market for Spanish-produced juke boxes and games in Latin America and the Middle East, particularly Arab areas with heavy Spanish commerce.

Gedasa intends using selected, patented U. S. and German coin equipment in producing a full line of juke boxes and games tailored to the Latin market.

This Spanish-produced equipment would be marketed thru Spanish commercial channels in Latin America. Gedasa claims there is a big potential coin machine market in Latin America which neither American nor German producers are reaching.

A major consideration with Gedasa is the low Spanish wage scale, among Europe's lowest. This fact, combined with certain indirect government subsidies, theoretically will enable the Spanish to undersell their competition.

Top in Everything

ONVIENT

Ideally located in St. Louis, two blocks from the Union Station and in the center of the Wholesale District . . . Preferred, always by experienced travelers because of its outstanding advantages—Every room with combination tub and shower . . . and everything for you. Delicious food . . . cheerful service.

AIR-CONDITIONED ROOMS

350 rooms from \$3.00

HOTEL LARIDGE

LOCATED AT EIGHTEENTH

Free Parking

ST. LOUIS

SPECIALS!

CC FOUR GAME S/A	\$575.00
BALLY SUPER DELUXE ABC S/A	375.00
BALLY CLUB S/A	495.00
CC SUPER FRAME S/A	95.00
CC ADVANCE S/A	85.00
CC HOLIDAY S/A	125.00
CC FLASH S/A	125.00
CC FEATURE FRAME S/A	110.00
CC BOWLING LEAGUE B/A	225.00
BALLY BOWLING LANE B/A	225.00
UN. BOWLING ALLEY B/A	225.00
AMI J-200E, STEREO	895.00
AMI J-200M	725.00
AMI H-200E	525.00
AMI H-120E	525.00
WUR. 2000	395.00
WUR. 2100	475.00

WANTED TO BUY
CHICAGO COIN—BALLY—UNITED BIG
BALL BOWLERS

MONROE

COIN MACHINE EXCHANGE, INC.
2423 Payne Ave., Cleveland 14, Ohio
Phone: Superior 1-4600



**JULY 4th
SPECIALS**

WURLITZER

2300, 2310, New	Write
2100	\$500
2150	525
2104	525
2204	625
2000	475
1500A	125

AMI

K100, New	\$850
1200	695
H120	545

SEEBURG

KDH 200 (50¢ play)	\$535
100C	265
100B	225

UNITED, INC.

1101 West Vliet St.
Milwaukee 8, Wisc.
Phone: Broadway 3-8474

SUMMER SPECIALS!

SEEBURG

HF100G	\$395
100W	375
M100C	350
M100B	275

AMI

K-200 Stereo... NEW... WRITE	
I-120	\$549
H-120	449
G-200 (with conversion unit)	245
E-80	139
D-80	95

WURLITZER

2250	\$495
2100	395
2150	395

Terms: 1/3 Deposit Required

WORLD EXPORT
WESTERN EXPORT
DISTRIBUTING
Davis Corp.
Exclusive Seeburg Distributors
738 East Erie Blvd.
Syracuse 8, N. Y., U. S. A.
Phone: Granite 5-1631

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

European News Briefs

Expect Record German Exports

BONN, Germany—West German coin machine exports are off to a runaway start toward new all-time records.

Projected thru June, exports are averaging roughly 2,275,000 marks monthly or around \$6,500,000 annually. The mark is 4.20 to the dollar.

The 1960 export figures compare with record 1959 West German coin machine exports totaling DM 21,750,000 (approximately \$5 million). And the 1959 export record was 17 per cent higher than the 1958 totals, which represented a record.

Juke boxes continue to pace German coin machine exports, accounting for an average 1,250,000 marks monthly, but the big gain has been in venders, which have jumped to nearly one million marks monthly, a gain of nearly 80 per cent over last year. The vending machine jump reflects the industry's patient and sustained investment in vending machine research and development. The industry started far behind the United States after the war, but it has pressed hard to catch up.

The Germans have now surpassed the United States in vending machine exports. It is expected here that the vending machine industry will continue to pull ahead of the U. S. industry in terms of exports.

This, in fact, is true of the West German coin machine industry across the board. Unbounded optimism governs the industry's thinking and planning. The domestic market for juke boxes, games and vending machines—in fact, all coin machines—is expanding almost in step with production.

But the export market, as indicated by the German industry's posting of new records year after year, is developing even faster than the headiest industry optimist had dreamed.

The big market continues to be Britain, despite increasing American competition invited by currency liberalization and the storm clouds raised by the trading-bloc controversy. It has been over a year now since Britain suspended coin machine import controls. Yet German exports to Britain continue to boom, apparently little affected by the stimulated U. S. competition.

Meanwhile, the Germans have benefited so far from the threatened trading-bloc war. U. S. coin machine producers are hastening to get a foothold in the Common Market area (West Germany, Belgium, Holland, France, Italy and Luxembourg), and the influx of U. S. coin machine capital and technical skills is giving the German industry a boost.

Meanwhile, the Germans are continuing to press for markets in the Middle East, Africa, Asia and Latin America. This country lives by and from trade, and the Germans live in perpetual fear that their markets will collapse without warning. Export figures show that the Germans have won steady customers thruout Asia, including Australia, Malaya, Hong Kong and Japan, despite the high freight costs.

'Sell America' Booklet Succeeds

ANTWERP, Belgium—The "Sell America" booklet published by Philadelphia's International Amusement Company is being distributed in Western Europe.

The attractive, multi-color listing of "America's Top Winners" is the first such comprehensive product guide ever distributed on the Continent. It contains pictures of music boxes, pin, shuffle, gun and ride machines. Each picture is captioned with the product name and manufacturer.

The "Sell America" campaign symbolized by the booklet is dedicated to the proposition that now is the time for an all-out American coin machine export offensive in Europe.

With the West Germans tightening their grip on the continental market, and with the Common Market already a reality, the U. S. industry has arrived at a "last-call" position with respect to European trading. As the booklet underscores, it is now or never.

Hundreds of copies of the booklet are being distributed over Europe. It is being acclaimed, and even by skeptics who snickered when the "Sell America" campaign was announced, as an impressive showcase for American equipment.

The booklet has revealed great curiosity among Europeans about the availability of American equipment on the European market. It is the first time many coin machine operators have seen such information in a single, easy-to-read listing.

Indications are that the campaign is already meeting with some success toward its principal objective: demolishing the image Europeans have of the U. S. exporter as intent on treating the Continent as a dumping ground for junk equipment.

Extend Juke Box Fees to TV

BONN, Germany—Two important court decisions which promise to aid the juke box business have been issued in Karlsruhe, by the Federal Supreme Court, and in Munich, by the Bavarian Superior Court.

The Karlsruhe decision holds the proprietors of restaurants and similar public places liable for the payment of license fees for the playing of radio and record player music in their establishments.

The court ruled that the proprietors involved were using such music to boost patronage on their premises, and, hence, were in the same category as juke box sites.

The Munich ruling followed the same legal principle, the court holding restaurant, bar and tavern proprietors liable for all royalty and licensing fees on TV and radio programs piped onto their premises for the benefit of their patrons.

These court decisions strike at a long-standing grievance on the part of the juke box industry, which contends that it is unfair to exempt TV and radio from juke box license fees and taxes when the two mediums are employed for basically the same purpose on the juke box.

(Continued on page 116)

6 POCKET POOL..\$150.00

14 Ft. Bowlers \$195.00



4322-24 N. WESTERN AVE.

CHICAGO, ILLINOIS

JUNIPER 8-1814

HAROLD and CHARLES SUMMERFIELD

are pleased to announce
their appointment as
juke box distributors for

UNITED MUSIC CORP.

We invite operators to visit our
showrooms and see the new models

SUMMERFIELD, INC.

2736 N. Teutonia Ave.

Milwaukee, Wis.

Phone: FRanklin 4-0070



**New LUCKY
HOROSCOPE**

5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY JO LOAD

Size: 18"x8"x6"
Shipping Wgt.:
20 Lbs.

GAME HOLDS
APPROX. 1,000 NUMBERED OR STAR TICKETS

MID-STATE CO.

2369 Milwaukee Ave.
Chicago 47, Illinois

Phone: Dickens 2-3444

MODEL

"7450"

. . . A



6-POCKET

POOL TABLE

built UP to Valley Quality standards
—priced down for more operating profits!



- Separate No-Stoop Cue Ball Return
- Larger, Solidly Anchored Legs
- Coin Chute Free of Operating Mechanism

Patent Pending

. . . and 20 other profit-proven Valley features!

Also: DELUXE 6-POCKET and BUMPER POOL®



SALES COMPANY

Sales Affiliate, Valley Mfg. Co.

