

# The Billboard

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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## Trend to 'Bigness' Keys Indie Worry

All Levels Seek to Cope With Tide; Mergers Considered to Meet Situation

By PAUL ACKERMAN

NEW YORK — While record programming and promotion are in a period of flux and while manufacturers are seeking new a.&r. merchandising concepts in order to raise the sales level of the business, a pall of uncertainty is developing among various indie levels of the industry. The uncertainty stems from a fear of "bigness."

The indies, including pressing plants, manufacturers and distributors—are noticing a trend toward "bigness." Further, these indies have crystallized no modus operandi; they are at a loss as to how to cope with "bigness." But they are aware that this is a general trend in American industry, a trend which must be faced.

At the pressing plant level, there is worry about some very rough competition, notably from the custom division of RCA Victor. In its summer program, RCA Victor is offering to press vinyl LP's at a price of 28-30 cents and clients are receiving 120 days' credit—not 30 or 60.

Indie plants, both in the West and East, feel they cannot meet this price and still make a profit. They feel that such an extension of credit is a banking function—one which no indie can afford. They also feel they are at an additional disadvantage in that RCA's custom division offers many facilities and services, of which indies can afford only a few.

RCA, for instance, has studio

and recording facilities for the actual cutting of masters, plating equipment, and other extras. Some indies have some of these "extras"; none has all of them.

Price-wise, these figures are pertinent: The cost of vinyl is 40 cents a pound, which is enough for two and a fraction LP's. The costs of labor, labels, sleeves, processing, poly bags, etc., brings up the basic pressing cost to about 25½ cents, excluding packing and warehousing — which is estimated at another few cents — bringing the total figure to 30 to 33 cents per LP. These are basic costs and do not include the profit factor or administrative costs.

It is no secret that several large indie plants are disturbed and are considering drastic alternatives. One of these is a merger of two or more companies, which might enable them to better cope with the situation.

On Monday (20), the Independent Record Manufacturers Association will meet to discuss the hard competitive condition.

Until recently, the price of 12-inch vinyl disks was approximately 40 cents — give or take a few cents. This represented a gradual decline since 1951, when the price was 52 cents.

At the distributor and manufacturer levels of the business, concern over the possible onset of "bigness" is also paramount. This was apparent at ARMADA's Atlantic

## JAZZ SPARKS ART HASSLE AT FESTIVAL

ELKHART, Ind. — Jazz is art, says a Presbyterian minister, who defended the Friday (17) appearance of the Dave Brubeck Quartet at the Fine Arts Festival here. It is not, asserts Paul Grillo, architect, painter and Notre Dame University professor who, in protest, removed a number of paintings he intended to display at the festival.

While expressing regret over Grillo's action, Rev. Richard Sheere, minister of music at the First Presbyterian Church in Elkhart and chairman of the festival committee refused to withdraw the Brubeck performance and lauded the Brubeck type of music. "The arts represent a variety of expression of the emotions of mankind," Rev. Sheere declared. "Jazz is one of the few American - born expressions."

He explained further that Grillo was adversely influenced by the Brubeck quartet when he first heard it over the public address system at festival headquarters. At the time, Rev. Sheere said, transmission was marred by improperly adjusted loudspeakers. Similar controversy had been precipitated by Brubeck appearances at the festival of other years.

City convention last week, where several important indie diskery executives, amidst the frantic turmoil occasioned by such problems as bootlegging, freebies, etc., expressed the conviction that "survival" was

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## Capitol to Issue Mono and Stereo Seven-Inch 33's

Label Sets Fall Release of Top Names on 45 and Small LP

By LEE ZHITO

HOLLYWOOD — Capitol will start releasing seven-inch, 33½ r.p.m. monaural and stereo singles in the fall, The Billboard learned this week. For the most part, these will be issued simultaneously with their 45 r.p.m. counterparts. Specially selected singles will enjoy the additional seven-inch LP ride which in all probability will be reserved for the label's established front-runners. Others who show promise along the 45 r.p.m. route will be issued later in the new singles speed.

Capitol will charge 89 cents for its monaural seven-inch LP single and ask 98 cents for the stereo 33's single. Capitol, along with other labels, is currently manufacturing seven-inch, 33's stereo singles in conjunction with the Seeburg "Artist of the Week" drive. However, Capitol has restricted these disks to Seeburg's use and has not made them available to the retail market.

This will mark the first time a label has offered its singles wares in the seven-inch LP form in both monaural and stereo versions. Columbia Records last year announced it would start releasing some of its singles in the seven-inch

33's form but limited this line only to stereo pressings.

In launching a monaural and stereo seven-inch LP singles line, Capitol is throwing its full weight in favor of the record industry eventually returning to a standard one-speed basis. It is believed in some industry quarters that the singles market would enjoy a substantial sales boost once the one-speed goal is achieved. The continuing drop in singles sales has been blamed by some on what they call inherent barriers in the 45 r.p.m. system. These needlessly complicate the use of singles, they maintain, and therefore, have contributed to the singles sales slump.

The "barriers" include the donut-disk's big hole which requires adapters to permit their use with standard-size spindles. Furthermore, the necessity of changing turntable speeds from their 33½ album setting each time a 45 single is played is blamed for decidedly discouraging present-day singles sales. At a time when other industries are streamlining their wares with the consumer's ease of operation and comfort in mind, it is felt, the disk business should start moving toward the elimination of these "barriers."

A fast conversion of singles buyers to the seven-inch LP is not anticipated. However, Capitol is banking on the availability of its

(Continued on page 64)

## Two Pressing Plants Merge

HOLLYWOOD — An example of a trend to "bigness" which has been noted as taking over in the record business was seen here in the announcement of the joining hands of two indie pressing plants Radio Recorders and Universal Recorders. The new operation, under California law, becomes a holding company known as Radio-Universal Recorders, Inc., which, in effect, will operate the two firms.

In joining hands, it was noted that both firms will expand their spheres of activities. At the same time, economies in operating costs will be effected. For example, administration and sales will be handled by the same persons for both entities. The need for such economies is being seen as responsible for the trend toward "bigness" and consolidation on various fronts of the industry, including dealers and distributors.

## NEWS OF THE WEEK

### Harris Anti-Payola Bill Set for Congress Debate . . .

The Harris anti-payola broadcast reform bill, okayed by the Commerce Committee last week, will be subject to debate from the floor when it comes before Congress for a vote, possibly this week. The bill, which would put stiff penalties on payola and reword the sponsorship identification Section 317, may run into Congressional opposition on its license-suspension provision. . . . Page 2

### Many Obstacles Strew ARMADA's Future Path . . .

The ARMADA meet last week in Atlantic City pointed up the manifold problems facing the organization as well as the record business. There was also a talk on bootlegging by the Attorney General of the State of New Jersey. . . . Page 3

### Recent Developments Foretell Changing Distributor Operation . . .

Changes in future role and operation of distributors is indicated in various recent developments. Difficulty of customers, trying in vain to get catalog items, seen as factor mitigating against distribbers. On another front,

fewer distribbers serving broader areas is being seen as a future modus operandi. . . . Page 4

### Hope to Head Program of Name Acts at Illinois State Fair . . .

Bob Hope will head up a list of television, record and movie names at this year's Illinois State Fair. In addition to Hope, the bill will include the Rhythm Kings, Brenda Lee, Mark Dinning, Mike Ansara, Barbara Eaton, Patty Clark, John Bromfield, Alice Lon and Nick Adams. . . . Page 68

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## For Want of A Changer

HOLLYWOOD — Just as a fabled kingdom once was lost for the want of a nail, so Columbia Records 12 years ago lost its chance to firmly establish 33½ r.p.m. as the record industry's one-speed standard for the want of a changer. Retrospective disk business students insist that's a fact.

In July, 1948, Columbia unveiled both its LP album and its seven-inch LP single. Hind-sighters recall that Columbia had an LP player to display the marvels of the spectacular single-disk album. The seven-inch singles were introduced to the market sans a changer at a time when changers had become an established convenience for 78's. RCA Victor moved into the breach with its 45 r.p.m. disk and rapid changer and forced the seven-inch 33's from the field.

ABC-PARAMOUNT MARKS ITS FABULOUS FIRST FIVE YEARS WITH THE SOUND OF SUCCESS AS THE THEME FOR THE BIG 5th!

SEE SPECIAL SECTION BEGINNING PAGE 11



# Harris Anti-Payola Bill Set for Congress Debate

## Provision for License Suspension May Draw Legislative Opposition

By MILDRED HALL

WASHINGTON — The Harris anti-payola, broadcast reform bill, okayed by the Commerce Committee last week, will be subject to debate from the floor, when it comes before Congress for a vote, possibly this week. The bill, now incorporated in the Senate-passed S 1898, which could put stiff penalties on payola, and reword the sponsorship identification Section 317, may run into Congressional opposition on its provision for license-suspension, to which broadcasters strongly object. (See The Billboard, June 6, June 13, 1960.)

Meanwhile, the Harris Commerce Committee has opened a new angle on need for full disclosure of stock ownership in music or other programming, by licensees or broadcast personnel. An official Committee report on the bill released last week and designed to acquaint Congressmen with its terms notes that the proposed legislation does not contain disclosure requirements for broadcast personnel owning such stock.

It will be up to the Federal Communications Commission, thru its rule-making powers, to keep track of this aspect of "indirect benefits," the report indicates.

In support the document quotes the attorney general's recommendation in his December 31 report on deceptive practices in broad-

casting, that the FCC adopt regulations requiring reports in situations where station personnel owns interest in an enterprise and "plays a record made by the enterprise or displays or discusses any of its products over the air. In these cases of "indirect benefit," Attorney General Rogers said: "The situation may not necessarily always be improper or inconsistent with the public interest."

As a safety measure Rogers recommended that full disclosure be required by the FCC of all such interests, in regular reports to be made by each station and covering any employees who determine programming content. Such reports would also have to show the financial return from the investment, in the manner of reports filed under the Securities Exchange Act, and

the Labor-Management Reporting and Disclosure Act of 1959 the attorney general pointed out.

### Free Disk Slant

The House Commerce Committee's House Report 1898 also spells out some examples of how the newly worded sponsorship identification section of the bill would apply to the use of free records eligible for exemption in broadcast use. These include:

1. No announcement is required when free records are provided for broadcast purposes, unless the suppliers furnishes more copies than needed, such as 50 to 100 copies in return for express or implied agreement that the tunes will get play.

2. An announcement on the free records would, of course, be required in any instance where the

(Continued on page 53)

# Columbia's Hat in Record Pack Ring

## N. Y. Dealers Offered Pop, Kiddie 'Prize Package' to Retail for 98c

NEW YORK — The record pack business has attracted the attention of the majors. Columbia Records is now selling dealers and rackers its own Columbia record pack, which they call a "Prize Package."

The record pack is a package containing four or five records, usually 45 r.p.m. singles, wrapped in a polyethylene bag. Four of the five records are usually dogs, and one is a current hit or semi-hit. What makes the packages attractive is the fact that they sell for 98 cents for all five records, or the list price of a single. The Columbia package contains only Columbia records.

In a letter sent out to all dealers on June 14 from Times-Columbia Distributors of New York, a Co-

lumbia branch, six different packages are being offered to dealers in the locality. They all sell to the dealer for 60 cents per package, enabling the dealer to earn 38 cents if he sells at list. However, packages must be purchased in quantities of 36 units — for the pop sets, to 18 units for the kiddie sets.

Here are the packages offered by Columbia: A pop package with five 45 r.p.m. singles; a kiddie package with 10 seven-inch singles; a kiddie package with four 45 r.p.m. singles; an EP package with three EP's; a c.&w. package with five 45 r.p.m. singles; and another kiddie package with four 10-inch 78 r.p.m. singles.

Record packs have been a means for manufacturers to dispose of a lot of dog records via the prize package idea. The fact that Co-

(Continued on page 53)

# RECORD SOURCE SPLITS SERVICE ON SINGLES, LP'S

NEW YORK — Record Source, Inc., programming service for radio and TV stations, is splitting its service into two parts — a singles package and an album package. The singles service will be initiated immediately and the LP package will begin at a later date following a survey of stations' requirements.

Cost of the separate singles service will be \$160 annually, for which the client receives 520 new singles at the rate of 10 each week, comprising Spotlight selections chosen by the Editorial Review Committee of The Billboard.

If station desires, payment may be made on basis of \$60 with order, \$60 in three months, and \$60 in six months. Receipt of the package by air parcel will cost an additional \$30.

Hal Cook, chief of Record Source, Inc., stated the survey of stations' LP requirements was desirable for two reasons: (1) Assembling a service more accurately tailored to programming needs; (2) assembling packages whose products would not duplicate or conflict with albums offered by the various record subscription services.

# Miller Decision Gets Reversal

NEW YORK — "We are not finished with this yet," said David Mackay, counsel for the Glenn Miller estate, in commenting this week on a decision of the first division of the New York Appellate Court. In the original case in May 1959, Supreme Court Judge Epstein had ruled in favor of the Miller forces in their suit against Decca Records and Universal Pictures regarding the sound-track recording of the film, "The Glenn Miller Story."

The Appellate Court this week unanimously overturned Judge Epstein's decision. Originally, the

(Continued on page 52)

# Westminster Near Creditor Agreem't

NEW YORK — Jesse Selter, proxy of Westminster Records, said this week that the firm has agreed with a creditors' committee upon a plan of arrangement to pay 20 per cent in cash for the firm's debts. According to Selter, the acceptance of the plan by the creditor's committee makes it probable that it will be accepted by the creditors and the plan of arrangement will be confirmed in the next few months.

# Law Head Calls for Bootlegging Battle

## N. J. Attorney General Tells ARMADA Cure Is Joint State-Industry Action

ATLANTIC CITY — "Bootlegging can be stopped if the States and the record industry work together." This was the theme of the remarks of the Attorney General of the State of New Jersey, David D. Furman, at the Tuesday morning (14) meeting of ARMADA members at the Hotel Traymore, of the firm of Blanc, Steinberg, Balder & Steinbrook of Philadelphia, the Cameo Records attorney, who helped Bernie Lowe's firm get evidence for the indictment of Bob Arkin and Milt Richmond in Bergen County, New Jersey, for alleged counterfeiting of Cameo's trademark last week. (The Billboard, June 13.) And ARMADA itself, in the person of board member Al Bennett, Liberty exec, stated that the organization would take action

against dealers who sold counterfeit records.

The tenor of Attorney General Drummond's speech was that counterfeiting is illegal under civil and criminal laws protecting trademarks in the State of New Jersey. He noted that in New Jersey, any person who knowingly forges or counterfeits the private stamp or label of any manufacturer with intent to defraud a consumer is guilty of a misdemeanor. He said also that it is a crime for a store to sell bootleg records, if the store knows the records are bootleg.

His advice to record manufacturers was to take action against bootleggers under their State trademark laws, and that if there was no law in the State then manu-

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# New Mercury Summer Plan

NEW YORK — Mercury Records last week launched a summer "Sell-A-Bration," promotion designed to help dealers combat summer slump problems via special sales of Mercury LP product.

The label is offering its top 100 best selling LP's, plus all of its new June 15 album releases to distributors at a special discount, described as "considerably higher than 10 per cent." Distributors in turn are expected to pass the discount along to retailers.

Mercury's June 15 album releases includes packages by Brook Benton and Dinah Washington, Miyoshi, Eddie Layton, Terry Gibbs, Eddie Chamblee, Max Roach, Jimmy Palmer ork, Jan August and "Another Collection of Golden Hits," featuring the Platters, the Diamonds, the Gaylords and others.

The new classical "Living Presence" series spotlights albums by the Detroit Symphony and Paul Paray; Eastman-Rochester "Pops" and Frederick Fennell; Philharmonica Hungarica and Antal Dorati; Eastman Wind Ensemble and Fennell; Minneapolis Symphony and Dorati.

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# Kingston Trio, Desmond Get CBS Segs

NEW YORK — CBS - Radio kicked off two musical series this week starring the Kingston Trio and Johnny Desmond. The Kingston Trio show, sponsored by the Seven-Up Company, is aired six days a week at various times; while the Desmond ailer, "Treasury of Stars," is heard on Sundays from 1:30 to 2 p.m.

Desmond's show debuted June 19, with a salute to the late Glenn Miller. His guests included performers who worked with Miller (Ray McKinley, the Modernaires, etc.) and Dorothy Collins. Harry Sosnick's ork is featured regularly on the program.

The Kingston Trio series (17 weekly five-minute programs), which also kicked off Sunday (19), is aired Monday thru Friday at 10:25 a.m., 12:55 p.m. and 7:25 p.m., and on Sundays at 5:55 p.m. and 7:50 p.m. The Trio's Seven-Up commercials will be included on the program.

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# ARMADA to Set Capital Liaison Base

**Drumbeater Edgar Jones Touted to Fill New Post**

NEW YORK — ARMADA plans to establish an office in Washington, in order to keep abreast of developments at the level of various governmental agencies, including the Federal Trade Commission, Federal Communications Commission and National Association of Broadcasters. The ARMADA board has already recommended various names to head this office — one of the names being Edgar Jones, public relations exec who spoke to the manufacturers and distributors at the Atlantic City convention last week.

Jones completed a fact-finding mission for ARMADA, designed to determine which federal agencies would affect the record business. His Atlantic City talk covered this matter and was very favorably received inasmuch as it clarified the Washington scene with specific reference to such matters as bootlegging, payola, promotional records, etc.

A key segment of Jones' talk stressed the industry's need for a  
*(Continued on page 60)*

# Firms Bow to FTC Orders

WASHINGTON — Seven more record distributing and manufacturing firms signed consent agreements with the Federal Trade Commission last week, promising not to push their music thru undercover payola to broadcast personnel.

Consents, which do not constitute an admission of guilt, were signed by: United Artists Records, Inc.; Gone Recording, together with End Music, Inc., and affiliated Co-Op Distributing Company; Herald Music Corporation, together with Ember Records, Inc., and Ember Distributors, Inc., all of New York City.

James H. Martin, Inc., together with Music Distributors, Inc., and M. S. Distributing Company, both of Chicago; All-State New Jersey, Inc., of Newark, and A-1 Record Distributors, Inc., of New Orleans, also signed.

FTC notes that payola to buy exposure of records on the air deceives the public and is an unfair method of competition.

In other action, the Commission cited Apollo Records, and Melvin Albert of New York City, and Joseph M. Zamoiski Company, of Baltimore, together with officials Calman J. Zamoiski Sr. and Jr., and H. Earl Kese. Firms were charged with payola to broadcast personnel.

# CHICAGO'S BLUE NOTE JAZZ TEMPLE FOLDS

CHICAGO — The Blue Note, for 15 years the only Midwest citadel of really big name jazz, folded here suddenly Monday (13). Frank Holzfeind, proprietor of the nationally known progressive boite, was unavailable for comment, but it was known that the spot shuttered because of financial difficulties. Primary cause of the club's demise, it's felt, was the move of entertainment-seekers hying off to the near north side Gold Coast area, while the Blue Note remained in the center of the Loop, an area now

# REAL ESTATERS ORGAN PROBLEM

WASHINGTON — The increasing popularity of the electric organ is making itself felt in real estate circles, as more families demand homes to accommodate "surprisingly large consoles." The National Association of Real Estate Boards has noted that an article by a realty expert, Dorothy G. Hale, in "Better Salesmanship," warns architects to observe the new taste of the lady of the house, which are trending away from demands for "room for book shelves and grand pianos," toward a place to put the organ.

Realtors are warned that this type of customer "may even worry about the acoustics of the room in which they intend to put the organ." Moving from the sublime to the mundane, realtors are told the lady of the house may be just as fussy about a space to hang her new-type drip-dry cottons, as to enshrine the family musical instrument.

# Capitol's New LP's, Phonos

HOLLYWOOD — Capitol will unveil its next quarter's album product and its 1961 portable stereo phono line during the next two weeks at a series of three regional meetings with all branch and indie distributors conducted by a touring 13-man exec team.

Meetings start today (20) at Beverly Hills' Beverly-Hilton Hotel with two-day sessions attended by all of CRDC's indie distrib reps. CRDC Western States branch sales, promotion and operations staffers will attend a similar two-day session starting Thursday (23). Exec team and its product roadshow moves to New Orleans' Roosevelt Hotel, where a two-day conclave for CRDC Midwestern branches opens June 27. Tour winds up at New York City's Manhattan Hotel for its final two-day stand by CRDC's Eastern-branched staffers.

Touring team consists of CRDC  
*(Continued on page 60)*

# LAURIE EXPANDS PROMO PLANS; SETS PUB FIRMS

By JUNE BUNDY

NEW YORK — In a move to conform with the rapidly changing face of the record business over the last few months, Laurie Records has embarked on a vastly expanded promotional program.

At the same time, the label is enlarging its artist roster, and will concentrate special efforts on the development of new talent.

Also in the works is Laurie's entry into the music publishing

field, via the formation of two firms — Just Music, Inc., BMI, and Schwartz Music, Inc., ASCAP. The new publishing companies are under the direction of Russ Miller, former head of U. S. operations of Mellin Music. The firm's first tune — in Just Music — is "Blue Star" by the Mystics. Heretofore Laurie was one of the few indies operating without its own publishing outfits. Bob Schwartz said they decided to get into the field now in order to acquire more material for their increased artist roster and to obtain foreign copyright control, thereby protecting the release of Laurie disks abroad.

Bob Schwartz, who recently returned from a promotional swing around the country, opined that stations are no longer afraid to fraternize with disk representatives as they were in the early days of payola-panic. But, he stated, most broadcasters have set up rigid listening and screening schedules at set dates and times, and it is no longer possible to "drop in" with a new release — unless it's by an established star.

"Most broadcasters today are interested in building a station image," said Schwartz, "and it's  
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# Knotty Problems Strew ARMADA Future Path

**Freebies, Transshipping, Returns Plague M'frs, Distribs at Meet**

By BOB ROLONTZ

ATLANTIC CITY — The future of ARMADA as an important organization in the record business will depend on how effectively it can deal with the problems that are now plaguing it. This was the opinion of astute trade observers after the conclusion of the often chaotic, confusing and explosive two-day meet of the manufacturer-distributor organization. Every problem that troubles the industry, from freebies and transshipping to soft business and one stops, was raised at one meeting or another at some time during the conclave. But the problems were merely taken under advisement, with committees to be set up in the future to try to find a means of alleviating the worst of them.

The ARMADA meet was a reflection of the current disturbed state of the record business itself. The distributors in their separate

meets, and the manufacturers in theirs, as well as both in the joint meetings, merely reiterated their concern, but few suggestions were forthcoming as to how to deal with them.

## Against Freebies

Both distributors and manufacturers passed resolutions against freebies (the term applied to free records given out as a bonus for an order of 1,000 records or more). The distributors were against freebies because they said it led to transshipping; the manufacturers were against freebies because they would like to stop giving away their records. But no one at either meeting, it would appear from conversations afterwards, was completely convinced that either completely believed that the resolution passed would stop freebies. Manufacturers stated that it depended upon what their competition and the majors would now do, and some

manufacturers even voted against the resolution; distributors did not deny in off-the-record talks that they might want freebies now and then.

As the organization voted in its new officers (Art Talmadge, president; Bob Chatton, vice-president; Nelson Verbit, secretary; Art Schwartz, treasurer; Al Bennett, Sam Phillips, Milt Salstone and one other as regional vicepres; Harry Apostoleris, Amos Heilacher, and one other as members-at-large), the feeling seemed to be that much has been said — but the proof would be in what happened next.

When the distributors asked for the end of freebies they asked for other things in return from the manufacturers. They asked for a standard 10 per cent return, protection against transshipping, a price structure for singles to 42 cents to distributors, 55 cents to dealers and 89 cents to the public, and they asked for the end of discounts to rackers and one-stops. It was decided at the joint meeting of distributors and manufacturer  
*(Continued on page 60)*

# RATING PITCH

# Air Formats, DJ's Still Switching

NEW YORK — The payola panic seems to have abated but many stations across the country are still changing formats and/or deejays in search of higher audience ratings. Latest outlets to adopt new formats are KPOP and KABC, Los Angeles, and WQET, Detroit.

The Storer outlet, KPOP, is changing its call letters to KGBS — for obvious reasons — and switching from a Top-40-type format to an "adult music" policy, emphasizing show music and semi-classical, July 1.

The ABC outlet, KABC, has put three spinners on notice and is adopting a non-deejay program-

ing plan. Detroit Station WQET is dropping deejay-controlled disk programming in favor of a strictly supervised "Fabulous 56" format.

Deejays put on four weeks' notice at KABC were Jim Ameche, Don MacKinnon and John Trotter. The station will launch a new non-deejay format July 4 — details of which are still hush-hush. One trade rumor has it that the outlet might go on a news-only programming kick, a la a new San Francisco station operation.

The format-switch at WQET is particularly interesting in view of Detroit's hectic revolving-door situation in the deejay field over the last couple of years.

The station is headed by a team of veteran radio men — prexy Dick Jones and former top jock Ross Mulholland as general manager — and it went on the air last fall with a big-name deejay policy, featuring such top Detroit names as Ed McKenzie and Eddie Chase.

Confronted by lagging time sales and ratings, Jones and Mulholland decided to adopt the new "Fabulous 56" policy last week on advice from local distributors. Programming has been taken out of  
*(Continued on page 60)*

# UA Issues Sound Tracks

NEW YORK — United Artists Records is bringing out two movie music albums this month. One is the instrumental sound track from the new "Elmer Gantry" movie. The other spotlight Adolph Deutsch's score for "The Apartment," the new Jack Lemmon film, as played by Mitchell Powell and the Hollywood Studio Symphony Orchestra.

Patti Page chants several hymns in "Elmer Gantry," but her vocals were snipped from UA's soundtrack package since the canary is under contract to Mercury. Latter label is bringing out an album of "Elmer Gantry" hymns by Miss Page. UA is readying an extensive deejay-dealer promotion on both of their movie music packages.

# Heart Attack Fatal to Obie

NEW YORK — Eli E. Oberstein, recording exec who died of a heart attack at the age of 58 at his Westport, Conn., home June 12, was one of the pioneers of the modern disk business. He was a chief with RCA Victor during the big band era of the 1930's — an era marked by fabulous artist contracts in the singles field.

Of the relatively modern a.&r. execs, it was Obie who first invested the slot with the glamor it now holds. As a personality, he was one of the charmers of the disk business.

Prior to joining RCA Victor — which he left once in 1939 and rejoined in 1945 — Obie was treasurer of the Columbia Phonograph Company.

After leaving RCA Victor, the exec formed the Record Corporation of America — same initials as RCA — and pioneered in the low-price field, notably in merchandising in chain stores. He started several labels, including Varsity, Royale and Rondo records.

Obie's career was marked by tiffs with the American Federation of Musicians, but in the later years of his career this breach had been healed.

Oberstein's son, Maurice, intends to continue the operation of the Rondo and Rondo-lette labels.

Surviving are Oberstein's widow, daughter and sister.

# Laurie Makes Brass Switch

NEW YORK — Laurie Records is undergoing an executive realignment, it was learned this week. The executive changes at the firm will up the two Schwartz brothers, Gene and Bob, to the top echelons of the firm, with Alan Sussel departing for a new music venture.

Laurie Records was founded in 1958 by the two Schwartzs with Sussel joining the firm shortly after. Sussel had been with Harry Finfer's Universal Distributing firm in Philadelphia and had managed talent prior to joining Laurie.

# New Thinking May Signpost Changes in Distrib Pattern

## Direct Consumer Sales Service Consolidation Cues Economy Trend

By REN GREVATT

NEW YORK—The distributor step in the disk distribution chain may be in for substantial change in the future in the light of various interesting recent developments within the trade.

In one case, a record manufacturer finds that he is able to pick up a substantial amount of business direct from consumers who write to the company asking for records their local dealers do not have and cannot get for them.

In another case, a college professor writes to a record company seeking direct by mail service because of being "thwarted by a lack of discounts and discouraged by the extremely long period one must wait when ordering" from local sources.

In yet another case, one leading independent diskery decides that it can effect economies by actually discontinuing distribution branches in certain markets and serving those markets by resident salesmen who call on accounts with a truck.

This kind of thinking is also, in a way, reflected in the planning of Cosnat Distributing chief, Jerry Blaine, who envisions a network of 15 distributing branches of his own to serve the entire nation.

In example No. 1, Mort Hill-

man, sales head of Seeco Records, says he has picked up at least \$5,000 in sales in less than a year by answering the requests of customers hard pressed to obtain his records from local dealers.

"In many cases," says Hillman, "this probably happens because distributor in the area may not be convinced that we have an important market. He may be too preoccupied with single records, in which we don't deal.

"We feel that by this kind of service to a potential customer who obviously wants our product we build our line. It's important as a prestige builder. Much of the mail demand is for the product in our Latin series but there's good interest in our pop material, too. I've built a mailing list of over 1,500 names just from the letters that have come in. All these names now get our announcements of new re-

leases. We tell them to go to their stores and order the new records.

"We also notify distributors about these mail inquiries we get. In that way we try to convince them that they should stock our catalog and go out and sell it. There's actually too little real selling going on today with many distributors."

On another front, a professor from the University of Florida has written to various record companies pointing out: "I find it increasingly less satisfactory to purchase records from the local retail outlets. Those of us who wish to have music libraries of our own are thwarted by lack of discounts and discouraged by the long period one must wait."

"One alternative," he continued, "is membership in one of several record clubs. But many find it un-

(Continued on page 52)

## Hounds Bay on Disk Bootleggers' Trail

NEWARK, N. J. — The Essex County Grand Jury heard testimony last week regarding the disk sales activities of Sidney Mittleman. The hearing came about as a result of alleged trafficking in bootleg records.

Among those testifying in the Essex County case were Bernard Lowe, head of Cameo Records in Philadelphia. A number of alleged bootleg copies of Cameo records by Bobby Rydell had been turned up in the Jersey area by investigators working for the county prosecutor's office. Chief investigator Captain Arthur McLaughlin

was another witness, along with Don Carter, a salesman for Mittleman, and Mrs. Fay Levine, bookkeeper for the Mittleman office. The Grand Jury was expected to present the results of its findings today (20) in Newark.

In New York, meanwhile, reports continued to circulate to the effect that bootleg records were showing up in many supermarkets, including A & P, and other food and drug chains thruout New York and New Jersey. One store, Alexander's, which has four outlets in the area, shipped back a flock of recordings to the source of supply, when it was discovered they were bootlegged copies. The store had been advertising singles for 48 cents in The New York Daily News, along with a Connie Francis "Italian Favorites" LP for \$1.84, prior to this development.

Assistant New York District At-

(Continued on page 52)

## Dick Broderick In New Post At RCA Victor

NEW YORK—The RCA International Division of the RCA Victor Corporation has announced the appointment of Dick Broderick to Special Merchandising Projects with RCA's overseas affiliates. Broderick was formerly manager of Record Export Marketing with the International Division. Replacing him at the exporting marketing post is Frank N. Swenson.

In another executive change, Jose M. Vias now heads up the international division advertising and sales promotion wing of the company.

## 4 New Albums By Atlantic

NEW YORK — Atlantic Records this week is releasing four new albums featuring Joe Turner, Jimmy Guiffre, Billy Taylor and Buster Smith.

Turner's new LP, tagged "Big Joe Rides Again," is patterned after his old "The Boss of the Blues" package. The Guiffre album, "Western Suite," spotlights an 18-minute jazz work penned by Guiffre for his trio. Taylor's new album is tagged "One for Fun"; while the Smith package, "The Legendary Buster Smith," spotlights solos by the veteran alto saxophonist.

## SOLONS GRANT FCC \$200,000 POLICING CASH

WASHINGTON — The

Senate Appropriations Committee last week (17) decided to give the Federal Communications Commission's new Complaints and Compliance division \$200,000 for the coming fiscal year, but warns the agency that the money is never to be used in any way even remotely approaching censorship. FCC Chairman Ford had asked for \$300,000.

The new FCC division, which is now directed to limit its investigations to "legal and technical" requirements, was set up to watch-dog payola, check on compliance with sponsorship identification Section 317 and other rules, and send field monitors out to stations individually, when complaints or violations are serious enough to warrant investigating the license. (The Billboard, May 23.)

Senate Appropriations Subcommittee Chairman Warren Magnuson, who is also chairman of the Senate Commerce Committee, was cool toward the FCC plea during hearings, fearing censorship would result. FCC Chairman Ford assured the solons the agency would be policing violations of the act, not censoring programming. He told the Senators the new unit would be set up, funds or no funds. The division was activated June 1, and John C. Harrington appointed chief. FCC's old compliance branch of the renewal and transfer division was abolished to provide personnel for the new office.

## UA Sets First Distrib Meets

NEW YORK — United Artists will introduce its new policy for a "selective" album line and outline plans for a heavy concentration on single product when the label holds its first annual distributor meetings in July and August. Also highlighting the meet will be the unveiling of U.A.'s fall album and singles product. U.A. officials, headed by the label's new veepee-general manager, Art Talmadge—will meet with its Eastern distributors, July 25 and 26, at the Hotel Monteleone in New Orleans, and with its Western distributors, August 1 and 2, at the Nippersink Manor in Genoa City, Wis.

U. A.'s "selective" album policy calls for the label to concentrate mainly on established LP artists and sound-track packages and cut back on general album output. The plan is designed to keep costs

(Continued on page 52)

## Kosowsky to Col. Research Post

NEW YORK — Leo Kosowsky has been promoted to the post of director of manufacturing research at Columbia Records. He was named to his new position by Bill Grady, director of manufacturing for the firm. Kosowsky is responsible for supervising the basic chemical and physical research leading to the development of new manufacturing processes or equipment. In his previous post with Columbia as a process engineer he was responsible for the research and development of Cryton Precision products and other Columbia Records activities. His developments of the stretch-free nickel bath and iron plating methods are currently used in Columbia's matrix production.

## Cap's Rising, Mikels Upped

HOLLYWOOD — Dick Rising will move from his present post as Capitol Records Distributing Corporation's national merchandising manager of the parent firm on August 1 to become Capitol Records, Inc.'s assistant international department director. Rising's CRDC slot will be filled by Bill Mikels, who heretofore served as CRDC's national sales manager. Bob Camp will move up to replace Mikels. Camp's former position as director of sales planning will not be filled for the time being.

Rising will aid Bud Fraser in his duties as the international department's director. Appointment reunites the Fraser-Rising team. He had served for several years as CRI's national sales promotion manager under Fraser who was the firm's merchandising director. Both Fraser and Rising will base their operations at Capitol's headquarters here. Sandor Porges, the international department's administrator, will remain at his New York headquarters.

Mikels, as CRDC's new national merchandising manager, will report to CRDC veepee and merchandising planning director Bill Tallant. Newly appointed national sales manager Camp will helm all the CRDC district sales managers who will be reporting to him as will be pop field promotion manager Jay Swint and classical field promotion manager Frank Page. Camp will report to CRDC distribution veepee Bud Schuster. Regional operations managers will report to Myron Levinson who in turn will report to Schuster. Heretofore, DSM's and ROM's had reported directly to Schuster.

Rising's Capitol relationship started a decade ago as a salesman for the label's New Orleans indie distrib, Mallory Music. Two years later he joined Cap's fold officially as sales manager of its Dallas branch. The following year he was moved to the firm's Hollywood headquarters as national sales promotion manager. He was moved to the CRDC national merchandising post in January.

## NASCO Pack Sales Solely Thru Distribs

NEW YORK — Nasco Sales Company, which features a series of grab-bag specials on single disks, announced plans this week for marketing the packs solely thru distributors. Prior to this, the firm has dealt direct with dealers in an extensive manner thruout this area.

Dave Winnick, who operates the firm with Art Sherman, explained that tho it was true that the firm worked direct with dealers in the past, this was only a pattern of testing to determine dealer response to the idea. From here on in, Winnick said, all dealer names will be turned over to distributors for servicing.

The packs contain five single disks from various labels. These are items acquired mainly from distributors and manufacturers from returns of disks, according to Winnick. Usually at least one recent hit is contained along with four other disks. The pack sells to distributors for 46 cents, and to dealers for 60 cents, who in turn sell it for 99 cents. This is roughly the same price structure as that of a single new disk.

Winnick said that he had acquired a number of distributors at last week's ARMADA convention in Atlantic City. "My phone never stopped ringing in the room with

(Continued on page 52)

## Teeth in NAB Radio Code

WASHINGTON — The radio board of directors of the National Association of Broadcasters last week took steps to put teeth into the enforcement of its radio good practices code, which has previously operated on the honor system basis. The name of the code was changed to: "Radio Code of Good Practices of the National Association of Broadcasters." A new nine-member code review board was appointed, and new procedures for enforcing the code's provisions were set up, effective July 1, NAB has announced.

NAB says subscription to the code will be available to non-members of the Association, and administration will come under John F. Meagher, NAB vice-president for radio. As of June 15, NAB radio membership was reported at all-time high of 1,664 AM stations, and 514 FM stations, plus the four networks, for a total of 2,182 radio members — a gain of 262 over the previous year.

## TO TEST DISK VENDING UNIT

LOS ANGELES—A record vending machine that can make change and sell 45 r.p.m. disks will be pre-tested in supermarkets within the next month. This announcement came from the U. S. Chemical Milling Company which will do sales and distribution for Record Vending Machines of Denver who hold the patent rights to the new innovation.

The 45 was picked by the distributing outfit because it is the most susceptible to pilferage on the supermarket level. The machine has the ability to take and make change on purchases ranging in price from 25 cents to \$1.25.



**GREAT TALENT! GREAT MATERIAL!**

the **McGUIRE SISTERS**

**NEW SMASH HIT**

**NINE  
O'CLOCK**

**THE LAST  
DANCE**

9-62216

*With orchestra directed by Dick Jacobs • Vocal arrangement by Murray Kane*



This One



## GERMAN Newsnotes:

### Southern Germany

By JIMMY JUNGERMANN

Producer, Bayerischer Rundfunk, Munich

Connie Francis sings in German! Ulli Blecher wrote the German lyrics for her hit "Robot Man." He called it "Jing Jong Jack." ... Berlin just had its Amateur Jazz Festival. Dig the names of the winners of the contest: **Papa Ko's Jazzin' Babies**, first place; **Martina Tischer Quintet**, second; **Storyville Jazzband**, third; **Firestone Dixieland Band**, fourth, and the **Salty Dogs**, fifth. ... Munich publisher **Dr. Karl-Heinz Busse** has bought the German rights of the "Threepenny Opera" by **Kurt Weill** and **Bert Brecht**.

**Frank Sinatra** arrived in Berlin to attend the Film Festival. His first visit: AFN Berlin. ... **Marlene Dietrich** may return to Berlin. She regrets that the high prices — up to \$25 — were too much for the Berliners, when she sang in the **Titanian Palast**. **Marlene** wants to sing again in Berlin; this time on the stage of the **Waldbühne**, the "Berlin Bowl."

Jazz is in the headlines in West Germany these days. Frankfurt had its Jazz Festival; Munster offered a Jazz Evening with **Peter Schilperoort & the Dutch Swing College Band**, **Mezz Mezzrow**, **Poldi Klein**, and **Nelson "Cadillac" Williams**. ... TV highlight of the week was Sunday's **Caterina Valente** spectacular with guest stars **Jan and Keld**, **Domenico Modugno**, and **Kokomo**.

U. S. standard "Down by the Riverside" has three different German versions now. **Bibi Johns** sings "Jackie, Komm Wieder," the **James Brothers** called the number "Blue River," **Lou Van Burg** sings "Freunde Fur's Leben." ... Former AFN deejay **Mal Sondock** has issued his first German record on the **Polydor** label, singing "Gestern Nacht im Mondschein" (Last Night on the Back Porch) and "Weil Ich Immer Noch Der Alte Bin" (The Same Old Me).