333 MORTON STREET, BAY CITY, MICHIGAN • TWinbrook 5-8587

GIVE TO DAMON RUNYON CANCER FUND

PRICE LIST

***USED KIDDIE RIDES EQUIPMENT PONIES**

Champion Pony	\$375.00
Big Bronco Pony	350.00
Capitol Pony	275.00
Crusader Ponies	275.00
Pinto Pony	215.00
Exhibit Pony Express	Write

MERRY-GO-ROUNDS

Lane Merry-Go-Round	\$250.00
Lee Merry-Go-Round	250.00
Texas Kiddie Ride Merry-Go-Round	200.00
Capitol Merry-Go-Round	195.00
Deco Merry-Go-Round	195.00

SPACE SHIPS

Space Ranger	\$225.00
Super Jet	215.00
Nyico Rocket	185.00
Bally Space Ships	150.00
Space Patrol	125.00
Atomic Jet	100.00

VARIETY EQUIPMENT

Old Smokey Train	\$220.00
Miss America Boat	195.00
HVD Metal Typer	175.00
Austin Car	150.00
Capitol Elsie Cow	150.00
Lee Bull	125.00
Turtle	140.00
Exhibit Rifle Gallery	115.00
Hawes Sea Saw	100.00
Exhibit Pistol Gallery	75.00
Dale Pistol Gallery	75.00

KING PONY BODY ONLY Write
 *All rides offered are in a used, as is condition with all parts complete. (For reconditioned equipment add \$35.00 to the price indicated.) All equipment listed is subject to prior sale.



NORTHERN VERMONT SHUFFLEBOARD players took part in the first tournament ever held in the area recently. The tourney was sponsored by Tri-State Engineering Company, Manchester, N. H. E. P. Martell (left-center, above) of Tri-State, makes the presentation to the winning team, the Burlington (Vt.) Eagles, at the post-tourney banquet.

chicago coin Profit Winners

- 6 GAME BOWLER
- PONY EXPRESS RIFLE GALLERY
- WORLD SERIES BASEBALL GAME
- KING BOWLER
- QUEEN BOWLER

Chicago Dynamic Industries, Inc.
 1725 W. DIVERSEY CHICAGO 14.

HIDDIE RIDES, INC.
 2557 W. North Ave., Chicago 47, Illinois
 Phone: Armilago 6-8180

Twin Cities Ops Ponder Music, Vending Trends

By DON LYONS

MINNEAPOLIS — Recent developments in cigarette vending and juke box operations in the Twin Cities are giving operators some stiff competition but most of them aren't just sitting back and watching. They're developing ways and methods of meeting the competition.

For example, some wholesalers of cigarettes, who also are operators, reportedly are offering higher percentages for choice locations. One Minneapolis operator, tho, takes the trend philosophically. He points out that if an operator can't convince the location of the advantages of having an experienced operator install and service the cigarette vending machine, then the location is not of much value. However, since the wholesalers' cigarettes cost less than the operators', they are able to offer the location greater concessions.

A few cigarette wholesalers in Minneapolis and St. Paul have even sold the machines outright to the locations to protect their volume. Most of them service the machines in addition to supplying the cigarettes.

Of concern to operators in the juke box field is the growth of the background music business in the Twin Cities. Some operators have no way of fighting this trend. Others are working on the theory that "if you can't fight 'em, join 'em" and are offering their own background music service or a combination of a juke box and background music.

One St. Paul operator pointed out that there is definitely a trend toward background music here with the cocktail lounges and taverns becoming more "plush." So he has his own system of supplying background music where it is wanted. He also pointed out that background music (and this is one argument operators are using in

selling locations) is an expense, whereas a juke box or juke box-background music combination is a revenue producer for the location.

This same St. Paul operator will install a phonograph in the basement of a location with speakers wired upstairs, and the owner can play it at will: In this case, there is a lease agreement.

Leasing Arrangements

In other instances the operator has leased the phonograph to a location on a weekly or monthly basis and includes some background-type music among the selections. He gives a key to the phonograph to the location owner. If the owner wishes to furnish background music during certain periods of the day (such as during lunch and dinner), he can. But the phonograph also can be a regular money-maker at other times when customers desire to play it. For such an arrangement this operator charges a minimum of \$10 a week. He has been trying to work out such an arrangement with locations that want dinner music but also desire a juke box.

A Minneapolis operator, tho, feels that any location which will put in background music such as in a swank cocktail lounge never will be any good for a juke box operator, for it won't gross any money.

The toughest competition juke box operators here have seems to be from radio stations which are offering to pipe in music into taverns and other locations. Big advantage of the radio stations is that they can play one record and have it sent to every location on the same wavelength. A pickup in the location gets the music and re-broadcasts it.

Biggest headache for operators is that the stations can cut the price for the service so low that it is hard to compete with them. The station can furnish the service for less money than the operator can and still come out ahead. For example, a Minneapolis radio station is tied in with Muzak, which no longer uses telephone lines to pipe in the music. It's all done, of course, by closed-circuit radio which cannot be picked up by operators or others since this would be a violation of federal law.

Here, too, operators have been trying to convince locations that having this service is overhead for the owner, and the juke box can be a source of revenue for him.

Another operator feels that legislation on the State level plus a planned program by strong operators' associations in the two cities are needed to solve the operators' problems and keep them "in the black."

Pass Juke License In Detroit Suburb

DETROIT—The city of Southgate, recently incorporated down river suburb of Detroit, has passed a new juke box licensing ordinance generally acceptable to operators. The newly passed ordinance provides for an annual fee of \$10 per machine plus \$15 for each operator.

The issue developed when the City Council approved a fee considered excessive by operators, of \$100 per operator and \$25 for each location. Frank R. Fabiano, president of Music Operators, Inc., appeared before the council but was informed the authorities would be instructed to plug all machines the very next day unless the new fees were paid. According to Fabiano, William Brainard, chairman of the council, said that the city could charge a fee of \$500 or \$1,000 if they wanted to.

MOI promptly filed suit in Circuit Court against the city, the Mayor, the council, and other officials, and secured a temporary injunction issued by Judge Theodore R. Bohn, restraining the city officials from interfering with the operation of machines. At the same time, MOI asked \$10,000 damages on behalf of operators.

In their bill of complaint, the operators based their position upon the contention that the projected license fee was confiscatory, and that all the city could charge under State statutes is for the costs of enforcement. They presented evidence that other communities are charging fees of from \$2.50 to a top of \$15 per machine.

Fabiano met with the city attorney and with the ordinance committee of the council, and suggested that operators would be willing to pay a reasonable fee, which he represented as \$10 per location and \$15 for the operator's license. This was recommended to the council, which adopted the proposal, and Fabiano announced that the suit would be withdrawn.

According to available information, Southgate houses some 29 juke boxes, owned by 12 different operators, involved in the dispute.

Twins at Buymore; Bernie Celebrates

LAWRENCE, N. Y. — Mr. and Mrs. Bernie Greenberg, of this city, have become the parents of twins. Greenberg, along with his father, Manny Greenberg, and brother-in-law, Marvin Kriendel, operates Buymore Vending here. The firm has a number of bulk vending routes and is a distributor for Oak Manufacturing.

The twins, Stewart Lawrence and Stacy Marla, were born Tuesday (7) at South Nassau Community Hospital, Oceanside, N. Y. Mother, daughter and son have returned home and all is reported well in the Greenberg household.

LOWEST BUYS TODAY SPECIAL SEEBURG

Model C	\$265.00
VL	315.00
100 Sel. Chrome	39.50
201 Hideaway	595.00
200 Sel. Wallboxes	84.50

AMI

H100 Manual	\$335.00
E-120	165.00
G200	295.00
H200	435.00

ROCK-OLA

1434	\$ 85.00
1438	195.00
1446	240.00
1455	410.00

UPRIGHTS

Super Twin Wildcat	Write
Super Circus	Write

5 BALLS

Dragonette	\$ 45.00
Smoke Signal	40.00
Peter Pan	55.00
Bally Circus	55.00
Diamond Lil	40.00
Hawaiian Beauty	45.00
Snafu	35.00
Criss Cross	155.00
Steeplechase	150.00
Silver	150.00
Wms. Spark Plug	45.00
Royal Flush	135.00
Jockey Club	65.00
Sluggin' Champ	90.00
Mystic Marvel	75.00
Poker Face	45.00
Gold Star	60.00
Daisy May	45.00
Twin Bill	75.00
Arabian Night	45.00
Frontiersman	75.00
Balls a Poppin'	35.00

ARCADES

C.C. Rocket Shuffle	\$ 85.00
Bally Magic Shuffle	95.00
Coon Hunt	95.00
Un. Team Shuffle	85.00
C.C. Bowl'g League	195.00
Lightning Shuffle	165.00
Rebound Shuffle	35.00
C.C. Drop Ball	345.00
Sidewalk Engineer	95.00
Genco Motorama	225.00

Call, Write or Cable
 Cable: LEWJJO

Lew Jones Distributing Co.
 Exclusive Wurlitzer Distributor
 1301 N. Capitol Ave. 1635 Central Pkwy.
 Indianapolis, Ind. Cincinnati, Ohio
 Tel.: ME1956 5-1593 Tel.: MA1n 1-8751

NEW GAMES
 Immediate Delivery
 Gottlieb DANCING DOLLS
 Gottlieb 4-PI. TEXANS
 United SAVOY
 United SUNNY
 Williams DARTS
 Bally SKILL SCORE
 C.C. 4-GAME BOWLER
 Wms. OFFICIAL BASEBALL
 Keeney RED ARROW
 Keeney POPCORN VENDOR
 Bally ROLLER DERBY

Immediate Shipment
NEW VALLEY 6-POCKET and BUMPER POOL TABLES
 All Models—Slate Tops

Completely Reconditioned
A.M.I. J-120, \$675

N. ILLINOIS, N. INDIANA and IOWA OPERATORS . . .
 For Top "Box Office" Book

DANCING DOLLS
 Gottlieb's New 1-Player Starring
 Silhouettes of Animated Tap Dancers with Scoring Sounds Synchronized to Dance Rhythms! Flipper! Targets! Spot-Light Scoring! High, High Score!

NATIONAL COIN MACHINE EXCHANGE
 1411-13 Diversey Chicago 14, Ill.
 Buckingham 1-8211

COMPLETELY RECONDITIONED UPRIGHTS

Auto Bell Circus Days	\$145
Auto Bell Circus Play Ball	165
Auto Bell Galloping Dominoes	225
Auto Bell Horoscopa (fl. samp.)	275
Auto Bell Mermaid (new)	325
Games Inc. Hunter	145
Games Inc. Skeet Shoot	185
Games Inc. Double Shot	185
Games Inc. Wild Cat	345
Keeney Little Buckaroo	295
Keeney Big Roundup	295

BOWLERS & ARCADES

Wms. Deluxe Baseball	\$ 65
Bally ABC Bowling Lane, 14'	175
Bally Trophy Bowler, 14'	425
United Bowling Alley, 14'	165
United Deluxe 11th Frame Bowler, 9'	65
Chgo. Coin Rocket Shuffle (2-pl.)	115

Rush deposit to:

Mickey Anderson AMUSEMENT CO.
 314 East 11th St. Erie, Pa.
 Phone Glendale 2-3707

FLY!
 AS A NAVAL OFFICER
 ... to India's...
NAVY

WANTED
JUKE BOX
MECHANIC
 Work located in Chicago area. State experience and give references in first letter. Write
 Box 993, c/o The Billboard
 188 W. Randolph St.
 Chicago 1, Ill.

WE NEED

Gottlieb Late Single Player Pin Ball Games
 Bally Ice Frolics
 United Clipper 8 ft. Shuffles
 United Capitol
 United Lightning
 Rock-Ola 1448, 1455
 Seeburg KD-200
 Seeburg M-100-C
 Seeburg HF-100-R
 Seeburg 100 Sel. Wall Boxes
 Wurlitzer 1700, 1800, 1900

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 Frelinghuysen Avenue, Newark 12, N. J.
 Bl 3-8777
 231 Windsor Street, Hartford, Conn., JA 7-4470
 Cable Address—RUNYONEX

SHAFFER
SUMMER MUSIC
SPECIALS

HIDEAWAYS
 HK 200\$429.50
 HUL 200 350.00

WALL BOXES
 Seeburg "200"\$89.50
 AMI W-"200" 79.50
 Seeburg "100" 49.50

CIGARETTE VENDORS
 Eastern 22\$179.50
 Eastern 10 99.50
 Rowe 11 Console ... 99.50

SHAFFER
Music Company
 Write for Illustrated Phone Catalog
 849 North High Street
 Columbus 8, Ohio
 Phone AX 4-4614
 Offices in Cincinnati and Cleveland

ABP MEN WHO READ BUSINESSPAPERS MEAN BUSINESS



South

MISSISSIPPI MEMOS

Frank Steed, Steed & Hearn Music Company, and Joe LaVene, LaVene Music Company, Clarksdale, both report the recent big rains have helped business. Joe has 600 acres of cotton as a sideline to his route. The cotton looks good now, he says. . . . Clarence Spain, Spain Amusement Company, Tunica, was in Memphis on a buying tour when The Billboard scout called. . . . J. T. Long, Long Amusement Company at Hollandale, further south from Clarksdale, had a different problem there. He reports a recent hailstorm damaged cotton badly. Planters had to replant.

Paul Mauceli, Paul's Novelty Company, Greenville, pioneer of two-way radio for operators in the Mid-South, traded in his old radio equipment for a new, more powerful set for his three service vehicles. New equipment will carry 60 miles. This is the third set of radio equipment Mauceli has got in the past few years, each more powerful than the last. He heartily recommends it for all operators. Since Mauceli first installed his about four years ago more than a dozen operators in Memphis and the Mid-South have used two-way radio and report a big savings and better service.



Paul Mauceli

Chester Richardson, Richardson Amusement Company, Greenville, has taken on the sideline of selling bait to fishermen, and it is booming this time of year, he reports. He sells worms and crickets. . . . Pete Manos, PM Amusement Company, Greenville, has bought a building for his business and recently moved into it. Henry Smith, Smith Amusement Company, is switching equipment, putting on some new juke boxes and generally getting his route in shape for a big cotton season.

Eddie Barnes, Eddie's Music Service, has recently finished his brick home with an adjoining shop, which was delayed a good while during severe winter weather. . . . Charles Shive, Yazoo City Novelty Company, reports business is good and the cotton crop looks good this year. He hopes for a good future with the route. He is a former Air Force captain who returned home and took over the business when his father died last year. . . . Walter Curle, partner with Dock Seale in Tchula Music Company, Tchula, reports business up 30 per cent since they bought the route several months ago.

Joe Tierce, Tierce Amusement Company, Greenwood, bought another Volkswagen bus recently for use on his cigarette route and is happy with the mileage he gets. He has six service vehicles now, all foreign made. He saves a lot of gas with them, he reports. His route is scattered over several counties. . . . Abe Malouf, LeFlore Music Company, Greenwood, is diversifying into coffee vending. He added cigarette vending to his music and game route three years ago.



Joe Tierce
 His brother, John, the route for him Elton Whisenhunt

Bluford Taylor, Tchula, who sold his music and game route several months ago to Dock Seale and Walter Curle, report the two supermarkets he owns are doing nicely, as is his farming, which takes all his time. . . . Everett Tiley, Tiley Amusement Company, Isola, was in the Veterans' Administration Hospital, Jackson, when The Billboard rep called. A former operator of Columbus, was operating during his illness.

MIAMI NOTES

Willie Blatt, of the music company bearing the same name, is not one to just preach good public relations. Willie has done a tremendous amount of work with the PAL and various other organizations, and is proud of his office walls that are literally covered with citations and plaques attesting to his good work. We could use some more of this type of good work in our industry. . . . With Willie's Girl Friday, Doris Shapiro, due back from New York, Willie and wife, Sydelle, are prepping for that awaited vacation trip. . . . Cliff Deale, Deale Automatic Equipment Company, is one who likes to "remember when." Cliff, being the oldest operator in point of years in business in the Miami area, can tell some mighty interesting stories. Cliff says his family for many years has been calling him Mr. Juke Box, and a big credit to the coin machine business he has been.



Cliff Deale

Morris Marder, M&M Service found out the hard way that the doctors know more about his health than he does. Morris underwent a major operation not too long ago, and the told to take it easy from then on, thought he could still do a day's work. He found out he was wrong. Now knows he must really take it easy. . . . Willie Levey can't resist any opportunity to visit his daughter and her family in Philadelphia. With Willie and wife, Pearl, up North, the other two-thirds of the Mellow Music partnership are just pitching in a little harder. Eddie Leopold, not knowing when he will get away for a vacation, is taking a couple of weekends off to get away from it all. Eddie just bought his wife an Impala, and it just comes in handy to make those car trips they have planned. Meanwhile, back on the route, Mel Schwartz is carrying on.

Rudy and Tony Key, Bon Ton Distributing Company, Nassau, Bahamas, in town to pick up some parts and a supply of records.

(Continued on page 114)

WANTED
 Williams and Gottlieb Pin Games. Send Lists
20 Seeburg Library Units Available
 Exclusive Gottlieb, Williams and Seeburg Distributors
TRIMOUNT
 Remember . . .
 IN NEW ENGLAND
 IT'S TRIMOUNT!
 40 WALTHAM STREET
 BOSTON 18, MASS.
 Tel. Liberty 2-9480

THERE IS NO SUBSTITUTE FOR QUALITY

UPRITES	MUSIC	IN-LINES
Circus \$125	AMI E-80 \$195	Lotta-Fun \$450
Double Shot 225	AMI F-120 350	Beauty Contest Write
Red Balls 250	AMI H-200 525	Beach Queen Write
Gallopin' Dominoes 295	Rock-Ola 1438 295	Key West 95
Hunters 150	Rock-Ola 1455 475	Big Shows 75
Play Ball 325	Seeburg G 295	Show Times 95
Wild Cat 395	Seeburg R 475	Double Header 85
Joker Ball 285	Wurlitzer 1800 375	Miss America 125
Touch Downs 375	Wurlitzer 1900 410	Sun Valley 165
Skeet Shoot 250	Wurlitzer 2000 395	
Shawnee 350	Wurlitzer 2100 425	
	Wurlitzer 2150 475	

10 late model
 Philadelphia Toboggans,
 \$550.00 each.