### Northern Germany

By BRIGITTE KEEB

Music Editor, Automaten-Markt

After engagements in Hungary and Rumania, **Jimmy Makulis**, the Greek singer who had a big German hit with "Gitarren Klinger Leise, Durch Die Nacht" (Guitars Are Sounding Softly Through the Night), original version of which came from East Germany last year, plans to come to the States at the beginning of July for several recordings. ... **Ilse Werner**, who scored with her Italian song "Baciare," of which there are 32 versions in Europe and the U. S. A., now has another Italian song entitled "Capito" on Ariola here, American version of which will be released August 15 on the **Walt Disney** label. The American lyric was written by **Bert Reisfeld**.

Latest attraction over here for teen-agers is the "Original **Elvis Presley Jacket**," tailored from Original Scotch checked material at the front, with a woolen back and woolen arms. These jackets being offered in models for both boys and girls in red, green or blue, and cost DM 67.30 each (about \$17). ... The latest hit of the **Kingston Trio**, "El Matador," will soon be released by the German vocal group, the **Nilsen Brothers**, who also hit with the great **Kingston Trio** hit, "Tom Dooley," which they sang in German.

The original soundtrack LP from "Ben-Hur" will soon be released here by M-G-M. The film will start running in September. ... **Dietmar Schonherr**, the popular German film star and singer who was the German voice of **James Dean** in Dean's films shown over here has just recorded "The Last Long Mile," the German title being "Morgen Scheint Die Sonne Wieder." Lyrics were written by **C. U. Blecher**, a very successful German lyricist who also wrote the German text to "Charlie Brown" which was No. 1 for many months in the German juke boxes.

In its best-selling list, **Deutsche Grammophon** announces that in the business year from October 1, 1959 to March 31, 1960, the best

## Best Selling Pop Records in HOLLAND

Week ending June 18, 1960  
(Courtesy Foon Magazine)

Last Week	This Week	Title	Artist
1	1	MILORD—Corry Brokken (Philips)	
5	2	CATHY'S CLOWN—Blue Diamonds (Decca)	
4	3	CATHY'S CLOWN—Everly Brothers (Warner Bros.)	
2	4	SCHLAF MEIN PRINZCHEN—Papa Bue Band (Storyville)	
6	5	KOM VAN DAT DAK AF—Peter en zijn Rockets (Imperial)	
3	6	LAILA—Regento Stars (Tivoli)	
7	7	BANJO BOY—Jan & Kjeld (CNR)	
8	8	STUCK ON YOU—Elvis Presley (RCA)	
11	9	MILORD—Dutch Swing College (Philips)	
20	10	SILVER THREADS AMONG THE GOLD—Papa Bue Band (Storyville)	
10	11	OH CAROL—Blue Diamonds (Decca)	
9	12	MILORD—Edith Piaf (Columbia)	
17	13	MUSTAPHA—Bob Azzam (Barclay)	
15	14	TOM PILLIB—Jacqueline Boyer (Columbia)	
16	15	HE'LL HAVE TO GO—Jim Reeves (RCA)	
18	16	LET IT BE ME—Everly Brothers (Heliodor)	
—	17	HE'LL HAVE TO STAY—Jeannie Black (Capitol)	
14	18	VOICE IN THE WILDERNESS—Cliff Richard (Columbia)	
13	19	SEND ME THE PILLOW YOU DREAM ON—Lydia (Imperial)	
—	20	HANDY MAN—Jim Jones (M-G-M)	

sellers on the Brunswick label, which the firm represents in Germany, were: "The End" (German version) by **Earl Grant** (which also was all-time Brunswick best seller here; "Rock Around the Clock" with **Bill Haley and Comets**, and "When," sung by the **Kalin Twins**. Best-selling Coral recording in Germany last year was "Peggy Sue Got Married," with **Buddy Holly**. The best-selling Coral records up to now were "Oh Boy" by **Buddy Holly** and "Rhapsody in Blue" by **Paul Whiteman**.

"Rock Gently" has a German version now. It's **Paul Kuhn** singing "Wenn Du Mich Liebste" (If You Love Me) on Electrola, as well as "Where Are You Callin' From, Charlie?" which is getting a big play in its German version, which is original and full of gags sung by **Jean Thome** on Ariola.

## BRITISH Newsnotes:

By DON WEDGE

**News Editor, New Musical Express** **Mantovani** has agreed to do a series of live orchestral programs for BBC starting July 3. Negotiations are going on with the BBC Transcription Service to offer them for broadcast thruout the world. **Mantovani** will also do two or three specials with guests for BBC-TV before his fall American tour.

A date at Doncaster, Yorkshire, Sunday (18) wound up **Freddy Cannon's** first British tour. He is taping a performance for BBC radio's "Saturday Club" today (20) for June 25 transmission — giving him long spots on the show on two successive shows. He has television dates in Belgium and Holland this week and returns to his Boston home June 28. Making the trip with him will be British songwriter **Ian Samwell**, who was in America earlier this year with **Cliff Richard**. He also wrote Richard's current U. S. release (on ABC-Paramount), "Fall in Love With You" and will be talking with publishers during his trip.

A major portion of British show business truned out for **Sammy Davis'** final shows of his cabaret booking June 10. Among the American contingent were **James Darren** and **Paul Robeson**. **Davis** left at the weekend for his first visit to Brazil for a week in Rio de Janeiro and then a few days in Sao Paulo. He then has a date in Boston on returning to the United States. **Davis** has now accepted an offer from **Benny Fisz**, a U. S. movie producer now resident in London, to return in August to star in "Le Jazz Hot." **Leslie MacDonald**, executive head of the Moss Empires chain, has now made **Davis** one of the biggest offers ever to appear for a six-week season at the London Palladium, opening April 10, 1961.

Strong efforts were made to induce **Frank Sinatra** to travel from Berlin, where he was on holiday, for his friend's last night. **Sinatra**, however, is not keen on the way British dailies treated him on previous trips. **Davis**, on the other hand, has been as magnificently received by the dailies as by the general public. He got laudatory mentions most days during his stay. There was only one unfortunate incident. One night an extreme right-wing group paraded outside his dressing-room on color grounds. But public and newspaper sympathy was entirely with **Davis**.

Due back in Britain June 22 is **Frankie Vaughan** after six months' filming in Hollywood. Apart from possibly two television shots, most of his schedule is due to be taken with his summer season at the Hippodrome, Brighton, a south coast resort. He is due to return to America in late September for another month at the Dunes, Las Vegas, Nev.

Passing visitor expected in Britain this week is **Andy Williams**. He is in Paris to record a Cadence album with the band **Quincy Jones** formed for dates on the Continent. Sessions were due to start Saturday (18) and **Williams** was then planning a holiday-only London visit on the way home. ... The **Jones** band will probably tour the Far East on its way back to the U. S. ... Visiting Paris this week for talks with Mercury's French licensees, **Disques Barclay**, is **Dick Whittington**, Mercury's European manager, only just settled back in his London headquarters after a recent 10-week round-the-world trip. The French label's heads, **Nicole** and **Eddie Barclay**, were in London last week.

RCA is planning the British release of the "Elvis (Presley) Is Back" for July 1. ... M-G-M's **Jaye P. Morgan** is currently touring USAF bases in Germany. ... **Dimitri Tiomkin** is in London to

attend the premiere of "The Un-forgiven," for which he wrote the background score, and supervise recording of his music for "The Sundowners." ... American singer **Jan McArt** is currently at the Colony Restaurant, London. ... **Mike Collier**, a.&r. man with **Hugo and Luigi**, is expected in his native London July 1 for a vacation. ... A concert at the Royal Festival Hall June 29 opens a return tour by **Tom Lehrer**.

"Cathy's Clown" and "Cradle of Love" still hold No. 1 and 2 positions in the charts, but the new threat to take over is the posthumous **Eddie Cochran** release "Three Steps to Heaven." ... Fastest moving American disk is **Johnny and the Hurricanes'** "Down Yonder" (London), with Columbia's new British signing **Tommy Bruce** gathering ground with a revival of "Ain't Misbehavin'." ... The first version of "Angela Jones" to show strength is by **Michael Cox** on the recently launched indie label, **Triumph**, which thus gets its first hit. In its initial week, **Gene Vincent's** British recording of "Pistol Packin' Mamma" has early signs of another success for him. **Jimmy Jones'** "Good Timin'" also has the potentiality of a run-away success.

The releases this week included U. S. Federal's hit, "Think," by **James Brown** and the **Flames**, which has been bought by EMI for release on Parlophone. Others from the EMI group include **Tommy Edwards'** "I Really Don't Want to Know" (M-G-M) and Britisher **Tony Brent's** version of "Your Cheatin' Heart" (Columbia). ... Top Rank's **Gary Mills** has covered **Mel Gadsen's** "Comin' Down With Love" while new Rank signing from EMI, **Peter Elliott**, revives "Waiting for the Robert E. Lee" and "Toot Toot Tootsie" on his debut single for the label.

## Best Selling Pop Records in BRITAIN

Week ending June 17, 1960  
(Courtesy New Musical Express, London)

Last Week	This Week	Title	Artist
1	1	CATHY'S CLOWN—Everly Brothers (Warner Bros.)	
2	2	CRADLE OF LOVE—Johnny Preston (Mercury)	
3	3	HANDY MAN—Jimmy Jones (M-G-M)	
4	4	SWEET NOTHING'S—Brenda Lee (Brunswick)	
7	5	THREE STEPS TO HEAVEN—Eddie Cochran (London)	
5	6	SHAZAM—Duane Eddy (London)	
11	7	I WANNA GO HOME—Lennie Donegan (Pye)	
13	8	MAMA—Connie Francis (M-G-M)	
10	9	ROBOT MAN—Connie Francis (M-G-M)	
5	10	SOMEONE ELSE'S BABY—Adam Faith (Parlophone)	
14	11	HE'LL HAVE TO GO—Jim Reeves (RCA)	
17	12	SIXTEEN REASONS—Connie Stevens (Warner Bros.)	
20	13	THAT'S YOU—Nat Cole (Capitol)	
16	14	STAIRWAY TO HEAVEN—Neil Sedaka (RCA)	
15	15	LET THE LITTLE GIRL DANCE—Billy Bland (London)	
17	16	LUCKY FIVE—Russ Conway (Columbia)	
8	17	FOOTSTEPS—Steve Lawrence (HMV)	
—	18	AIN'T MISBEHAVIN'—Tommy Bruce (Columbia)	
9	19	DO YOU MIND?—Anthony Newley (Decca)	
—	20	RIVER STAY AWAY FROM MY DOOR—Frank Sinatra (Capitol)	
12	21	FALL IN LOVE WITH YOU—Cliff Richard (Columbia)	
22	22	THAT'S LOVE—Billy Fury (Decca)	
—	23	DOWN YONDER—Johnny and the Hurricanes (London)	
21	24	THE URGE—Freddy Cannon (Top Rank)	
19	25	HEART OF A TEENAGE GIRL—Craig Douglas (Top Rank)	
30	26	MUSTAPHA—Bob Azzam (Decca)	
28	27	MILORD—Edith Piaf (Columbia)	
28	28	SWEET DREAMS—Dave Sampson (Columbia)	
26	28	STANDING ON THE CORNER—King Brothers (Parlophone)	
23	30	YOU'LL NEVER KNOW WHAT YOU'RE MISSIN'—Emile Ford (Pye)	

His first  
is  
the most!

Welcome  
CARLTON  
DOWN RONDO!

*hot  
on the  
heels  
of  
"He'll Have  
to Go"...*

**JIM REEVES TAKES OFF  
FOR CHARTSVILLE  
WITH A DOUBLE-BARRELED HIT  
I'M GETTIN' BETTER <sup>c/w</sup> I KNOW ONE**

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RADIO CORPORATION OF AMERICA



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the door is still open  
what i wouldn't give

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**tommy leonetti**  
without love  
blue bird of happiness

atlantic 2065

**the top notes**  
wonderful time  
walkin' with love

atlantic 2066

atlantic records 157 w. 57 st., new york, n. y.

# ITALIAN Newsnotes:

By SAM'L STEINMAN

Altho musical movies are doing top business in cinema houses, efforts of **Maurizio Arena**, top Italian leading man, to crash the pop music big-time at Belletri Festival came to naught. His song, "Strana" (Strange) didn't get into the finals which produced "Firuli Firulin" of Rossi and Testa as sung by **Joe Sentieri** and the "Two Plus Two Quartet." . . . **Piero Vivarelli**, jazz and pop critic of Rome's "Il Tempo," is directing a feature film, "The Great Challenge," set in last San Remo Festival. Cast includes **Domenico Modugno**, **Tony Dallara**, **Joe Sentieri**, **Sergio Bruni**, **Teddy Reno**, **Johnny Dorelli**, **Nilla Pizzi**, **Jule DePalma**, **Betty Curtis**, **Wilma De Angelis** and **Mina**, most of the top recording names here.

Italdisc, having emerged as a top label with the phenomenal success of **Mina**, is now pushing **Franco DMarchis** and **Franco Vicini**. . . **Conway Twitty** was guest of honor on **Gorni Kramer's** "Happy Vacation" Saturday night TV show. . . **Piero Trombetta**, known here as "The King of the Tango," has received a gold record in Germany where his "Kriminal Tango" recording has hit the million mark, the first record of this 45-year-old composer-conductor to reach this goal.

RCA Italiana will celebrate the Olympics with three LP's entitled "Viaggio in Italia." One will be dedicated to Rome, another to Naples and a third to other Italian centers. Among the voices to be used

will be those of **Enrico Caruso**, **Beniamino Gigli** and **Mario Lanza** as well as those of present-day recording artists. . . A Roman shoe store has caught the fever and is advertising its shoe sale as "Festival of Footwear." . . . Graz, lots!

## Best Selling Pop Records in ITALY

Week ending June 17, 1960  
(Courtesy Musica e Dischi, Milan)

Last Week	This Week	Title	Artist
1	1	SCANDALO AL SOLE	Percy Faith (Philips)
2	2	WORDS	Pat Boone (London)
4	3	FUPPY LOVE	Paul Anka (Columbia)
3	4	PERSONALITA'	Caterina Valente (Decca)
5	5	MORGEN	Eddie Calvert (Columbia)
6	6	LONELY BLUE BOY	Conway Twitty (M-G-M)
15	7	NESSUNO AL MONDO	Peppino Di Capri (Garischi)
17	8	OH, OH, ROSY	Marino Marini (Durium)
16	9	IL NOSTRO CONCERTO	Umberto Bindi (Ricordi)
8	10	STUCK ON YOU	Elvis Presley (RCA)
7	11	IT'S TIME TO CRY	Paul Anka (Columbia)
9	12	MARINA	Rocco Granata (Bluebell)
14	13	IMPAZZIVO PER TE	Adriano Celentano (Jolly)
-	16	PIU' SOLS	Domenico Modugno (Font)
-	17	BRICIOLE DI BACI	Mina (Italdisc)
-	18	OH SUGAR	Ronnie Hawkins (Roulette)
-	19	THE GIRL FOR ME	Neil Sedaka (RCA)
-	20	CONFIDENTIAL	The Fleetwoods (Top Rank)

# BELGIAN Newsnotes:

By JAN TORFS  
Juke Box Magazine, Mechelen, Belgium

The **Henri Segers** band has made its debut on the Decca label with two songs from the Eurovision contest of 1960: "Looking High, High, High" (the English entry) and "Bonne Nuit, Ma Cherie" (the German entry). Other titles include "Tabaquera" and the tune that promises to be one of the biggest hits of this year, "Papa Aime Maman," which has a catchy cha cha beat. . . "Papa Aime Maman" has also been recorded by a dozen other artists in France as well as in Belgium by popular radio announcer, **Jean Claude**, well-known singer **Tohama** (both on Decca), **Kleine Rob** (on Philips) and several other artists.

Another French version of "Too Much Tequila" has just been rendered by **Jose Bartel** on Bel-Air. . . A new side by **Bob Azzam**: "Fais-

Moi le Couscours, Cherie," on Victor. . . German hit singer **Freddy** has a large following of loyal admirers here. His new effort on Polydor, "Melodie Der Nacht" b-w "Irgendwaun Gibt's Ein Wiederseh'n" (both from the flicker "Freddy Und Die Melodie Der Nacht") are expected to hit the Belgian chart very soon.

Six countries (Germany, England, Italy, Holland, France and Belgium) will participate at the annual "Coupe d'Europe du Tour de Chant," organized by the Casino of Knokke from July 22 to 28. . . At the nearby seaside resort of Ostend, **Paul Anka** is expected on July 30. Other international celebrities appearing this season: French stars **Sacha Distel** (July 16 and 17), **Annie Cordy** (July 23), **Luis Mariano** (August 6) and German singer **Caterina Valente** (August 15).

## ARMADA DISTRIB WING SETS UP COMMITTEE

ATLANTIC CITY — The distributor wing of **ARMADA** set up a 10-man distributor committee here Tuesday (14). The distrib committee, which will function within **ARMADA** is intended to be both a local distrib organizing committee within the area, and a grievance committee for beefs against manufacturers.

Members of the distrib committee are: **Jimmy Martin**, Chicago; **Amos Heilicher**, Minneapolis; **Cecil Steen**, Boston; **Jerry Prager**, San Francisco; **Henry Nathanson**, Baltimore; **Al Hirsch**, New York; **Henry Droz**, Detroit; **Bud Lampey**, St. Louis; **Milt Salstone**, Chicago; **Haskell Golder**, and **Bert Kleishman**.

## Jimmy Key Named New Doke Exec

COLUMBIA, Tenn. — Jimmy Key, long active in the country music field as an artist and deejay, has been named general manager and a.&r. man for the **Doke Record Company**, with headquarters here. According to **H. B. Jones**, **Doke** prexy, the company is working on an expansion program that will include overseas distribution. In addition to his new duties, Key will continue as general manager of the **Doke Records** affiliate, **New Keys Music Company**, also located here.

The **Doke** label is currently engaged in signing new artists in both the pop and c.&w. categories, **Jones** says. Already on the **Doke** books are **Phil Barclay**, **Linda Manning** and **Paul Davis**. The last named, formerly heard on the **M-G-M** label, had his initial **Doke** release last week, "One of Her Fools" b.w. "When You Fall," the label's first country effort.

# JOHN GARY IN TRY FOR NEW SKIN-DIVER MARK

INDIANAPOLIS — Vocalist **John Gary**, heard on **Fraternity Records** label, entered the pool at the **Meadows Motel** here at 7 p.m. Sunday (19) in an attempt to establish a new under-water submergence record for skin divers. Gary, who until recently held the world's cold and salt water underwater record of 41 hours and one minute, will attempt to remain submerged for a week in his current try. World's record for submergence in a pool is 100 hours. Sixty-eight skin divers from the Indianapolis area will attend Gary during his present endurance effort.

Entering into the promotion is **Station WLW-I** here, which aired a program from pool side from 6-6:30 p.m. Sunday. Local taxi cabs and buses are carrying posters heralding Gary's attempt at a new record. Gov. **Harold W. Handley** of Indiana has proclaimed this week **Indiana Skin Divers' Week**.

**Ruth Lyons**, whose "50-50 Club" is heard Monday thru Friday, 12-1:30 p.m., over **Crosley Broadcasting Company's** four-city television hook-up via **WLW-T**, Cincinnati, will run daily film clips on the Gary experiment. Gary has been a frequent guest on **Miss Lyons' show** over the past year.

"MY TANI"  
THE BROTHERS FOUR  
Columbia  
"YOU WERE BORN TO BE LOVED"  
BILLY BLAND  
Old Town  
"I'M CONFESSIN' "  
THE CLOVERS  
UA  
"INDIANA WALTZ"  
JACK SCOTT  
Carlton  
"WHEN YOU WISH UPON A STAR"  
DION & THE BELMONTS  
Laurie  
"ARMEN'S THEME"  
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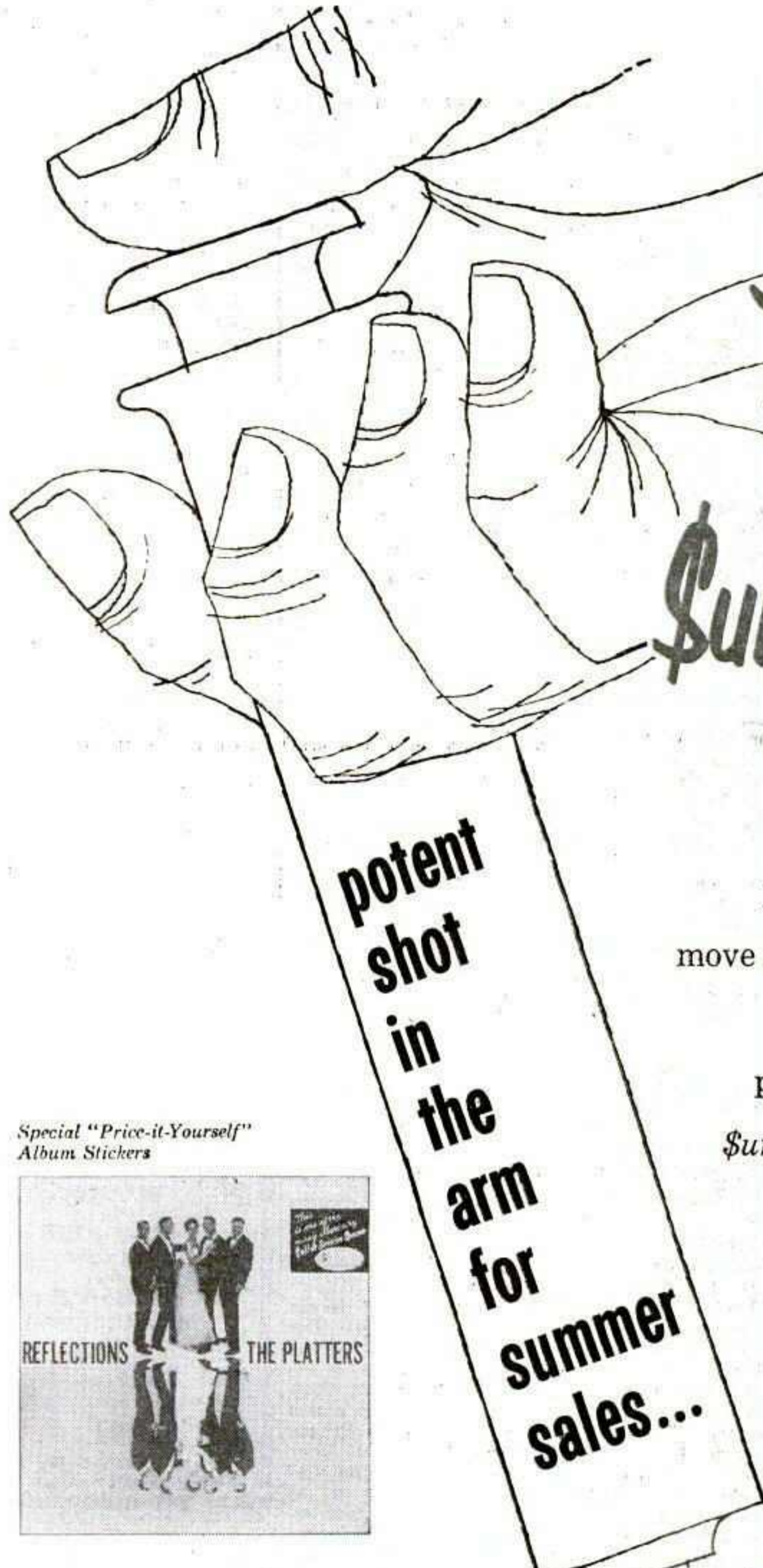
**Roy Milton** } EARLY IN THE MORNING  
Warwick 549

**Ann Cole** } BRAND NEW HOUSE  
Sir 275

**The Harptones** } WHAT KIND OF FOOL (Do You Think I Am) and NO GREATER MIRACLE  
Warwick M551

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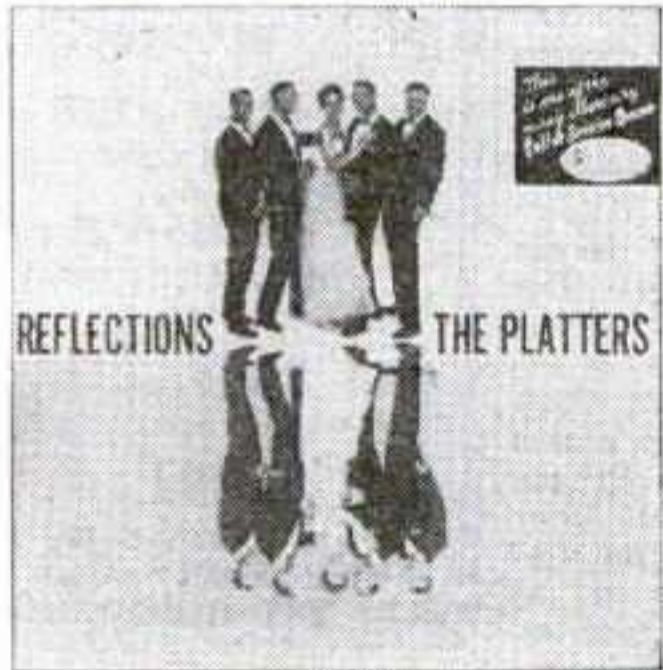


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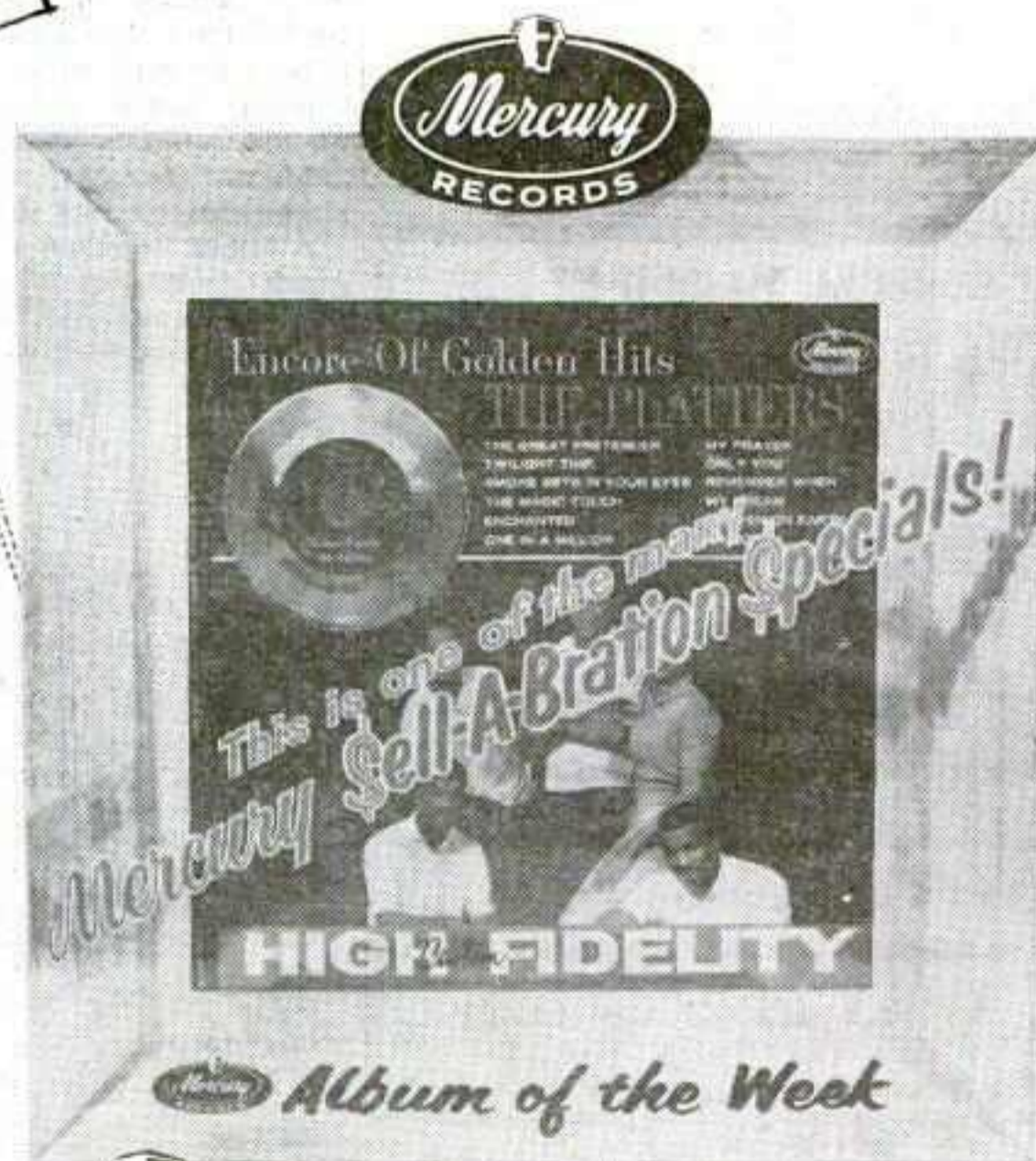
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## EVERYBODY'S DOING IT

# Majors' Interest Sparks FM Boom

By JACK MAHER

NEW YORK—A boom in FM radio—both on the receiver and transmitter level—currently looms as one of the big stories to the communications industry.

FM, with its static-less transmission, has, since its inception, been regarded as the next logical step in radio development. But, until recently, the high cost of receivers, which has kept FM out of the general public's hands, has stifled FM transmission, advertising revenue and public interest.

Many authorities agreed that when, and if an FM set could be produced for less than \$100, and even more preferably for less than \$50, Frequency Modulated transmission would take over most all of the day-in-day-out broadcasting being done in this country. If the 1961 product lines of major radio manufacturers and the growth of the number of radio stations transmitting FM are any indication, this move toward near-total FM radio might be well along the road to reality.

The already announced 1961 lines for RCA, Motorola, Arvin and Admiral are dotted with table console and even auto FM sets that for the most part are priced under \$100. Other companies who have not gone as whole heartedly for FM table sets have broadened the number of their phono and TV-phono consoles which either carry FM tuners, or provide the necessary space.

Acknowledging this growing trend toward the importance of FM, Ray Saxon, vice-president of sales speaking at a meeting of RCA distributors in Miami Beach at the end of May, noted that the number of FM-co-ordinated (ie: straight FM and AM-FM) sets produced had risen from 175,000 in 1957 to something like 500,000 in 1959. Underlining RCA's new faith in the FM system of broadcasting, Saxon also took the opportunity to introduce four new RCA FM sets—two AM-FM and two straight FM.

The real break-thru in building low-cost FM receiver was pioneered by Granco of Kew Gardens, N. Y. They were the first to make a set that was of first-line quality at a low price. Even now they have an FM set that sells for \$29.95 and an FM car radio that sells for \$75. Besides their own line, it is an acknowledged fact that Granco is the major supplier to big brand-name companies who either can not, or do not, find it feasible to make a set of their own.

Another price break-thru has been scored by the Sarkes Tarzian Company of Bloomington, Ind., who has brought out a table model type FM radio that sells for less than \$20. This set, which was introduced in November of last year, has been selling well and the firm plans to expand its line, but not at the present time.

Trade talk within the National Association of Broadcasters (NAB) is that within five years the number of FM stations transmitting an FM signal will far surpass the number of AM stations.

The basis for this prognostication comes as a result of the amazing growth shown in the FM broadcasting industry. The number of FM stations two years ago was 150, today there are 800. By the end of this year there should be 1,000. This present rate of growth compares most favorably with the total of 3,500 AM stations now in operation. There are those in the top NAB echelon who believe that by 1965 this proportion will be entirely reversed.

The advantages of FM broad-

casting and reception are obvious. Besides the clarity of sound, FM transmission covers a 20,000 cycle range. Common AM transmission covers only a 5,000 cycle range. Then, too, once the initial costs of FM transmission have been made by a station, stereo broadcasting can become a reality. Thru the multiplexing methods now in production, a station can broadcast and can be received on two channels simultaneously. This is actually FM-AM broadcasting. Each of the receivers is actually two radios in one. When the FCC approves any one of the number of true stereo broadcasting systems now in experimentation, an FM station would be given access to two frequencies which lies one beside the other, and would broadcast its two distinct stereo signals over each channel simultaneously.

## U. S. Copyr't Protection For Austria

WASHINGTON — Austrian literary and musical works, including operettas and compositions by Oscar Strauss and Franz Lehar, which have been ineligible for U. S. copyright protection since 1938, may now be brought under the copyright law, the State Department announced last week. As of June 15, the President signed a proclamation giving Austrian citizens a year to comply with formalities necessary to bring their musical and other works under the law. Conditions of copyright reciprocity between Austria and the U. S. were affirmed in a diplomatic exchange last week.

The new proclamation affects those Austrian works that were either first published or produced outside of the United States or became subject to renewal of U. S. copyright during the period March 13, 1938, when Austrian occupation began, thru July 26, 1956, date marking lapse of one year after the effective date for the Austrian State Treaty of 1955 effecting withdrawal of occupation troops from Austria.

Before, during and after World War II, Austrians lacked facilities for compliance with conditions of our copyright law, State Department points out.

The U. S. copyright law provides that there shall be no liability for the lawful use of any of the affected works prior to the proclamation date, or for the continuation during the subsequent year of any undertaking that involves expenditure or contractual obligation in connection with the lawful exploitation of any such work.

## Silver, 'Bananas' Composer, Dies

NEW YORK — Frank Silver, the composer of the smash hit of the '20's, "Yes, We Have No Bananas," died last week (14) at the age of 58. Silver, who also wrote such songs as "Icky Wicky Woo," and "What Do We Get From Boston?" during his hey day, had in recent years been a band contractor. Silver earned about \$70,000 from his hit tune, but later lost most of it in the stock market crash of 1929. Surviving are his widow, Vicky, and two sons, Arthur and Robert.

## MEDICO OFFICES TARGETS FOR FM B'DCASTS

WASHINGTON — The music keeps going around the doctor's offices on an increasing scale, via FM broadcasts of so-called "doctor-casting" by multiplex transmissions. The Federal Communications Commission granted 11 more of such authorizations last week, it announced — but four of them, made to FM outlets owned by NBC, are heavily conditional.

Authorizations to National Broadcasting Company stations WMAQ-FM, Chicago; KNBC-FM, San Francisco; WFMP-FM, Pittsburgh, and WRC-FM, Washington, may be revoked depending on further action apropos the report of the network study staff; related studies now under way; pending antitrust proceedings involving NBC and RCA, and last, the FCC's current inquiry into compliance by licensees with the sponsorship identification Section 317 of the act.

National Broadcasting Company proposes to serve more than 16 metropolitan markets with the "doctor-casting." FCC points out. The subsidiary broadcast includes not only the music for the patients, but some newscasts of interest to the medicos which bypass the reception offices. NBC is already serving New York thru WRCA-FM.

## Adonis Debuts Kidisk Line

NEW YORK — Adonis Records has started a children's disk line, tagged "Peekaboo Records," a revolution in kiddie records.

The first release, an EP, features a new gimmick. The EP cover contains a revolving wheel which a child may turn, thereby "seeing in pictures" what is being told on the wax.

Adonis has made several distributor changes and is now represented by Modern in Los Angeles, New Sound in San Francisco, and Yankee in New York. Adonis' subsidiary label, Sure, has also switched distributors—to Mayfair in New York; New Jersey, Wendy; and Chicago, Garlan.

## Riverside June Issue

NEW YORK — June releases for Riverside Records include "The Three Faces of Yusuf Lateef," "Barry Harris at the Workshop," and Bev Kelly singing a series of ballads in "Love Locked Out."

A sing along album using sports cars as its theme by Paul O'Shea, leads the firm's list of speed-oriented disks. Also due in June is "On the Drag Strip," the third in the series for hot rod fans.

While all the above records come in both mono or stereo, the company is also issuing a stereo test record this month and the stereo version of the already monaurally released "That's My Story," by John Lee Hooker.

## Rites for Rose Duroff

LOS ANGELES — Funeral services for Rose Duroff, mother of Nate Duroff, president of Monarch Record Company, were held at Hillside Memorial Park in Culver City, Calif., Wednesday (15). She died Sunday (12) in a local hospital following a heart attack.

In addition to her son Nate, she is survived by another son, Sid, and two daughters, Clara and Ida.

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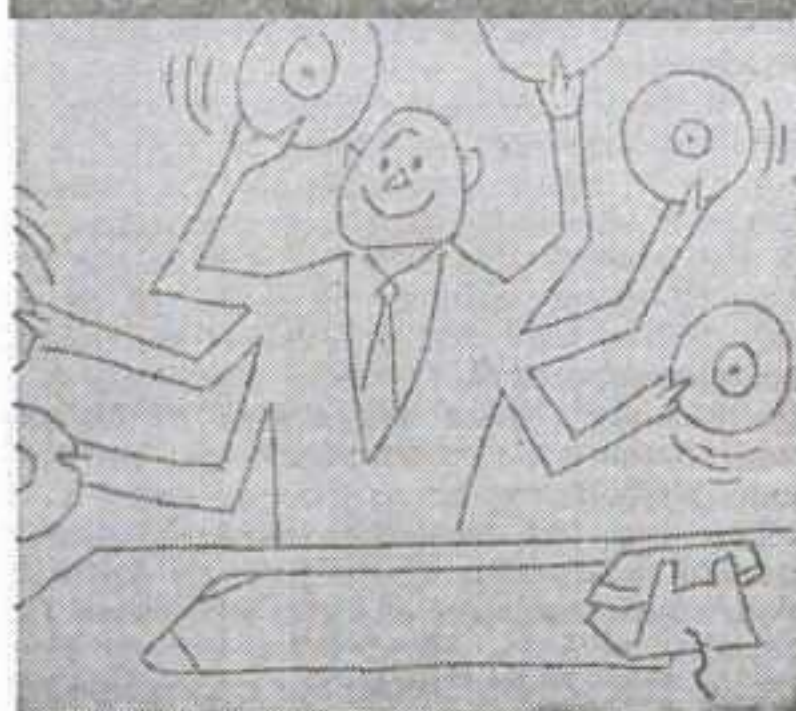
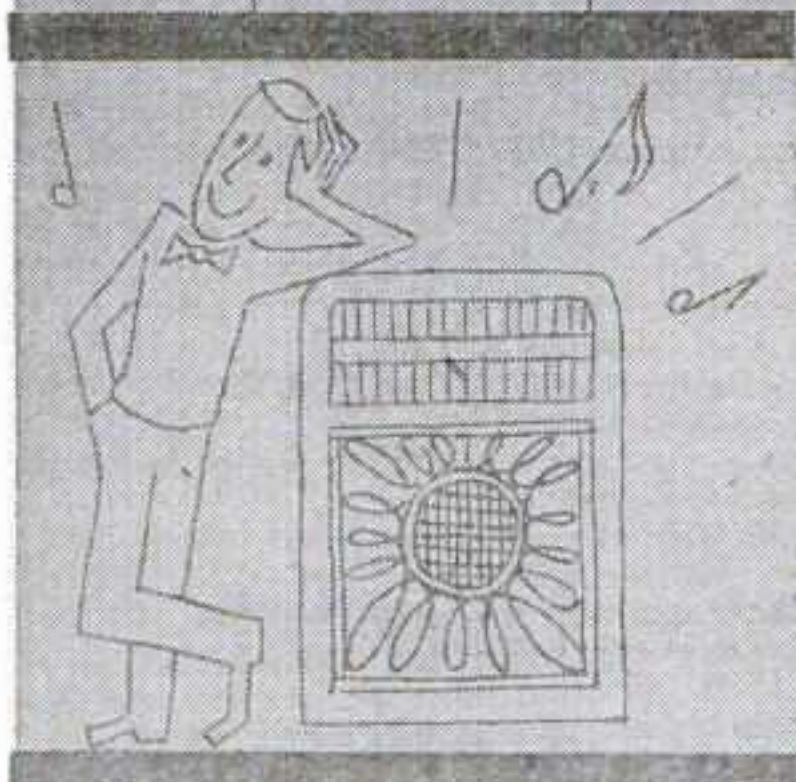
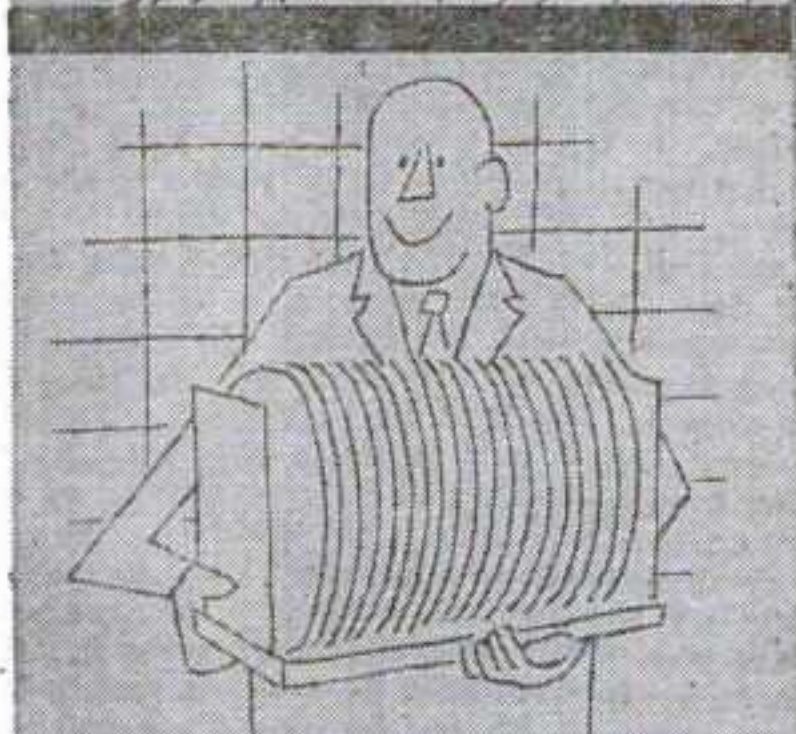
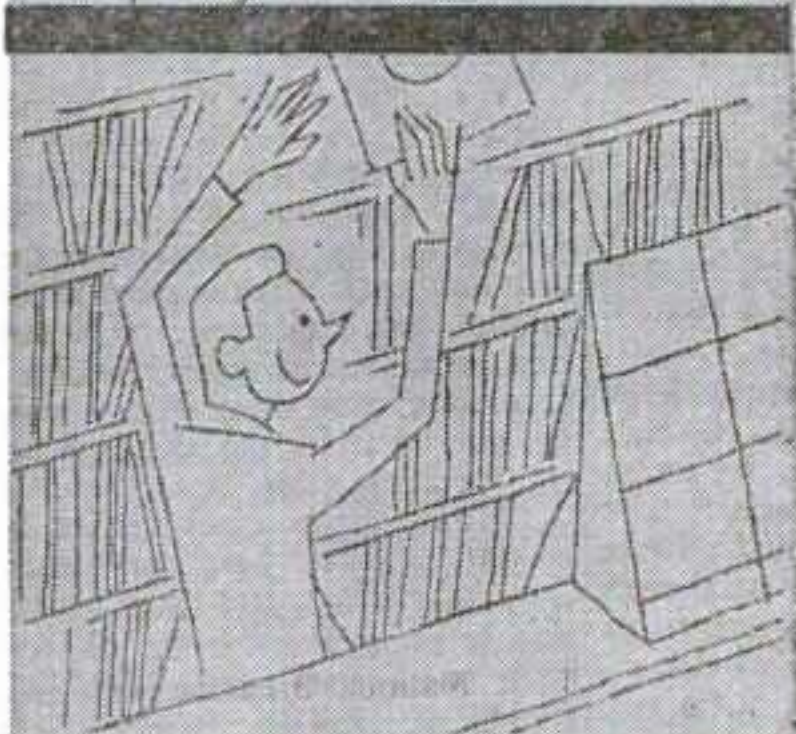
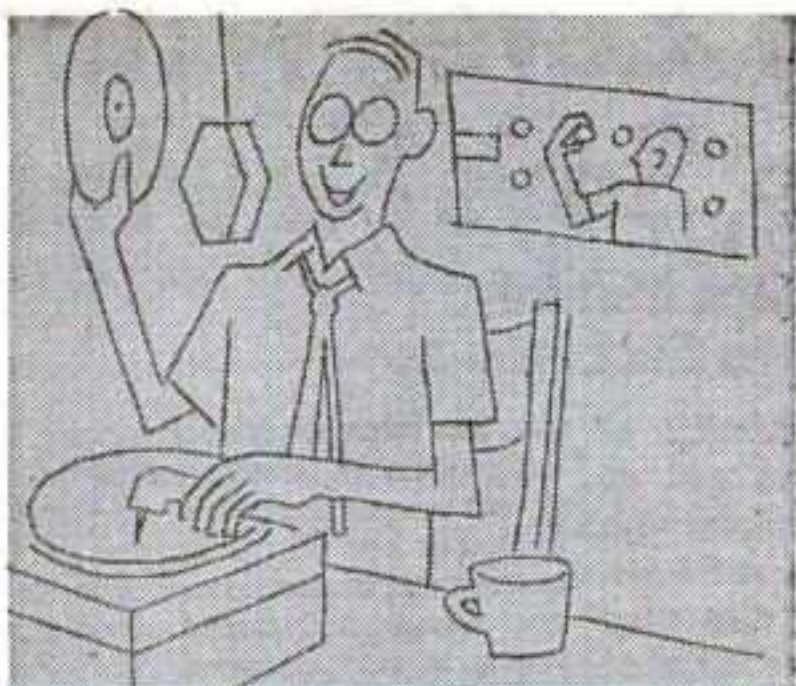
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We at ABC-Paramount want to sincerely express our appreciation to all of you for your understanding and cooperation. With your help it's been a wonderful 5 years—and it's only the beginning!

*Sam H. Clark  
and Staff*



## THE ABC-PARAMOUNT

1955



1960

5<sup>th</sup> ANNIVERSARY STORY

## Young Artists and Strong Distributors Key to Clark Click

### Ground-Up Building Job Seen Hitting \$12-Mil Gross in 1960

In the short space of five years ABC-Paramount Prexy Sam Clark has built his firm into a label many in the trade consider the industry's "fifth major" today—with an expected annual gross this year of \$12,000,000.

Clark accomplished this mainly by putting strong talent emphasis on young performers; operating as a small, tightly knit organization in the beginning to keep overhead costs down and profits up; and—above all—working in close co-operation with his distributors.

Clark started his career in the record business as a Boston distributor and considers the distributor the most important factor—"after good product, of course"—in building a strong record label. When he resigned as national sales manager of Archie Bleyer's Cadence Records in 1955 to launch the new ABC-Paramount label, Clark's first objective was to build a strong distribution network, in spite of the fact that he didn't have any product to offer them at the time.

He solved that problem by signing a two-year contract to distribute Walt Disney's Mickey Mouse Club line, which was much-sought-after at the time. By the time the pact expired AM-Par had established a strong-selling pop disk line of its own.

Clark's was one of the early firms to acquire masters on a large scale. Many of the label's first big hits were acquired masters—George Hamilton IV's "A Rose and a Baby Ruth," "Short Shorts," Lloyd Price's "At the Hop," "Just Because."

However, Clark has tapered off on master-buying lately, explaining, "There are more well-financed companies in the record business today—Warners, Colpix, 20th Century-Fox, etc. When you buy a

### Natoli's Album Covers Get Foreign Displays

Director of album production, John Natoli, has been with ABC-Paramount for four and one-half of its five years. He is responsible for cover art and takes special pride in the bit he has contributed to make Am-Par a growing and prospering record firm.

This expansion came home vividly to him when, on a recent trip to Europe, he saw examples of his product on display in Italy, France, Switzerland and England.

master now, you get into a bidding situation and the price often exceeds its value."

One of Clark's most successful innovations in the record field was his plan whereby Am-Par presses, sells and distributes other labels. First (and still the most successful such deal in this field) was its tie-up with Chancellor Records, which brought the firm such long-time sock disk sellers as Fabian and Frankie Avalon. (See story on Larry Newton elsewhere in this issue for more details on this plan.)

At one time, Clark said, he was reluctant to sign anybody to a contract who was over 17. Today, the exec still concentrates his search for new talent around that age bracket. From this group, opines Clark, you not only get your best-selling singles artists—not necessarily rock and roll—but at the same time build new LP artists.

In view of the constantly increasing importance of albums, Clark is concentrating now on developing a much stronger LP catalog. "We'll still pursue the singles field," he explained, "but we'll ap-

ply a greater part of our budget to building an LP catalog."

However, Clark noted, "you can't record just for the sale of recording in today's heavily competitive LP market. It's a personality business today." In line with this, Clark said he is looking to sign up big name LP artists, "even if it means making nonexclusive contract deals."

Clark's recent acquisition of Enoch Light's Grand Award-Command album line was a potent addition to Am-Par's LP catalog. (See story elsewhere in this issue.) He is also anxious to acquire a classical catalog and has been looking for a likely buy for some time. Clark won't develop his own classical line though—again in keeping with his belief that in today's competitive album field a label must have established names.

If and/or when Am-Par enters the record club field, Clark said "it must be the type of club which will also permit local dealers to derive benefits. At no time do we expect to bypass the dealer who is and always will be the heart of the industry."

## Am-Par Did It the Hard Way By Developing Its Own Stars

When a record company starts in operation it has two choices as far as artists are concerned. It can either sign a flock of big name artists, spending a lot of money doing so, or take the more difficult but more satisfying road of developing its own talent. From the time it swung into action in August, 1955, with hits by Bobby Scott ("Chain Gang"), and Danny and the Juniors ("At the Hop"), Am-Par has taken the latter path, and the impressive number of hits that ABC-Paramount has come up with over the past five years indicate that it chose the right road.

Some of the artists developed as hit makers on the ABC-Paramount label include Paul Anka, Lloyd Price, Eydie Gorme, George Hamilton IV, Steve Lawrence, the Poni Tails and Johnny Nash. The most recent proof that Am-Par still is developing top talent is indicated by the current success of Teddy Randazzo.

Since breaking thru with its own stars, Am-Par has reached out and signed some names that have had success on other labels to widen its artist's roster. Some of these key names now on ABC-Paramount include Ray Charles, Billy Ward and His Dominoes, Elton Britt and English chanter Cliff Richards.

### New Talent Signed

Under the a.&r. direction of recording chief Sid Feller, Am-Par has also continued to sign new talent, many of whom Feller expects to turn into a new crop of hit record sellers. Among them are Laurie Loman, the Nicardi Brothers, Rick Randell, Scott Stevens, the Capri Sisters, Barbara Lyons, Jamie Coe, Jon Thomas and Betty Carter.

Am-Par has not been lax in initiating new ideas in order to come up with hit diskings. Am-Par's distribution deal with Chancellor Records has given the firm two of the hottest artists in the country to

## Play on Level With Distributors, Says Newton

### Sales V.-P. Cites Mutual Trust as Key to Success

"We have an organization of only 38 people, but we will do \$12,000,000 in gross volume this year. That's leadership, and I feel we've built it not only thru good product, but thru playing it square with our distributors," says Larry Newton, veepee in charge of sales for ABC-Paramount Records.

Reviewing five years of phenomenal growth in the record industry, Newton readily points to a distributor relationship built on mutual trust as a key cog in the success of Am-Par.

"We never give a phony hype to any distributor," says Newton. "Let's face it, if you're trying to snore them, how long does it take them to find out the truth? These guys are on the phone with each other across the country every day of the year. They know what's going on and what's taking off in any section you can name. So it does you no good to try to give them a false hype. If any record you have is actually taking off, they'll know about it fast enough."

"We don't believe in record clubs and we've never been a part of them, so the distributor becomes even more important to us. On albums, of course, we give a fellow a nominal quota and if he hits it, he gets an extra discount, but we don't try to load them up either."

"We give no guarantee but we offer a 10 per cent return privilege on the over-all business a distributor does with us. On freebies, we actually don't have them anymore. Now, if a man orders 1,000 singles, he gets 300 extra, not for free, but he pays 20 cents each for them. We feel that's the better way of handling promotion records."

"In general, we feel that we're in the record business all the way, and that means a lot more than just turning out good product. It means you have to build good will at all the levels of distribution—record stores, racks, one-stops and distributors, but it all starts with the distributor. Everything funnels out from him and if he's an independent, handling other competing lines, likes ours are, then it's an even more important job to play it fair and square. False hype never builds anything and it can ruin a company."

Am-Par, thru the aegis of New-

ton, has been a pioneer among the indie firms of handling distribution of other small record companies. Probably one of the longest of the current arrangements of this kind, one which has lasted over three years, is that between ABC-Paramount and the Philadelphia-based Chancellor label.

"We got in touch with Marcucci and DeAngelis over three years ago when they had a record by Jodie Sands," explains Newton. "We wanted to buy the master but they wouldn't sell. They wanted to stay in the record business. The next best arrangement seemed to be to take over their distribution, which we did. I think the idea has paid off for both sides."

"When most small indies are starting, they're long on creative ideas and talent, and short on cash and business know-how. A company like ours can help them plenty by getting them off the ground. We look primarily for talent in the creative department. Right now I could name you three or more well-known creative men operating their own record companies, who probably don't really have the business background to make it a go. Fellows like these we could do business with and we'd be glad to work with them."

"We're always looking for new connections to distribute for small companies or to buy masters outright. We're not really interested at all in a one-shot distributing deal, because it isn't worth the effort in getting a particular record and its label off the ground, and then not have the label on the next release. We have had several other distributing deals—with Hunt, for instance, but now it's Chancellor and that's it. I repeat, however, we're always ready to talk with someone else."

Newton feels that a sales force is only as good as a company's a.&r. department. In a way, he's the living proof of this, since he operates in both fields. Newton spends as much time listening to masters as he does talking to his sales force and field men. "A real record man should know everything about the business. He can't be a specialist and really make it. He must have an intuitive feeling for a hit and he must have 100 per cent distributor loyalty," according to Newton.

"There isn't a distributor in the United States who wouldn't bend over backward for us today," he adds, "and helping to build that feeling, I can tip my hat to my own sales staff—Lennie Scheer on singles and Allen Parker on LP's, and our regional men, Arnold Theis on the Coast, Marty Goldstein in the East and Mel Cherrin in the Midwest."

## Feller Sets A.&R. Policies

Am-Par's director of artists and repertoire, Sidney H. Feller, is the man responsible for the recording and the development of talent. He sets his own policy as to the type of artist to be presented on the label, and the kind of material recorded.

Feller writes most of his own arrangements, and is extremely happy about the way young talent has developed under the Am-Par banner. Some perfectly justifiable examples of Feller's point are Paul Anka, Lloyd Price, Johnny Nash, Eydie Gorme, Steve Lawrence, and Teddy Randazzo.

EDITORIAL

# Five Years of Growth

The growth of ABC-Paramount—since its inception in the mid-'50's to the point where it is now aiming for a \$12 million gross—is, on the face of it, a notable story of success.

But there is a deeper story behind this obvious truism. In brief, the ABC-Paramount story is testimony to the vigor of the record business which, despite its trials and tribulations, continues to prove itself a remarkable arena for the coupling of talent and enterprise.

It is noteworthy that ABC-Paramount's growth occurred during one of the record industry's most troublous periods. Competition has been feverish and intense. Virtually every segment of the business has been in a ferment—the distributor-dealer level, the programming level, the a.&r. level, etc.

Yet, a company in a mere five years can head toward a \$12 million gross despite the market being flooded with a plethora of product.

All of us know the record business entails much heart-break. It is commonplace for a.&r. men to lose faith in themselves; for sales execs to question whether or not they have lost the touch.

These are only questions for the moment. Looming behind these doubts and fears are the periodic stories of massive accomplishment—stories which periodically validate the significance of records to the American way of life.

It is in this broad context that we view the five-year history of ABC-Paramount.

# ABC's Specialty LP's Ring Consistency Bell

One of the least known and yet most consistent selling portions of any record company's catalog is its specialty line, and ABC-Paramount Specialty series of albums is no exception. Specialty means just what its name implies; albums that are geared for steady sales in specific markets.

According to Creed Taylor, who is album and repertoire supervisor for the company, the leading members in the specialty group are the company's Sing Along and Polka albums.

Taylor notes that "Music to Break a Lease" was one of the first sing along albums in the field, and since that time "College Drinking Songs" and "More College Drinking Songs" have done consistent business. The company has now instituted a foreign sing along series with its Spanish and Italian albums.

In a similar area Taylor pointed out that the Am-Par songs of World War I and II albums also have done very well.

The polka market is well covered for Am-Par thru its three leading polka groups. Out front in sales

is Stan Wolawic and the Polka Chips whose albums sell consistently and well. Also important are albums by Ted Maksymowicz and Louis Prohut.

Taylor, who has quite a significant reputation in jazz circles (he first recorded Jay and Kai and Chris Connor for another label, and brought such jazz names as Billy Taylor and the Axiomatics to ABC-Paramount), noted that the Lambert-Hendricks-Ross waxing of "Sing a Song of Basie," and Zoot Sims' many LP's, are still steady money-makers for the label.

Other top sellers among Am-Par specialty albums are mood-dance albums like Roy Smek's Hawaiian-tinged "Melodies With Memories" and "The Magic Ukulele." Other "mood" sellers are "Shock" and "Panic, Son of Shock," both of which are built around special sound effects and surprise.

In an effort to widen the perspectives and add even greater variety to the current specialty catalog, Taylor has produced a number of albums that go off in other directions. For June release, for instance, he has drummer Panama Francis heading an ensemble in a set that's called "The Beat Behind the Million Sellers" which utilizes the rhythms but not the melodies of many hit records. Then, too, upcoming is The Wings Over Jordan gospel choir recorded on location in Texas.

Am-Par has also recorded Elton Britt, the country and western star, singing three albums of pop tunes with country orientation.

## Hale Stresses Ad Functions

Am-Par's national director of publicity and advertising, Natt Hale, explains his department's functions as having to do with artist relations, public relations, employee relations, trade relations and budget control.

Of obvious importance, of course, is the maintenance of good working relations with the the functions ascribed to Hale's division.

Natt has lately turned over most of the press and party duties to Rick Ward, his executive assistant, and is concentrating now on the advertising half of his title. In this capacity he has charge of the placement and procurement of advertising in all media.

He has been with Am-Par since the firm's inception five years ago.

# At the Start, It Was Levine And Sam Clark

One of the people who really knows how it was at ABC-Paramount's beginning is Harry Levine, executive vice-president.

Along with Sam Clark, he was instrumental in setting up the operation as a whole. At first he was a co-ordinator between the individual department heads as Clark's chief administrative officer. As time went on, however, he assumed the long-play album division as his specific responsibility and concentrated mainly on co-ordinating the individual talents and creative productions of art directors, producers, manufacturing heads, etc.

After having established a routine for the development of the album library, Levine turned his attention to the foreign markets. Less than a month ago, he returned from a first-hand survey of some of the firm's foreign affiliates and is more than gratified with the company's forward-looking overseas outlets, and the wide acceptance they are helping to build.

# From a Catalog of 3 LP's: The Rise of Command Records

In the summer of 1960 the eyes and ears of the record world were focused on the Am-Par subsidiary label, Command Records, the brainchild of a.&r. chief Enoch Light, vice-president of the Grand Award Record Company.

The reason for the unusual interest was the fact that Command Records, with only 10 albums released on the label in the nine months since the line was started, had come up with two best selling LP's, "Persuasive Percussion" and "Provocative Percussion," each of which had sold over 250,000 copies, with the average sale of the other eight albums close to the 100,000 mark, and the weakest release of the 10 having sold better than 50,000 copies.

Light had accomplished this "near miracle" with albums that were priced at \$4.98 for monaural and \$5.98 for stereo; with albums that featured relatively unknown artists; and with albums that featured nary a girl on the covers. It would not be an exaggeration to say that, album for album, the Command line has turned out to be one of the most successful in the history of the record business, and as of today, one of the most imitated.

### Light's Background

Enoch Light, chief of Command, is no stranger to success in the record business or the music business. In the 1940's he led one of the most successful bands in the country, Enoch Light and the Light Brigade. Trading his baton for a.&r. work in 1950, after recording for many labels, Light started with the kiddie record firm, Lincoln Records. There he learned the kiddie record business as an a.&r. man, and as a salesman when he personally set the line with chain stores. He moved on to Synthetic Plastics a few years later, and a.&r.'d the low price pop line, Prom Records. After two and one-half years with Synthetic Plastics, Light started his first label, Waldorf Music Hall, the low price line that is still in business today. Waldorf was originally a 10-inch LP 99-cent label, but soon became a 12-inch \$1.49 line. It was one of the first low price lines to be listed by the chain stores. Waldorf-King Size is now a strong selling \$2.98 stereo label.

In 1956 Light started another very successful label, Grand Award.

## Fiscal Dept. Complimented By Genovese

A key to the ABC-Paramount success over the past five years is the tremendous effort exerted by all members of the organization, according to Albert Genovese, comptroller of the firm. "It is, of course, this zealous effort which has produced growth unequalled by any other record company in the space of five short years," he said.

The occasion of Am-Par's Big Fifth anniversary also gave Genovese a chance to credit all departments and he singled out the accounting department, which falls under his control, as being no exception.

Genovese believes that by following the obvious if sometimes overlooked pattern, success has been assured:

The first point is to manufacture and distribute the best possible product; then to sell it effectively; bill customers for merchandise sold and finally, concentrate on collecting accounts receivable. These are the main areas of daily concern and the backbone of the Am-Par financial operation.

This was a regular price line, with monaural records listing at \$3.98 (and eventually stereo disks at \$4.98). Light's ideas helped make Grand Award a top-rated label with both distributors and dealers. Some of the successful album series developed on Grand Award include the Original Roaring 20's series, the Knuckles O'Toole Honky Tonk Piano series, the Paul White-man 50th Anniversary album, the Enoch Light Cha Cha albums and the Charles Magnante Polka and Roman Spectacular albums.

Grand Award also conceived the "Alumni" band series, presenting the all-star alumni of the Glenn Miller orchestra and the Jimmy and Tommy Dorsey orchestras. It was on Grand Award that Light started the idea of listing all of the musicians on the recording date and the detailed outline of technical data concerning the recording.

Every "Roaring 20's" album released on Grand Award has passed the 150,000 mark in sales. Grand Award also featured, and still does, the Award Artist educational series, featuring such famous symphonic musicians as William Kincaid, Robert McGinnis, James Chambers, Sigurd Rascher and Leonard Smith.

### How Command Started

In 1959, Light came up with his idea for the Command line. His idea was that the consumer would go for exciting musical albums, LP's that could be used by the stereophile to demonstrate his equipment, as well as for first-rate musical listening. The packaging was to be extraordinary, with complete details on all technical recording data, and a full listing of all the musicians on the date.

Light wanted the Command albums to be the finest recordings on the market, and he decided that they should list at \$1 more than most pop albums, or \$4.98 for monaural and \$5.98 for stereo. He recorded three albums for the line's first release, two of them being the now-famous "Percussion" sets. To achieve the sound he wanted on the tapes, Light personally, with the close help of engineer Bob Fine, mastered the first three sets 39 times.

When he introduced the three LP's to his distributors in the fall of 1959, many of them were against the idea. They objected to the price, the modern design of black and white covers (dots and squares) and to the fact that he was only issuing three LP's. But Light persuaded them to order, even though some distributors took as few as 60 of each.

Light made a special sample of the records for each distributor salesman to carry, for he felt that if he could get the dealers to listen to the records they would recognize the sound quality of the Command LP's. As Light puts it, "The consumer, the dealer, in fact everyone connected with records, depends on what they hear on a record, not what anyone may say about it."

### Spreading the Word

Dealers must have liked what they heard, for they started to order the records in quantity, and most important of all, they pushed the recordings with their customers. The next step, according to Light, in getting the Command line recognized for its sound qualities, was the unsolicited word-of-mouth recommendation of the disks by various component and phonograph manufacturers.

Light had sent copies of his albums to phonograph and parts manufacturers, and many of them were so taken with the sound that they talked them up in the phonograph trade. Manufacturers used them to demonstrate the reproducing qualities of their equipment in their showrooms and at hi-fi trade shows. Shortly after this the sales

boom was on, and the Command line (of three LP's) blossomed into a solid selling label, especially with stereo buyers. (The stereo sales on the two "Persuasive" LP's top the monaural sales by four to one.)

It was about this time that Am-Par, which had been negotiating for the Grand Award line for many months, purchased the four labels: Grand Award, Command, Waldorf King Size and Colortone (the \$1.49 chain-store line), and hired Light and his entire sales and office staff to continue to create and sell the line. Since becoming part of Am-Par, sales of Command Records have zoomed.

Light makes no claims to have a "magic touch" with his Command Records; he lays their success to having created a "good product" and a refusal to bring out any LP's until he feels certain that they are the best he can possibly produce. He feels strongly that too many so-so albums are released on the market each month and he is convinced that the public will only buy quality merchandise and will not buy shoddy merchandise, no matter how low the price. This is the reason for his sparing release schedule.

### Other Assets

Of course there are other reasons for the success of the Command line too. They are arranged with stereo in mind, they are outstandingly packaged, they are hand-crafted, going thru many masterings and remasterings until Light is sure that the sound is all he wants it to be, and they have extraordinarily complete musical and technical information on the envelopes.

In addition, Light's sales staff, consisting of sales chief Loren Becker, custom sales exec Charles Trepel, Southern promotions manager Gene Goodman and Western promotions manager Hugh Dallas, probably spend more time with distributors than most other firms. It is not unusual for sales execs from Command to spend an entire week

(Continued on page 47)

## PRODUCTION

# Fabrizio's Staff Now Numbers 11

ABC-Paramount's general director of production, Romeo Fabrizio, entered the firm thru its parent company, American Broadcasting - Paramount Pictures, Inc., where he had been employed for 20 years.

Two years after joining the subsidiary he began to function in his present capacity. From the original period of organization, his job has grown from the point where one man handled the entire production control, to a point now where a full-time office staff of 11 is needed to look after the greatly altered and expanded production facilities.

Coming under Fabrizio's control is the company's own pressing plant which was purchased in mid-1959 and is located in the Bronx, N. Y. Its nearness makes for a close co-operation between plant and front office.

Topping the disk-pressing operation's accomplishments is the discovery of the compound that assures "a paramount quality of fidelity," on all Am-Par records. And, because of its excellence, the firm has received innumerable requests to do custom pressing. The demand for pressings of ABC records, however, is such that no outside custom work is done.

Fabrizio says that over-all increases in production are intended both in facilities and the operating personnel.



**THE NATION'S  
MOST CONSISTENT  
HIT MAKER**

- LAWDY MISS CLAWDY
- JUST BECAUSE
- STAGGER LEE
- WHERE WERE YOU ON  
OUR WEDDING DAY
- PERSONALITY
- I'M GONNA GET MARRIED
- COME INTO MY HEART
- LADY LUCK
- FOR LOVE
- NO IF'S—NO AND'S

*...And Now—Current*

Congratulations Am Par  
— keep Swingin' —

# Lloyd Price

Smash- "QUESTION"

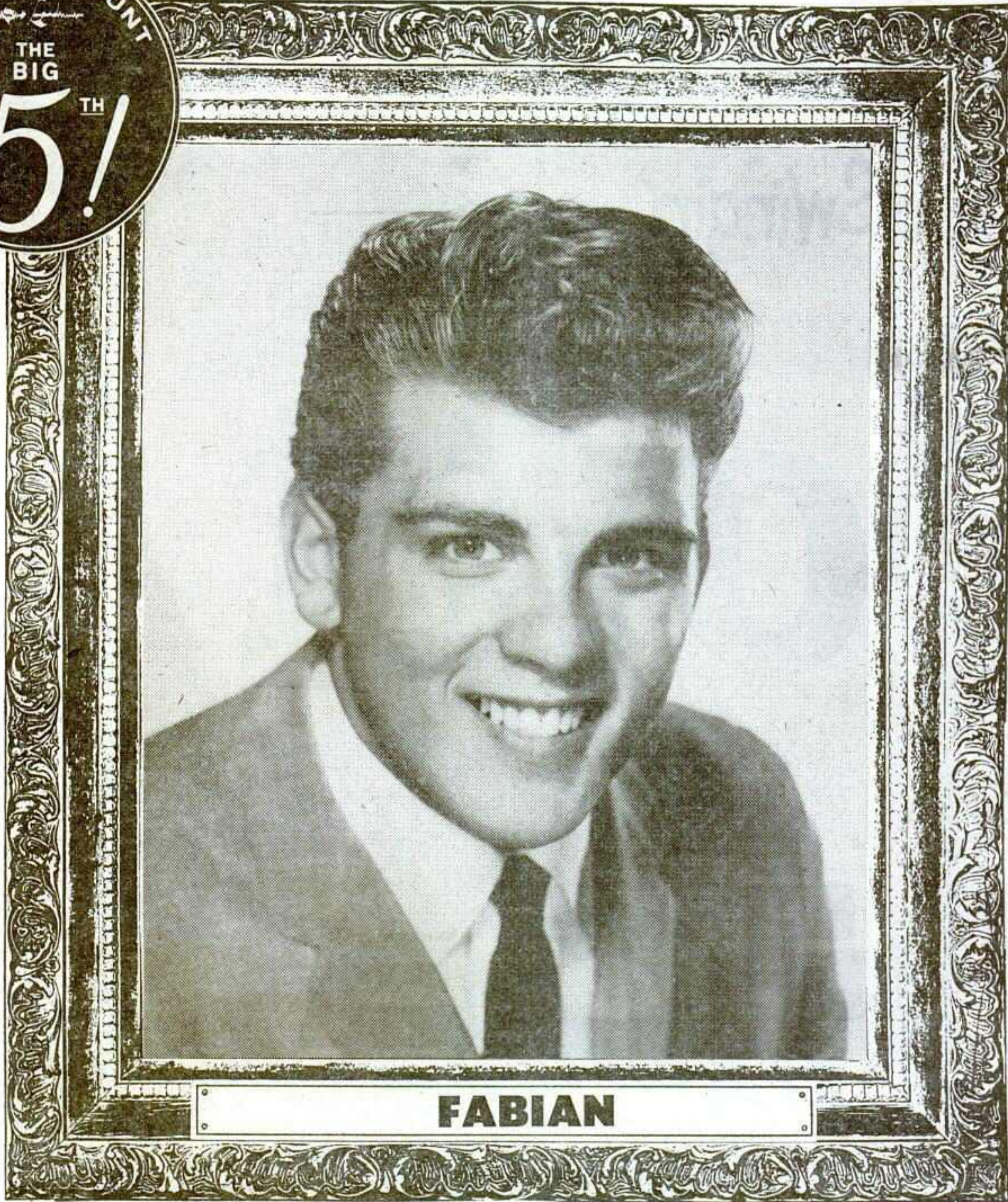
b/w IF I LOOK A LITTLE BLUE

#10123

Bookings:  
**GAC**

Personal Management:  
**HAROLD LOGAN**

# GLAD TO BE MEMB



Current Smash Single

## I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER

b/w

### STROLLIN' IN THE SPRINGTIME

Personal Management: MDB ENTERPRISES • Bookings: GAC • Exclusively: Chancellor Records

Current Album

Soon to be seen in 20th Century Fox Films, "High Time," starring Bing Crosby, and "Go North," starring John Wayne.



GOOD OLD SUMMERTIME



# ERS OF THE FAMILY



**FRANKIE AVALON**

Current Smash Single

Current Album

## WHERE ARE YOU

b/w

## TUXEDO JUNCTION

Personal Management: MDB ENTERPRISES • Bookings: GAG • Exclusively: Chancellor Records

Soon to be seen in John Wayne's "The Alamo" — a Batjac Production.



SUMMER SCENE

Happy



Fifth

MANY MANY MORE YEARS  
 OF CONTINUED SUCCESS AND GROWTH  
 from the FABULOUS 5



*Eydie Gorme*



*Steve Lawrence*



*Don Costa*



*Teddy Randazzo*



*Jack Kane*

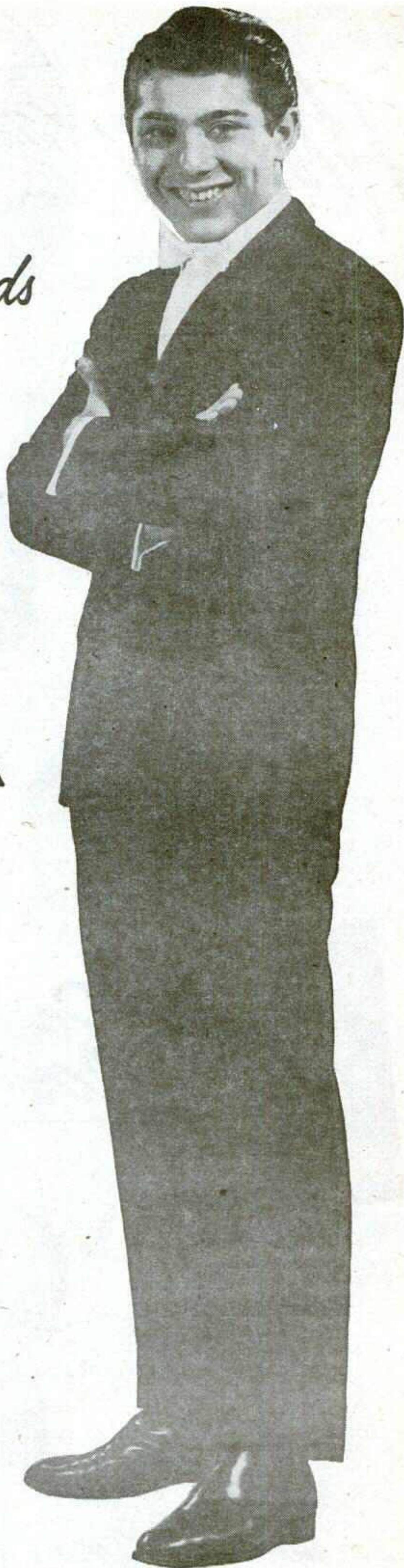
..... me too - Ken Greengrass - personal management



*Thanks for helping me  
sell 25,000,000 records*

**THE INTERNATIONALLY FAMOUS  
SINGER-COMPOSER**

# PAUL ANKA



**OPENING AT THE  
COPACABANA THURSDAY, JUNE 23**

**STARRING**

**"COKE TIME" MONDAY, JUNE 27**

**OVER ABC-TV NETWORK 9:30 to 10:30 P.M. (EDT)**

*Sponsored by the Coca-Cola Company*

**CURRENT HIT SINGLE**

**"MY HOME TOWN" b/w "SOMETHING HAPPENED" (ABC #10106)**

**CURRENT HIT ALBUM**

**"PAUL ANKA SINGS HIS BIG 15" (ABC-323)**

*AND, OF COURSE, ALL THE BEST FROM  
IRVIN FELD — PERSONAL MANAGER & SPANKA MUSIC*



**PUBLIC RELATIONS—JAY WESTON ASSOCIATES, NEW YORK CITY**

*In Anticipation of Many  
Great Years Ahead...  
Congratulations Am Par*



# RAY CHARLES



Current Smash:

**STICKS AND  
STONES**

b/w

**WORRIED LIFE BLUES**

#10118

Current Album

**GENIUS HITS  
THE ROAD**

Personal Management:

**JEFF BROWN**

Bookings:

**SHAW ARTISTS CORP.**

THE MEN BEHIND THE LABEL

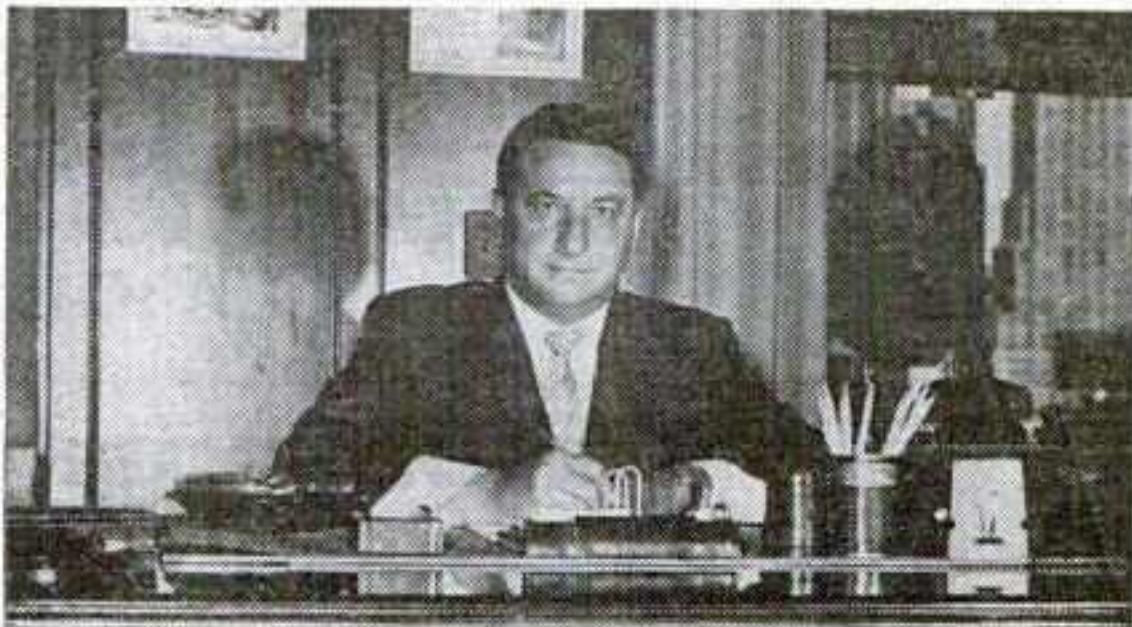
Strong Executive Line-Up Responsible for Am-Par Rise



Sam Clark



Harry Levine



Larry Newton

A record company is only as strong as the men who guide it, and the spectacular success of ABC-Paramount Records over the past five years is directly attributable to the ability, hard work and imagination of the firm's executives, starting with the president and vice-president and including the sales staff, the a.&r. men, production men, promotion men, merchandising managers and the advertising and publicity execs. All of the Am-Par executives came to the firm with long record business or show business experience, and their combined talents have paid off very well for the label.

Sam Clark, president of the firm since it was formed in August 1955, was one of the most successful independent distributors in the United States before joining Am-Par. Clark had been a well-known record figure since he started his distribution firm, Music Suppliers of New England, in Boston shortly after World War II. He was so successful in the distribution work he did for Cadence Records that Archie Bleyer made him national sales manager for the label. Under his leadership (see separate story), ABC-Paramount Records has prospered mightily.

Harry Levine, executive vice-president of Am-Par, is in charge of the firm's album production, overseeing all album work on the part of the sales and a.&r. staff. He is also in charge of the company's entire foreign operation.

Prior to coming with Am-Par he was the booker of all live talent appearing at Paramount Pictures' New York flagship, the Paramount Theater, for many years. He is the chief administrative officer under Sam Clark.

Larry Newton, colorful industry figure, is the vice-president in charge of sales for the firm. Newton, a former Philadelphian, started his record career two decades ago in the Quaker City. Since then he has been a salesman, merchandising manager, and a.&r. man during his long record career. He was the head of Derby Records, one of the successful independent labels in the 1950's.