BASEBALL GAMES
 Wms. 4 Bagger \$185
 Wms. Pinch Hitter Write
 Short Stop 285
 C.C. Home Run 85
 Genco Hi-Fly 110
 Keeney League Leader 175
 Bally Big Inning 295

WURLITZER DISTRIBUTORS
CLEVELAND COIN
 MACHINE EXCHANGE
 2029 PROSPECT AVE., CLEVELAND 15, OHIO
 All Phones: Tower 1-6715

Williams
 Meets the Challenge of the '60s
 introducing
DARTS
 FASCINATING NEW
 5-BALL GAME

DARTS' long, low, sleek styling projects the "FORWARD LOOK" into Amusement Game design. Its colorful streamlined cabinet commands immediate attention of everyone.

SEE IT AT
MOUNTAIN DISTRIBUTING CO.
 3630 Downing Street
 Denver, Colorado

FIRST
 YOU GET SOMEWHERE
 WHEN YOU GET
FIRST SERVICE!

SPECIALS!
MERCURY GRIPPERS
 Counter Model
 8 Different Plays
\$33.50
 Deluxe Floor Model
 13 Different Plays
\$79.50

NOW DELIVERING
 Valley
6-POCKET POOL TABLES
 Irving Kaye
6-POCKET POOL TABLES
 Finest Money-Makers,
 Everywhere!
 All types of BINGO Games
 available. Write, wire or phone.

NEW GAMES
 Bally SKILL SCORE
 Bally ROLLER DERBY
 Bally BEACH QUEEN
 Bally OFFICIAL JUMBO
 Chicago Coin PONY EXPRESS
 Chicago Coin QUEEN BOWLER
 Chicago Coin KING BOWLER
 Chicago Coin 6-GAME BOWLER
 Games' SUPER WILDCAT
 Gottlieb DANCING DOLLS
 Keeney POPCORN VENDOR
 Keeney RED ARROW
 United SAVOY
 United SUNNY
 Williams DARTS (5-Ball)
 Williams OFFICIAL BASEBALL

IMPORTERS!
 Send for Your
FREE
 56-Page Illustrated
1960 CATALOG

Cable: "FIRSTCOIN"—Chicago
COIN MACHINE EXCHANGE
 Joe Kline & Wally Finke
 1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

SLATE TOPS

BUMPER POOL, 32" x 48" .. \$44.50 2 or more .. \$42.50
 6 POCKET, 35" x 67 1/4" .. 69.50 2 or more .. 65.00

For other sizes, prices quoted upon request.
 Bumper pool tops are covered with Imperial Rubberback Billiard Cloth and with Jumbo Bumper Posts. 6 Pocket Tops covered with Imperial Rubberback Billiard Cloth, MARVEL'S BEST.
 Replace your old NOVOPLY or PRESSED WOOD BEDS with LIFE-TIME PLAY FIELDS. You will have professional accuracy and absolutely no warping.

IMMEDIATE DELIVERY—ORDER NOW—SAVE MONEY!
 Complete Stock of Billiard Supplies of All Makes of Coin Operated Pool Tables. Price List on Request. TERMS: 25% DEPOSIT, BALANCE C.O.D.

IMPORTANT! Plant Closed for Annual Vacation, July 5th to July 25th, 1960. Orders received during this period will be filled promptly upon reopening.

MARVEL Billiard Supply Company

1604-06 W. LAKE ST. CHICAGO 12, ILL. Phone: MOnroe 6-8855



Williams

Meets the Challenge of the '60s
 Introducing

DARTS

FASCINATING NEW
 5-BALL GAME

DARTS' long, low, sleek styling projects the "FORWARD LOOK" into Amusement Game design. Its colorful streamlined cabinet commands immediate attention of everyone.

SEE IT AT . . .

United Distributors, Inc. 902 W. Second Street
 Wichita, Kansas

Mid-West Distributing Co. 709 Linwood Blvd.
 Kansas City, Mo.

Exclusive Williams Distributors for Kansas and Western Missouri



WORLD WIDE Solves Operators' Equipment Problems!

BINGOS

SEA ISLAND	\$425	SHOW TIME	\$125
CARNIVAL QUEEN	375	KEY WEST	110
BEACHTIME	325	BIG SHOW	95
CYPRESS GARDENS	245	BIG TIME	65
SUN VALLEY	175	STARLET	65
MISS AMERICA	145	PIXIES	55

UPRIGHTS

NEW SUPER TWIN WILDCAT—SUPER WILDCAT KEENEY RED ARROW—DELUXE RED ARROW

WILDCATS	\$345	SUPER HUNTERS	\$155
SHAWNIES	325	GUNSMOKES	145
DELUXE BIG TENTS	275	BIG HORNS	145
DOUBLE SHOTS	175	BIG ROUND-UPS	275
SKEET SHOTS	155	CRISS CROSS DIAMONDS	475

SPECIAL! BALLY LOTTA FUNS

\$425

BALLY BEAUTY CONTESTS

\$345

CALL COLLECT!

NEW—ALL NEW—Chicago Coin

"6" GAME SHUFFLE ALLEY

BREAKING ALL PROFIT RECORDS! GIVE YOUR LOCATION THE FINEST . . . GIVE HIM A CHI. COIN "6" GAME NOW!

Cable Address "GAMES" Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47
 2330 N. Western Ave. Phone: EVerglade 4-2300



Continued from page 113

Rudy says business is still good, tho with the rainy season now under way, business will probably drop off soon. But he is optimistic about the summer business. Just so long as the cruise ships keep coming, everything will be all right. . . . **Lucky Skolnick**, Lucky Amusement Company, has been having a peck of trouble with his boat. Lucky was finally able to get out the other Sunday. With son, **Mike**, as his first mate, they were almost skunked, but lucky for Lucky, he hooked into and landed a three-pound trout.

Burt Kahn, former comptroller of Bush International, has purchased the music and game route of Haller Amusement Company. This route is located mostly in the Keys. The second route to change hands was **Dave Engel's** Vendors, Inc., which was purchased by **Harold Issenberg**. Harold should get plenty of good advice, with father, **Sam**, and brother, **Joe**, both in the business. . . . **Rex Holly**, routeman for Lucky Amusement Company, recently tripped to Alabama in the hopes of picking up some horses for the ranch he and bossman, **Lucky Skolnick**, operate together, but Rex said the nags that were offered would be an insult to their present fine stock.

Ed Mercer, Orange Blossoms Music Company, Homestead, wearing a smile again these days. **Mrs. Mercer** has come thru a serious operation in good shape, and everything points to a rapid recovery.

Another Nassau operator in town recently was **Cecil Kenny**, of Kenny's Music Company. . . . **Ozzie Truppman**, Bush International, recently on a hurry-up visit with **Joe Barton**, of the Jacksonville branch. When **Ozzie's** away, **Bob Weller** is holding down the fort. Bob says the demand for coffee machines is continuing to hold up, with most of the operators reporting an increasing demand.

. . . **Al Cassolla**, Al's Music Company, swearing off trying new kinds of food. Seems Al had some new type of cereal the other morning, and before the day was over wound up in the hospital for treatment of a rash that spread over his whole body. The docs said it was an allergy, and Al is fine now. . . . **Arnold Rogan**, Arnold Music Company, showing off his beautiful little daughter while making his purchases of records. She is the spitting image of her mother. *Raoul Shapiro*

Midwest

DETROIT DOINGS

Frank R. Fabiano, head of Fabiano Sales & Service and president of Music Operators, Inc., has been weekending at Buchanan, on the western side of the State, becoming practically a weekend commuter. . . . **A. M. (Brownie) Brown**, manager of Walled Lake Amusement Park, assists personally in the important chore of checking the receipts in the busy Arcade at the park, which is operated by **Joseph Auton**, of Michigan Midget Movies. Brownie, who is an old hand at this operation, says he can count the take faster without the use of mechanical counters. **Dan Webster** is on duty in the park thruout the summer, handling operational duties in the Arcade for Auton.

George Bertoli has one of the busiest spots in Walled Lake Park—a battery of 16 Skee Ball machines, installed in the former Arcade building. A small novelty stand is also operated in conjunction with the Skee Ball concession. **Joseph Auton**, who has been up North fishing, has returned to the city to head up his busy recort machine operations.