The a.&r. directors at ABC-Paramount Records is Sid Feller, who is in charge of all pop singles and albums. Feller, who had held top a.&r. posts at many key labels, including Capitol, has been directing the pop end of ABC-Paramount Records for the past year. Creed Taylor, a key member of the a.&r. department, handles the label's specialty albums, and has produced all of the albums in the firm's jazz line. Taylor was jazz chief of an important indie label before he became a member of Am-Par's recording staff a few years ago.

The director of album sales and merchandising, and phonograph sales as well, at Am-Par, is Allan Parker, a veteran of the record business who was associated with Sam Clark's distribution firm in Boston. He has had experience as

a branch manager, district manager and special sales consultant. Albert Genovese, comptroller at Am-Par, served with the parent Paramount Theater company for a number of years, and is in charge of the billing, accounting and budget control for the company.

Irwin Garr, national director of promotion for Am-Par, also holds the title of vice-president in charge of the diskery's two music publishing firms, Ampco and Pamco Music. Romeo Fabrizio, general director of production for the firm, is another who was originally employed by the parent theater division. Dave Berger, in charge of radio and TV relations for the company, was formerly a record promotion man for a number of labels in New York.

Natt Hale, the national director of publicity and advertising for Am-Par, has had vast experience in the record business, and has held the posts of production director and promotion director at Am-Par. His assistant is Rick Ward, who is in charge of administration, publicity and advertising for the firm. John Natoli is the label's director of album production, handling all aspects of LP production, from the first test pressing until it is completely packaged and ready for market. These are the executives who have helped make Am-Par one of the most dynamic firms in the record business in a mere five years.



Al Genovese



Enoch Light



John Natoli



Allen Parker



Sid Feller



Natt Hale



Leonard Scheer



Rick Ward



David Berger



Irwin Garr



Romeo Fabrizio



Creed Taylor

# ABC-PARAMOUNT

*proudly presents*

## THE SOUND OF SUCCESS

*in singles and albums for the industry-wide celebration of*

### THE BIG 5<sup>TH</sup>!

#### THE BIG 9 IN SINGLES FOR THE BIG 5<sup>th</sup>!

**MY HOME TOWN** b/w SOMETHING HAPPENED

**PAUL ANKA**  
ABC-10106

**QUESTION** b/w **IF I LOOK A LITTLE BLUE**

**LLOYD PRICE**  
ABC-10123

**LET THE REST OF THE WORLD GO BY** b/w MUSIC OF LOVE

**JOHNNY NASH**  
ABC-10112

**THE DANCE IS OVER** b/w TOO YOUNG TO KNOW

**EYDIE GORME**  
ABC-10111

**STICKS AND STONES** b/w WORRIED LIFE BLUES

**RAY CHARLES**  
ABC-10118

**WHY, WHY, WHY** b/w YOU'RE EVERYTHING WONDERFUL

**STEVE LAWRENCE**  
ABC-10113

**HEARTBREAK (It's Hurtin' Me)** b/w TEASIN'

**JON THOMAS**  
ABC-10122

**GOODBYE, MY LOVE, GOODBYE** b/w THERE'S NEVER BEEN A NIGHT

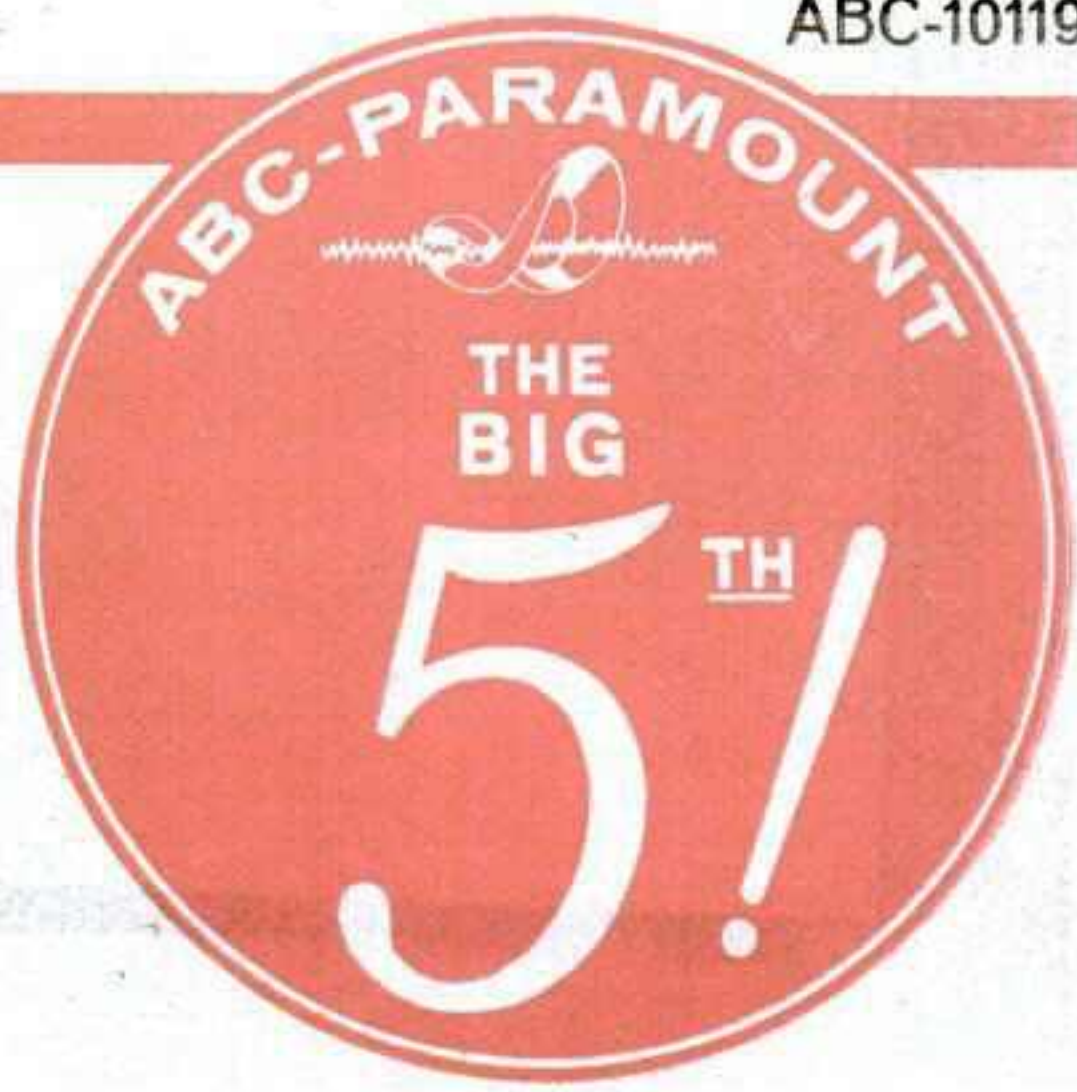
**JAMIE COE**  
ABC-10120


**WHAT A WEEKEND** b/w JUNE, JULY, AUGUST (& SEPTEMBER)

**THE TRAVELERS**  
ABC-10119



*and...*

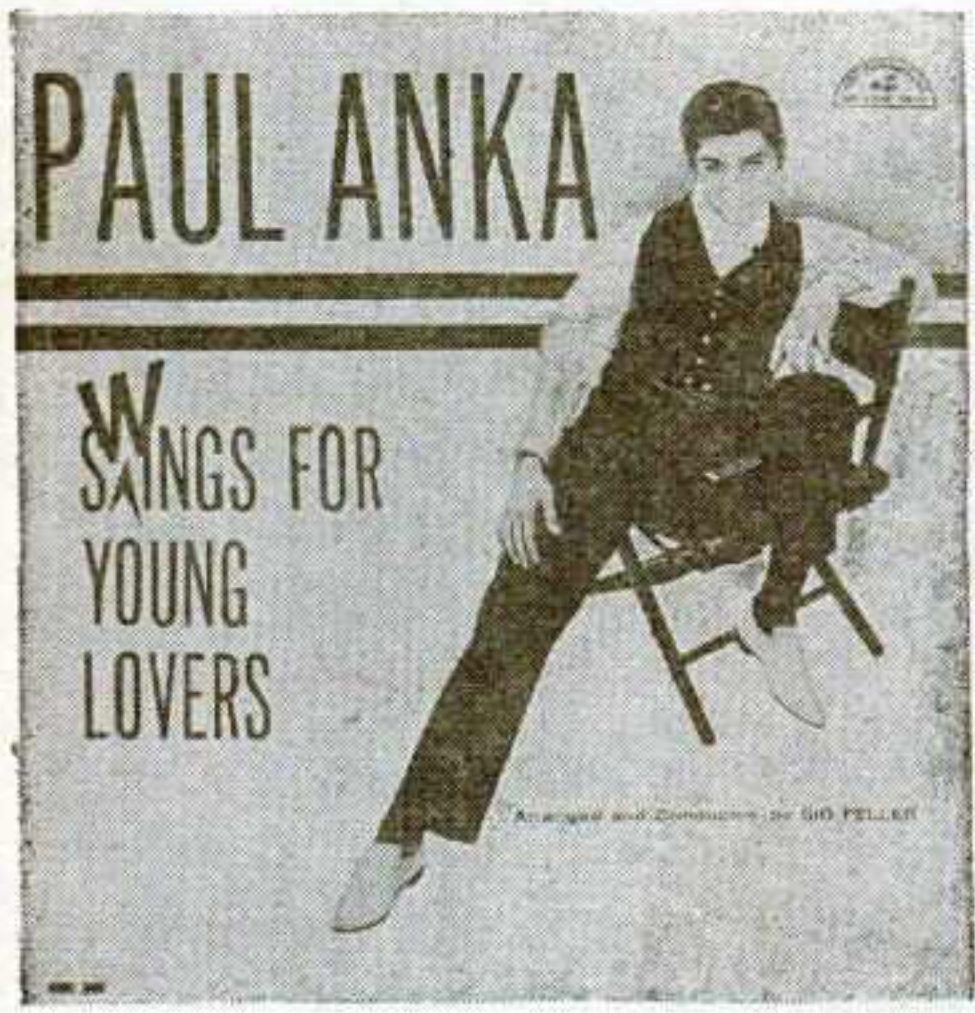




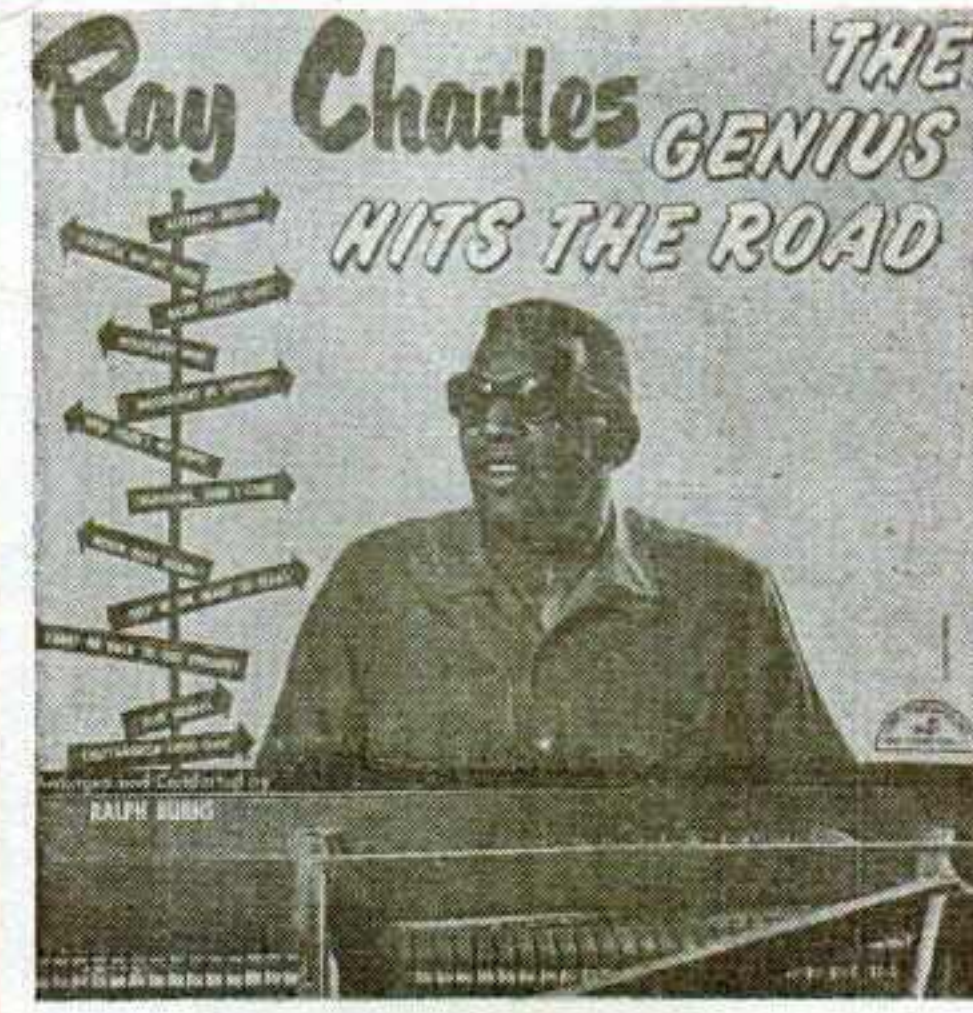
*Congratulations  
to Sam Clark  
and his wonderful  
staff at Am-Par  
All good wishes for  
your continued  
great success*

**ENOCH LIGHT**  
and the folks at  
**Command**  
and  
**Grand Award**

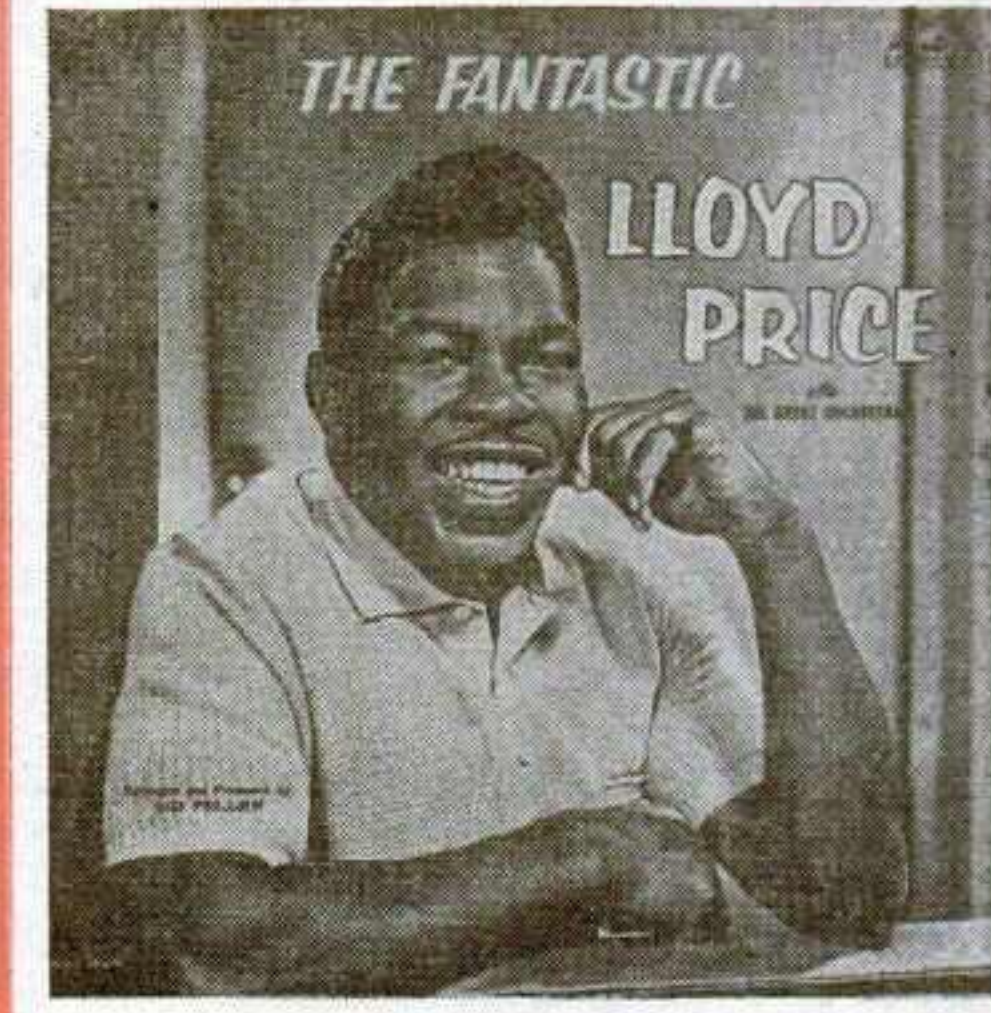
# THE BIG 12 IN ALBUMS



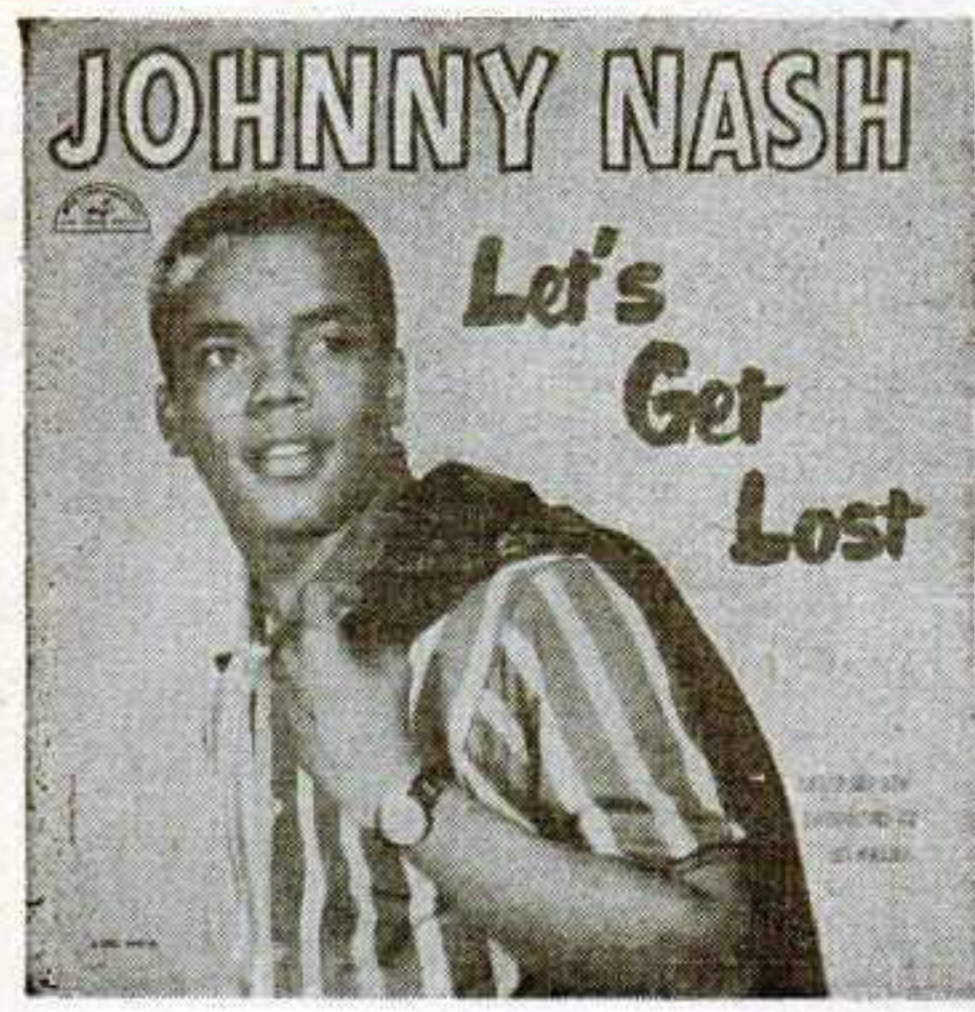
ABC-347 (Mono.) ABCS-347 (Stereo)  
**PAUL ANKA**  
 SWINGS FOR YOUNG LOVERS



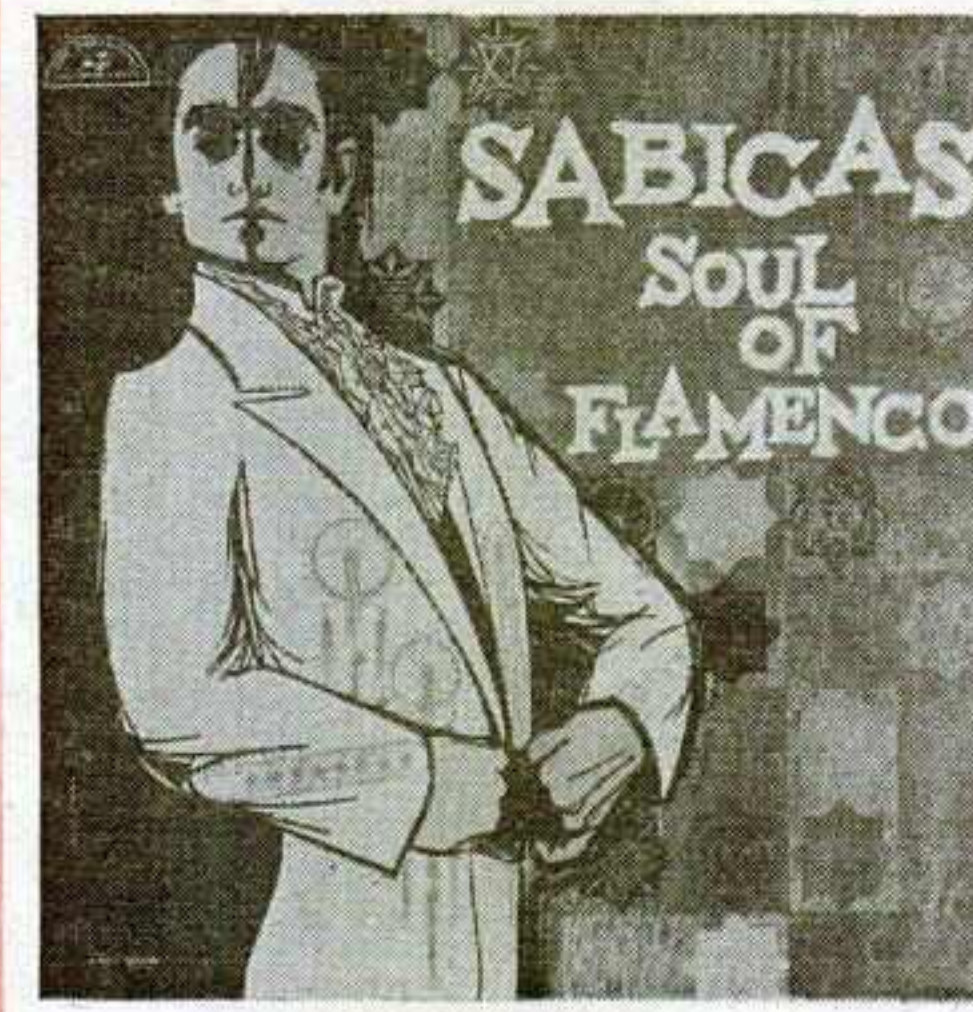
ABC-335 (Mono.) ABCS-335 (Stereo)  
**RAY CHARLES** -  
 THE GENIUS HITS THE ROAD



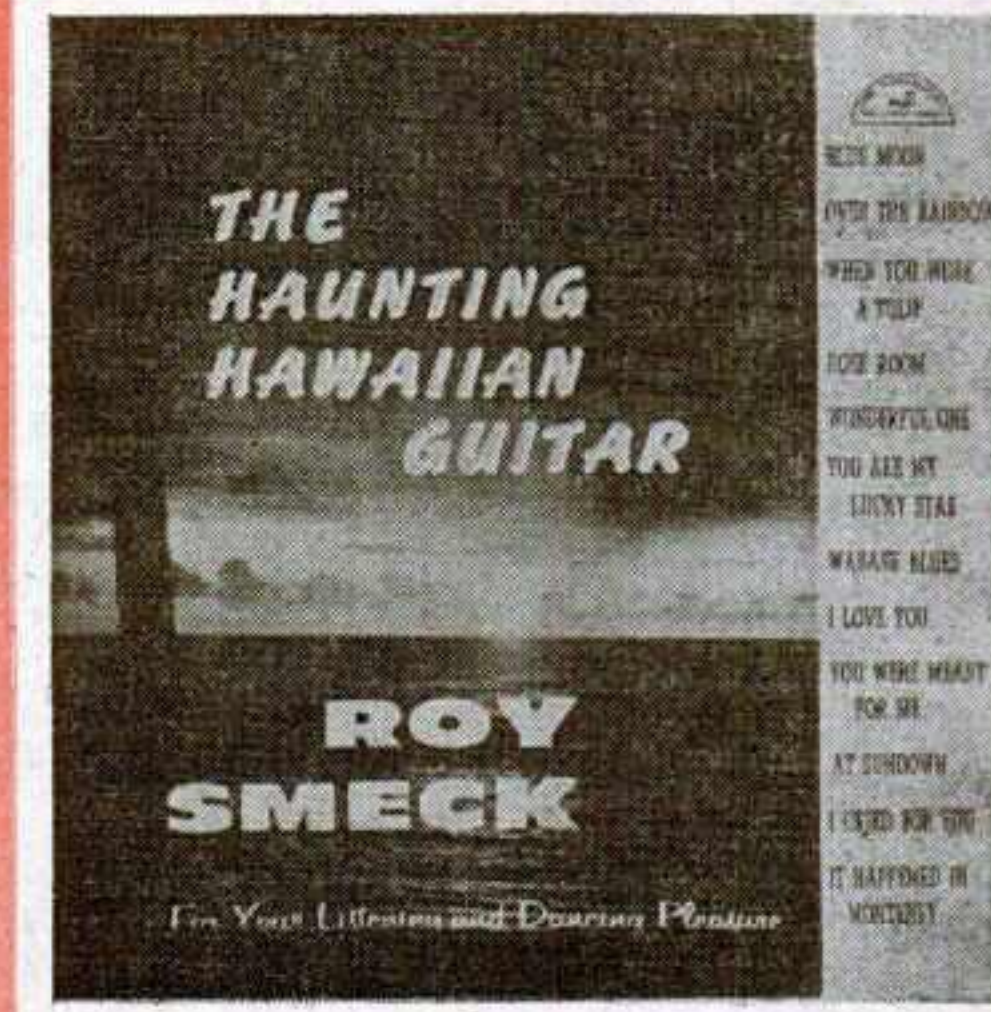
ABC-346 (Mono.) ABCS-346 (Stereo)  
**THE FANTASTIC LLOYD PRICE**



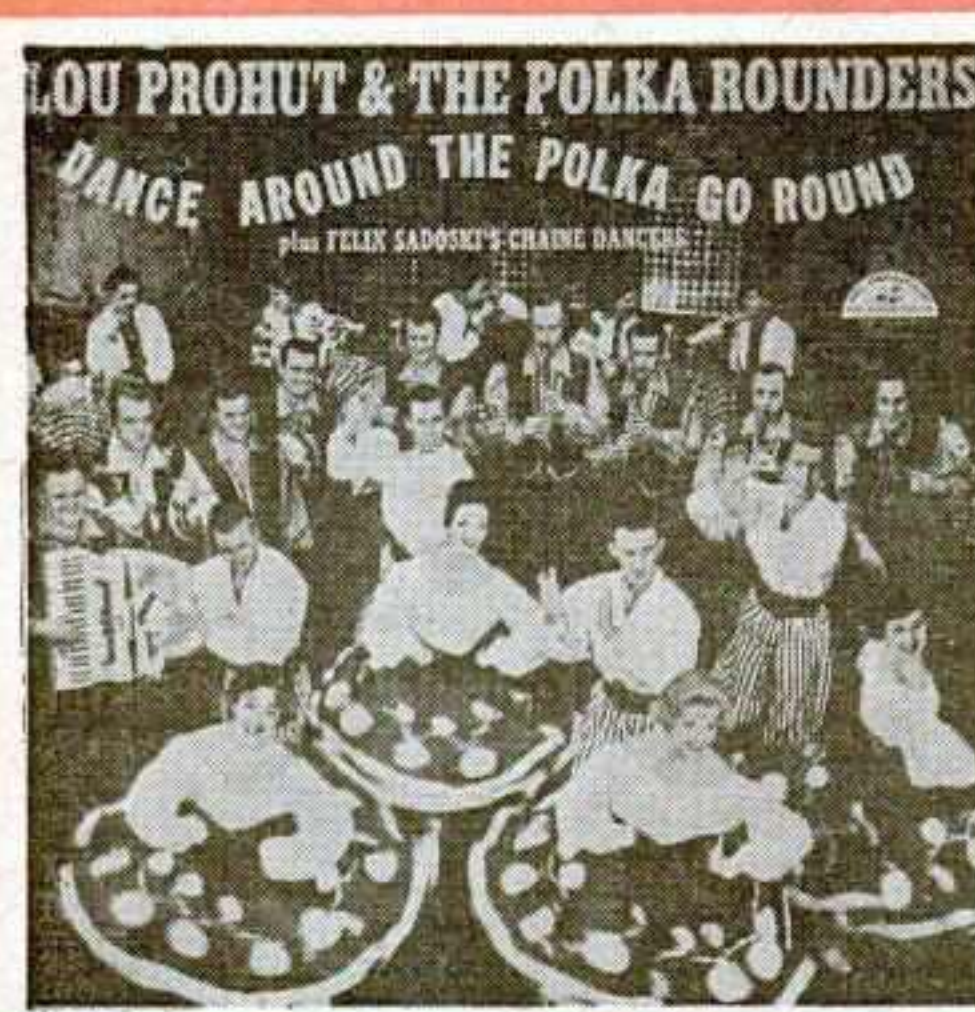
ABC-334 (Mono.) ABCS-334 (Stereo)  
**JOHNNY NASH** -  
 LET'S GET LOST



ABC-339 (Mono.) ABCS-339 (Stereo)  
**SABICAS** -  
 SOUL OF FLAMENCO



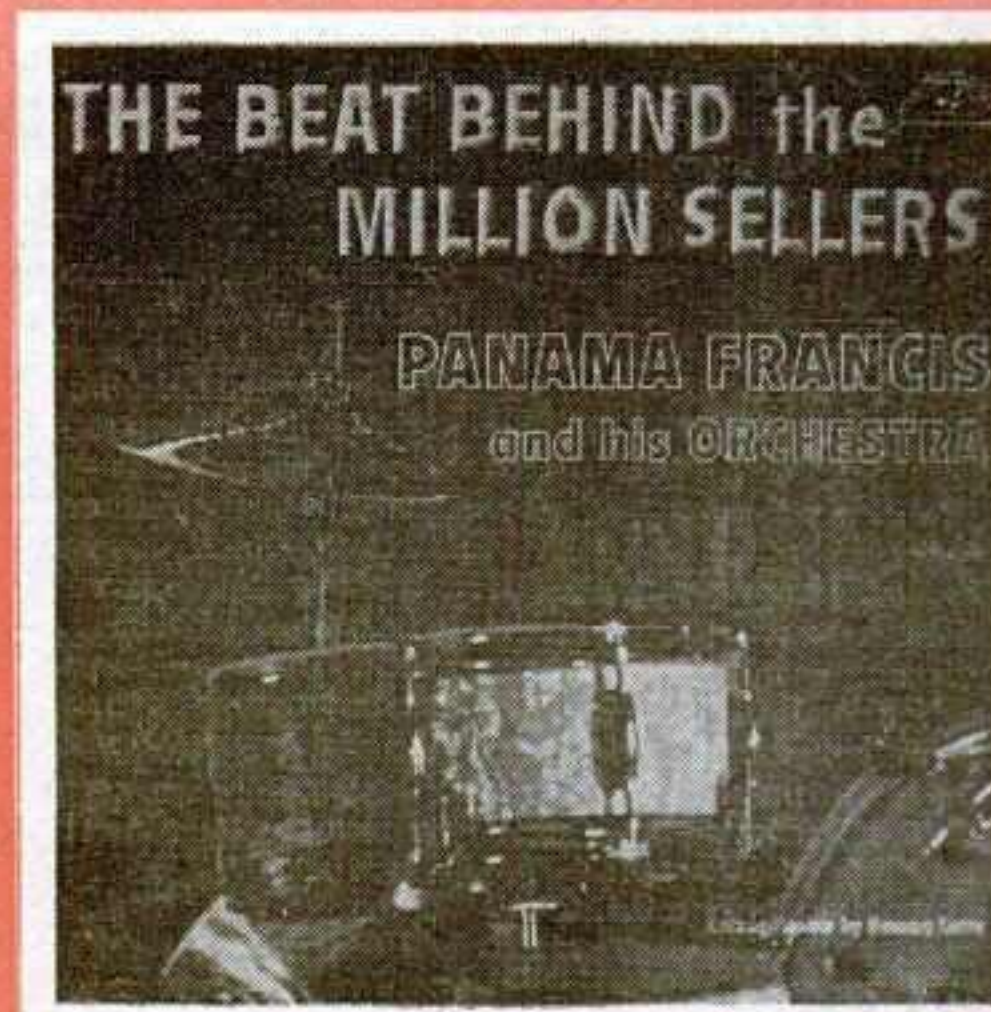
ABC-330 (Mono.) ABCS-330 (Stereo)  
**THE HAUNTING HAWAIIAN GUITAR** -  
 ROY SMECK



ABC-340 (Mono.) ABCS-340 (Stereo)  
**LOU PROHUT & THE POLKA ROUNDERS** -  
 DANCE AROUND THE POLKA GO ROUND



ABC-325 (Mono.) ABCS-325 (Stereo)  
**PING PANG PONG** - THE SWINGING BALL -  
 OVER 100 MUSICAL PERCUSSIVE SOUNDS



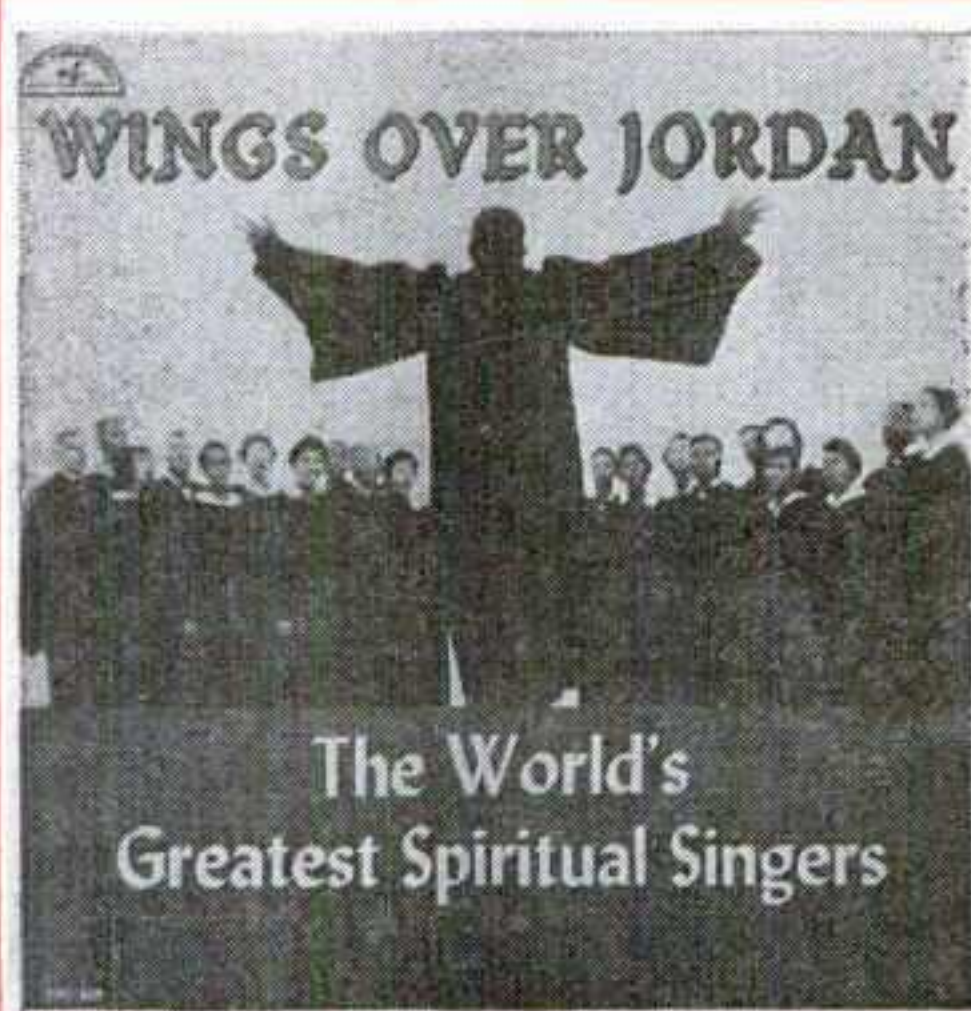
ABC-333 (Mono.) ABCS-333 (Stereo)  
**THE BEAT BEHIND THE MILLION SELLERS** -  
 PANAMA FRANCIS AND HIS ORCHESTRA



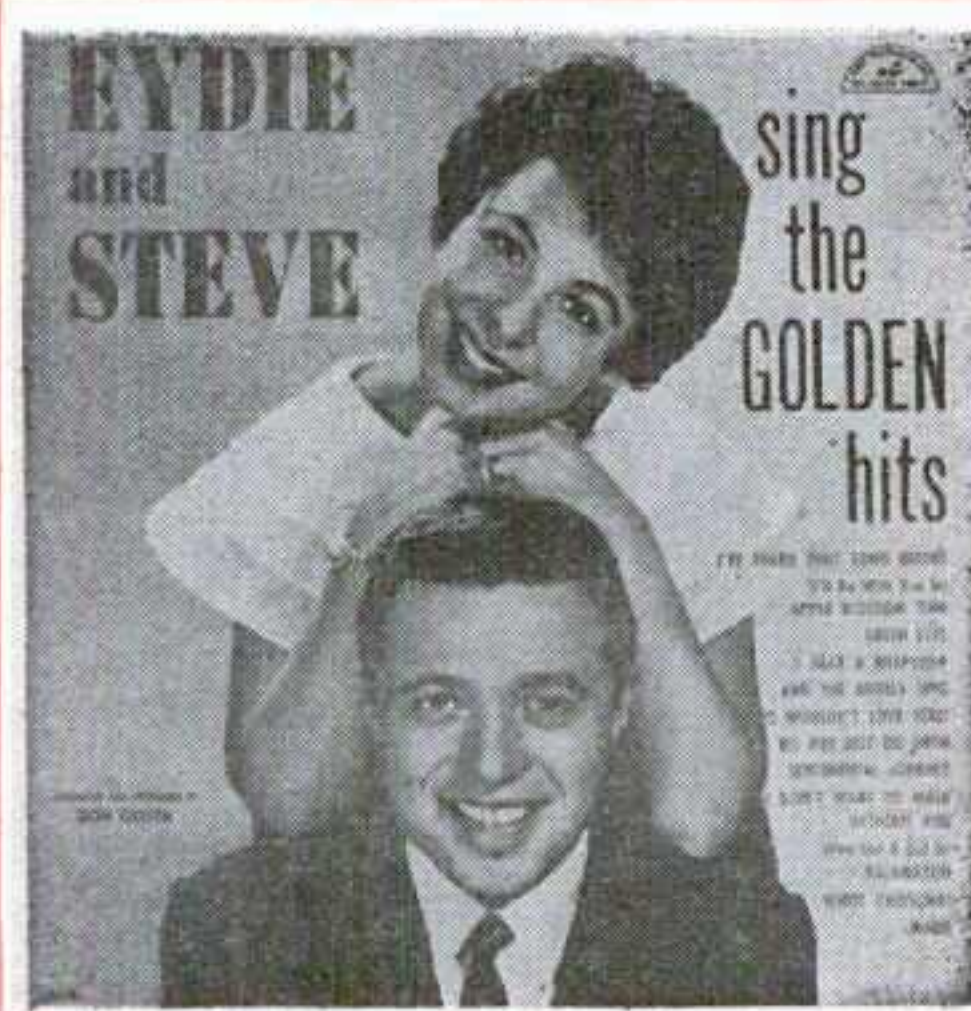
# FOR THE BIG 5th!



ABC-343 (Mono.) ABCS-343 (Stereo)  
EYDIE  
IN DIXIELAND

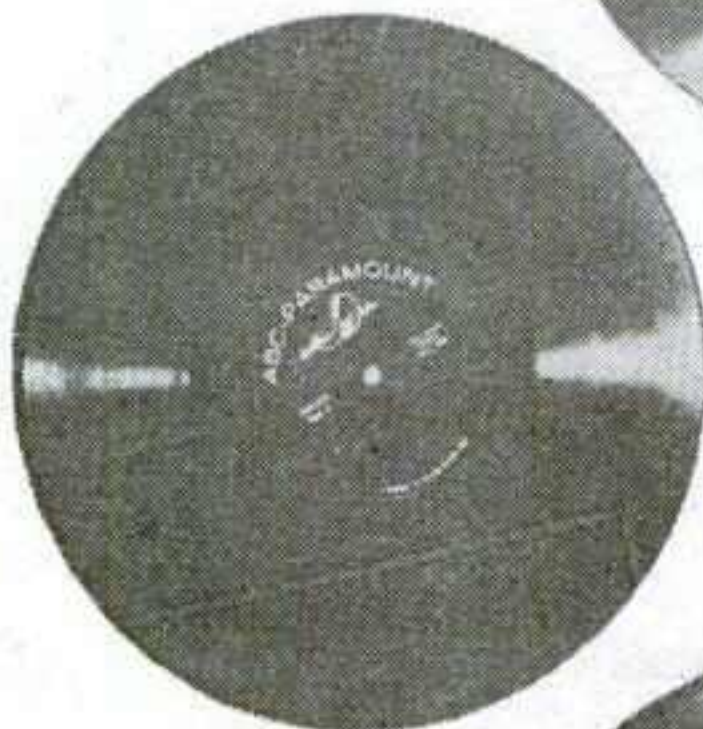
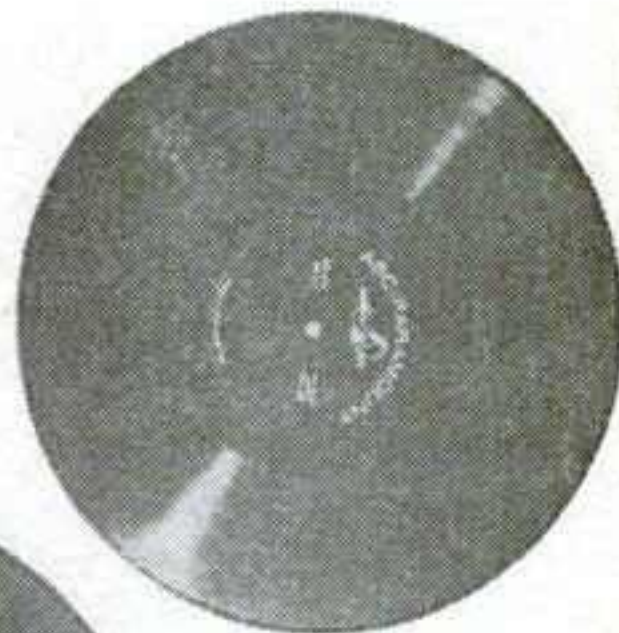
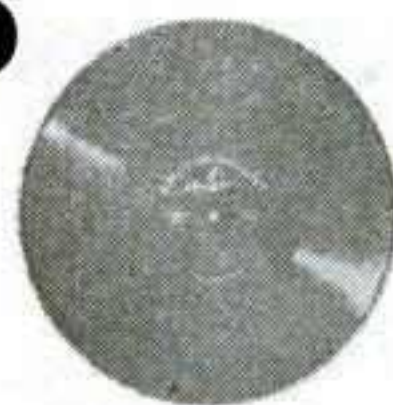


ABC-338 (Mono.) ABCS-338 (Stereo)  
WINGS OVER JORDAN—  
THE WORLD'S GREATEST SPIRITUAL SINGERS





ABC-311 (Mono.) ABCS-311 (Stereo)  
EYDIE AND STEVE  
SING THE GOLDEN HITS

Join in with  
ABC-PARAMOUNT as  
THE BIG 5<sup>th</sup>  
rings up  
"THE SOUND  
OF SUCCESS"  
from  
coast-to-  
coast!





CHL-5012 (Mono.) CHLS-5012 (Stereo)  
FABIAN—GOOD OLD SUMMERTIME

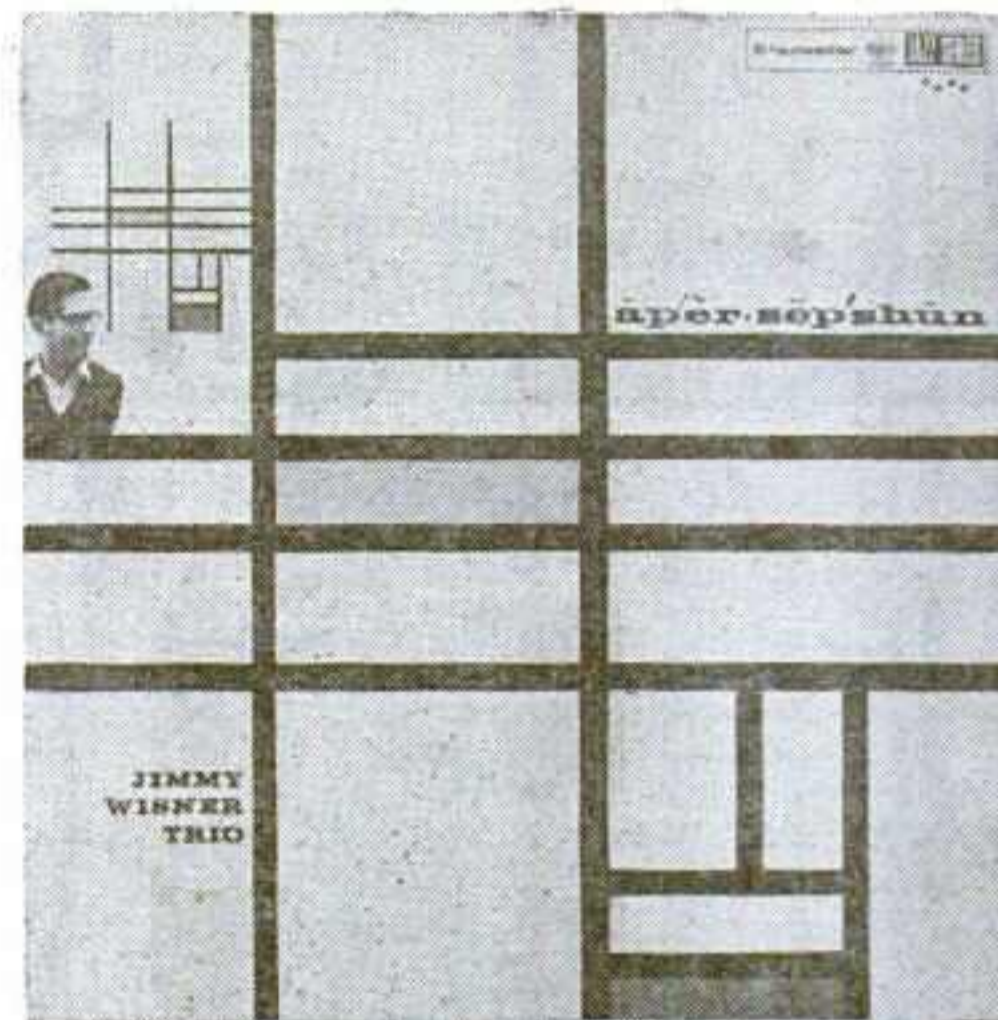
  
**Chancellor**  
 RECORDS, INC.  
**CONTRIBUTES**  
**7 GREAT NEW**  
**ALBUMS AS**  
**ITS SHARE OF**  
  
**THE**  
**BIG**  
**5<sup>TH</sup>**  
**!**



CHL-5011 (Mono.) CHLS-5011 (Stereo)  
FRANKIE AVALON—SUMMER SCENE



CHL-5010 (Mono.) CHLS-5010 (Stereo)  
Introducing LINDA LAWSON



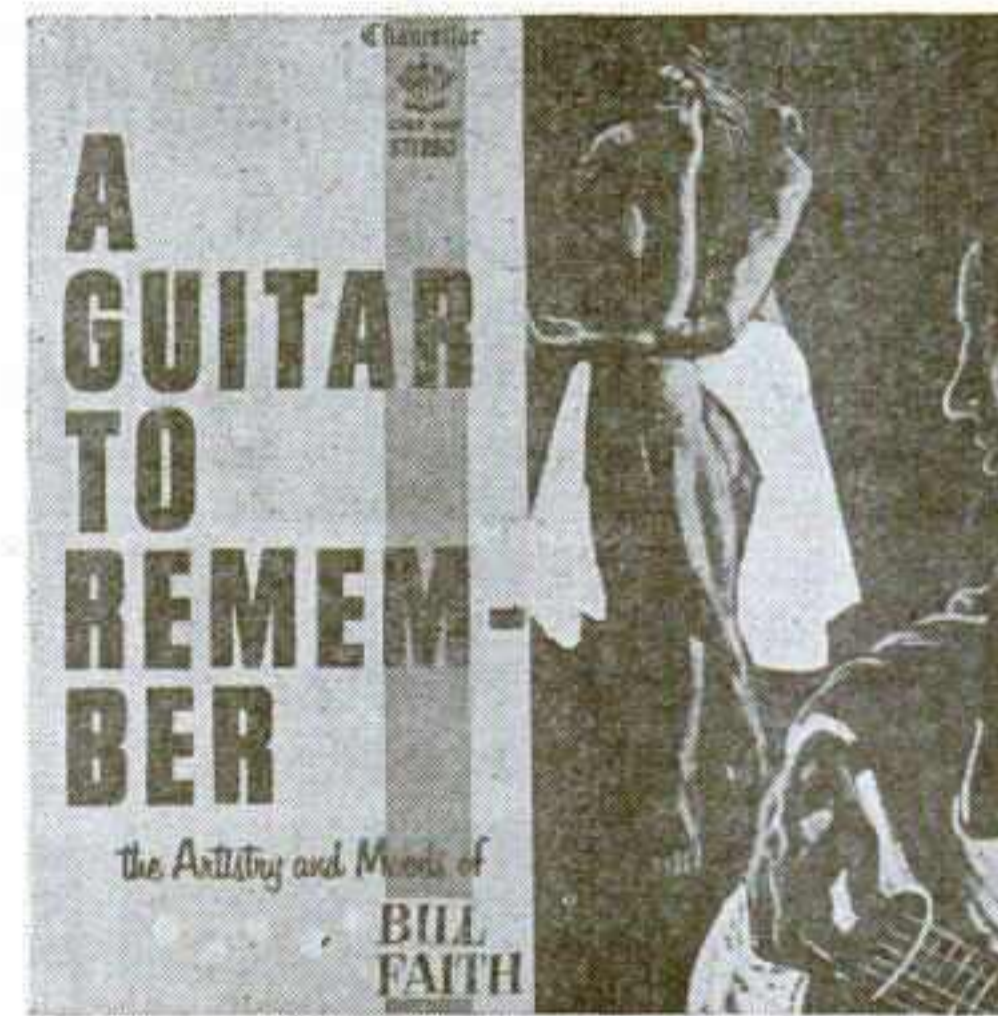
CHJ-5014 (Mono.) CHJS-5014 (Stereo)  
APPERCEPTION—JIMMY WISNER TRIO



CHL-5015 (Mono.) CHLS-5015 (Stereo)  
TONIGHT AT 8:30—CAROL LAWRENCE

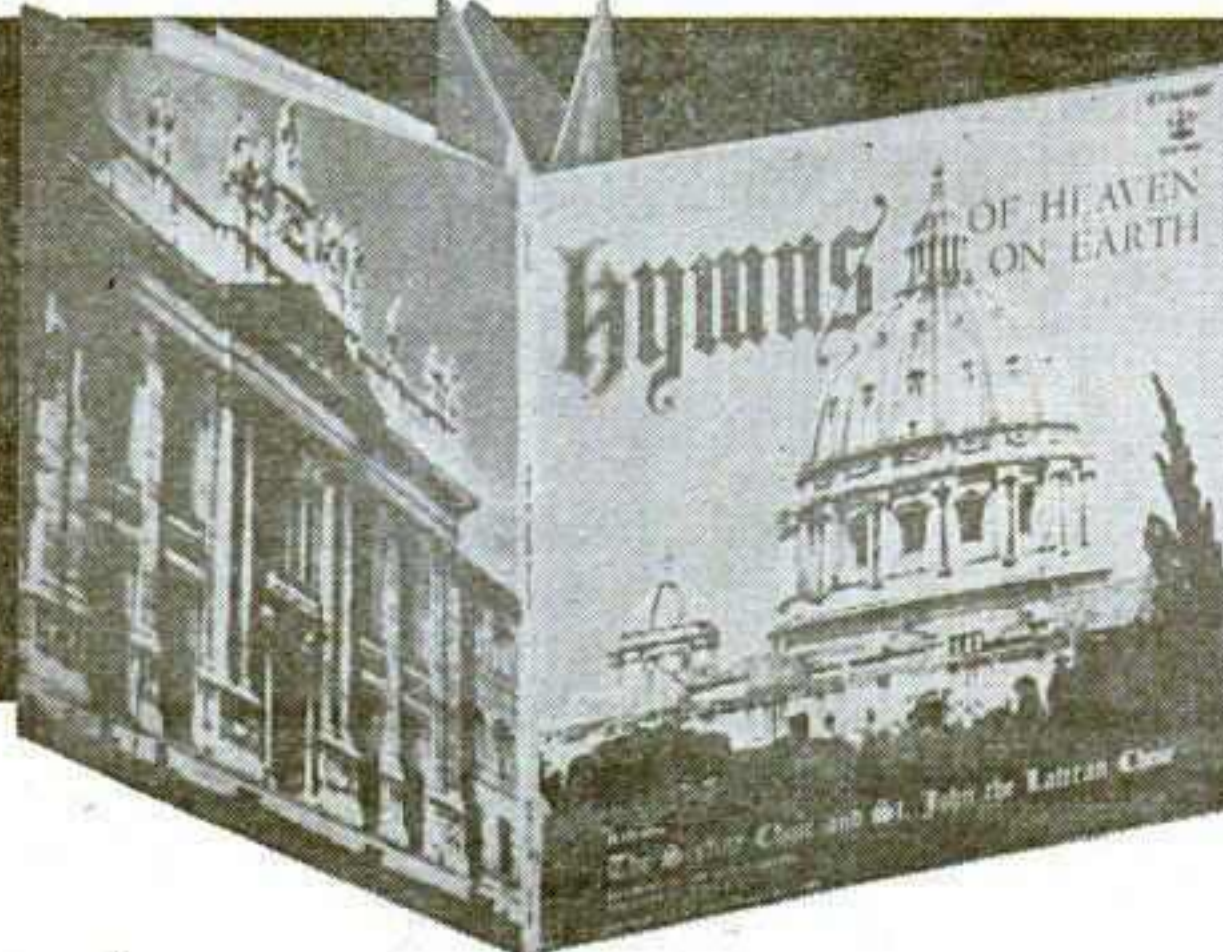


CHL-5008 (Mono.) CHLS-5008 (Stereo)  
GREAT PICKIN'—AL CAIOLA, DON ARNONE



CHL-5007 (Mono.) CHLS-5007 (Stereo)  
A GUITAR TO REMEMBER—BILL FAITH

...plus  
the album package  
of the year... the  
ultimate in sound  
and sight!



CHV-5006 (Mono.)  
CHVS-5006 (Stereo)  
HYMNS OF HEAVEN  
ON EARTH  
(Sistine Choir—  
St. John Lateran Choir)

Distributed by  
AM-PAR Record Corp.

**IN  
SOUTHERN  
CALIFORNIA,  
LAS VEGAS, NEVADA,  
AND YUMA, ARIZONA**

*it's*

# **DIAMOND**

**DISTRIBUTING COMPANY  
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*for* ABC-PARAMOUNT  
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for

ABC-Paramount  
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*In New York City it's*

# MALVERNE

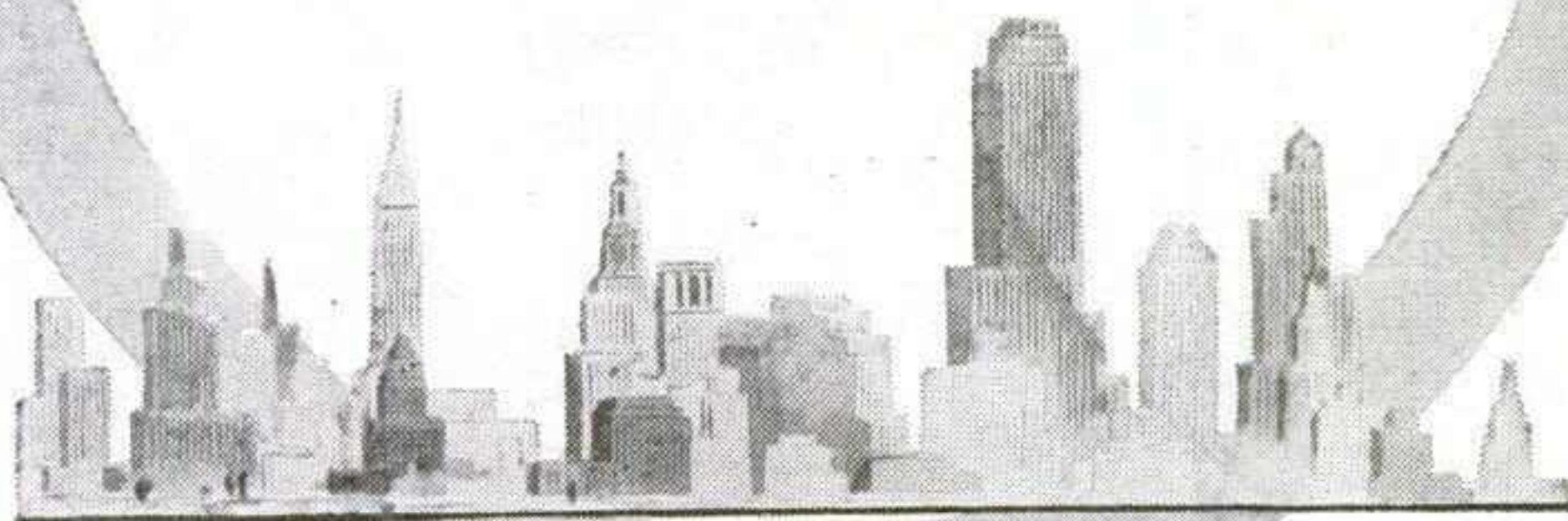
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Lloyd Price



Johnny Nash



The Poni Tails



George Hamilton IV



Jo-Ann Campbell



Cliff Richard



Ray Charles



Billy Ward & His Dominoes



happy "big fifth" to **AM-PAR**

from



To Sam, Larry and all the gang at ABC-Paramount Records...we are proud to have been able to serve you during your meteoric rise in the record industry. Here's to the future!

**ALLIED RECORD MANUFACTURING CO.**  
1041 North Las Palmas Avenue, Hollywood 28, California

# *Congratulations Am Par- Tops among Record Companies*

SAMUEL CLARK and  
LARRY NEWTON



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## *Tops in Custom Pressing*

Our 15th year in Manufacturing phonograph records • 15 years of Progress in Custom Pressings  
• CUSTOM PRESSINGS • PURE VIRGIN VINYL • MONO & STEREO • ALL SPEEDS 45/33/16 RPM

### **CLARION RECORD MANUFACTURING**

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# *Congratulations* **AM-PAR**



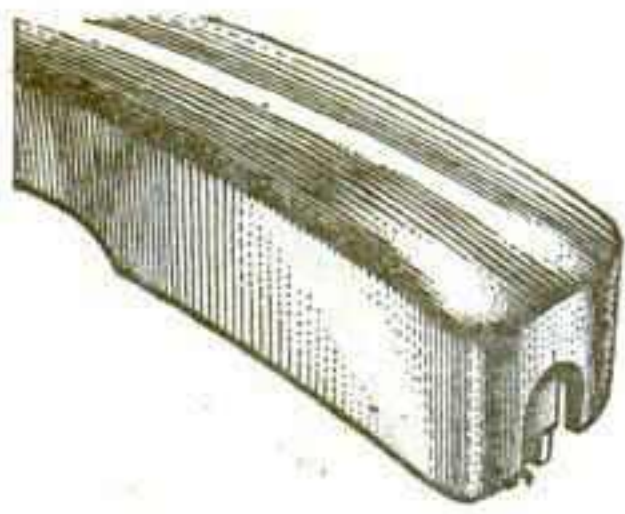
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IN OUR ELEVENTH  
YEAR OF SERVING THE  
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- PRESSING
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- LABELS
- WAREHOUSING
- DROP SHIPPING

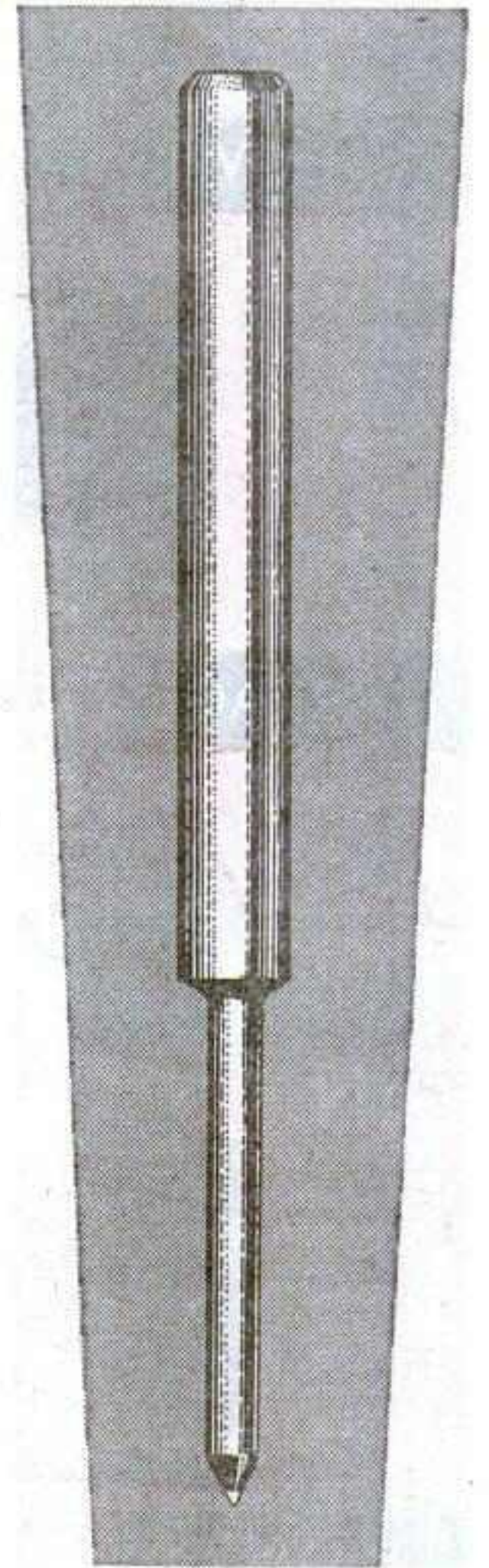


# THE BIG, BIG NEEDLE...

Men are motivated by many things—the pursuit of money, the love of fame, the need for artistic self-expression. But when you go behind the scenes of any success story, you'll generally find that the biggest needle of all is pride of professional craftsmanship. In saluting the noteworthy success of our valued customer, *Am-Par Record Corp.*, we tip our hats to an organization of pros—pros who have demonstrated a singular ability to create, to promote, to sell and—to buy. Because they *are* pros, we take special pleasure in the expression voiced by Natt Hale about our own company's role in Am-Par's career:

*"Suppliers like yourself have performed services important to the overall success of the Am-Par organization."*

The job of The Typographic Service Company is typographic composition to fit every business need. Being pros, we do our job well (and being specialists in this field for 50 years, we *should* be able to do it well!) . . . and we price it right, recognizing that a sale isn't good unless it's good for buyer as well as seller. If that philosophy appeals to you, too, check with us for any of your upcoming type needs. Even a small job will demonstrate that your best guarantee of top service is the big needle we apply to ourselves: *pride of performance.*



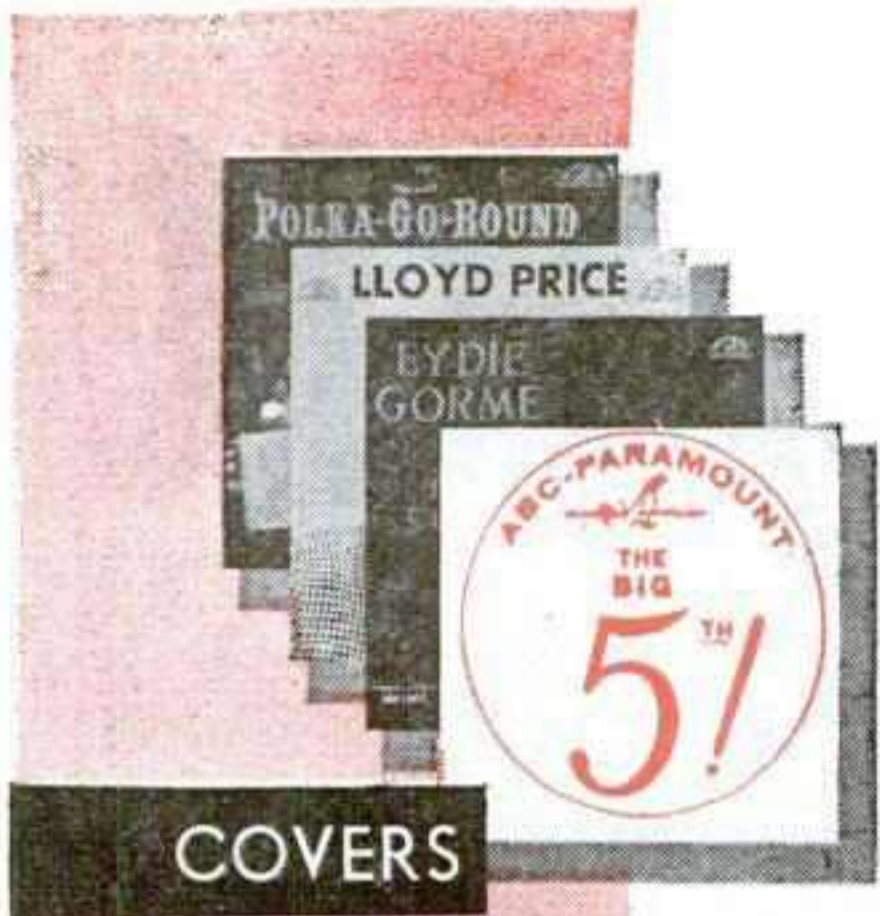
A very few examples of our work in behalf of the Am-Par Record Corp.

THE TYPOGRAPHIC SERVICE COMPANY, 305 EAST 45th STREET, NEW YORK 17, N. Y. • MURRAY HILL 6-6670

A DIVISION OF ELECTROGRAPHIC CORPORATION

MEMBER OF ADVERTISING TYPOGRAPHERS ASSOCIATION OF AMERICA, INC.





COVERS



PACKAGES



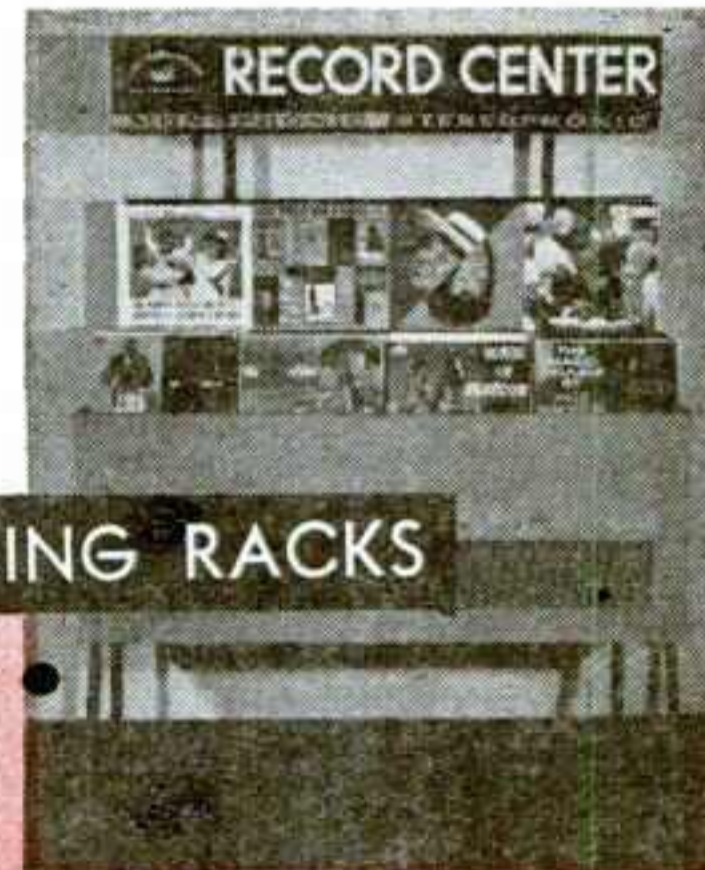
DISPLAYS



LABELS

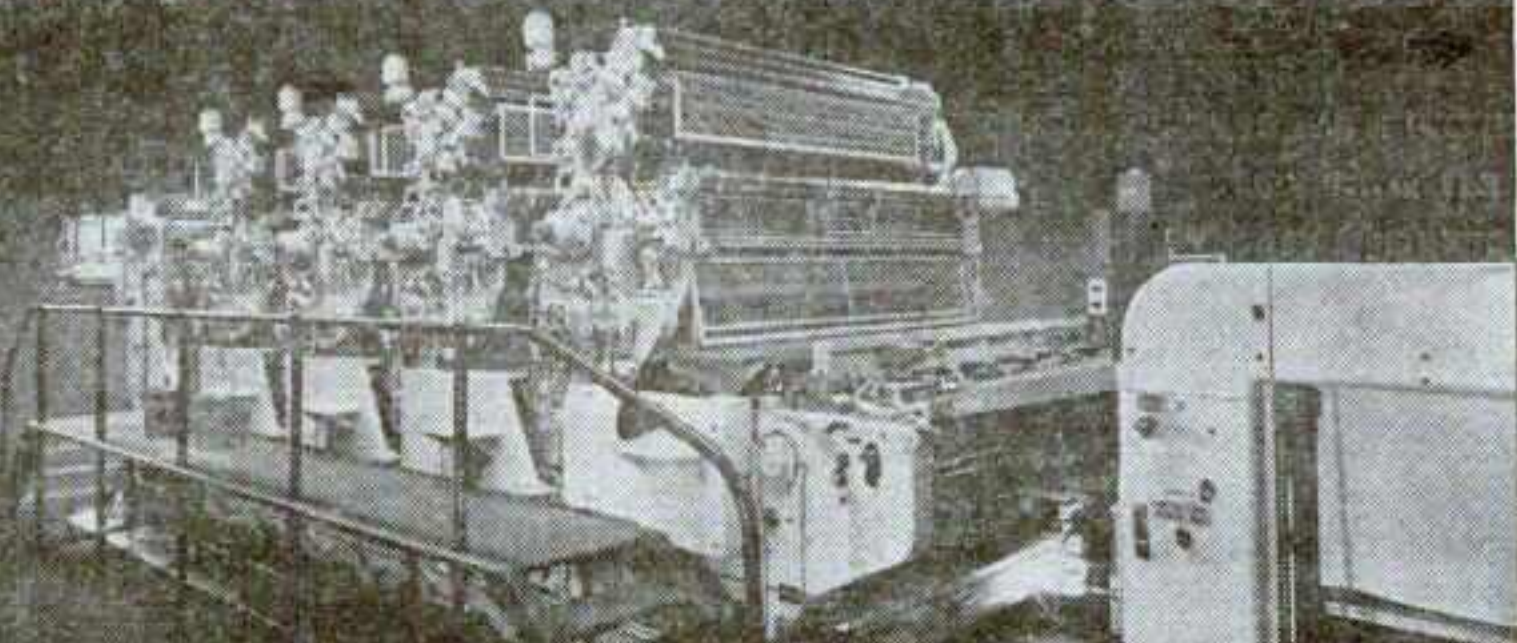


ENVELOPES



MERCHANDISING RACKS

**FIRST IN U.S.A.** with NEW 54½ x 77 in. 4 COLOR HARRIS PRESS



**A COMPLETE PRODUCTION AND CREATIVE SERVICE UNDER ONE ROOF**

# Congratulations

## to the Executives and Staff of **ABC-PARAMOUNT RECORDS**

**ON THEIR**

# 'BIG 5th'

# Anniversary

Queens Lithographing Corporation is proud to have been a part of your phenomenal growth and success. We look forward with eagerness to serve you in the challenging years ahead.

### QUEENS LITHOGRAPHING CORP.

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EVERYTHING FOR THE RECORD INDUSTRY  
FROM A LABEL TO A MERCHANDISING RACK

P.S.  
TO BETTER SERVE OUR CLIENTS WE HAVE  
RECENTLY INSTALLED THIS 4 COLOR 54½ x 77 INCH  
HARRIS PRESS — INSURING FINER QUALITY — **FASTER.**

# CONGRATULATIONS ABC-Paramount



from

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- LP RECORD JACKETS
- COLOR PRINTING
- COMPLETE STORAGE
- INVENTORY CONTROL

# CONGRATULATIONS AM-PAR



WE ARE PROUD TO HAVE BEEN ABLE TO SERVE YOU DURING YOUR SPECTACULAR FIVE-YEAR RISE. OUR BEST WISHES FOR YOUR CONTINUED SUCCESS.

## SONIC RECORDING PRODUCTS, INC.

58 Mill Road, Freeport, L. I.

Manufacturers of Fine Quality  
LP and Stereophonic Records



*Congratulations*

## ABC- PARAMOUNT

*on a great job!*

from

## LONGWEAR STAMPER CORP.

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*Congratulations*

## AM-PAR

*It has been a pleasure  
being along on your  
fantastic trip to the top*

## SPECIALTY RECORDS CORP.

OLYPHANT, PA.

# CONGRATULATIONS



**WE** ARE proud to have been associated with ABC-PARAMOUNT since its inception and to have been part of the team that achieved success. May the next five years be as fruitful as the first five.

## SUN PLASTICS COMPANY, Inc.

The most reliable pressing plant in the East,  
serving the record industry since 1945.

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**Complete facilities—from tape to record**

**Warehousing and drop shipments throughout the U. S. A.**

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# ABC-PARAMOUNT

and its wonderful staff



from

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**HAPPY**



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*We are proud to have contributed to your success  
in the production of your fine album covers*

**'COLOR CRAFTS'**

**FAIRFIELD LITHOGRAPH CORPORATION**

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# Merchandising Helps Sell ABC Albums

Since ABC-Paramount Records was launched five years ago the label has concentrated on building a strong album line along with its single product. As of the summer of 1960 ABC-Paramount now has more than 225 albums in its line, over 50 per cent of which are available both in stereo and monaurally.

The ABC-Paramount album line includes many categories of music, from hot pop albums by names such as Eydie Gorme, Paul Anka, Lloyd Price and Ray Charles to flamenco guitar sets by Carlos Montoya and Sabicas. The firm also has developed a potent specialty line of LP's over the years, including polka albums, jazz sets and its own Sing Along series. (See separate story on the specialty items.)

The techniques of selling albums are much different than those of selling singles, and ABC-Paramount over the years has developed many pioneering merchandising techniques that have paid off in increased sales for the firm, and have aided both the distributor and the dealer in selling ABC-Paramount product. The man responsible for coming up with these ideas is Allan Parker, who is in charge of album merchandising for the label, and has had experience in both the manufacturing, the distribution and the exploitation end of the record business.

One of Parker's merchandising ideas, and one that has paid off for the firm in greatly increased album sales, was introduced by last January. This was a plan that enabled distributor salesmen to earn

points on sales of all albums in the catalog, which could then be used by the salesmen toward the purchase of gifts or for vacation trips to summer or winter resorts. Points salesmen earned on catalog LP sales could be used for any of 1,300 different gift items. And the vacation trips covered a score of resort areas. According to Parker the bonus point plan proved so successful, from January thru May, that he has continued the plan to run until October.

Another innovation introduced by Parker in album merchandising was the assignment of the firm's field men to work with the ABC-Paramount distributor salesmen, and to travel with them to visit dealers. Object of this was to give distributors an additional salesman, and to have a man meeting dealers who could discuss the entire ABC-Paramount line, answer questions, etc. This method, noted Parker, has helped spur the entire line.

A free browser rack, available with the purchase of a specific number of albums, has been given to scores of dealers to help display product. The free rack holds 200 LP's and has storage space for 200 more.

These were some of the things done in the past. At this week's ABC-Paramount meet in Hollywood, Fla., Parker will introduce the firm's whole new line of point-of-sale merchandise aids. These include easels, hangers, streamers, counter giveaways, leaflets, catalogs and many other dealers' helps.

Parker will also introduce this week at the Florida meet a special ABC-Paramount "Window Spectacular." This special window was designed for the purpose of displaying a flock of ABC-Paramount albums, and is a permanent display intended to be used many times. The idea of the window spectacular is to give the line a uniform window display in many areas at the same time.

For the first time in the firm's history, Parker has set a co-op ad plan for distributors and dealers. This week the first mats will be ready to be shown at the annual distributor meeting, and many more are in the works.

Parker has also further refined the firm's discount plan on albums. Distributors are being asked to pass the discount along to dealers, and Parker notes that ABC-Paramount will make every effort to see if they can get dealers to pass the discounts along to consumers as well.

# Am-Par Gains World-Wide Distribution

The foreign market has become a most important source of revenue for every record company, and Am-Par is no exception to this rule. According to Am-Par Prexy Sam Clark, who with Executive-Veepee Harry Levine set up the firm's world-wide distribution, the income from foreign record sales is growing every month and is already a considerable income-producer for the firm.

ABC-Paramount Records has world-wide distribution equal to that of any other label in the U. S. In many foreign countries the disks are sold under the ABC-Paramount trade-mark, and Clark expects that in the future all ABC-Paramount records sold abroad will carry the firm's own name.

In England, Europe, parts of Asia and Africa, ABC-Paramount Records are handled by EMI (Electrical and Musical Industries, Ltd.). This EMI distribution includes the British Isles, Italy, Switzerland, Portugal, Egypt, India, Pakistan, Cyprus, Malta, Gibraltar, Iceland, British West Africa, British East Africa, Turkey, The Azores, Burma, Liberia, The Sudan and Ethiopia. In France, Vega Records is the distributor and in Germany Electrola handles the line. Artone is the firm's distributor in Holland, and Carrousel is the distributor in the Scandinavian countries. The King organization is the ABC-Paramount distributor in Japan, and Sparton handles the line in Canada. ABC-Paramount has also set up distribution in most South and Central American republics, and in Australia and New Zealand.