George (Whitey) Selmer is again operating the Penny Arcade on **Jimmy Sullivan's** World's Finest Shows, touring Canada, and looking forward to a good season. He is assisted by **Ray Weese** and **Charlie James**. . . . **Ben Stocker**, of Band Box Music Company, Oak Park, now operates only some five out of his 100 locations at a nickel, and these are gradually being changed over. . . . Three young electronics men have teamed up to establish a coin machine route under the name of **Electro-Vend** Company in suburban Redford Township, where all make their homes. They are **Donald D. Merry**, **Gerald R. Gale** and **Charles J. Bushway Jr.** They are operating a route of cigarette venders, as well as candy, concentrating in the Northwestern area.

Frank Mitchell, director of sales for Rock-Ola, was in town for a visit and made a field trip of the State with **Paul Folino**, sales manager and operational manager for Fabiano Sales & Service. This was Folino's first jaunt away from the office since his return to duty after 46 days' hospitalization at University Hospital, Ann Arbor.

Fred W. Chlopan, executive secretary of the Detroit Shuffleboard Association, was host to a home office sales executive from Larue Wineries, which Chlopan also represents in Michigan. . . . **Allan M. Kazel**, a newcomer to the coin machine business, is establishing a cigarette route under the name of Northwest Vending Company, with headquarters in Dearborn Township, a West Side suburb. Kazel has been in the gasoline service station business, operating his own station.

Theodore J. Wilkins, who formerly operated a beer and wine store, is establishing a new juke box business in the Northwest section under the name of **Marlowe Music Company**. He is starting with a number of stops purchased from **Trio Vending Company**, operated by **Gordon Fruitman** and **Aaron Katzman** in Berkeley. *Hal Reves*

MILWAUKEE MENTIONS

The month of June is a rough one for Milwaukee operators. Tavern licenses must be renewed and there is a lot of frantic location switching. "After the dust settles," says **Bob Puccio**, P. & P. Dis-

PHONOS SEEBURG

VL-200 . . . \$335.00
 V-200 . . . 295.00
 G-100 . . . 345.00
 C-100 . . . 285.00

AMI

H-200 . . . \$450.00

ROCK-OLA

1455-D . . . \$475.00

ANGOTT DISTRIBUTING CO.

2616 PURITAN AVE.
 DETROIT 21, MICH.

WORLD FAMOUS EXPORTER

—Inquiries Invited—

AMI 1-200M	\$595.00
3 AMI C200	375.00
3 AMI E80 (repainted)	210.00
7 AMI E120 (repainted)	225.00
2 AMI D80	165.00
2 AMI D40-45 (repainted) ..	115.00
1 Rock-Ola 1465	650.00
1 Seeburg 100-A	80.00
Seeburg 100-A (change over) ..	135.00
AMI Model J (New, in Crate) ..	Write for Price.

BALLY and UNITED BINGOS

2 Bally Beach Club (as is)	\$30.00
5 Bally Gayeties	65.00
1 Bally G Time	45.00
1 Varieties	45.00
2 United Brazil (as is)	50.00
1 United Cabana (as is)	35.00
3 United Caravan (as is)	50.00
2 United Manhattan (as is) ..	25.00
1 United Monaco (as is)	50.00
7 Assorted Rebound Shuffl. Tables (United, Williams, Chicago Coin)	50.00
1 Auto-Photo (Model 9) (Reconditioned)	850.00

TERMS: 1/3 Deposit With Order (Money Order or Cashier's Check), Balance C.O.D. or Sight Draft on Your Bank.

Central

DISTRIBUTORS, INC.

2315 Olive Street, St. Louis 3, Mo.
 Phone: MAin 1-3511; Cable: "Cendist"

SUMMER SPECIALS!!!

READ THIS!!

PINGAMES: 2 & 4 PLAYER

Gottlieb Duette, 2 Player . . .	\$100.00
Gottlieb Toreador, 2 Player . .	140.00
Gottlieb Sea Belles, 2 Player . .	145.00
Gottlieb Fair Lady, 2 Player . .	210.00
Gottlieb Race Time, 2 Player . .	295.00
Gottlieb Double Action, 2 Pl. . .	325.00
Gottlieb Gondolier, 2 Player . .	325.00
Gottlieb Scoreboard, 4 Player . .	90.00
Gottlieb Register, 4 Player . . .	140.00
Gottlieb Falstaff, 4 Player . . .	275.00
Gottlieb Majestic, 4 Player . . .	275.00
Williams Race the Clock, 4 Pl. .	80.00

GUNS:

Genco Rifle Gallery	\$125.00
Genco Sky Rocket	145.00
Genco Big Top	200.00
Genco Davy Crockett	225.00
Genco State Fair	200.00
Williams Vanguard	425.00

POOL TABLES

KAYE 6-POCKET POOL TABLE
 EXHIBIT ROTATION POOL TABLE

Keeney Fascination Shuffle Pool
 SPECIAL!

\$99.50

Modern Dist'g Co.

3222 Tejon Street, Denver 11, Colo
 Phone GRand 7-8834

Your key to

SALES RESULTS

— the advertising columns of —

THE BILLBOARD!

MUSIC
 AMI MODEL E-200\$325.00
 AMI MODEL E-120 150.00
 AMI C 100.00
 SEEBURG V 200 325.00
 SEEBURG K 200 325.00

BOWLERS
 KEENEY BOWLORAMA\$125.00
 KEENEY TRUE BOWLER 100.00
 KEENEY REBOUND SHUF. 40.00
 FLE (Large Size) 40.00

CIGARETTE VENDORS
 SEEBURG E-1 (22 Col.)\$265.00
 EASTERN ELECTRIC (22 Col.) 179.50
 EASTERN ELECTRIC (10 Col.) 75.00
 EASTERN ELECTRIC (8 Col.) 45.00

W. B. DISTRIBUTORS, INC.
 1012 Market Street St. Louis, Mo.



Looking for
USED EQUIPMENT???
 Be Sure to Check the
CLASSIFIED SECTION

HOROSCOPE TICKETS
 (ALL KINDS)
 NUMBERS - STARS - RECIPES - BOX 'O' LUCK
 The Most Complete Line in America!
EMPIRE PRESS, Inc.
 644 ORLEANS ST. CHICAGO 10, ILL. Ph. MO HAWK 4-4118

FOR SALE
TOP RANK GAMES

Miss America \$110.00	Beach Time \$225.00
Sea Island 375.00	Cypress Gardens .. 185.00
Ballerina 475.00	Sun Valley 125.00
County Fair 585.00	Carnival Queen ... 265.00

1/3 DEPOSIT
CROWN NOVELTY CO., INC.
 1055 Baronne St. New Orleans, La.
 Tel.: JA 2-7137



Joe Ash says . . .
 It's **ACTIVE** for the
 world's greatest money-making
COIN OPERATED EQUIPMENT!

ACTIVE AMUSEMENT MACHINES CO.
 666 N. Broad St. Phila. 30, Pa.
 POptel 9-4495
 You can ALWAYS depend on ACTIVE ALL WAYS

ATLAS Summer Specials!

MUSIC SPECIALS!

WURLITZER 1500A\$130	SEEBURG 200 Sel. WALLOMATICS... \$95
A. M. I. E-120 165	SEEBURG 100A 95
WURLITZER 1400 75	WURLITZER 1500 95

In Working Order

USED CIGARETTE VENDORS

SEEBURG 800E-1\$275	SEEBURG 100G\$395
9-Col. DUORENIER (Mechanical) 75	SEEBURG KD-200 545
11-Col. DUORENIER 105	SEEBURG 100-C 325
22-Col. EASTERN MARK II 125	SEEBURG 100-B 245
10-Col. EASTERN 75	A.M.I. G-120 375
22-Col. KEENEY RIVIERA 125	A.M.I. F-120 345
11-Col. NATIONAL (Slant Front) 175	WURLITZER 2200 595
11-Col. NATIONAL (ML) 155	WURLITZER 2150 495

Completely Reconditioned

1/3 Dep., Bal. C.O.D. or Sight Draft
 F.O.B. Chicago

ATLAS MUSIC COMPANY
 A Quarter Century of service
 2122 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

MONEY-SAVING SUBSCRIPTION
 Order

Find out every week in
The Billboard

Order NOW at LOW Subscription Rates.
 Fill In and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 23, 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. 914

Name
 Company
 Address
 City..... Zone..... State.....
 Type of Business..... Title.....

tributing Company, "we all wind up with about the same number of locations." . . . **William Orenstein**, Friedman Tobacco Company, is working with his arm in a sling. He fell while playing baseball with his youngster and cracked his elbow. It required four hours on the surgery table to repair the damage.

Harry Jacobs Jr. reports that United, Inc., Wurlitzer distributor, will be closed on Saturdays for the summer, starting June 25. . . . **Herbert Geiger**, president of Geiger Automatic Sales Company, was elected president of the newly formed Council of Independent Managers. This is the first management group of its type in the country and may eventually become a national organization, says Geiger.