In addition to producing income, international distribution enables a record company to create a world-wide audience for its artists. ABC-Paramount has been eminently successful in this with Paul Anka (a Canadian), and with Lloyd Price, who is now a favorite overseas. Clark notes that the acquisition of Ray Charles by ABC-Paramount

was a boon to the firm's business in France, since Charles has become one of the most popular American artists in that country.

International trade works both ways, and ABC-Paramount has been fortunate here, too. Its arrangements with EMI enabled the label to secure Cliff Richard, the English star, for American distribution, and Richard has already

proved his worth via some very successful waxings released by ABC-Paramount in this country. As time goes by it can be expected that more and more European artists will receive U. S. exposure via ABC-Paramount waxings here, while the label's American artists gain an ever-wider audience overseas via its foreign distribution set-up.

# BON ANNIVERSAIRE!



# VEGA RECORDS

WHO HAVE BEEN CHOSEN BY

# ABC-PARAMOUNT

TO REPRESENT ITS LINES IN FRANCE, BECAUSE OF THEIR DYNAMISM AND THEIR PRESSING PLANT, WHICH IS ONE OF THE LARGEST IN EUROPE—SENDS TO ABC-PARAMOUNT RECORDS, ITS EXECUTIVES AND ITS ARTISTS OUR WARMEST CONGRATULATIONS FOR FIVE YEARS OF TREMENDOUSLY SUCCESSFUL EFFORTS.

MANY MORE HAPPY RETURNS!

*Vega Records*  
PARIS, FRANCE

**CONGRATULATIONS ABC-PARAMOUNT**  
on Five Tremendously Successful Years and wishing them many more to come  
from  
**M. SLUIS CO., INC.**  
44 Whitehall St., New York 4, N. Y.  
Representatives of ABC-Paramount in Singapore, Malaya, Hong Kong and other areas.  
Also representing other American record labels in various areas of the world.

**Congratulations, ABC-PARAMOUNT**  
from  
**BILL KRATT MUSIC SERVICE**  
HOTEL PRESIDENT  
234 W. 48th St.  
New York 36, N. Y.

**WE CLINK GLASSES! AND TOAST**

WITH BEST WISHES FOR CONTINUED SUCCESS FROM ALL OF US AT

**Portland printing**  
ESTABLISHED 1920

480 Canal Street, New York 13, N. Y. Tel. WALKER 5-7418

**Congratulations!!**

to

**ABC-PARAMOUNT**



from

**Your Australia /  
New Zealand  
Affiliate**

**W & G RECORDS**

Melbourne and Sydney, Australia

**BEST WISHES, AM-PAR,  
FOR A HAPPY FIFTH!**



from

**KING RECORD  
COMPANY**

440-6 CHOME, OGU-MACHI  
ARAKAWA-KU  
TOKYO, JAPAN

**TAKAO YANAI**

OVERSEAS AFFILIATE FOR  
**ABC-PARAMOUNT**

**5 YEARS OF  
HITS UNDER  
AM-PAR FLAG**

Since the day ABC-Paramount Records was founded back in 1956 it has consistently come up with hot single records. The label's first hit was Bobby Scott's "Chain Gang," in the fall of 1956, and every year since ABC-Paramount has managed to have three or four records on The Billboard's charts at the same time.

The firm has developed close to a dozen important artists, and many of its hit singles have passed the million sales mark. In addition, the label has made distribution arrangements with a number of firms such as Chancellor and Hunt, with the Chancellor deal giving it two of the strongest selling artists of the current record scene, Frankie Avalon and Fabian.

Here is a list of the hit records issued on ABC-Paramount over the past five years, as well as the hits on labels distributed by Am-Par, Chancellor, Hunt and its subsidiary label, Apt:

- 1956**  
Chain Gang—Bobby Scott (ABC-Paramount)  
Mama, Teach Me to Dance—Eydie Gorme (ABC-Paramount)  
A Rose and a Baby Ruth—George Hamilton IV (ABC-Paramount)  
Graduation Day—The Rover Boys (ABC-Paramount)
- 1957**  
A Very Special Love — Johnny Nash (ABC-Paramount)  
Only One Love—George Hamilton IV  
Just Because—Lloyd Price (ABC-Paramount)  
Diana — Paul Anka (ABC-Paramount)  
Tell Me That You Love Me—Paul Anka  
Black Slacks—Joe Bennett and the Sparkletones (ABC-Paramount)  
Teacher's Pet — Frankie Avalon (Chancellor)  
With All My Heart—Jodie Sands (Chancellor)
- 1958**  
You Need Hands—Eydie Gorme  
Gotta Have Rain—Eydie Gorme  
Why Don't They Understand—George Hamilton-IV  
Now and for Always—George Hamilton IV  
Houseboat (Almost in My Arms)—Johnny Nash  
Penny Loafers and Bobby Sox—Joe Bennett and the Sparkletones  
At the Hop—Danny and the Juniors (ABC-Paramount)  
Rock 'n' Roll Is Here to Stay—Danny and the Juniors  
Dottie—Danny and the Juniors  
Crazy Cave—Danny and the Juniors  
Short Shorts—The Royal Teens (ABC-Paramount)  
Big Name Button—The Royal Teens  
Harvey's Got a Girl Friend—The Royal Teens  
I Miss You So—Paul Anka  
You Are My Destiny—Paul Anka  
Just Young—Paul Anka  
Let the Bells Keep Ringing—Paul Anka  
Born Too Late—The Poni Tails (ABC-Paramount)  
Father Time—The Poni Tails  
Seven Minutes in Heaven—The Poni Tails  
Little Star—The Elegants (APT)  
Love Me Again—Jodie Sands  
De De Dinah—Frankie Avalon  
You Excite Me—Frankie Avalon  
Gingerbread—Frankie Avalon  
I'll Wait for You—Frankie Avalon  
I'm a Man—Fabian  
Down the Aisle of Love—The Quintones (Hunt)
- 1959**  
Stagger Lee—Lloyd Price  
Where Were You—Lloyd Price  
Personality—Lloyd Price  
I'm Gonna Get Married—Lloyd Price  
Come Into My Heart—Lloyd Price  
Walk With Faith in Your Heart—Johnny Nash  
My Heart Sings—Paul Anka  
Lonely Boy—Paul Anka

(Continued on page 47)

**PROUD TO BE ASSOCIATED  
WITH  
ABC-PARAMOUNT**



**ARTONE  
GRAMOPHONE**

ARTONE BLDG.

KRUISSTRAAT 8-10  
HAARLEM, HOLLAND

OVERSEAS AFFILIATE FOR  
**ABC-PARAMOUNT**

**BEST WISHES FOR MANY MORE  
HAPPY HIT FILLED YEARS TO**

**ABC-PARAMOUNT**



from

**YOUR SCANDINAVIAN REPRESENTATIVE**



**KARUSELL  
GRAMMOFON AB**

SOLNA, SWEDEN

## DJ's a Key To Am-Par Promotion

Irwin Garr, ABC-Paramount's national promotion manager, is a tough man to find in the office. This is because Garr is either out on the road visiting disk jockeys, or else listening to writers with new songs. The reason for the double duty is that Garr, in addition to his promotion work, also handles the Ampco and Pamco music firms, the two Am-Par publishing companies.

On the promotion end, Garr has disk jockey friends from one end of the country to the other. He has been contacting deejays for the label since it started, and he helped promote the label's first hit in 1956, Bobby Scott's "Chain Gang." One of the promotion ideas that Garr put into operation after he started with the firm nearly five years ago was to send deejay samples of single records to distributors instead of mailing them directly to the jocks. Garr notes that this has worked out so well that many firms have followed the ABC-Paramount lead. Garr has always been a firm believer in personal contact with disk jockeys and other station personnel, and he has devoted all of his promotional activities toward close and friendly relations with disk jockeys ever since he was appointed promotion manager.

On the music publishing side, Garr has been in charge of both the ASCAP (Ampco) and the BMI (Pamco) firms ever since they were started. Garr, prior to his joining Am-Par, was in the publishing business, having worked for Warner's, Remick, Famous, Advance and Mutual music in executive capacities before starting his own firm, Melgar Music, in the early '50's. As head of the music firms, Garr sees writers, takes songs, and tries

## Chancellor Pact Set New Pattern

The Chancellor label was established only four years ago by Bob Marcucci and Peter De Angelis, but with the help of Am-Par it developed two of the nation's top record stars in Fabian and Frankie Avalon, and established a pattern of building young hopefuls into major disk personalities.

When the two co-owners realized that they had a record with all the makings of a hit — "With All My Heart" — they decided to take it to Am-Par for distribution. The agreement that was worked out by the two young men and Am-Par Prexy Sam Clark three years ago is still in existence and functioning to the mutual benefit of both parties.

Under this arrangement, ABC-Paramount handles the entire distribution set-up for Chancellor. As a result, Marcucci and DeAngelis are able to concentrate on securing and recording quality product for Chancellor.

to get not only ABC-Paramount, but other labels as well, to record them. He gets rejections as well as acceptances from ABC-Paramount just as he does from other record companies. He does have songs written to order, by writers on his staff, for record firms that call for special material. Just recently he set songs with the Gone and End label as well as Chancellor.

The Ampco firm has 125 copyrights, and the Pamco firm about 250. According to Garr, both firms are successful publishing ventures, and both make money for the parent record company. Garr's promotional activities with disk jockeys, and his management of the Am-Par music firms, have contributed much to the over-all success of ABC-Paramount Records over the past five years.

## Radio-TV Dates By Am-Par Talent Made by Berger

Dave Berger is the person at Am-Par saddled with the responsibility for seeing to it that the ever-talent-hungry radio and TV media are aware of what's cooking with Ampar artists.

Berger's big problem really stems not so much from getting the company's artists on the air, but arranging with their managers and bookers to get them in specific locations at specific times.

Relations in an exposure medium as important as radio takes a good deal of Berger's time. The personalized tape station announcement falls under his jurisdiction and again, the trouble comes in getting the artist into the studio to record the message as soon as possible so as to more fully cooperate with the station requesting the spot. His only real day-to-day problem is one of supplying the weighty demand which makes life for him hectic but thoroly rewarding.

## From a Catalog

Continued from page 13

with distributors, going out each day with a different distributor salesman to advise him in techniques of selling the line.

Light is proud of the fact that Command albums are probably used in more hi-fi shows than any other label, and he feels his albums helped sell more stereo phonos than any other line of stereo LP's. He is proudest of all that his conviction that a sizable percentage of consumers are more interested in quality than price has been borne out with the success of the Command line.

## SINGLES DUE FOR COMEBACK, OPINES SHEER

Leonard Sheer, of Am-Par's Singles Record Sales division, looks for the comeback ability of the single to assert itself. He does not believe that the time has come in which a large portion of the record-buying public — especially the teen-ager — prefers 12 tracks to one or two. He opines that this segment of the public enjoys establishing a single as a hit and will continue to do so. He contends, too, that the inclusion of that single enhances and increases manifold the money - drawing power of a package.

Sheer was initially assigned to the Am-Par field force selling albums, and has a great deal of respect for his own company's catalog in the field, but fundamentally he feels that "the emergence of most popular young artists into star stature will be accomplished for a long time via the singles route." And this he bases on recording costs, the ease with which material can be selected and the facility with which singles can be promoted and exploited.

## Ward Oversees Press Relations

Natt Hale's right-hand man, his executive assistant, Rick Ward, has been with the organization for the past three years. As executive assistant to the national director of publicity and advertising, Ward watches over the company's press relations, writes and directs the

## 5 Years of Hits Under Am-Par Flag

Continued from page 46

- Put Your Head on My Shoulder—Paul Anka
- Teach Me Tonight Cha Cha—The De Castro Sisters (ABC-Paramount)
- Livin' Doll—Cliff Richard (ABC-Paramount)
- Venus—Frankie Avalon
- Why—Frankie Avalon
- Bobby Sox to Stockings—Frankie Avalon
- Just Ask Your Heart—Frankie Avalon
- Turn Me Loose—Fabian
- Tiger—Fabian
- Come On and Get Me—Fabian
- Guitar Boogie Shuffle—The Virtues—(Hunt)
- 1960
- Lady Luck—Lloyd Price
- For Love/No If's—No And's—Lloyd Price
- Pretty Blue Eyes—Steve Lawrence (ABC-Paramount)
- Footsteps—Steve Lawrence
- It's Time to Cry—Paul Anka
- My Home Town—Paul Anka
- Puppy Love—Paul Anka
- Don't Throw Away All Those Tears—Frankie Avalon
- Hound Dog Man—Fabian
- Way of a Clown—Teddy Randazzo (ABC-Paramount)

writing of press releases, prepares artists' biographies and maintains them in a file along with pictures, sends out singles for reviews, prepares and places advertising, and delegates the writing of album notes.

Ward also is involved in ABC-Paramount's album subscription service for radio stations which has grown and drawn wide approval since its inception last year.

# Congratulations

to

# ABC-PARAMOUNT

on their fifth anniversary

from

# E. M. I.

(Electric & Musical Industries, Ltd.)

ENGLAND



# HOTTEST NEW SOUND LABEL FOR 1960

in just 4 weeks



ON

## The Billboard HOT 100

No. 46 in

**Cash Box**

No. 17 in



No. 27 in

*The Music* REPORTER

and going up!

# MULE SKINNER BLUES



Jim Sundquist & Phil Humphrey

BY THE

# FENDERMEN!



## RECORDS

# #1137

SOMA RECORDS, 119 N. 9th Street, Minneapolis 3, Minnesota (Telephone: FE 3-8281)

### SOMA DISTRIBUTORS

- |                                  |                                  |                               |                                    |                                |   |                                     |   |                                      |
|----------------------------------|----------------------------------|-------------------------------|------------------------------------|--------------------------------|---|-------------------------------------|---|--------------------------------------|
| A-1 Dist.<br>New Orleans         | Big State Dist.<br>Dallas, Tex.  | Cosnat Dist.<br>Newark, N. J. | Cosnat Dist.<br>Philadelphia       | Records, Inc.<br>Boston, Mass. | Heilicher Bros.<br>Minneapolis            | JayKay Dist.<br>Detroit, Mich.      | Metro Dist.<br>Buffalo, N. Y.             | Stanley Dist.<br>Seattle, Wash.      |
| Allied Dist.<br>Hartford, Conn.  | Chatten Dist.<br>Oakland, Calif. | Cosnat Dist.<br>Cleveland, O. | Cosnat Dist.<br>Pittsburgh         | H. W. Daily<br>Houston, Tex.   | Southern Dist.<br>Nashville               | M. B. Krupp Dist.<br>El Paso, Tex.  | Okla. Record Supply<br>Oklahoma City      | Tell Music<br>Madison, Wis.          |
| Arnold Dist.<br>Chicago          | Cosnat Dist.<br>New York City    | Delta Dist.<br>Albany, N. Y.  | Commercial Music<br>St. Louis, Mo. | Davis Dist.<br>Denver, Colo.   | Heilicher Bros.<br>Omaha                  | S&W Dist.<br>Memphis                | Pacific Records<br>Los Angeles            | Todd Dist.<br>Miami, Fla.            |
| Bertos Sales<br>Charlotte, N. C. |                                  |                               |                                    | Dixie Dist.<br>Atlanta, Ga.    | Indiana State Dist.<br>Indianapolis, Ind. | M. B. Krupp Dist.<br>Phoenix, Ariz. | Schwartz Bros. Dist.<br>Washington, D. C. | In Canada<br>COMPO of Canada         |
|                                  |                                  |                               |                                    |                                |   |                                     |   | Polynesian Dist.<br>Honolulu, Hawaii |

World-Wide Distribution thru RANK INTERNATIONAL



## NEW AUDIO PRODUCTS

### Arm and Cartridge for Stereo

A new changer, specifically designed for stereo operation, has been introduced to dealers and the public by the Electronic Instrument Company (EICO) of Long Island City, N. Y.

The four-speed instrument will operate under a load of 10 disks and is called Model 1007. An extra long tone arm contains a specially designed crystal cartridge and both have been made to fit integrally so as to do away with the resonances which sometimes occur when tone arms and cartridges are of



different makes.

The changer is of the "elevator" variety and the motor, instead of employing the stepped down technique shaft, has four individual idlers, one for each speed.

### Catalog Covers Mike Line

A 12-page catalog has been published covering the types of microphones made by the Conneaut, O., Astatic Corporation. Information included covers specifications, applications and charts showing response frequency as well as price. Accessories like stands, switch and socket connectors and adaptors and transformers are also listed. Interested parties should write directly to the company asking for catalog number M-10.

### Turntable Features Speed Variations

The Model 440 is the latest in high-fidelity turntables from Fairchild Recording equipment in Long Island City, N. Y.

It has two-speed operation at 33 1/3 and 45 r.p.m. and a unique "Speed Sentinel" that can vary turntable speed by plus or minus 1 1/2 per cent. A strobe disk is an added feature which checks on correct speed variations. A walnut mounting board is also available. A graph which is made after production tests of 24 hours is also included. This gives the purchaser an intelligent, visual measurement record of "wow" and "flutter."

The Fairchild Model 440 will be priced at \$69.95 without mounting board, and will be available August 1.

### Gauge for Stylus Pressure

This week's addition to the Walco line of record accessories is a Microgram Stylus Pressure Gauge.

The gauge is made of a complete steel construction and is capable of making calibrations from 1/2 to 10 grams. The gauge itself allows the user to check on the stylus pressure which can be damaging to disks and gauge grooves.

The pressure gauge comes in a plastic tube, attached to a display card, which fits right in with the other rack-displayed Walco products.

Complete details on the new product can be obtained from the Clevite Walco Com-

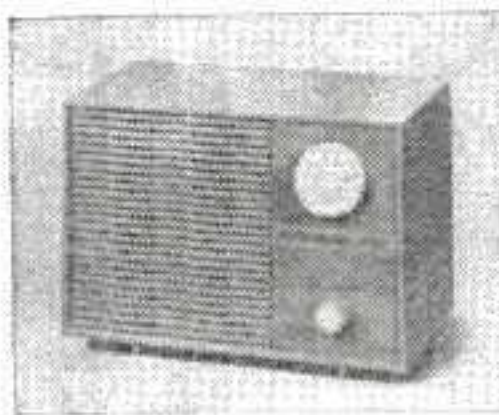


pany, East Orange, N. J.

### Low-Priced Table Radio

This low-priced radio is featured in the new Admiral line for 1961 (see separate story). In its charcoal grey version, the Avalon is listed at \$9.95. In its white, yellow or turquoise colors, it costs \$11.95.

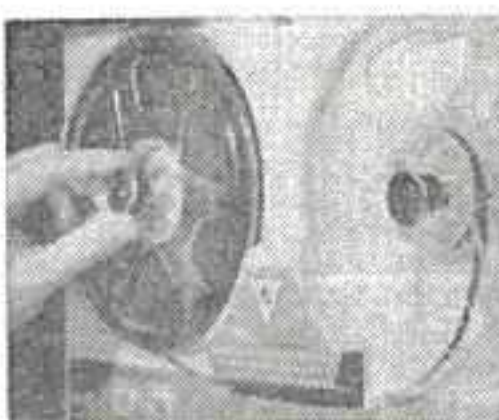
The set has four tubes, a four-inch speaker and double-tuned transformer.



### Reel Holder Corrects Warp

Tape recording enthusiasts and dealers who cater to them might find this new tape accessory product from Robins Industries of Flushing, N. Y., an item worth investigating.

These tape reel holders are specifically designed to rectify tape playback problems that develop from warpage of reels. They also allow the user to mount his machine in an upright position without running the risk of spillage or cutting down on performance characteristics.



The reel holders are packaged two to a container and sell for 85 cents per pair.

## New Symphonic Phono Line Makes Debut

NEW YORK — The Symphonic Electronic Corporation, which specializes in low-cost portable record players, debuted a new line of 19 phonographs and consoles and five TV sets at the Barbizon-Plaza Hotel this week.

The portable phono line, which is the backbone of the company's merchandise, covers a price range which starts, at the low end, at \$19.95 for a manual mono portable, on up to a stereo console with AM-FM tuner that carries a \$489.95 price tag.

The low end portables start with the Model 1700, which comes in four speeds, dual sapphire stylii, in a flip-over cartridge. It has a 45 r.p.m. adaptor and comes in three two-tone color combinations. This machine sells for \$19.95.

The next price slot is filled by the 1702, which also has all the preceding unit's features plus a built-in 45 r.p.m. adaptor, and separate on-off volume and tone controls. It, too, comes in three two-tone color combinations, but sells for \$24.95.

The third manual portable is the \$29.95 priced 1704. It is a stereo, however, with speaker enclosures that are hinged at the front. The Model 1707 is the last of the manual portables. It has its speakers hinged at the sides, has all the other features of the other units, come in two-color combinations and is sold at \$39.95.

The low-price end of the monaural portables with changer is filled by the Model 1716, which has a three-speed Telefunken changer, comes in two-color combinations and sells for \$49.95. The 1717 is an automatic portable in stereo with the same changer. Novel feature of this unit is the placement of the second speaker, which is carried in the front of the case when not in use. It sells for \$59.95.

The Symphonic "Audio 3" line of three-speaker sets begins, in the low-price range, with the Model 1718, which is an automatic stereo portable with four-speed Telefunken changer, two five-inch speakers hinged at the front and one six-inch speaker in the case. It comes in either tangerine and white, or charcoal and white, and sells for \$79.95. A slight change comes about in the 1719 since the speakers, which are of the same size as in the 1718, are hinged at the sides. This sells for \$99.95. Model 1723 in the "Audio 3" line has the same size speakers hinged at the sides; one six-by-nine-inch speaker in the case and a VM changer. It comes in two gray and black combinations and sells for \$119.95.

A radical change in the speaker arrangement comes in the Model 1725, which has the VM changer and one six-inch woofer and two tweeters in each of the two detachable side-mounted enclosures. It comes in two two-color types and sells for \$139.95.

The de luxe "Audio 3" stereo portable is the Model 1731, which carries an AM-FM tuner, has four-speed VM changer, one six-inch speaker and two tweeters in each of the two wing enclosures. It comes in cinnamon and sells for \$179.95.

The company's stereo consoles are led by the de luxe Model 1750, which has a four-speed Glaser-Steers changer, an 8 by 12-inch oval woofer, two eight-inch, two five-inch speakers, and two three and one-half-inch speakers. It also

## Admiral Stress on Stereo Consoles

CHICAGO—Admiral Corporation, conspicuous by its absence in not unveiling a single piece of stereo playback equipment since its last two-channel product bow in June, 1959, this week displayed a 1960-'61 shortened line, stressing versatile, newly designed all-in-one consoles and a full range of "stereo theater" units in a wide variety of woods.

Admiral has completely pared the eight two-piece console phonos in the last year's line, but maintains the feature in its versatile Super 20 consoles. Ranging in price from \$249.95 (sans AM-FM) or \$329.95 (with AM-FM tuner) to \$459.95 for the high-end phono-radio instrument, these 23-watt peak output, six-speaker (two 12-inch, four three and one-half-inch) all-in-one speaker cabinets can be swung out from the master unit on swivel hinges, or speaker enclosures can be completely removed from the master cabinet to be placed up to 12 feet from the unit. Hinged legs under the enclosures can be opened to raise the enclosures from the floor. Open-end framework of the master unit becomes a vase or plant holder.

Two Imperial 80, five-foot wide, low silhouette consoles are peak stereo items in the Admiral display. Boasting a peak output of 72 watts, they establish a new power high for the firm and a new high speaker-wise, with two 12-inch woofers, two six-inch mid-range and four three and one-half-inch tweeters. These AM-FM equipped consoles are available in Danish Modern

(\$519.95) or Provincial (\$569.95). As a price-leader, Admiral offers a console stereo phono only at \$159.95, a decided drop from its last year low of \$279.95.

A pioneer in the "stereo theater" console, with two phono-TV-radio and two phono-TV-only consoles in 1959, Admiral has two 19-inch TV-phono compacts, one 23-inch TV-stereo and two 23-inch TV, stereo AM-FM all-in-ones. All Admiral three-way combos have 16-watt peak outputs, four speakers (paired six by nine and three and one-half inch). Prices on the two 19-inch TV combos are \$299.95 and \$329.95, while the 23-inch TV three-way consoles run from \$399.95 to \$569.95.

In the portable end, Admiral has two monaural automatic changer units at \$49.95 and \$69.95 (with AM radio). Stereo-wise, Admiral bows four, all with "Phantom Third Channel," the three-channel stereo feature. The two low-priced duo-channel portables (\$69.95-\$99.95) are one-piece piggyback carry-abouts featuring twin five-inch speakers, while the two high end portables are (\$129.95-\$159.95) two-piece carryables that offer three-piece versatility for separation.

Admiral, which has equipped all its consoles except the "stereo theaters" with "Phantom Third Channel" describes the development which electronically blends the sound of left and right channels into a third acoustic channel, with sound coming from the center of the instrument.

## April Phono Sales Off; Stereo in Over-All Gain

WASHINGTON — Fewer stereo and monaural phonographs were sold on the factory and retail level in April than in preceding March, according to a report issued by the Electronics Industries Association this week.

Figures for April revealed that only 30,606 mono phonos were sold at the factory as compared to 63,264 in March. Stereo sets in March totalled 242,523 as compared with 142,409 in April. At the retail level mono phonos showed more than a 20,000-unit dip. The March statement says that 61,249 units were sold; while only 41,147 machines were purchased by customers in April. The stereo picture is a bit better but still shows that customers laid their money on the line for only 152,141 stereo machines in April while 249,497 units was the March figure.

The silver lining in this phono sales picture, however, comes in the published figures of total stereo

has a lighted changer compartment. Its price is \$379.95 in mahogany, or \$399.95 in limed oak. With an AM-FM tuner the unit sells for \$469.95 or \$489.95.

AM-FM tuners are optional equipment in all of the Symphonic consoles which range in price from the top \$489.95 model just described to the \$119.95 Model 1740 which has a four-speed Telefunken changer, two eight-inch speakers and comes in either mahogany, limed oak or walnut.

Altho no prices have as yet been set on the company's new line of TV sets, they come in 23 and 19-inch types.

sales at both the factory and retail levels for the first quarter of 1960.

In a comparison, total sales for the first four months of 1960 show that 1,050,927 stereo sets have been sold in the first third of 1960 as compared to the 659,341 for 1959. In the same period, 1,118,462 stereo sets have been sold on the retail level which compares most favorably to the 573,963 for the same period in 1959. Mono sales, however, have shown a tangible decrease. Only 303,124 have been sold so far this third, while 515,248 were purchased last year over the same four months. This is at the factory level. Retail-wise, 343,352 monos have been sold this year, while 636,359 went over the counter for the same period in 1959.

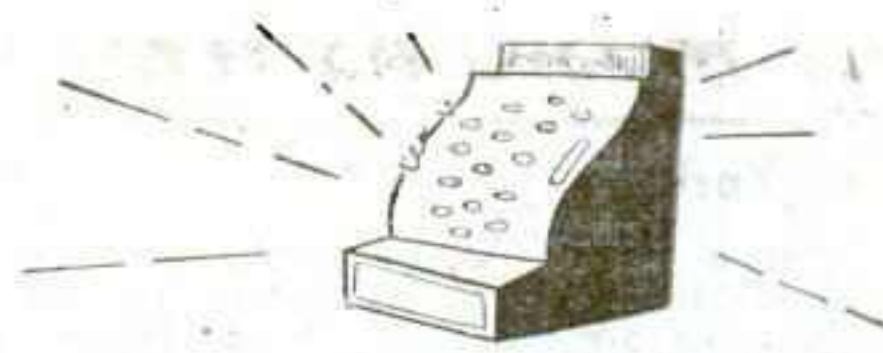
The same sort of decline was registered in the radio and TV production and sales figures. Total radio production for April stands at a 1,230,323 mark, while the March output was 1,667,550. TV sets show the same kind of reversal. In April 422,551 sets came off the production lines as compared to the 549,500 for March.

Again, as in the phono figures, a marked increase is apparent for the first third production mark. Radios produced for the first four months of 1960 reached a 5,696,029 level which tops the 4,637,859 manufactured last year.

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

**PROVEN  
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in sales...



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# TOMMY EDWARDS



*Streaking to the top of the charts*

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ORCHESTRA AND CHORUS CONDUCTED BY LEROY HOLMES

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**M-G-M** Records

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# MUSIC AS WRITTEN

## New York

Neshui Ertegün, jazz authority, sports and touring car aficionado, and Atlantic's jazz a.&r. chief, returned from a double-header (twice over-twice back) trip to Europe this week after recording the Modern Jazz Quartet in concert in Scandinavia, and with the Atlantic-Symphony Orchestra in Stuttgart, Germany. Latter date featured compositions by Gunther Sculler, John Lewis, Andre Hodier and Werner Heider. Ertegün, like all the other jazz cats, will be heading toward Newport the beginning of July. . . . Speaking of Newport, the Folk Festival there has pacted as emcees Studs Terkel and Dr. John Greenway. . . . Everest Records has skedded two regional meets to display fall product. One will be held in San Francisco on June 28; the other will be held in New York on July 2. . . . Harry Sosnik is the new musical director of the CBS-TV show, "Talent Scouts." . . . Francois Postif has resigned from his post at French Polydor Records to take over the promotion and production for Interdisc, the Swiss firm handling American records in Europe.

Fred Strauss and Phil Bisch have formed Universal Artist Management in Chicago. Firm is handling George Liberace, Four Esquires, Clara Ward and the Ward Singers, Roberta Quinlan, Barbara Lantz, Debbie and the Diplomats, Mimi Benzell, the Belafonte Folk Singers, Bambi Lynn and Felix Knight, among others. . . . Patti Page bows in movies in the forthcoming flick "Elmer Gantry." . . . NARAS is holding a cocktail party for prospective members at the Savoy-Hilton Hotel in New York June 23. . . . Joe Vias, administrator of record advertising of RCA International in Camden, N. J., became the father of a girl, Debra Zuzanne, last month. . . . Chris Connor opens at the Lotus Club in Washington June 30. . . . Jackie Wilson opens at the Regal Theater in Chicago June 24.

Bob Yorke, RCA Victor veepee, has been named a national trustee of NARAS, representing the East Coast. . . . Johnny Brown, head of Spotlight Attractions, and partner Sid Oshrin, have opened the Sombrero Restaurant in Spring Lake Heights, N. J. . . . Max Silverman, the well-known "Waxey Maxie" of Washington's Quality Music Shop, has started his own label with Gene Levy, Frandy Records. . . . Hot Rod Hulbert is now spinning his disk at Station WHAT in Philadelphia from 6 to 10 every night. . . . Sid Pastner of Wynne Records, has taken over the Australian hit master of "I Care for You" by Frankie Davidson, for the U. S. and will market it on the Wynne label. . . . Harry Finfer and Harold Lipsius have re-signed Duane Eddy for Jamie Records for another two years. Deal was made with Lester Sill and Lee Hazelwood, who record all of Eddy's disks. . . . Steve Brodie of Buffalo is now handling national promotion for Fernwood Records.

Bob Rolontz.

## Hollywood

You can expect Warner Bros.' Records to showcase its fall wares in a specially leased railroad car. It will roll from market to market and serve as the center for distrib meetings. . . . LeRoy Prinz, the vet filmand director, has formed Colorrecords, Inc., a firm which has acquired a Japanese-developed process for manufacturing multi-hued disks allowing the full-color imprint of the recording artist on the disk itself. . . . Gene Block, Columbia's district sales manager for the Western States, became the father of a daughter, Roberta, born last week to his wife, Shirley. The Blocks have a three-year-old son, Gary.

United Stereo Tapes concluded a four-track stereo tape manufacturing and distributing pact with Musidisc International, acquiring the tape rights to Musidisc label's Latin-American line. Latter firm owns a hefty catalog of Latin music all recorded in Brazil. UST's marketing manager Bill Muster has scheduled the first four Musidisc packages to be included in the August release.

English Decca will release Liberty's Johnny Mann album, "Roar Along With the Singing 20's," to the overseas market. . . . Capitol's Sue Raney heads for a cross-country deejay promotional tour on behalf of her "Biology" single. . . . Richard Conte will cut "An Evening With Oscar Wilde" for Music Records with readings to fill two LP's. . . . Capitol and Las Vegas' Sahara Hotel are teaming promotional forces in ballyhooing Ray Anthony's recently released album, "The New Ray Anthony Show." Lee Zhito.

## Cincinnati

Jacques Foti, French-Hungarian singing pianist, returned to the suburban Key Room Monday (13) for a three-week stand. Foti followed his recent engagement there with an extended run in Chicago, which included a film test for Paramount. Reports on the latter were favorable, which can mean that Jacques might find himself spotted in an upcoming flicker. . . . Clarence Loos, long one of the top comics hereabouts who recently cut his first platter as a singer for Harry Carlson's Fraternity label, has been handed an extension to his original two-week engagement at the Jolly Roger, Fort Lauderdale, Fla. His comedies won much favorable praise in the Fort Lauderdale dailies. . . . Alto saxman Herb Geller and guitarist Billy Bean have joined Dee Felice's jazz group to again bring the unit to quintet status. After another fortnight at Mother's, suburban nitery, combo hits the road as the Herb Geller Quintet.

Crosley Broadcasting Company executives journeyed to Columbus, O., Tuesday (14) for the funeral of James Leonard, Crosley vice-president and general manager of Crosley's WLW-C, Columbus, who died at University Hospital there June 11 after a brief illness with leukemia. A native of Bristol, Tenn., Leonard joined WLW radio here in 1936 as a singer, announcer and actor. Eight years later he was named program director of WSAI here, then under Crosley ownership. He had been general manager of WLW-C since it became the first TV station in Columbus April 3, 1949. Surviving are his widow, five sons and a

(Continued on page 54)

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Fendermen Score Via 'Mule Skinner Blues'

The Fendermen, Jim Sundquist and Phil Humphrey, were both born November 26, 1937. Sundquist, a graduate of the University of Wisconsin, comes from Niagara, Wis., and Humphrey hails from Stoughton, Wis.

Before they teamed, Humphrey had a rock and roll band and Sundquist was playing dances with his own band. The boys are currently making personal appearances and playing various night clubs around the country.

The Fendermen are moving up rapidly on the Hot 100 with their debut disk on the Soma label of "Mule Skinner Blues."



### Locklin Looms Large On C.&W. & Pop Charts

Lawrence Hankins Locklin, better known as Hank, was born February 15, 1922, in McCullian, Fla. Both parents were musically gifted, tho neither performed professionally, and Locklin, hearing them, was inspired from his earliest days. At the age of 10 he was picking guitar for amateur contests in Milton, Fla.

In 1942, Locklin made his professional debut at the Community House in Whistler, Ala. Then followed a string of tours, broadcasts and personal appearances thruout the South before Locklin moved to Texas.

Now a resident of Houston, he can be heard over Station KTR-TV in Houston and on the "Big D Jamboree" at KRID in Dallas.

Locklin is currently scoring well with "Please Help Me, I'm Falling" on both the Hot 100 and the Hot C.&W. charts; No. 1 on the latter for many weeks. Two of his previous hits are "Seven Days" and "Send Me the Pillow You Dream On."

## YESTERYEAR'S TOPS—

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

JULY 2, 1955

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

JULY 1, 1950

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

# VOX JOX

By JUNE BUNDY

**GIMMIX:** Rush White, KIMA, Wash., was recently sealed into an automobile and is touring the Northwest for 40 days to help publicize the Yakima Diamond Jubilee. He eats and sleeps in the car; traveling from city to city thruout Idaho, Oregon and Washington, inviting people (via loudspeaker system) to attend the Yakima celebration.

Vance Jones, program director of KSEE, Bakersfield, Calif., reports that the station "has begun a policy of adopting the artist on 'the record of the week' as Bakersfield citizens." First act "adopted" was the Crickets, who visited the area and received a key to the city. Jones notes, "We feel that this gives the residents of Bakersfield a closer feeling with the various recording artists."

Barney Groven, program director of WKLO, Louisville, writes that deejay Jim Fletcher of WKLO, recently gave himself away, for an evening on the town, to a 20-year-old secretary. She was the winner in the station's "I would like to marry Jim Fletcher because . . ." contest.

Philadelphia Station WRCV drew more than 1,000 people to its "Dance in the Square" promotion at the Levittown, Pa., Shoparama, this month. Deejay Ted Jackson emceed the event, with fellow-spinners Ed Hurst, Tom Moorehead and Bernie Cantor taking the half-hour intermission breaks. A live remote broadcast of the dance was carried by WRCV from 11:30 p.m. to midnight.

**"FEARLESS" CHUCK BOYLE:** Obviously a man willing to give his "all" for the promotional good of his station, Chuck Boyle, production-music director of KBUS, Mexia, Tex., recently volunteered to ride a Brahma bull on opening night of the Mexia Junior Chamber of Commerce's annual rodeo. Listeners were asked to guess (for prizes) how long Boyle — who "can barely ride a saddle horse" — would stay on the bull. His time was "1.4 seconds or four jumps!"

Boyle risked annoying the law in still another promotional stunt, when he "stole" fellow-deejay Tom Elkins' auto, while the latter was doing his afternoon show. Boyle called in on the beeper to report a car theft, and Elkins was appropriately startled and upset when he found himself reporting the theft of his own car. Two suspiciously alert car radio-listeners spotted Boyle coming out of the phone booth and "arrested" him. The men accompanied Boyle to the studio where they collected a reward and were interviewed on the air by a grateful Elkins. "The FCC notwithstanding," comments Boyle, "things are swinging here in Texas."

**CHANGE OF THEME:** Warbler Jimmy Bowen, whose hit Roulette waxings included "I'm Stickin' With You," has joined KYSN, Colorado Springs, Colo., as a deejay. He will commute to New York and Hollywood for future Roulette recording dates and TV guestings. Bowen said he decided to settle down in Colorado Springs after making an appearance at a KYSN dance last March. . . . New program director of KPOA, Honolulu, is Fred J. Archer, who formerly served as music director and production manager for that outlet.

Harry Trenner has resigned as executive veepee-general manager of WBNY, Buffalo. Straus Broadcasting will acquire Trenner's interest in WBNY, Inc. Trenner is the sole owner of WFEC, Miami. . . . Jack Karey, WCFL, Chicago, and his frau are the proud parents of a new daughter, Kimberlee Jessica, their second child.

New station manager of WIBW, Topeka, Kan., is Hilton Hodges, formerly national sales co-ordinator for that outlet. . . . Bryce Bond, ex-WNOR, Norfolk, has moved to WVOX, New Rochelle, N. Y. Altho he was known as "The Night Mayor of Norfolk," Bond's time slot at WVOX is an "Early Bird" one. He shares emcee chores with WVOX's newsman-program director Mort Dean. Bond notes that rock and roll and rhythm and blues waxings are "banned" from the program.

In a policy switch, ABC's Los Angeles outlet, KABC, has placed three deejays — Jim Ameche, Don MacKinnon and John Trotter — on four weeks' notice. The station reportedly will launch a new format — non-deejay but otherwise hush-hush — July 4. . . . Jim Holt recently celebrated his first anniversary on WBZ, Boston, via a special show for a live studio audience.

**TEXAS:** Latest adult TV dance party show is "Club 13," on KTRK-TV, Houston, with Larry Kane as emcee. The program, which started June 13 on channel 13, is aired nightly from 11 to midnight. . . . Bob Lloyd, formerly with KOKE, Austin, Tex., has joined KXOL, Fort Worth, in the 8-9 p.m. time period, Monday thru Saturday. As host of the "KXOL Teen Club," Lloyd — not to be confused with deejay Bob E. Lloyd of WHEC, Rochester, N. Y. — has been visiting the Fort Worth public swimming pools, taping interviews with the teen-agers, and later playing them back on "Teen Club."

Lew Lowry, KTRH, Houston, has started a new program, "Open House," from 2 to 3:30 p.m. . . . Ken Collins, program manager-deejay, KXYZ, Houston, recently celebrated his seventh year with the station. . . . Ron Elz, ex-Kansas City, Kan., deejay, has joined KXYZ, Houston, in the 2:15-6 p.m. time period. . . . Jocks at KYOK, Houston — a brave lot — now wear red coats with big blues stars attached — on the street as well as in the studio. . . . Station KILT, Houston, is offering its spinners' collective services as yardmen for a day in a new contest.

**DEPARTMENT OF MISSING DEEJAYS:** Radio listener Kay Rogers, Russell, Pa., writes, "Since you were so clever finding Dick Biondi, now try for George ("Hounddog") Lorenz, lately of WINE (now calling itself something else), Kenmore, N. Y." Nice to know that so many nonprofessionals read Vox Jox.

## Changes in Distrib Pattern

• Continued from page 4

desirable to be limited to a single performance or label. Moreover, membership in a club is not as economical as making purchases in a large market where competitive pricing prevails and where ample inventories reduce the waiting period."

"Is it possible," the writer asks the manufacturer, "to order records from you by mail? Please state what conditions would apply with respect to discount, charge of mailing return of defective records and minimum order size."

### Highlights Problems

In the view of some diskeries receiving the letter, this highlights several problems inherent in today's manufacturer-distributor relationship; first, the failure of some distributors to stock catalog; second, the lack of prompt service to dealers, and third, the failure of some distributors to pass on manufacturer deals to dealers thus making it difficult for dealers to compete price-wise. This failure to pass on discount and savings to dealers, in the view of some traders, is responsible for the success of some of the fast-moving one-stop truck operations direct to dealers.

These problems involved in the distribution function are being reflected in some current thinking in terms of consolidation of distribution. Mercury Records, for example, recently closed out its Buffalo branch. Buffalo is now being served by a resident salesman who gets drop-ship service from the firm's Cleveland branch. The Buffalo man works direct with his dealer accounts via Volkswagen. The Syracuse territory, formerly handled by the Buffalo branch, is now being served also by a salesman who gets his product from the New York branch.

A spokesman for Mercury in

New York recently named veepee, Chet Woods, described the Buffalo situation as "working out very well for us," altho he discounted rumors of an imminent similar change in such territories as Pittsburgh and Boston.

The same thesis of consolidation has been seen in plans of distributor Jerry Blaine to open a nationwide network of 15 Cosnat branches "within the next year." It is Blaine's belief that 15 branches can more than adequately take the place of 35 distributors, with the branches employing roadmen to hit all areas where branches do not operate.

## Chi Blue Note

• Continued from page 3

fulfilled engagement salary. A rep of Local 10, American Federation of Musicians, said no definite decision has been made on the surprise demise of the Blue Note.

Holzfeind, an ex-railroadman and bowling alley op, was managing Lipp's Lower Level, a Madison Street Loop basement cocktail lounge, when he and partners converted it to the Blue Note in 1945. It was about 1952 that Holzfeind, now sole owner, moved into present second-story quarters at the corner of Clark and Madison. Holzfeind is credited with the success of many artists, primary among whom are Sarah Vaughan, whose husband-manager, C. B. Atkins, is reportedly offering Holzfeind a job with Atkins' newest venture, Roberts Show Lounge, southside bistro; Dave Brubeck, who played his first outside-of-San Francisco engagement for the Blue Note, and Ahmad Jamal, whose trio got its first national billing at the Note.

## New Style Duchin at Keyboard

WASHINGTON — The Army all-entertainment contest had a new-style "Duchin at the Piano," when PFC Peter Duchin, son of the late famous pianist Eddy Duchin, participated in the final play-offs at Fort Belvoir, Va., last week. Duchin, featured as a pianist for the Stablemates, instrumental group representing the U. S. Army Caribbean, has bypassed his father's style in favor of the "crispness of moodiness of jazz," Army's inspired release notes.

Also, Peter hopes to compose serious music, and altho he will continue to play with groups, does not plan to become an entertainer. The famous Eddy once told his son show business was a rough grind, with constant travel and very little home life.

In all, 158 finalists tried out during the Army contest, including some winners from previous years, and some professional talent presently sojourning with the Army. Contestants try to win the coveted Irving Berlin Trophy for their command. Selected winners appear on the Ed Sullivan show, and tour the world with the Army's annual "Rolling Along" show.

## NASCO Sales

• Continued from page 4

calls from distributors interested in the product," he noted.

Another feature of the Nasco operation is a special 69-cent single which contains versions by unlisted artists of six top hits of the day.

Winnick said that all product going out to distributors is 100 per cent guaranteed.

## UA Distrib Meet

• Continued from page 4

down and permit the firm to concentrate the bulk of its promotional and sales staff efforts on potential LP hits.

Part of U. A.'s new plans for heavy concentration on single product will include stepped-up promotional activity in that field. U. A. is also pressing more EP's as a convenience to deejays and program directors.

In addition to Talmadge, the distributor meets will be attended by the following U. A. execs: executive veepee David V. Picker, artist and repertoire director Don Costa, national sales manager Andy Miele, publicity-advertising chief Bob Altshuler, district sales manager Jeery Racker and controller Si Mael.

## Hounds Bay

• Continued from page 4

torney Joseph Stone told The Billboard that his investigation was continuing at full strength. He said that in most cases the source of basic supply appeared to be New Jersey.

In another development in New Jersey, Dealers in Sound Corporation (DISC) spokesmen pledged that their newly organized record dealers' buying co-op would never deal in bootleg records. The statement was made, it was explained, because in the words of a spokesman, "When some people see the kind of prices we can offer our dealer members, they will undoubtedly think it's bootleg stuff. I can tell you it won't be now and it never will be."

Meanwhile, in Bergen County, three men who were indicted last week by the Grand Jury before Judge Marini were arraigned. These were Robert Arkin and Mil-

## Miller Decision

• Continued from page 2

Miller estate claimed that it had never made any agreement with Decca-Universal on the recording of the film sound track. Epstein noted that the estate was entitled to a full 5 per cent on all sales of the track disk and further, could claim a share in the disk profits.

This week, the Appellate Court noted that there is no property right inherent in "the style of performance of a band," and that therefore the original decision was in error.

Mackay said a meeting of counsel for the Miller estate would be held late tomorrow (21) to determine a future course of action. In the court's decision, it was noted that a new trial was justified. Mackay and his staff will now consider whether to move immediately for a new trial or to carry the case to the State Court of Appeals.

Henry Cohen was counsel in the proceedings for Decca and Universal.

ton Richmond of Bonus Platta-Pak, Inc., and Brad Atwood of Atwood Enterprises. The three were freed on \$2,500 bail each.

In another Bergen development, it was learned that other specific bootleg records have turned up. Among these was a recording by Johnny and the Hurricanes of "Beatnik Fly," on Warwick Records. Warwick prexy, Morty Craft, told The Billboard that he had been out to Hackensack, N. J., to identify the records as bootleg copies.

Legally interested persons here were also awaiting word regarding alleged sources of supply of the bootleg pressings in California. Investigators had been sent from this area to the West Coast to track these down.



# SEE

## Harris Anti-Payola Bill

• Continued from page 2

deejay or station were to receive cash, property or stock in consideration for playing the free records.

3. No announcement is required when several distributors supply a new station or a station switching music format from, for example, the rock to more varied fare, with a "substantial number of releases" provided they are for broadcast only. "The station would have received the same material over a period of time had it previously been on the air or followed this program format," the Committee assumes.

However, a different situation arises if a station gets a whole "music library" free, if there is any understanding that only these records will be played over the air. In this case, an announcement would not be sufficient to cover, since such a deal would involve antitrust angles, or could be considered abdication of licensee responsibility for programming.

4. A sponsorship announcement is required if records are furnished in exchange for a special "pitch" on the records by the deejay. On the other hand, the report says that comments "reasonably related" to the use of the record and customary in the deejay spiel, are permissible, such as "listen to this latest release of performer X, a new singing sensation."

### Plugola

In a total of 27 examples the report also outlines instances where "plugola" for programming items furnished free will have to be brought out into the open, such as: special attention focussed on the brand name of a piano furnished free by a manufacturer, by agreement with the programmer. A delicate distinction is made here between a permissible glimpse of

the name during the normal photographing of a pianist's hands while playing, and the forbidden concentration of attention on the brand name beyond this normal occurrence in a TV show.

Free tickets to a musical or other play, like free copies of books, normally do not need disclosure, when used for review purposes only. A whole raft of tickets given to obtain a review on the air, need announcement as to provider.

A music or other type program originating in a hotel would not require announcement that the hotel furnished the premises unless the hotel gets special plugging on the air show.

A big-time recording or other talent can perform a guest spot on a show for a low, nominal charge, such as minimum union rate, without requiring special announcement as to who foots the bill for his appearance.

Items such as radio-phono sets or other "big-ticket" appliances, need no special sponsorship announcement when used as incidental background, or even as prizes in a giveaway show provided there is no understanding that the emcee will make a special political or controversial material pitch for the brand name.

It is noted that in the case of political or controversial material furnished free these items require announcement identification under the proposed amendments as under the present Communications Act.

Bills to put the networks under FCC regulation do not seem to have any prospect of hearings by the Commerce Committee at this late date in the session, either on the Harris bill H.R. 11340 or on Representative Bennett's bill introduced earlier in the session.

## SYMPHONY MEN MEET IN JULY

NEW YORK — Herman Kenin, prexy of the American Federation of Musicians, has called for a nationwide conference on the problems and needs of symphony musicians and symphonic organizations. The meet will be held here July 26-30.

One representative each from performers and the AFM locals in six venues of the established symphonies will convene here July 26-27 to establish an agenda for the next two days of meetings which will be attended by spokesmen from about 30 "major" symphony cities.

## Columbia's Hat

• Continued from page 2

Columbia has a package of 10-inch 78 r.p.m. records indicates that some of the merchandise is not entirely new.

There has been much dispute about some of the merchandising methods used by some record pack sales firms, and there has also been some concern over the source of the records in some record packs. Some firms have claimed record packs hurt dealer business, others that it aided them dispose of surplus merchandise. The fact that Columbia is now in the record package business indicates that the firm believes it is a good way to move records and also that by entering the business themselves that they can control their product from being used by record pack sales firms. Columbia was also prompted to enter the record pack business when they discovered that some of their pop records were being used as leaders.

## Law Calls for Bootleg Battle

• Continued from page 2

facturers should lobby to get one passed. He also said manufacturers should check on their retailers and see where they got their product. He said civil suits should be used against counterfeiters under the copyright laws, the common laws and the laws against unfair competition. He felt that manufacturers should not despair about bootlegging and do something about it. He noted that manufacturers must police the record industry, put retailers on notice and work to clean up bootlegging. He stated that "bootlegging of records will not be tolerated in New Jersey."

### Call for Action

Steinberg spoke in much the same vein. He said that manufacturers must get off their hands and do something about bootlegging the way Cameo Records did. He said manufacturers should find out about bootleg records quickly from their distributors and then take immediate action. He suggested that all records have some sort of scratch mark on them so that manufacturers can easily identify their own records against a counterfeit. He also suggested that stamper and mastering plants should make thoro checks of all accounts when masters and stampers are ordered. He said manufacturers should have intricate and vari-colored labels, making them harder to counterfeit, and that they should be changed often. And he also came up with the idea that all manufacturers should have a code number that can be cleared thru a central office, so that they can identify their product.

Steinberg noted that five other States have trade-mark laws like the New Jersey law, including

Pennsylvania and California. He said manufacturers must raise funds to help their members fight bootlegging. And he concluded by saying that new legislation was not needed to fight bootlegging but only the time, money and effort to obtain evidence against bootleggers and then prosecute them under existing laws.

### 20 Hits Bootlegged

In the question-and-answer session that followed many manufacturers suggested many ways to make records unbootleggable, most of which appeared to arouse little response from the assembled members. There was also many suggestions for new legislation altho the lawyers present stuck to their guns that new legislation was not needed. In the meeting it came out that up to 20 per cent of all hits were being bootlegged.

After the session some of the lawyers present stated that ARMADA would not act against bootleggers as a body, but would act as a fact-finding organization with respect to illegal actions. Individual members of ARMADA may take action against bootleggers as recommended by their counsel.

One lawyer noted that action against counterfeits can be taken by the States and counties where bootlegging is taking place, and perhaps by the federal government. He said that whoever willfully violates a copyright is guilty of a crime, and that record companies and/or publishers can take action against counterfeiters under the copyright law. He suggested that all manufacturers copyright both their name and their record label for protection.

# Annette "goes Hawaiian"

with 12 great songs of the islands  
arranged and conducted by Camarata

### SIDE I

HAWAIIANNETTE  
PINEAPPLE PRINCESS  
HUKILAU  
BLUE HAWAII  
SONG OF THE ISLANDS  
NOW IS THE HOUR

### SIDE II

DATE NIGHT IN HAWAII  
BLUE MUU MUU  
LUAU CHA CHA CHA  
MY LITTLE GRASS SHACK  
HOLIDAY IN HAWAII  
ALOHA OE



HAWAIIANNETTE - BV-3303

Annette SINGING FROM "HAWAIIANNETTE" and "TRAIN OF LOVE"  
F-359 ON THE "COKE" SPECTACULAR JUNE 27 LIVE ON ABC-TV  
9:30 to 10:30 P.M.

# 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.

**FRANKIE AVALON** exchanged his blue suede shoes for patent-leather loafers for his first nite club appearance at the Casino Royal, Washington, last month. The enthusiastic acceptance of the 19-year-old Philadelphia by nite club patrons has led to a full schedule of other cafe dates thruout the summer. Folks in the Williams-ville, N. Y., area can catch his new act (staged, written and directed by one of the finest choreographers in the business, Nick Castle) at the Glen Casino, July 4-10. Frankie's act includes his hits, Venus, Dee Dee Dinah, Gingerbread and his newest on Chancellor Records, Where Are You? b-w Tuxedo Junction. His act is also booked to headline the Steel Pier show, Atlantic City, N. J., July 16-17.

**BILLY BLAND**, who hails from Wilmington, N. C., is in the Billboard Spotlight with his latest on Old Town Records, You Were Born To Be Loved, a good rockaballad with fine fem chorus, b-w Pardon Me, a rocker with big beat. An accomplished ballroom dancer, Billy's previous hits were, Let The Little Girl Dance, Chicken In The Basket and Chicken Hop.

**REMO CAPRA**: Billed by Columbia Records as "The Romantic Debonair," Remo Capra, who works by day as a Supervisor for an excavation company, makes his wax bow with Just Say I Love Her and Fools Rush In. Remo, obviously, digs both businesses.

**BIRTHDAYS OF THE WEEK:**  
June 20, Chet Atkins, Jerry Keller.  
June 21, Julie Andrews, Judy Holliday. June 24, Phil Harris.  
June 26, Richard Maltby.

**The CRESTS**, Johnny Mastro, Tom Gough, Harold Torres, and Jay Carter, are clicking with their new one, Trouble In Paradise, a light, melodic rocker. Could be bigger than their hits 16 Candles, Six Nights A Week, The Angels Listened In and Step By Step. Coed is the label.

**GERRY MULLIGAN**, the man with the jazzy sax, and his new concert jazz band, offer a new Verve single, I'm Gonna Go Fishin' (Sides 1 & 2). This is the bluesy, dramatic theme from Duke Ellington's Anatomy of a Murder score. Mulligan and his crew cook up a swingin' stew at the Warner Theater, Atlantic City, N. J., beginning July 4th, during the resort's Jazz Festival.

**LLOYD PRICE**, ABC-Paramount recording artist, is performing selections from his album, Mr. Personality's 15 Hits, during his current one-night tour of the East. He opens at the Beachcomber Club, Wildwood, N. J., July 15, for one week. Lloyd's new single is Question b-w If I Look a Little Blue — a double-sided Billboard Pick.

**ABC - PARAMOUNT RECORDS 5TH ANNIVERSARY:** 1960 marks the 5th year for ABC-Paramount Records. A special section in this week's Billboard congratulates the label, details its growth, the development of affiliated labels, and profiles the artists and management responsible for making this "The Big 5th." Suggest you hold onto this section for future reference.

**JIMMY REED**, one of the nation's top guitarist - singers, has two fine sides on his latest single, Found Love b-w Where Can You Be. The VeeJay artist started his career in 1950 when he was working in Chicago. He spent most of his lunch hours practicing his guitar and singing, plus composing lyrics. After two years he decided he was ready for show business. He auditioned for VeeJay and has been recording for them ever since. Jimmy plays the Rockland Palace, N. Y. C., June 25.

**MARTY ROBBINS**, c.d.w. favorite, does an abrupt about-face on his new Chance b-w I Told My Heart. Both sides have nary a trace of country influence. Both are pop ballads, well-handled, with a hip, jazz-oriented backing. Rates a Billboard Spotlight. Marty made the million seller list with White Sports Coat. Album-wise, he has one titled Gunfighter Ballads And Trail Songs.

**The SKYLINERS**, Jimmy, Jan, Jackie, Joe and Wally, four boys and a girl from Pittsburgh, are Star Performers on Billboard's Hot 100 this week for their fast climbing single, Pennies From Heaven. The group is scheduled to tour with GAC's Summer Dance Party thruout the Midwest in July.

**KEELY SMITH** puts a lot of heart in her new ballad release, Close. Flip is Tea Leaves, a pretty ballad sung in warm fashion. Some have described her as "the Mona Lisa of Song," because of her enigmatic smile, her shimmering eyes, her lustrous black hair—so reminiscent of the Da Vinci masterpiece. Others say she's the only girl in show business "who's stared her way to stardom," pointing to the way she swivels her large eyes in a frozen face to watch the zany antics of her effervescent partner-husband, Louis Prima. Whatever is said about Keely, none can deny she can really deliver a song. Louis and Keely kick off the summer season at the 500 Club, Atlantic City, for one week, beginning July 1.

**CONWAY TWITTY**, recently returned from a successful tour of England, is climbing the Hot 100 with Is A Bluebird Blue, his latest for M-G-M. Conway will be honored by the city of Helena, Arkansas. The Mayor of Helena has declared June 23-29 as official "Conway Twitty Week." On the 26th, his new film, Platinum High School, will be previewed in that city. During the week all Helena restaurants will serve "Twittyburgers." A one-nighter tour thru the Midwest follows in July, topped with an appearance at the Steel Pier, Atlantic City, July 29-31.

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

**BILLY VAUGHN**, musical director for Dot Records, makes his appearance on the Hot 100 this week with his new Dot single, Look For A Star. Vaughn is also represented on the Hot 100 with Dutchman's Gold. In the album department, he has two LP's, Theme From A Summer Place plus Sail Along Silvery Moon.

**The WEAVERS**: Vanguard Records issued, this week, Volume II of the Weavers' album, The Weavers at Carnegie Hall. Recording was made on location during their April 1, 1960, engagement there. Other Weavers' albums include: The Weavers At Home, The Weavers On Tour and Travelling On With The Weavers.

**TOMMY ZANG** is on the scene with an impressive release, Truly, Truly b-w I Can't Stop Loving You. Born in Kansas City, Mo., Tommy's previous Hickory Records release was Under Your Spell Again b-w Take These Chains From My Heart.

**PROMOTION DAYS & WEEKS:** June 20 is West Virginia Day in that state... W. Va. became a state on this day in 1863. June 21 begins Summer, starts National Humor Week. June 26 begins the National Education Association Annual Meeting in L. A.

**OUT NEXT WEEK!** Billboard's Summer Spotlight on Record Programming Issue. Featuring Today's Top Record Talent, the issue is chock-full of programming ideas. Look for it! See you in the next issue.

**TOM ROLLO.**

## THIS WEEK'S NEW Money Records

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

### SINGLES

- I REALLY DON'T WANT TO KNOW**—Tommy Edwards...M-G-M
- I'LL KNOW**—Jim Reeves.....RCA Victor
- I'M GETTING BETTER**—Jim Reeves.....RCA Victor
- IT'SY BITSY TENNIE WEENIE YELLOW POLKADOT BIKINI**— Brian Hyland.....Leader
- MULE SKINNER BLUES**—The Fendermen.....Soma
- NINE O'CLOCK**—McGuire Sisters.....Coral
- THE LAST DANCE**—McGuire Sisters.....Coral
- WALKING TO NEW ORLEANS**—Fat Domino.....Imperial

### ALBUMS

- HAWAIIANNETTE**—Annette.....Vista

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

## MUSIC AS WRITTEN

Continued from page 51

sister. . . . The Cincinnati Summer Opera kicks off its 40th season at the Zoo Opera Pavilion Thursday (23) with Verdi's "Macbeth," with Frank Guarrera, baritone; Mary Curtis-Verna, soprano, and Charles Anthony, all of the Met Opera, heading the large cast. Fausto Cleva will occupy the podium for the beginning of his 24th season as principal conductor for the opera.

Folk singer Will Mercer, now handling promotion and publicity on the Sheraton French Lick Hotel, French Lick, Ind., was a guest on the Dave Garroway "Today" TV-er from New York Monday (6), after which he hopped to Boston for a day at the hotel chain's headquarters. Mercer is presently concentrating on promotion on the French Lick Jazz Festival to be held July 29-31, with George Wien again producing. Among the names skedded for the affair are Benny Goodman, Sarah Vaughan, Red Norvo, Chris Conner, Dinah Washington, Chico Hamilton, Woody Herman, Dave Brubeck, the Bourbon Street Six, the Brothers Four and Stan Kenton. . . . Bobby Bare's new Fraternity release, "More Than a Poor Boy Could Give" b-w "Sweet Singin' Sam," showing up well in sales in the Midwest, according to Harry Carlson, Fraternity prexy. . . . Frank Knorr Jr., owner-manager of WPKM, Tampa, and for the last year general manager of WALT, that city, has been named director of operations of WSAI Radio here. Among his other duties, Knorr will be responsible for setting up WSAI-FM as a separate 18-hour-a-day operation, programming classical music exclusively. Bill Sachs

### Nashville

One of Nashville's most popular TV personalities, Dr. Carl Seyfert, was killed Monday night (13) in an auto accident just after he had completed WSM-TV's weather forecast. Seyfert, a scientist of international renown, was professor of astronomy at Vanderbilt University here. . . . Chief Warrant Officer Charles S. Brown was at the Bradley and RCA Victor studios here last week for recordings of more than 30 quarter-hour radio shows for the U. S. Army and Air Force recruiting services. Brown, who brought his wife, Ella, and their two children, Charles Jr. and Margaret, with him to Nashville, used from nearly 100 artists on the shows, which go to over 2,000 radio stations in the United States and to the Armed Forces Radio for overseas personnel. Brown, after retiring from Army service in October, plans to locate here in the recording industry.

The Rebels quartet recorded at the RCA Victor Studio last week for the Skylite label, with Brock Speer directing. . . . Steel-guitarist Jerry Byrd was seriously injured in an auto accident last week (15) and is recovering at Nashville General Hospital. Byrd records for Monument. . . . Jimmy Edwards recorded at the RCA Victor Studio for Victor last week, with Jack Clement directing. . . . Porter Wagoner is skedded for a session for Victor at the RCA Victor Studio here this week. . . . Harold Bradley joined Grady Martin and Jack Evans for snook fishing in Naples, Fla., last week. Bradley landed a 12-pounder and left Martin in the Florida sunshine still trying for the big ones. . . . Noel Digby, of the Gardner Agency, St. Louis, was at the Bradley Studio for jingle sessions last week. . . . Mercury's Margie Singleton did a session at Bradley Studio Friday (17), and Dot's Mack Wiseman recorded there Monday (13).

Word here is that RCA Victor distribribs are already taking orders on the label's new release by the Browns. Distributors say that "Lonely Little Robin," penned by Si Siman, is stirring king-size reaction. Other side is "Margo." Jim, Ed, Bonnie and Maxine passed thru Nashville last week and revealed that Bonnie will receive Sir Stork some time in the late fall. . . . RCA Victor's Archie Campbell recently re-inked with the label for more recording sessions. Campbell has a new release just out, "The Twelfth Rose," b/w "Make Friends." . . . RCA Victor Distributor Sam Wallace has been hospitalized in an Atlanta hospital. Cedarwood Publishing Company prexy, Jim Denny, and wife, Dollie, are vacationing on the West Coast, with Denny's son, Bill, minding the store while they're away. . . . Brenda Lee joins the Casuals at Springlake Park, Oklahoma City, June 24-26. Package is booked by Jim Denny Artist Bureau. . . . Justin Tubbs' new release for Challenge is out. Top side is "Believing It Yourself." Pat Twitty

## HOT 100 ADDS 12

NEW YORK — The Hot 100 chart added 12 new sides this week. They are:

- 57. Walking to New Orleans (Travis, BMI) — Fats Domino, Imperial
- 60. I'm Gettin' Better (Tuckahoe, BMI) — Jim Reeves, RCA Victor
- 85. Look for a Star (Harlene, ASCAP) — Dean Hawley, Dore
- 87. Wake Me, Shake Me (Trio-Progressive, BMI) — Coasters, Atlantic
- 88. Look for a Star (Harlene, ASCAP) — Garry Miles, Liberty
- 89. This Bitter Earth (Play, BMI) — Dinah Washington, Mercury
- 92. Look for a Star (Harlene, ASCAP) — Billy Vaughn Ork, Dot.
- 94. I Can't Help It (If I'm Still in Love With You) (Acuff-Rose, BMI) — Adam Wade, Coed
- 95. Bad Man Blunder (Sanga, BMI) — Kingston Trio, Capitol
- 97. Is There Any Chance (Marizona, BMI) — Marty Robbins, Columbia
- 98. Feels So Fine (Nash-Beau, BMI) — Johnny Preston, Mercury
- 99. Look for a Star (Harlene, ASCAP) — Garry Mills, Imperial

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

# ON THE CHARTS AGAIN!

# FATS DOMINO



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

Pop

FATS DOMINO



**DON'T COME KNOCKIN'** (Travis, BMI) (1:54) —  
**WALKING TO NEW ORLEANS** (Travis, BMI) (1:54) —  
The great Fats is back again with his inimitable vocal style and the interesting added fillip of jaunty string backing. Top side is a neat rocker, with the flip an excellent walkin' rhythm job. Either can step.  
Imperial 5675

**"WALKING TO NEW ORLEANS"**

**"DON'T COME KNOCKIN'"**  
#5675



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FOR WEEK ENDING JUNE 26, 1960

# The Billboard TOP LP'S

BEST SELLING MONOPHONIC LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. <b>SOLD OUT</b> Kingston Trio .....Capitol T 1352	9
2		3. <b>ELVIS IS BACK</b> Elvis Presley .....RCA Victor LPM 2231	7
3		2. <b>BUTTON-DOWN MIND OF BOB NEWHART</b> .....Warner Bros. W 1379	6
4		6. <b>THEME FROM A SUMMER PLACE</b> Billy Vaughn .....Dot DLP 3276	14
5		4. <b>THE SOUND OF MUSIC</b> Original Cast .....Columbia KOL 5450	27
6		5. <b>MR. LUCKY</b> Henry Mancini .....RCA Victor LPM 2198	13
7		11. <b>ENCORES OF GOLDEN HITS</b> Platters .....Mercury MG 20472	15
8		7. <b>CAN CAN</b> Sound Track .....Capitol W 1301	8
9		9. <b>LANZA SINGS CARUSO—CARUSO FAVORITES</b> Marlo Lanza-Enrico Caruso .....RCA Victor LM 2393	5
10		8. <b>SIXTY YEARS OF MUSIC AMERICA LOVES BEST</b> Assorted Artists .....RCA Victor LM 6074	30
11		10. <b>BEN-HUR</b> Rome Symphony Orch./Savina .....M-G-M IEI	9
12		17. <b>BROTHERS FOUR</b> .....Columbia CL 1402	10
13		12. <b>ITALIAN FAVORITES</b> Connie Francis .....M-G-M E 3791	20
14		15. <b>BELAFONTE AT CARNEGIE HALL</b> Harry Belafonte .....RCA Victor LOC 6006	33
15		18. <b>WOODY WOODBURY LOOKS AT LOVE AND LIFE</b> .....Stereoditties MW 1	16
16		14. <b>LATIN A LA LEE</b> Peggy Lee .....Capitol T 1290	11
17		16. <b>IT'S EVERLY TIME</b> Everly Brothers .....Warner Bros. WB 1381	3
18		21. <b>THIS IS DARIN</b> Bobby Darin .....Atco LP 33-115	16
19		22. <b>PERSUASIVE PERCUSSION</b> Terry Snyder and the All Stars .....Command LP 800	10
20		20. <b>OUTSIDE SHELLEY BERMAN</b> .....Verve MGV 15007	30

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		23. <b>FAITHFULLY</b> Johnny Mathis .....Columbia CL 1422	23
22		25. <b>HE'LL HAVE TO GO</b> Jim Reeves .....RCA Victor LPM 2223	5
23		13. <b>HERE WE GO AGAIN</b> Kingston Trio .....Capitol T 1258	33
24		— <b>REJOICE, DEAR HEARTS</b> Brother Dave Gardner .....RCA Victor LPM 2083	1
25		27. <b>SATURDAY NIGHT SING ALONG WITH MITCH</b> Mitch Miller .....Columbia CL 1414	12
26		36. <b>LAUGHING ROOM</b> Woody Woodbury .....Stereoditties MW 2	2
27		26. <b>GUNFIGHTER BALLADS AND TRAIL SONGS</b> Marty Robbins .....Columbia CL 1349	26
28		28. <b>LISTEN TO DAY</b> Doris Day .....Columbia DD 1	4
29		30. <b>THAT'S ALL</b> Bobby Darin .....Atco LP 33-104	38
30		37. <b>GENIUS OF RAY CHARLES</b> .....Atlantic LP 1312	18
31		— <b>SING AGAIN WITH THE CHIPMUNKS</b> Chipmunks/David Seville .....Liberty LRP 3159	1
32		29. <b>WONDERFUL WORLD OF JONATHAN WINTERS</b> .....Verve MGV 15009	17
33		35. <b>CONNIE'S GREATEST HITS</b> Connie Francis .....M-G-M E 3793	6
34		— <b>ALWAYS</b> Roger Williams .....Kapp KL 1172	10
35		40. <b>FIORELLO!</b> Original Cast .....Columbia WAO 1321	16
36		31. <b>COME FLY WITH ME</b> Frank Sinatra .....Capitol W 920	16
37		— <b>SING A HYMN WITH ME</b> Tennessee Ernie Ford .....Capitol TAO 1332	6
38		33. <b>STUDENT PRINCE</b> Mario Lanza .....RCA Victor LM 2339	14
39		38. <b>LORD'S PRAYER</b> Mormon Tabernacle Choir .....Columbia ML 5386	29
40		— <b>NEW ORLEANS</b> Pete Fountain .....Coral CRL 57282	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. <b>INSIDE SHELLEY BERMAN</b> . . . Verve MGV 15003.....	61
2		2. <b>MY FAIR LADY</b> , Original Cast, Columbia OL 5090.....	220
3		3. <b>KINGSTON TRIO</b> . . . Capitol T 996.....	53
4		— <b>OLDIES BUT GOODIES</b> , Assorted Artists, Original Sound 5-001	40
5		— <b>HEAVENLY</b> , Johnny Mathis, Columbia CL 1351.....	40
6		7. <b>GIGI</b> , Sound Track, M-G-M 3641 ST.....	103
7		5. <b>KING AND I</b> , Sound Track, Capitol W 740.....	190
8		8. <b>SOUTH PACIFIC</b> , Sound Track, RCA Victor LOC 1032.....	117
9		6. <b>THE MUSIC MAN</b> , Original Cast, Capitol WAO 990.....	121
10		11. <b>SOUTH PACIFIC</b> , Original Cast, Columbia OL 4180.....	316
11		4. <b>FROM THE HUNGRY I</b> , Kingston Trio, Capitol T 1107.....	71
12		10. <b>PORGY AND BESS</b> , Sound Track, Columbia OL 5410.....	49
13		9. <b>HYMNS</b> , Tennessee Ernie Ford, Capitol T 756.....	154
14		12. <b>SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CL 1160..	102
15		18. <b>MORE SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CL 1243 .....	75
16		19. <b>JOHNNY'S GREATEST HITS</b> , Johnny Mathis, Columbia CL 1133.	112
17		15. <b>PETER GUNN</b> , Henry Mancini, RCA Victor LPM 1956.....	70
18		17. <b>ONLY THE LONELY</b> , Frank Sinatra, Capitol W 1053.....	75
19		21. <b>GYPSY</b> , Original Cast, Columbia OL 5420.....	42
20		16. <b>KINGSTON TRIO AT LARGE</b> . . . Capitol T 1199.....	53
21		14. <b>FLOWER DRUM SONG</b> , Original Cast, Columbia OL 5350..	65
22		24. <b>GEMS FOREVER</b> , Mantovani, London LL 3032.....	68
23		20. <b>MORE JOHNNY'S GREATEST HITS</b> , Johnny Mathis, Columbia CL 1344 .....	48
24		22. <b>BUT NOT FOR ME</b> , Ahmad Jamal, Argo LP 628.....	75
25		25. <b>WARM</b> , Johnny Mathis, Columbia CL 1078 .....	71

BEST SELLING STEREOPHONIC 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. <b>PERSUASIVE PERCUSSION</b> Terry Snyder and the All Stars .....Command S 800	22
2		5. <b>THEME FROM A SUMMER PLACE</b> Billy Vaughn .....Dot DLP 25276	12
3		3. <b>PROVOCATIVE PERCUSSION</b> Enoch Light and the Light Brigade .....Command S 806	22
4		2. <b>SOLD OUT</b> Kingston Trio .....Capitol T 1352	8
5		4. <b>MR. LUCKY</b> Henry Mancini .....RCA Victor LSP 2198	13
6		6. <b>SOUND OF MUSIC</b> Original Cast .....Columbia KOS 2020	24
7		7. <b>LANZA SINGS CARUSO—CARUSO FAVORITES</b> Mario Lanza-Enrico Caruso .....RCA Victor LSC 2393	6
8		22. <b>NEW ORLEANS</b> Pete Fountain .....Coral CRL 7-57282	17
9		10. <b>NEAR YOU</b> Roger Williams .....Kapp KS 1112	22
10		8. <b>BEN-HUR</b> Rome Symphony Orch./Savina .....M-G-M IEI	5
11		11. <b>'S AWFUL NICE</b> Ray Conniff .....Columbia CS 8001	16
12		28. <b>MORE SING ALONG WITH MITCH</b> Mitch Miller .....Columbia CS 8043	19
13		12. <b>BOUQUET</b> Percy Faith .....Columbia CS 8124	15
14		14. <b>NEARER THE CROSS</b> Tennessee Ernie Ford .....Capitol ST 1005	22
15		26. <b>FAITHFULLY</b> Johnny Mathis .....Columbia CS 8219	20

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		— <b>MORE MUSIC FROM PETER GUNN</b> Henry Mancini .....RCA Victor LSP 2040	27
17		9. <b>CONCERT IN RHYTHM, VOL. I</b> Ray Conniff .....Columbia CS 8022	22
18		20. <b>AMERICAN SCENE</b> Mantovani .....London PS 182	13
19		15. <b>CONNIFF MEETS BUTTERFIELD</b> Ray Conniff .....Columbia CS 8155	22
20		16. <b>EXOTICA, VOL. I</b> Martin Denny .....Liberty LST 7034	22
21		18. <b>LORD'S PRAYER</b> Mormon Tabernacle Choir .....Columbia MS 6068	22
22		19. <b>GUNFIGHTER BALLADS</b> Marty Robbins .....Columbia CS 8158	19
23		17. <b>FIORELLO!</b> Original Cast .....Capitol SWAO 1321	22
24		25. <b>TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO</b> Morton Gould .....RCA Victor LSC 2345	21
25		24. <b>RACHMANINOFF: PIANO CONCERTO NO. 3</b> Van Cliburn .....RCA Victor LSC 2355	29
26		23. <b>STILL MORE SING ALONG WITH MITCH</b> Mitch Miller .....Columbia CS 8009	21
27		— <b>PORGY AND BESS</b> Harry Belafonte and Lena Horne .....RCA Victor LSO 1507	14
28		13. <b>FLOWER DRUM SONG</b> Original Cast .....Columbia OS 2009	21
29		21. <b>SAIL ALONG SILVER MOON</b> Billy Vaughn .....Dot DLP 25100	23
30		27. <b>PORGY AND BESS</b> Sound Track .....Columbia OS 2016	21

### 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. <b>BELAFONTE AT CARNEGIE HALL</b> , Harry Belafonte, RCA Victor LSO 6006 .....	31
2		2. <b>SOUTH PACIFIC</b> , Sound Track, RCA Victor LSO 1032.....	57
3		3. <b>MY FAIR LADY</b> , Original Cast, Columbia OS 2015.....	57
4		5. <b>HEAVENLY</b> , Johnny Mathis, Columbia CS 8152.....	39
5		8. <b>HERE WE GO AGAIN</b> , Kingston Trio, Capitol ST 1258.....	33
6		11. <b>GEMS FOREVER</b> , Mantovani, London PS 106.....	45
7		4. <b>GIGI</b> , Sound Track, M-G-M SE 3461 ST .....	57
8		9. <b>COME DANCE WITH ME</b> , Frank Sinatra, Capitol SW 1069.....	57
9		7. <b>BLUE HAWAII</b> , Billy Vaughn, Dot DLP 25165.....	38
10		10. <b>KING AND I</b> , Sound Track, Capitol SW 740.....	45
11		13. <b>RODGERS: VICTORY AT SEA, VOL. II</b> , RCA Victor Symphony Orch. (Benett), RCA Victor LSC 2226.....	55
12		15. <b>KINGSTON TRIO AT LARGE</b> . . . Capitol ST 1199.....	42
13		12. <b>STRAUSS WALTZES</b> , Mantovani, London PS 118.....	41
14		14. <b>MUSIC MAN</b> , Original Cast, Capitol SWAO 990.....	46
15		16. <b>PETER GUNN THEME</b> , Henry Mancini, RCA Victor LSP 1956..	55
16		18. <b>FOR THE FIRST TIME</b> , Mario Lanza, RCA Victor LSC 2338..	34
17		6. <b>FILM ENCORES, VOL. I</b> , Mantovani, London PS 124.....	51
18		17. <b>NO ONE CARES</b> , Frank Sinatra, Capitol SW 1221.....	36
19		19. <b>QUIET VILLAGE</b> , Martin Denny, Liberty LST 7122.....	31
20		20. <b>MORE JOHNNY'S GREATEST HITS</b> , Johnny Mathis, Columbia CS 8150 .....	33



BASED  
ON SALES

# IN STORES & RACKS

## MONOPHONIC CLASSICAL ALBUMS

1. LANZA SINGS CARUSO—Caruso Favorites  
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1  
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
3. RODGERS: VICTORY AT SEA, VOL. 2  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
4. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN  
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
5. RODGERS: VICTORY AT SEA, VOL. 1  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
6. CHOPIN BY STARLIGHT  
Hollywood Bowl Symphony Orchestra (Dragon), Capitol P 8371
7. SIXTY YEARS OF MUSIC AMERICA LOVES BEST  
Assorted Artists, RCA Victor LM 6074
8. THE LORD'S PRAYER  
The Mormon Tabernacle Choir (Condie), Columbia ML 5386
9. GROFE: GRAND CANYON SUITE  
The Philadelphia Orchestra (Ormandy), Columbia ML 5286
10. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO  
Morton Gould Orchestra, RCA Victor LM 2345

## STEREOPHONIC CLASSICAL ALBUMS

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

BEST SELLING  
CLASSICAL ALBUMS

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

#### STEREOPHONIC

1. Soul of Spain, Vol. 1  
101 Strings . . . . .Stereo Fidelity SF 6600
2. Soul of Spain, Vol. 2  
101 Strings . . . . .Stereo Fidelity SF 9900
3. Silver Screen  
101 Strings . . . . .Stereo Fidelity SF 7000
4. Rhapsody in Blue  
Hamburg Philharmonic Orchestra . . . . .Stereo Fidelity SF 5700
5. 101 Strings Play the Blues  
Stereo Fidelity SF 5800
6. The Music Man  
Various Artists . . . . .Lion SL 70091
7. Symphony for Tommy  
Hamburg Philharmonic Orchestra . . . . .Stereo Fidelity SF 5700
8. East of Suez  
101 Strings . . . . .Stereo Fidelity 11200
9. Symphony for Lovers  
101 Strings . . . . .Stereo Fidelity SF 4500
10. Backbeat Symphony  
101 Strings . . . . .Stereo Fidelity SF 11500

#### MONOPHONIC

1. Soul of Spain, Vol. 1  
101 Strings . . . . .Somerset P 6600
2. Soul of Spain, Vol. 2  
101 Strings . . . . .Somerset P 9900
3. 101 Strings Play the Blues  
Somerset P 5800
4. Good Housekeeping Reducing Off the  
the Record . . . . .Harmony HL 7143
5. Perry Como Sings Just for You  
RCA Camden CAL 440
6. Concerto Under the Stars  
101 Strings . . . . .Somerset P 6700
7. Backbeat Symphony  
101 Strings . . . . .Somerset P 11500
8. Silver Screen  
101 Strings . . . . .Somerset P 7000
9. Hawaii in Hi Fi  
Leo Addeo Orchestra . . . . .RCA Camden CAL 510
10. You Do Something to Me  
Mario Lanza . . . . .RCA Camden CAL 450

### BEST SELLING POP EP'S

1. Because They're Young  
Duane Eddy . . . . .Jamie J-304
2. Party Sing Along With Mitch  
Mitch Miller . . . . .Columbia EPB 13311
3. Kingston Trio at Large  
Capitol EAP 1199
4. He'll Have to Go  
Jim Reeves . . . . .RCA Victor EPA 4357
5. Gunfighter Ballads and Trail Songs  
Marty Robbins . . . . .Columbia EPB 13491
6. Spirituals  
Tennessee Ernie Ford . . . . .Capitol EAP 1-818
7. Hymns  
Tennessee Ernie Ford . . . . .Capitol EAP 1-1818
8. Faithfully  
Johnny Mathis . . . . .Columbia EPB 14221
9. Kingston Trio  
Capitol EAP 1-996
10. Nearer the Cross  
Tennessee Ernie Ford . . . . .Capitol EAP 1-1005

## Reviews of THIS WEEK'S LP'S

The pick of the new releases:



### SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

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

#### Pop

#### LAST MOMENTS OF GREATNESS (4-12")



**Tommy Dorsey Ork Featuring Jimmy Dorsey. Top Rank RTJ 1**—A de luxe product indeed. Set is packaged in a white, book type binder with gold lettering on the cover. The four LP's contain a flock of numbers by the Tommy Dorsey-Jimmy Dorsey band in the Cafe Rouge of New York's Hotel Statler in the last great days of the band four years ago. Dorseyophiles should really go for this collector's item kind of merchandise.