Joe Beck's Mitchell Novelty Company is battling the Milwaukee city attorney's office for return of a pinball machine. The unit was confiscated more than a year ago as a "gambling device." Beck maintains that since the case was eventually dismissed, the equipment is a legal device and should return to him as its rightful owner. . . . **Mike Folker** has joined the staff of Hastings Distributing Company as a shop trainee. The foundation for the addition to the Paster Distributing Company was poured last week. According to **Sam Cooper**, the added portion of the building should be completed by August.

Music and pool table takes are showing improvement in recent weeks, according to **George Schroeder**. Besides the improvement in business, Schroeder is also elated over the announcement of a fall wedding for his daughter. . . . Wedding bells are also being tuned for **Jim Jacomet**, cigarette route man for Red's Novelty Company. He will be wed July 20. . . . A change in the corporate name of his firm has been announced by **Doug Opitz**. As of July 1, all of the music, games and cigarette operations will be functioning under the name of Wisconsin Novelty Company, Inc. The Hilltop Coin Machine Company identification will be dropped.

Baseball games and long bowler receipts have been showing improvement recently, according to **Glenn Grubb**, Kendou, Inc. . . . **Robert Jost**, son of **Arnold Jost**, Arnold's Amusement Company, was home on furlough. The soldier lad is stationed at Fort Leonard Wood, Missouri. . . . **Casper Reda** at the Milwaukee Operators' Victory Dinner regaled a circle of listeners with his tales of the good old days when he fronted a big traveling dance band. "We played all the same spots that **Lawrence Welk** did in those days," he said.

Difficult times have fallen on several Arcades out in the State. Two Arcades folded within recent months due to lack of patronage. They were in Waukesha and Sheboygan. . . . **Jay Albrent**, former Cislser Music routeman, is now a phonograph record salesman. He is covering a local territory for the **John F. O'Brien** Distributing Company.

Ken Kulow, Kendou, Inc., reports that on a recent trip to Tucson, Ariz., he visited with former Beer City coinmen **Mike Rischman** and **Mike Chesnick**. Both are well established there, he reports. . . . **Carl Staska**, L. R. Distributing Company routeman, recently moved into his new home. . . . **Mr. and Mrs. Harry Jacobs Jr.**, United, Inc., vacationed recently on the West Coast.

West

COLORADO SCENE
 Condolences are being extended to **Pete Geritz**, Denver AMI distributor, whose mother passed away in Locodi, N. D., in mid-May. Geritz was in the North Dakota city for more than a week. . . . **Al Kraker**, Denver amusement machine operator, is on a five-week tour of Mexico.

Jerry Harris of Mountain Distributors is doing a lot of traveling these days, including regular coverage of operators in Wyoming, Nebraska, and Eastern Colorado. . . . **Frank Kinnard** of Kinnard Music Company, Pueblo, is beefing up his routes substantially for summer of 1960, which will probably bring more tourists, according to advance indications, than did the 1959 "Centennial Year."

Nearly 100 Distributors in CMC

Continued from page 105

pany, Macon, Ga.; Pioneer Vending, Inc., Cincinnati; Redd Distributing Company, Allston, Mass.; Rex-Bilotta Corporation, Syracuse, N. Y.; Roanoke Vending Exchange, Richmond, Va.; C. A. Robinson, Los Angeles; David Rosen, Inc., Philadelphia; Royal Distributing, Inc., Cincinnati; Runyon Sales Co., New York; Sanders Distributing Company, Nashville; Scott-Crosse Company, Philadelphia, and Service Games, Inc., Honolulu.

Also **Sheldon Sales, Inc.**, Buffalo; **Southern Automatic Music Company**, Louisville; **Southern Music Distributing Company**, Orlando, Fla.; **Starlite Sales Company**, Las Vegas; **Sterling Service**, Scranton, Pa.; **Taran Distributing, Inc.**, Miami; **Thompson Distributing Company**, Salt Lake City; **Toledo Coin Machine Exchange**, Toledo, O.; **Trimount Automatic Sales Corporation**, Boston; **Uni-Con Distributing Company, Inc.**, Kansas City, Mo.; **United Distributors**, Wichita, Kan.; **Walbox Distributing Company**, Dallas; **World Wide Distributors**, Chicago.

Alpine Amusement Company, Connersville, Ind.; **Automatic Music Distributors**, Oklahoma City, Okla.; **Dunis Distributing Company**, Portland, Ore.; **Garnder Sales Corporation**, Houston; **Central Music Vending**, Lexington, Ky.; **Globe Distributing Company**, Chicago; **Garrison Sales Company**, Phoenix, Ariz.; **Hastings Distributing Company**, Milwaukee; **Jose Romeo, Inc.**, Santurce, Puerto Rico; **Simon Distributing Company**, Los Angeles; **Valley Specialties**, South Bend, Ind.; and **Pete L. Weh Company**, Havre, Montana.

BUY THE FINEST MUSIC AT BEST PRICES FROM FRANCHISED AMI DISTRIBUTOR

Fully Reconditioned and Guaranteed
 REFUND IN 10 DAYS IF NOT SATISFIED

All AMI 45 R.P.M. Plays Both Sides

Model A
 40 Selections
\$99.50

Model B
 40 Selections
\$119.50

Model C
 40 Selections
\$129.50

Model D
 80 Selections
\$195.00

Model E
 120 Selections
\$245.00

Look Alikes
Model G-200 (Illustrated)
 200 Sel. \$375.00
Model G-80
 80 Sel. \$345.00
Model G-120
 120 Sel. \$365.00

Model F-80 . . . 80 Sel. \$325.00
Model F-120 . . . 120 Sel. \$345.00

Starting with Model H Stereo Kits available for conversion. Add \$100 to price.

Look Alikes
Model I-200 (Illustrated)
 200 Sel. \$645.00
Model I-120
 120 Sel. \$595.00

Model H-120
 120 Selections \$545.00
Model H-200
 200 Selections \$595.00

1/3 With Order—Balance C.O.D.
ACT QUICKLY—ORDER TODAY
 WIRE—PHONE—WRITE
 Send For Complete Lists
ARCADES—GAMES—BINGOS
RIDES—MUSIC—etc.

DAVID ROSEN
 Exclusive A M I Dist. Ea. Pa.
 855 N. BROAD STREET, PHILA. 23, PA.
 PHONE: CENTER 2-2903

European News Briefs

Continued from page 111

It is expected, as a result of the rulings, that many site owners who relied on TV and radio because they were cheaper, will now switch to juke boxes.

Germans Like 4-Player Games

HAMBURG, Germany — Nova of Hamburg reports that Gottlieb's new pinball game, Texan, is arousing wide interest in West Germany. The idea of four players particularly appeals to the Germans, who prefer games stressing player-versus-player competition.

Cortina Merges With Canteen

GENEVA, Switzerland—Cortina Automatic, one of Switzerland's largest coin machine firms and former distributor for Wurlitzer and Fanfare here, has merged with Canteen International, Paul Hunger, Canteen International executive announced last week. Cortina has its main office in Basle, with branches in Zurich, Lusanne, Fribourg and Bellinzona.

Expect 250 at WVMOA Meet

HUNTINGTON, W. Va.—Some 250 operators, distributors, manufacturers and guests are expected to attend the sixth annual West Virginia Music Operators' Convention to be put on by the West Virginia Music Operators' Association this fall.

The meeting will be held September 15 and 16 at the Hotel Daniel Boone, Charleston, W. Va. Operators interested in attending are requested to make their reservations early with William R. Wortham, secretary of the association, 324 Seventh Avenue, Huntington.

Ed Zorinsky Named United Omaha Distrib

CHICAGO — United Products Company, Omaha, a new distributing firm headed by Ed Zorinsky, was appointed United Manufacturing distributor last week in Nebraska, South Dakota and Western Iowa.

The new firm is at 201 South 13th Street, a block away from H. Z. Vending Company, headed by Hymie Zorinsky, Ed Zorinsky's father.

United Products Company will handle both the United juke box and amusement game lines.

N. Y. Op Guild Renames Full Officer Group

PORT CHESTER, N. Y.—The Westchester Operators Guild has renamed its entire staff of officers and directors to serve for another year. The re-election of all incumbents took place at a membership meeting here last week.

The officers include Carl Pavesi, prexy; Harold Rosenberg, veepee; Seymour Pollack, secretary; and Louis Tartaglia, treasurer. Directors include Eddie Goldberg, Walter Swanson, Nathan Bensky, and James Smith. Malcolm Wein is counsel.

Following a report to the membership on the recent MOA Convention by prexy Pavesi, it was noted that the following were no longer members of the Guild: Max Klein, Modern Amusement Company; Louis and Howard Herman, County Amusement Company, and Frank DeMuro, Empire Phonograph Service.

British Arcade

Continued from page 108

avorites in the amusement machine category which D. H. McCormack, owner, feels are so favored by his customers that there is no thought of removing them.

The entire front of the Arcade is completely open to the street, so that there are no doors or entry ways involved, and anyone passing by on the sidewalk can simply veer into the Arcade to amuse himself without delay.

Floored with asphalt tile, and with clean easily scrubbed walls of similar material, the Arcade is lighted with brilliant overhead fluorescent lamps, which provide around 100 footcandles on all playing surfaces, considerably brighter than the usual American Arcade. Notable is the complete absence of signs of any sort, no paper banners or instructions to players appearing at any point. Instead, any question is answered by the Arcade's most convenient feature, a "change man" who circulates thru the Arcade, wearing a heavy apron with pockets containing change in a variety of English coins. The machines operate for the most part on a sixpence, a dime-size coin worth slightly more than an American dime, or in some instances on shillings, the British equivalent of an American quarter.

Most favored in the Arcade are pinball games, which under British law can pay cash dividends according to the individual owner's policy, and various games built around a horse-racing theme.

Owner McCormack makes it a policy to constantly add new games as they are developed, with a delay of several months from release in the American market to installation in the Arcade. He maintains his own service shop, with a full-time mechanic, absolutely necessary in view of the fact that populous London and the Briton's love of gambling in any form means a heavy strain on equipment. There has been absolutely no vandalism or mistreatment of the machines in McCormack's more than 10 years of experience.

Williams magnificent new cabinet design



introducing

DARTS

FASCINATING NEW 5-BALL GAME...



... meets the challenge of the 60's

WILLIAMS ELECTRONIC Mfg. Corp. 4242 W. FILLMORE ST. CHICAGO 24, ILLINOIS

more than

60

... exciting specialties. Come aboard now... earn while you learn a trade of the future.

NAVY

Cash Register Tabs Juke Box, Coin Game Takes at Alley Spot

DENVER—Working out special arrangements with the co-operative owner of a big Denver bowling alley has resulted in the setting aside of one cash register key specifically for keeping tabs on amusement machine and phonograph play for Bob Rothberg, head of Continental Music Company here.

Rothberg has specialized in bowling alley locations for the past several years, beginning when there was a tremendous boom in bowling alley construction in the Colorado capital some five years ago. Because he is willing to invest in stereo phonographs and the newest, most profitable amusement machines, he has consistently landed one new bowling alley after another, with everything from vending machines to juke boxes.

When Rothberg learned that Johnny Weinreich, owner of a downtown bowling alley, was planning to construct a million-dollar, 40-lane bowling alley in Southeast Denver, he was quick to negotiate for the locations represented. The result was the installation of two juke boxes and a commanding row of pin games, installed along the center front of the bowling alley where they provide "something to do" for spectators or players awaiting their turn at the alleys.

Heavy Play

Because of the extremely heavy traffic in the 40-lane bowling alley, almost 24 hours per day, the five pin games and two juke boxes undergo as heavy play as any location in Denver, which means that each machine is serviced at least twice a week, sometimes oftener.

In laying out the cash register

design for the bowling alley, which includes a large bar, restaurant, nursery and other facilities, owner Weinreich likewise incorporated a key which covers amusement machines and phonographs, under "miscellaneous." As every machine is serviced, and coins removed from the cash box, the take is tabulated on the cash register and divided 50-50 under standard commission-split arrangements between the bowling alley management and Continental Music Company. All figures, including subtotals which break down commissions earned by amusement machines and juke boxes, are printed automatically on an audit roll, run thru analysis at the end of each day, with all collections from the amusement machine department separately posted.

Running Account

In this way Rothberg has a running picture of the day-to-day collections earned by a juke box in the bar, another out in the playing area and by the five pin games, which can scarcely be underestimated in importance. Rothberg has no trouble in keeping the most exact kind of control over his collections, commission splits and developing extra merchandising effort, as required.

Another advantage of the cash register bookkeeping system, of course, is the fact that at the end of the year the Monoco Lanes can furnish Rothberg with a complete categorized statement of all coin machine collections for the 12 months past. The total, of course, is twice the amount which was retained by the bowling alley management, which considerably simplifies record keeping, tax payment and similar problems.



FIRST P-R AWARD. The Pennsylvania Amusement Machine Operators' Association's first award to the "member of the coin machine industry who has done the most in the field of public relations in their locality" went to the group's own secretary, Mrs. Marjorie Fetter (accepting plaque from Charles Bernstein, association vice-president, above). Mrs. Fetter is the only woman operator in the State. Looking on are (from left, seated) Ben Sterling, Bill Triplett, Leon Taksen, Felix Kadel; Mayor Nolan Zeigler, of Harrisburg; Bill Fenessy, Fred Lex. Standing are (from left) Ed Beck, Marvin Roth, Vince CalJean, Morris (Moe) Bayer, Al Grebb, Bernstein, Mrs. Fetter, Bill Witsen, Sherman Smith, Mr. Fetter and Mr. Bowers.

Cap's '33' Singles

Continued from page 105

tor of Imperial Records, now plans to release 33 speed monaural singles next fall. On the other hand, some companies appear only now to be catching up with the 33 stereo idea. One of these is Chess Records, leading indie in Chicago.

Operator Interest

Meanwhile, there seems little doubt, according to Seeburg national promotion chief, Arnold Silverman, that the 33 stereo Artist-of-the-Week idea is catching on with the juke box operators. Silverman this week told The Billboard that operators are asking for more varieties of 33 stereo records, including Mexican, Spanish and jazz. Silverman said that in the case

of juke plays already analyzed, it appeared that Artist-of-the-Week selections were getting more spins than the regular pop hits of the moment. Beyond this, he indicated that there are many requests to keep the artist of the week selections on the box even when they

have been replaced in the top panel by a new artist. Silverman estimated that according to present indications, a few months would find many boxes with as much as 40 per cent of the selections in the form of stereo 33 singles.

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



GOTTLIEB'S

Dancing Dolls

STARRING

SILHOUETTES OF ANIMATED TAP DANCERS

DANCING DOLLS is ready to tour after 16 weeks of successful location tests. Starring are two silhouetted dancers that appear "On Stage" in the light-box.

Dropping ball in two top kick-out holes or hitting red or yellow targets turns on one or two spot-lights and the dancers tap out a merry tune. Clever new scoring sound synchronized to tap dance. Players also score points by lighting spot-lights. Super high score to 7,900,000 and all the standard Gottlieb features.

DANCING DOLLS has the most novel and appealing animation ever to appear. Drop in to your distributor today. He'll arrange a demonstration... front row center!

D. Gottlieb & Co.

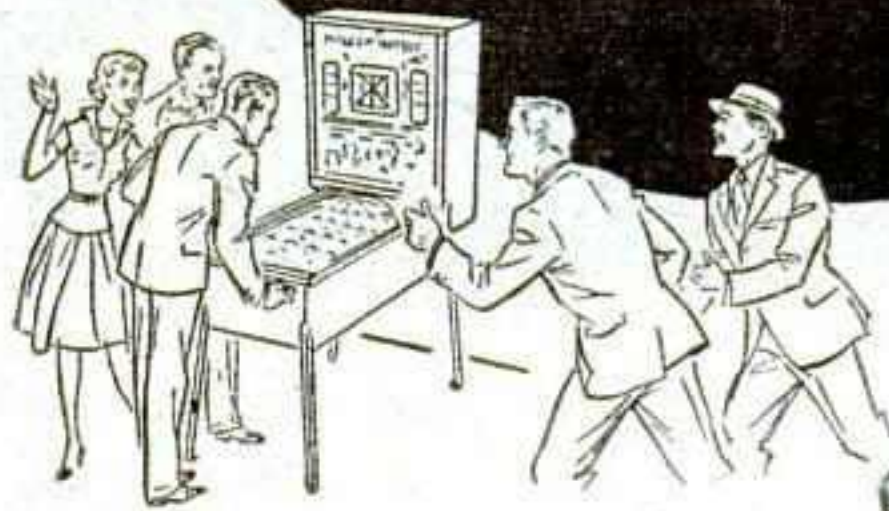
1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

It's Always Profitable to Operate Gottlieb Games!



MORE features mean **MORE** fun
for players... **MORE** profit for you

All
the money-making features
of
COUNTY FAIR and **LAGUNA BEACH**
plus popular
PICK-A-PLAY
selection buttons



Biggest array of popular money-making features ever combined in one game insures biggest play and profits ever known in pinball history. Bally-brighten your in-line spots with **ROLLER DERBY**... brightest, busiest Bally in-line ever built. See **ROLLER DERBY** at your Bally distributor today. Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18, Illinois, U.S.A.



PICK-A-PLAY
buttons permit players to concentrate coin-flash in their favorite area—Blue Button for Advancing Scores—Green Button for Features—Red Button for combination Scores and Features.

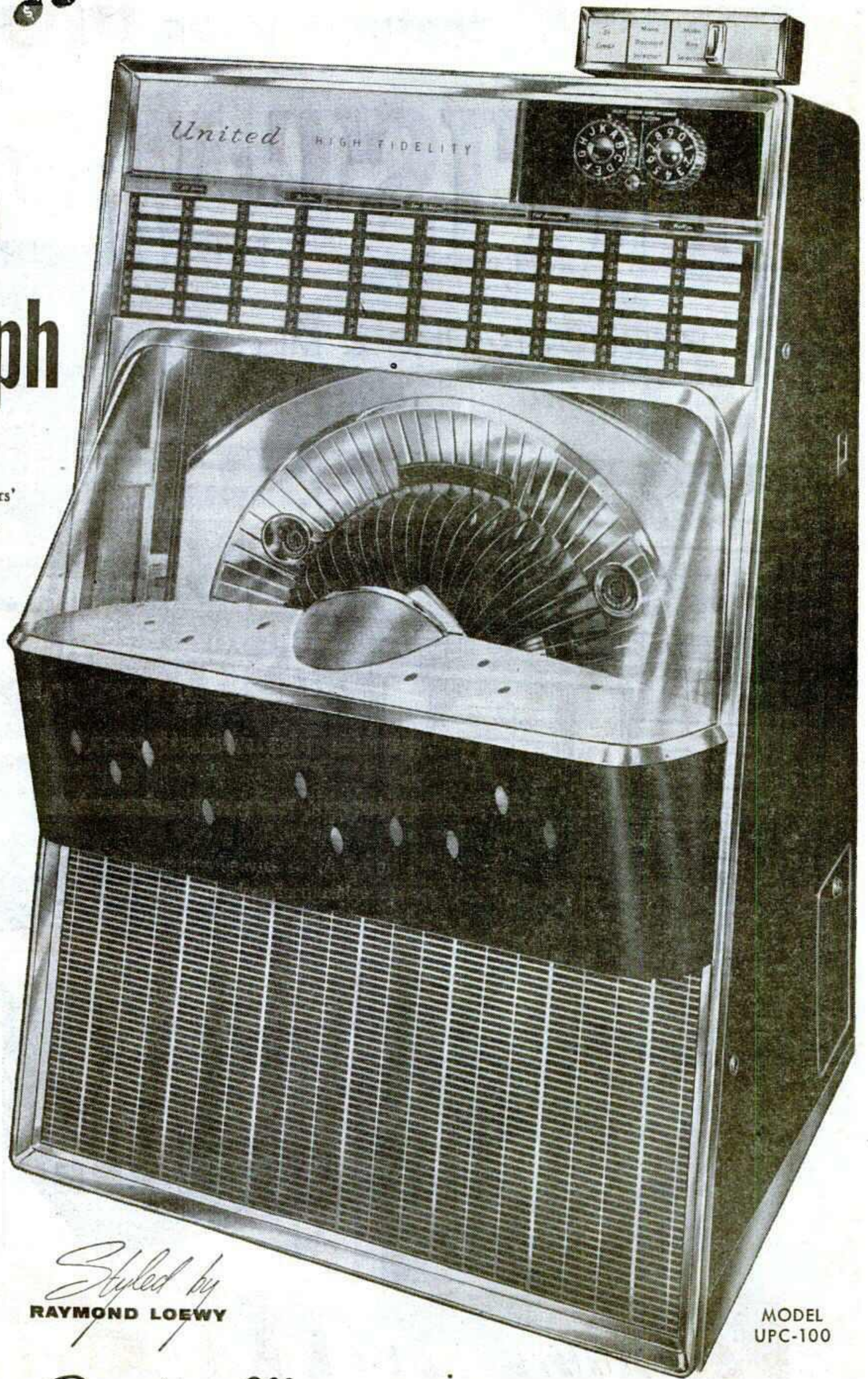
Bally **ROLLER DERBY**

The Sound of Real Money!

flows constantly
from the

UNITED Phonograph

The most soothing music to operators' ears is the sound of money as it pours from the big United cash-box. Nickels, dimes, quarters and halves pile up fast because the *unconditionally guaranteed* United Record Mechanism operates *more than twice as fast* as any other... gets all the coins in the busiest locations. And with United's most versatile Dual Pricing System, Credit Accumulator and Play Stimulator adding more profits to every collection, United operators are enjoying the greatest profits in history. For long-lasting harmony between operator and location... for continuous profits year after year... cover your territory with Music by United. Write for details now.



UNITED MUSIC CORPORATION
3401 NORTH CALIFORNIA AVENUE
CHICAGO 18, ILLINOIS
CABLE ADDRESS: UMCORP

Styled by
RAYMOND LOEWY

MODEL
UPC-100

A COMPLETE MUSIC SYSTEM

Stereophonic-Monaural

Half-Dollar coin-mechanism is standard equipment

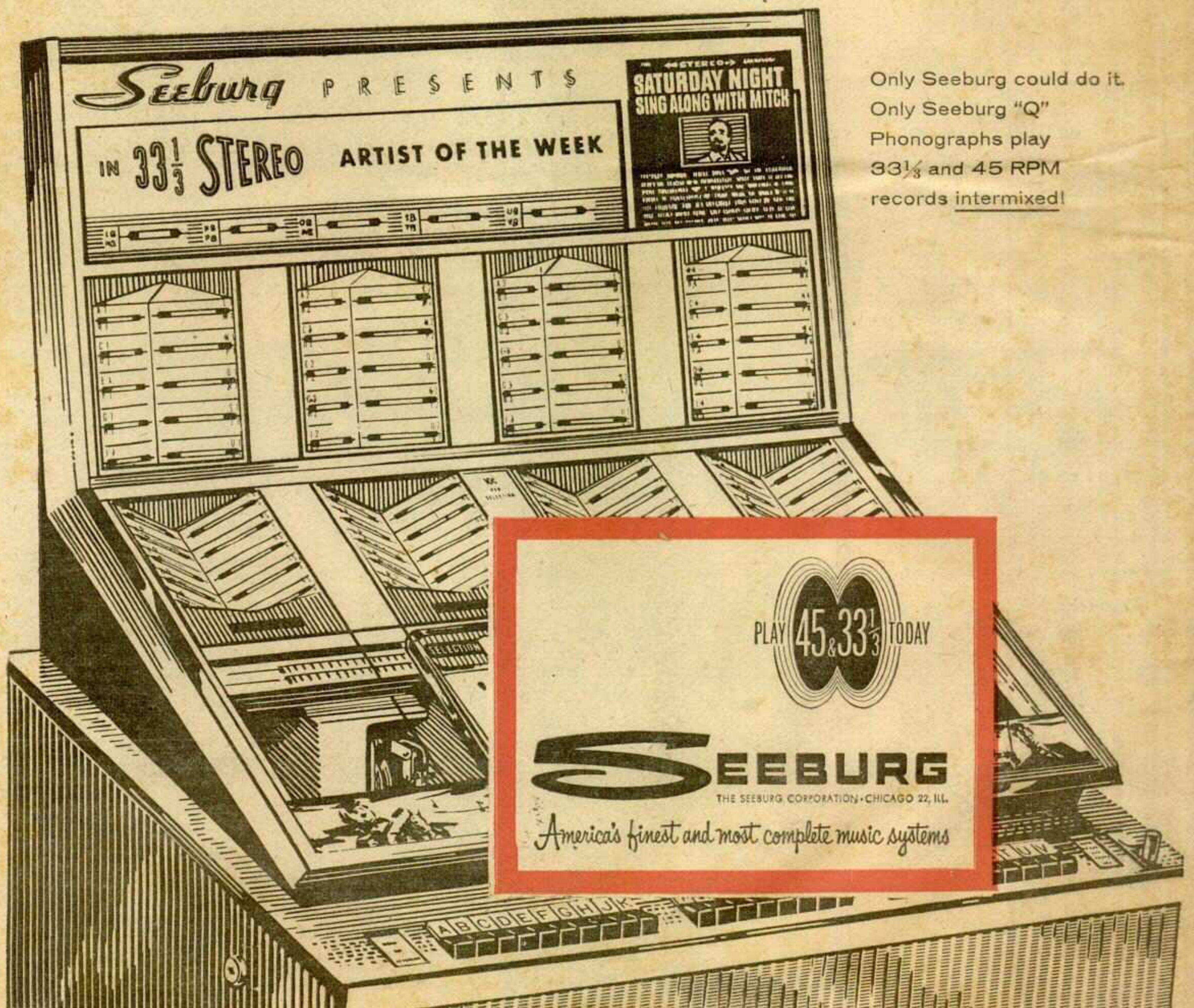
ANOTHER SEEBURG FIRST!

sensational, new SEEBURG

33 $\frac{1}{3}$ STEREO

“ARTIST of the WEEK”

PHONOGRAPHS & MERCHANDISING PLAN



Only Seeburg could do it.
Only Seeburg "Q"
Phonographs play
33 $\frac{1}{3}$ and 45 RPM
records intermixed!

PLAY 45 & 33 $\frac{1}{3}$ TODAY

SEEBURG
THE SEEBURG CORPORATION - CHICAGO 22, ILL.

America's finest and most complete music systems