#### Classical

#### STRAVINSKY: PETROUCHKA



**Boston Symphony (Monteux). RCA Victor LM 2376. (Stereo & Monaural)** — A sparkling and shimmering treatment of the popular ballet work which has the advantage of an excellent recording. Sterling competition exists on this repertoire but the name value of Monteux and the Boston Symphony is as imposing as that on any other version of the work. Monteux has long been identified with "Petrouchka" as the man who made the original recording, a fact which can be a substantial attention-getter here.

#### HAYDN: SURPRISE SYMPHONY NO. 94 & CLOCK SYMPHONY NO. 101



**Vienna Philharmonic (Monteux). RCA Victor LSC 2394. (Stereo & Monaural)** — Pierre Monteux shows new facets of his wide background with this disk, for it is his only current recorded effort in this style of music. Yet, at the age of 85, his elegant interpretations of these classical favorites must be ranked among the best. The combination of two of the most popular symphonic works, a great orchestra, conductor and interpretations, is certain to make this a very popular disk.

#### GROFE: GRAND CANYON SUITE; BEETHOVEN: WELLINGTON'S VICTORY



**Morton Gould Orchestra. RCA Victor LM 2433** — In view of the special \$3-off price promotion on this package, it should fare well sales-wise. In addition, of course, Gould has strong name value, and Grofe's "Grand Canyon Suite" is one of the more popular works. Potent sales item with appeal for pop as well as classical market.

#### COPELAND: APPALACHIAN SPRING; THE TENDER LAND



**Boston Symphony Orch. (Copeland). RCA Victor LM 2401** — Two fine performances by the Boston Symphony Orchestra of the familiar Copeland pieces "Appalachian Spring," and "The Tender Land," under the baton of the composer himself. The orchestral sound is excellent and the two compositions are handled at a brisk pace by the orchestra. Strong wax that will be helped by a magnificent cover.

#### Jazz

#### STRETCHING OUT



**Ramsey Lewis Trio. Argo LP 665** — Here's a fine new album by the Ramsey Lewis Trio that has a chance to turn into a big seller. The Lewis combo, one of Chicago's favorites, has been turning out listenable jazz albums for the past year and this new release is their best yet. Lewis on piano, accompanied by Eldee Young on bass and Red Holt on drums, turns in classy solos on "Little Liza Jane," "Put Your Little Foot Right Out," "Scarlet Ribbons" and "My Ship." An attractive cover will help sales.

*(Continued on page 58)*

### ALBUM COVER OF THE WEEK



**PROKOFIEV: SYMPHONY NO. 5 IN B FLAT MAJOR, OP. 100**—Minneapolis Symphony Orchestra (Dorati), Mercury SR90258. Unusual cover photo by George Pickow, Three Lions. Excellent display material for classical counters.

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The pick of the new releases:

## SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 57

Children's Low Price

POLLYANNA



Walt Disney. Disneyland ST 1906 — A delightful excursion into the world of the sound track. This is the authentic version of the new, highly publicized Disney movie, with a flock of actual excerpts of scenes from the pic. There is some music here but it's mostly on the dramatic side with such performers as Jane Wyman, Karl Malden, Adolphe Menjou, Agnes Moorehead and youngsters Kevin Corcoran and Hayley Mills heard going thru their paces. A sure seller with the kiddies.

POLLYANNA SONGS



Original Cast. Disneyland DBR 93 — A selection of the charming material from the new Disney film. These are actually from the sound track and feature the voice of Hayley Mills as Pollyanna, plus some of her friends. Once the picture gets rolling, this can pull a lot of coin.

Specialty

LIFE IS JUST A BED OF NEUROSES



Katie Lee—With Ray Martin and His Ork. RCA Victor LSP 2214. (Stereo & Monaural) — An extremely smart, hip album production. Folk-based thrush, Katie Lee, has a smile in her attractive - sounding pipes on a collection of special material all of which has to do with the psychiatrist scene. Sample selections would include "The Ballad of Mental Blocks," "The Insecure Tango," etc. The gal has a real touch with her performance and she would certainly figure as a strong club act.

## SPECIAL MERIT SPOTLIGHTS

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

Pop

FLIVVERS, FLAPPERS AND FOX TROTS

Del Wood. RCA Victor LSP 2203. (Stereo & Monaural) — The novel arrangements used here are designed to provide the flavor of the '20's. Some of the feeling of early Dixieland, ragtime and pop bands all are mixed together, the result of clever orchestration and use of such devices as whistling on the choruses and the inclusion of a banjo. This eminently listenable set features such tunes as "Heart of My Heart," "Tiger Rag," "Bye Bye Blackbird," "Me and My Shadow" and "Some of These Days." Lots of fun and danceable, too.

Pop Disk Jockey Programming

SUMMER SET

Monty Kelly and His Ork. Carlton LP 12-123 — Monte Kelly and a group of name sidemen (Phil Bodin, Eddie Safranski, etc.) provide solid, swinging instrumental treatments of originals and standards. Excellent sound. The spinnable line-up of selections includes "Breezing Along With the Breeze," "I've Got the Sun in the Morning," and "Tango Bongo."

Low Price Classical

BERLIOZ: SYMPHONIE FANTASTIQUE

Czech Philharmonic (Zecchi). Parliament PLP (S)-131. (Stereo & Monaural) — This release is a sonic hair-raiser. If the Czechs planned to show off the quality of their stereo as well as the high caliber of this orchestra, they certainly chose the right work. This is one of the most virile, muscular and exciting interpretations of the Berlioz work available. At the bargain price it becomes an exceptional value. It is of particular interest as one of the first batch of stereo performances from Eastern Europe.

### VERY STRONG SALES POTENTIAL

POPULAR

\*\*\*\* HAWAIIANETTE  
Annette. Vista BV 3303 — Annette applies her petri thrashing style to a group of bouncy Hawaiian-styled ditties keyed to a 50th State theme. Displayable package features attractive photos of the canary in Hawaiian costumes. Tunes include the title theme, "Blue Hawaii," "My Little Grass Shack" and "Date Night in Hawaii."

\*\*\*\* CHOW, CHOW BAMBINA  
Jackie Noguez and His Ork. Jamie JLP 70-3012 — The European maestro's solid accordion solo work is spotlighted on a group of nostalgic oldies, some featuring a word-less chorus on backing. Noguez is big in the singles field and this album should please his fans. Selections — all spinnable jockey items — include the title theme, "Isle of Capri," "June Night," "Red Sails in the Sunset."

LOOKING AT YOU

Pat Suzuki. RCA Victor LPM 2186 (Stereo & Monaural) — Here is a very attractive new album by thrush Pat Suzuki; in fact, one of her best releases to date. She handles the ballads with warmth and meaning, especially such items as "He's My Guy," "You Better Go Now," "I See Your Face Before Me," and "Small World." The arrangements by Ralph Burns are striking. Good wax.

THE GOLDEN OLDIES

Various Artists. Decca DL 4036 — A buy for the money, and a disk that in years to come will grow more interesting. Some memorable rock and roll performances are here: Bill Haley's "Shake Rattle and Roll," the Crickets' "That'll Be the Day," and performances by Bobby Darin, the Shirelles, Bobby Helms, Buddy Holly, the Mills Brothers and others

THE CHAPLIN REVUE

Sound Track. Decca DL 4040 — Recorded in England by Eric James, this is a remarkable package. It contains the background music from the sound tracks of three Chaplin films of the 1920's — "A Dog's Life," "Soldier Arms" and "The Pilgrim." Package is full of nostalgia and entertainment value. The notes give brief, interesting, comments relative to the films, the music and Chaplin.

AND THEN CAME ADAM

Adam Wade. Coed LPC 902 — A package of ballads sung with style, to tasteful arrangements. "Tell Her for Me," "Ruby" (both strong singles for Wade), "Witchcraft," "Around the World," are typical of the repertoire. Wade's big following in the singles field should contribute substantially to sale of package.

LOW-PRICE POPULAR

SINGIN' AND SWINGIN'

Various Artists. Mercury MGW 12211 — A fine buy for the money. Here are some notable sides of the rock and roll era, including Big Bopper's "Chantilly Lace," Navel Felts' "Rocket Ride," Sil Austin's "Slow Walk" and sides by the Platters and the Diamonds. Teen appeal.

THEME FROM "A SUMMER PLACE," "MADISON TIME" AND OTHER HITS OF 1960

Delmonico With His Ork and Chorus. RCA Camden CAL 589 — Here's a varied line-up of current and recent hit tunes which should have strong family-sale appeal in the low-priced market. A variety of vocal and instrumental treatments are represented on the title theme, "Madison Time," "The Old Lamplighter," "Green Fields," etc.

SOFT, TENDER TRUMPET

Ralph Marterie Ork. Wing MGW 12185 — The title pretty well exemplifies the brand of music contained in the collection. Marterie's famed trumpet tone is neatly used on a series of romantic melodies, backed by a sweet ensemble in which strings play a prominent part. Either as a mood album or for dancing, they get pleasing results from such songs as "My Silent Love," "Say It Isn't So," "I Only Have Eyes for You," and "When Your Lover Has Gone." Good rack potential.

CLASSICAL

FESTIVAL

Reiner - Chicago Symphony Ork. RCA Victor LM 2423 — Reiner and the orchestra perform five exciting Russian compositions here: two overtures, Kabalevsky's "Colas Breugnon" and Glinka's "Russian and Ludmilla," Moussorgsky's "A Night on Bald Mountain," Tchaikovsky's "March Slav," and Borodin's "Polovski March." Colorful and stirring pieces superbly performed.

KHACHATURIAN: MASQUERADE SUITE; KABALEVSKY: THE COMEDIANS

RCA Victor Symphony Orchestra (Kondrashin). RCA Victor LM 2398. (Stereo & Monaural) — Two of the gayest and most broadly "popular" compositions from the orchestral repertoire are bracketed on a release which provides great musical fun. Kiril Kondrashin conducts these light-hearted compositions of his countrymen with zest and high spirits. The disk can be sold for it has an appeal to every musical taste, even to those who don't normally care for classical music. As such, it can be recommended by dealers to gift-buyers.

DEBUSSY: STRING QUARTET IN G MINOR; RAVEL: STRING QUARTET IN F

Juilliard String Quartet. RCA Victor LM 2413. (Stereo & Monaural) — The Juilliard Quartet is fast developing into RCA Victor's answer to Columbia's Budapest Quartet which for so many years has dominated in the field of chamber music. This release shows why the relatively new group has been earning an international reputation. Their interpretation of these two quartet classics may be favorably compared with the competition, and should account for a good share of the future purchases.

LOW-PRICED JAZZ

SINGIN' THE BLUES

Various Artists. RCA Camden CAL 588 — This is quite a collection of fine blues and for the price the collector can hardly go wrong. The material has all been dug

out of the Victor vaults by Leonard Feather. It includes a flock of blues examples by Leadbelly, Fats Waller, Lizzie Miles, Lil Green, Hot Lips Page, Jimmy Rushing, Wingy Manone, Jack Teagarden, Billy Eckstine, and the Three Blazers, the last named offshoot of the original King Cole Trio. Recordings were made mostly in the early '40's.

NOVELTY

\*\*\*\* MY NAME  
Joe Jimenez. Signature SM 1013 — Here's the often confused character from south of the border who is really Bill Dana. The man who has trouble with the language is a part of Steve Allen's TV line-up of crazy characters and Side 1 is taken up with bits which took place on the Allen airer. Side 2 is a press conference with Jimenez (pronounced Hee-Mee-Neth) and this is pretty wild. In today's comedy-minded LP market, this should do business.

RELIGIOUS

\*\*\*\* WHAT WONDROUS LOVE  
The Robert Shaw Chorale. RCA Victor LM 2403 — Less well-known American hymns, sung handsomely in a capella style feature this latest set by the outstanding choral group. The span of the material is at least two centuries, with some of the earliest dating from the early 1600's. The later offerings derive from the mid 19th Century Southern "traditionals." Listenable and well-recorded, the program also features rewarding solo spots.

GOOD SALES POTENTIAL

POPULAR

\*\*\* DANCE THE MADISON  
Wild Bill Davis and His Ork. Everest SDBR 1094. (Stereo & Monaural) — The hit single title tune, complete with dance step-calls, highlights this package of hard-driving instrumentals. Swinging organ solo work is featured on such danceable items as "Organ Grinder's Swing," "Blue Skies," etc. Solid teen-appeal wax.

GORDON JENKINS PRESENTS MARSHALL ROYAL

Everest SDBR 1087. (Stereo & Monaural) — A most unusual collaboration, featuring Gordon Jenkins and 21 strings, plus Basie reed star Marshall Royal and some rhythm men from the Basie band. The idea was to come up with a blend that would be part jazz and part pop. The pop aspects necessarily dominate, but there is some highly effective blowing by Royal, and the whole effect is novel. Some good jockey  
*(Continued on page 67)*

NO QUESTION ABOUT IT!  
THIS ALBUM IS REALLY SELLING!  
**BILL DANA**  
"MY NAME, JOSE JIMENEZ"  
Signature 1013

BUBBLING!  
"SO BLUE"  
the VIBRATIONS  
checker 954



COME GO WITH ME  
The Chevrons  
TAP 1  
TIME RECORDS INC



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# THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING JUNE 26

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)	8
2	7	ALLEY-OOP	By Fraizer—Published by Kavelin-Maverick (BMI)	2
3	4	EVERYBODY'S SOMEBODY'S FOOL	Keller & Greenfield—Published by Aldon (BMI)	4
4	6	PAPER ROSES	By Spielman-Torcee—Published by Pambill (ASCAP)	7
5	3	GOOD TIMIN'	By Tobias-Ballard—Published by Sequence (ASCAP)	7
6	5	BURNING BRIDGES	By Scott—Published by Sage & Sand (SESAC)	6
7	2	STUCK ON YOU	By Aaron Schroeder-J. Leslie McFarland—Published by Gladys (ASCAP)	11
8	9	HE'LL HAVE TO STAY	By Charlie Grean-J. and A. Miller—Published by Central Songs (BMI)	7
9	13	BECAUSE THEY'RE YOUNG	By Schroeder-God-Costa—Published by Columbia Pics (ASCAP)	3
10	11	SWINGING SCHOOL	By Lowe, Appell and Mann—Published by Columbia (ASCAP)	5
11	10	GREENFIELDS	By Terry Gilkyson-R. Dehr-F. Miller—Published by Montclare (BMI)	14
12	8	LOVE YOU SO	By Holden—Published by Maravilla (BMI)	7
13	12	NIGHT	By Johnny Lehman and Herb Miller—Published by Pearl (BMI)	10
14	15	HAPPY-GO-LUCKY ME	By Evans-Byron—Published by Pambill-Lyle (ASCAP)	4
15	19	JEALOUS OF YOU	By Mendes, Harper and Masheroni—Published by E. B. Marks (BMI)	3
16	24	A ROCKIN' GOOD WAY	By Benton—Published by Eden (BMI)	2
17	21	MY HOME TOWN	By Anka—Published by Spanka (BMI)	2
18	14	SIXTEEN REASONS	By Bill and Doree Post—Published by American (BMI)	14
19	28	I'M SORRY	By Self—Published by Champion (BMI)	2
20	23	WONDERFUL WORLD	Published by Kags (BMI)	4
21	16	CHERRY PIE	By Josea-Phillips—Published by Modern (BMI)	8
22	17	YOUNG EMOTIONS	By David-Livingston—Published by Nelson (ASCAP)	6
23	22	MR. LUCKY	By Henry Mancini—Published by Southdale (ASCAP)	7
24	—	LONELY WEEKENDS	By Charles A. Rich—Published by Knox (BMI)	1
25	—	MULE SKINNER BLUES	By Jimmie Rodgers—Published by Peer Int'l (BMI)	1
26	—	ANOTHER SLEEPLESS NIGHT	By Neil Sedaka-Howard Greenfield—Published by Aldon (BMI)	1
27	20	DING-A-LING	By Lowe, Appell and Mann—Published by Lowe (ASCAP)	5
28	26	SINK THE BISMARCK	By J. Horton and T. Franks—Published by Cajun (BMI)	14
29	18	LET THE LITTLE GIRL DANCE	By H. Glover—Published by Glover (BMI)	11
30	25	JUMP OVER	Published by Conley (ASCAP)	3

## RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

1. **CATHY'S CLOWN**—Everly Brothers, Warner Bros. 5151.
2. **ALLEY-OOP**—Dante and the Evergreens, Madison 130; Dyna-Sores, Rendezous 120; Hollywood Argyles, Lute 5905.
3. **EVERYBODY'S SOMEBODY'S FOOL** — Connie Francis, M-G-M 12899.
4. **PAPER ROSES** — Anita Bryant, Carlton 528.
5. **GOOD TIMIN'**—Jimmy Jones, Cub 9067.
6. **BURNING BRIDGES**—Hometowners, Sage & Sand 527; Jack Scott, Top Rank 2041.
7. **STUCK ON YOU** — Elvis Presley, Vic 7740.
8. **HE'LL HAVE TO STAY**—Jeanne Black, Cap 4368; Corina Minette, ABC-Paramount 10097.
9. **BECAUSE THEY'RE YOUNG** — Jimmy Darren, Colpix 142; Duane Eddy, Jamie 1156.
10. **SWINGING SCHOOL**—Bobby Rydell, Cameo 175.
11. **GREENFIELDS** — Brothers Four, Col 41471; Julius La Rosa Kapp 323.
12. **LOVE YOU SO**—Rod Holden, Donna 1315.
13. **NIGHT**—Jackie Wilson, Brunswick 55166.
14. **HAPPY-GO-LUCKY ME** — Paul Evans, Guaranteed 208.
15. **JEALOUS OF YOU** — Connie Francis, M-G-M 12899.
16. **A ROCKIN' GOOD WAY**—Priscilla Bowman, A-Ron 1018; Dinah Washington and Brook Benton, Mer 71629.
17. **MY HOME TOWN** — Paul Anka, ABC-Paramount 10106.
18. **SIXTEEN REASONS**—Connie Stevens, Warner Bros. 5137.
19. **I'M SORRY**—Bo Diddley, Checker 913; Brenda Lee, Deo 31093; George Jackson, Atlantic 1024; Platters, Mer 71032.
20. **WONDERFUL WORLD** — Sam Cooke, Keen 82112; Jack Lewis Ork and Chorus, United Artists 159.
21. **CHERRY PIE**—Skip and Flip, Brent 7010; Marvin and Johnny, Kent 303.
22. **YOUNG EMOTIONS**—Ricky Nelson, Imperial 5663.
23. **MR. LUCKY**—Georgie Auld Ork, Top Rank 2037; Henry Mancini, Vic 7705.
24. **LONELY WEEKENDS** — Charlie Rich, Phillips Int'l 3552.
25. **MULE SKINNER BLUES** — Red Allen, Frontier Records 602; Rusty Draper, Mer 71634; Fendermen, Soma 1137.
26. **ANOTHER SLEEPLESS NIGHT**—Jimmy Clanton, Ace 585.
27. **DING-A-LING** — Bobby Rydell, Cameo 175.
28. **SINK THE BISMARCK** — Johnny Horton, Col 41568.
29. **LET THE LITTLE GIRL DANCE** — Billy Bland, Old Town 1076.
30. **JUMP OVER** — Freddy Cannon, Swan 4053.

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## Laurie Expands

• Continued from page 3

up to the record promoter to convince them that his platter fits that image. Sometimes, of course, it just can't be done, but if it can, it takes in-person salesmanship. A phone call no longer suffices."

In line with this, Laurie has added two new promotion men — Bill Spitalsky, and Steve Shulman, and will add two additional staffers within the next few weeks. Schwartz said Laurie is looking for "combination men, able to operate in both sales and promotion and sell the product to stations as well as to distributors and dealers."

New artists signed by Laurie recently, and slated for the big promotional build-up, include Germany's best-selling canary, Conni; Nick Como, Linda Laurie, the Glenn Stewart ork, singer-writer Nat Lewis, pianist Dave Carey, and the Citizens, a folk group. In addition to Laurie's best-selling act, Dion and the Belmonts, the label's artist roster includes Jack Carroll, Willie Treat, the Mystics, and Bernard Peiffer, and (on the Audicon label) the Passions.

Altho Laurie is cutting back on master-buying in the U. S. — at one time a mainstay of the firm — the label will continue to maintain their master-purchasing contacts in Europe. Two of the label's biggest hits—"Morgen" and "Petite Fleur" — resulted from Laurie's foreign tie-up.

In spite of the new policy, tho, Laurie made an exception last week, and purchased a U. S. master, "Over the Rainbow," by the Dimensions, originally released on the Mohawk label. Purchase price reportedly was over \$5,000.

## ARMADA Sets

• Continued from page 3

public relations program. The public image of the disk industry has suffered, as a result of the publicity attendant upon the payola probe, he noted, and the disclosures on bootlegging intensify the unpleasant image. Jones urged the development of a program within the industry to increase the prestige of its participants. He added: "The prestige of a businessman . . . can effect his ease or difficulty in obtaining credits and financial assistance from banks."

Jones stressed the disk industry's cultural values as important in a public relations campaign.

For five years — up to 1942 — Jones was Washington correspondent for The Billboard. He left to become press aide to James Lawrence Fly, then FCC chairman. Jones joined the Army in 1943 and was assigned to Public Information at General MacArthur's headquarters in Tokyo. During his Army career he was a prosecutor in military courts and completed various trouble-shooting assignments.

## Cap's Products

• Continued from page 3

brass, headed by CRDC prexy Mike Maitland, and Capitol's exec artist and repertoire producers, headed by the parent firm's a.&r. division veepee Lloyd Dunn. Maitland will outline CRDC's sales goals for the remainder of the year, stressing the next quarter's releases. Dunn will provide the backstage highlights behind the new product.

In addition to Dunn, the a.&r. contingent will include exec producers Dave Cavanaugh, Lee Gillette, Voyle Gilmore, exec classical producer Bob Myers and Angel a.&r. director Leo Kepler.

Maitland's CRDC fellow travelers will include district veepee Bud Schuster, merchandising planning director and veepee Bill Talant, national sales department manager Bob Camp, national merchandising manager Bill Mikels,

## Rating Pitch

• Continued from page 3

the hands of the deejays and placed in the hands of management. A list of 56 current hits is made up from station surveys of local dealers, one-stops and juke operators, and a list of "rising tunes" compiled from national trade papers.

Approximately 60 per cent of the station's programming is based on the 56 disks. The remaining 40 per cent is culled from "old memory songs — two to three years old," new releases, and four "hit of the week" platters selected by the station's four deejays.

In the wake of the station's announcement that "the day of big name jockeys is past," Eddie Chase left WQET last week. McKenzie left the station two months ago in a disagreement over music programming policies. At the same time, the station has hired a new program director, Harv Morgan, and deejay Tom Clay. Remaining with the station are spinners Ralph Binge and Danny Murphy.

Clay was fired from WJBK, Detroit, last November after he admitted receiving about \$6,000 over a year and a half from small record companies. The jock — along with other WQET deejays — has signed an affidavit that he will not accept payola, said Morgan, who opined that under the station's new system the jocks will not have any opportunity to accept payola. Morgan himself will also handle a deejay seg, in addition to his programming duties.

The new format was launched with considerable promotion ballyhoo, including a special mailing to time buyers. The copies of Mantovani LP's and similar non-Top-40 packages were sent to the buyers, along with a comment to the effect that this is the kind of music you and we like, but it doesn't sell to audiences.

## Knotty Problems

• Continued from page 3

ers that the latter would take the distributor problems under advisement and try to see what could legally be done or not done.

### Some Doubtful

Whether or not ARMADA, with its combined manufacturer - distributor structure, can ever solve

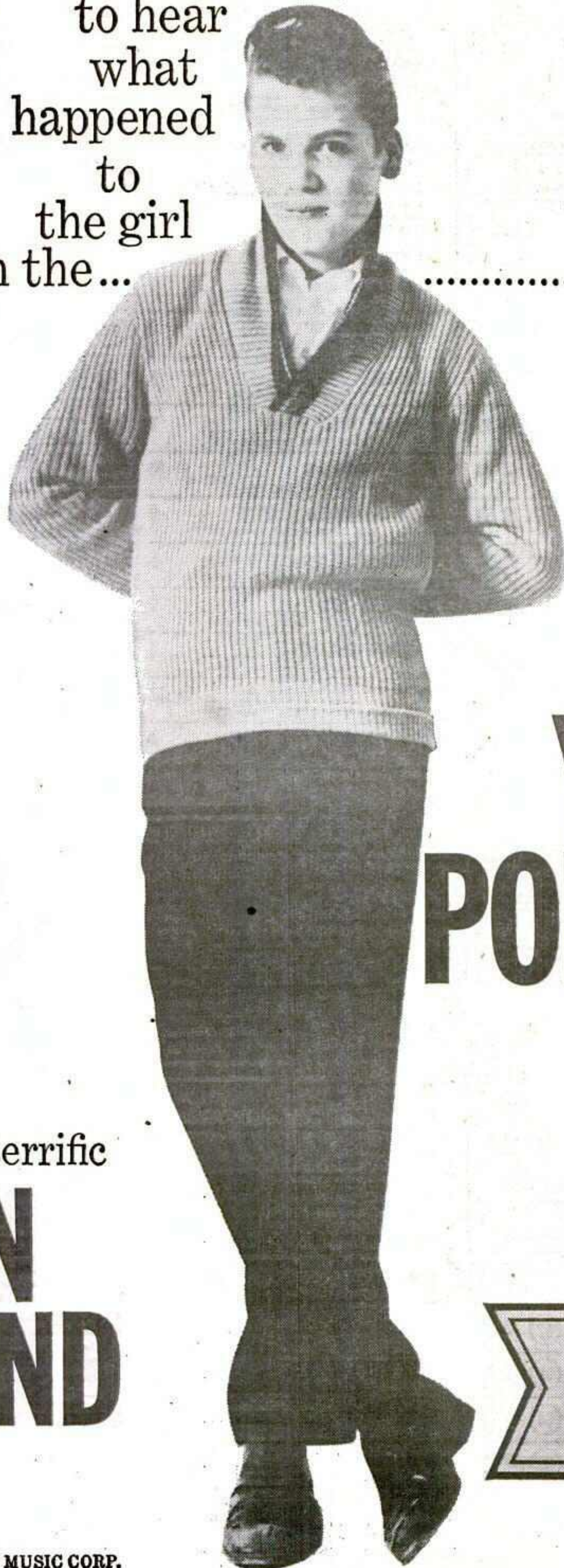
problems of the industry, troubled some members present at the convention. The legalities of the situation appeared to bother them

less than the fact that distributors and manufacturers always seem to be in opposition to one another. However, a number of members on both sides brought up the fact that today many distributors are manufacturers, as well as rackers and one-stoppers, and that some manufacturers were now distributors as well. It is known, however, that one of the reasons some of the majors have not joined ARMADA (which is composed of indie distributors and manufacturers mainly) is due to its manufacturer - distributor structure, one that their lawyers say they should stay away from. It was also noticeable that some of the larger disk firms sent men down as "observers" only. A resolution to form a committee to meet with the RIAA are common problems was passed early at the meet.

The bootleg problem was taken up by ARMADA at a morning meeting on Tuesday (14) (see separate story), and the firm of Blanc, Steinberg, Balder & Steinbrook was hired to work on developing evidence for the prosecution of the bootleg problem. Attorney Roy Scott of Memphis was reappointed legal counsel to the organization, and Bob Altshuler was named public relations director.

merchandising services manager Perry Mayer, and national phono sales manager Bert Tegger.

everybody  
wants  
to hear  
what  
happened  
to  
the girl  
in the...



.....  
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BITSY  
TEENIE  
WEENIE  
YELLOW  
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**LEADER**  
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FOR WEEK  
ENDING JUNE 26

# The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	1	1	1	<b>CATHY'S CLOWN</b>	Everly Brothers, Warner Bros. 5151		[S]	10
2	2	8	20	<b>EVERYBODY'S SOMEBODY'S FOOL</b>	Connie Francis, M-G-M 12899			7
3	3	5	9	<b>BURNING BRIDGES</b>	Jack Scott, Top Rank 2041			10
4	4	3	3	<b>GOOD TIMIN'</b>	Jimmy Jones, Cub 9067			10
5	9	13	15	<b>SWINGING SCHOOL</b>	Bobby Rydell, Cameo 175			7
6	12	55	85	<b>ALLEY-OOP</b>	Hollywood Argyles, Lute 5905			4
7	5	6	7	<b>PAPER ROSES</b>	Anita Bryant, Carlton 528		[S]	11
8	7	9	14	<b>LOVE YOU SO</b>	Rod Holden, Donna 1315			12
9	6	4	4	<b>HE'LL HAVE TO STAY</b>	Jeanne Black, Capitol 4368			8
10	8	2	2	<b>STUCK ON YOU</b>	Elvis Presley, RCA Victor 749		[S]	12
11	13	23	42	<b>BECAUSE THEY'RE YOUNG</b>	Duane Eddy, Jamie 1156			5
12	16	37	57	<b>MY HOME TOWN</b>	Paul Anka, ABC-Paramount 10106			5
13	20	27	49	<b>A ROCKIN' GOOD WAY</b>	Dinah Washington and Brook Benton, Mercury 71629		[S]	5
14	23	38	76	<b>I'M SORRY</b>	Brenda Lee, Decca 31093			4
15	19	19	21	<b>WONDERFUL WORLD</b>	Sam Cooke, Keen 82112			7
16	10	17	27	<b>HAPPY-GO-LUCKY ME</b>	Paul Evans, Guaranteed 208		[S]	7
17	11	7	6	<b>NIGHT</b>	Jackie Wilson, Brunswick 55166			14
18	14	14	12	<b>YOUNG EMOTIONS</b>	Ricky Nelson, Imperial 5663			9
19	24	22	43	<b>JEALOUS OF YOU</b>	Connie Francis, M-G-M 12899			5
20	28	75	94	<b>ALLEY-OOP</b>	Dante and the Evergreens, Madison 130			4
21	25	57	72	<b>MULE SKINNER BLUES</b>	Fendermen, Soma 1137			5
22	30	32	38	<b>ANOTHER SLEEPLESS NIGHT</b>	Jimmy Clanton, Ace 585			9
23	15	10	5	<b>GREENFIELDS</b>	Brothers Four, Columbia 41571		[A]	18
24	17	11	8	<b>SIXTEEN REASONS</b>	Connie Stevens, Warner Bros. 5137			21
25	32	35	26	<b>LONELY WEEKENDS</b>	Charlie Rich, Phillips International 3552			15
26	18	16	11	<b>CHERRY PIE</b>	Skip and Flip, Brent 7010			12
27	22	18	18	<b>DING-A-LING</b>	Bobby Rydell, Cameo 175			7
28	29	29	32	<b>JUMP OVER</b>	Freddy Cannon, Swan 4053			7
29	31	31	36	<b>MACK THE KNIFE</b>	Elta Fitzgerald, Verve 10209		[S]	8
30	34	40	64	<b>I REALLY DON'T WANT TO KNOW</b>	Tommy Edwards, M-G-M 12899			5
31	44	88	—	<b>ONLY THE LONELY</b>	Roy Orbison, Monument 421			2
32	27	12	10	<b>CRADLE OF LOVE</b>	Johnny Preston, Mercury 71598			13
33	41	43	52	<b>(WON'T YOU COME HOME) BILL BAILEY</b>	Bobby Darin, Atco 6167			5

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	38	42	53	<b>PLEASE HELP ME, I'M FALLING</b>	Hank Locklin, RCA Victor 7692			5
35	21	21	25	<b>DOGGIN' AROUND</b>	Jackie Wilson, Brunswick 55166			12
36	55	78	—	<b>THAT'S ALL YOU GOTTA DO</b>	Brenda Lee, Decca 31093			3
37	45	90	—	<b>TRAIN OF LOVE</b>	Annette, Vista 359			3
38	26	15	13	<b>LET THE LITTLE GIRL DANCE</b>	Billy Bland, Old Town 1076			19
39	50	67	80	<b>PENNIES FROM HEAVEN</b>	Skyliners, Calico 117			7
40	33	39	48	<b>ALL I COULD DO WAS CRY</b>	Etta James, Argo 5359			8
41	42	71	83	<b>RUNAROUND</b>	Fleetwoods, Dolton 22			5
42	43	45	65	<b>THEME FOR YOUNG LOVERS</b>	Percy Faith, Columbia 41655			7
43	48	28	16	<b>SINK THE BISMARCK</b>	Johnny Horton, Columbia 41568		[A]	16
44	49	50	77	<b>THEME FROM THE UNFORGIVEN</b>	Don Costa, United Artists 221			8
45	47	56	59	<b>I'M WALKIN' THE FLOOR OVER YOU</b>	Pat Boone, Dot 16073			5
46	36	30	31	<b>DUTCHMAN'S GOLD</b>	Walter Brennan and Billy Vaughn, Dot 16066			9
47	52	62	98	<b>SOMETHING HAPPENED</b>	Paul Anka, ABC-Paramount 10106			4
48	37	41	39	<b>MR. LUCKY</b>	Henry Mancini, RCA Victor 7705		[S]	12
49	63	76	81	<b>DOWN YONDER</b>	Johnny and the Hurricanes, Big Top 3036			4
50	54	54	86	<b>SPRING RAIN</b>	Pat Boone, Dot 16073			4
51	39	20	17	<b>STAIRWAY TO HEAVEN</b>	Nell Sedaka, RCA Victor 7709		[S]	13
52	78	100	—	<b>ONE OF US (WILL WEEP TONIGHT)</b>	Patti Page, Mercury 71639		[S]	3
53	58	83	87	<b>CLAP YOUR HANDS</b>	Beau-Marks, Shad 5017			6
54	40	26	19	<b>THE OLD LAMPLIGHTER</b>	The Browns, RCA Victor 7700		[S]	15
55	35	24	22	<b>MOUNTAIN OF LOVE</b>	Harold Dorman, Rita 1003			17
56	51	48	34	<b>OOH POO PAH DOO (Part 2)</b>	Jessie Hill, Mint 697			13
57	—	—	—	<b>WALKING TO NEW ORLEANS</b>	Fats Domino, Imperial 5675			1
58	56	53	66	<b>NATIONAL CITY</b>	Joiner, Arkansas Jr. High School Band, Liberty 55244			6
59	57	47	50	<b>WHEN YOU WISH UPON A STAR</b>	Dion and the Belmonts, Laurie 3052			9
60	—	—	—	<b>I'M GETTIN' BETTER</b>	Jim Reeves, RCA Victor 7756			1
61	64	68	70	<b>PINK CHIFFON</b>	Mitchell Torok, Guyden 2034			7
62	73	95	—	<b>IMAGE OF A GIRL</b>	Safaris, Eldo 101			3
63	71	82	96	<b>WHEN WILL I BE LOVED</b>	Everly Brothers, Cadence 1389			4
64	70	80	89	<b>LONELY WINDS</b>	Drifters, Atlantic 2062			5
65	69	72	75	<b>EXCLUSIVELY YOURS</b>	Carl Dobkins Jr., Decca 31088			6
66	60	46	46	<b>BARBARA</b>	Temptations, Goldisc 3001			10
67	72	89	—	<b>HEY, LITTLE ONE</b>	Dorsey Burnett, Era 3019			3

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	59	92	—	<b>ALLEY-OOP</b>	Dyna-Sores, Rendezvous 129			3
69	66	59	56	<b>EBB TIDE</b>	Platters, Mercury 71624			6
70	81	96	—	<b>BANJO BOY</b>	Jan and Kjeld, Kapp 335			3
71	61	52	28	<b>MADISON</b>	Al Brown's Tunetoppers, Amy 804			12
72	86	—	—	<b>TELL LAURA I LOVE HER</b>	Ray Peterson, RCA Victor 7945			2
73	76	—	—	<b>MR. LONELY</b>	Videls, JDS 5004			2
74	74	64	67	<b>FINGER POPPIN' TIME</b>	Hank Ballard and the Midnighters, King 5341			6
75	85	94	95	<b>COMIN' DOWN WITH LOVE</b>	Mel Gibson, Big Top 3034			4
76	93	—	—	<b>IS A BLUEBIRD BLUE</b>	Conway Twitty, M-G-M 12911			2
77	80	86	92	<b>LA MONTANA</b>	Frank De Vol, Columbia 41620			6
78	65	36	30	<b>NOBODY LOVES ME LIKE YOU</b>	Flamingos, End 1068			10
79	88	—	—	<b>BANJO BOY</b>	Dorothy Collins, Top Rank 2052			2
80	87	—	—	<b>ALL THE LOVE I GOT</b>	Marv Johnson, United Artists 226			2
81	75	74	71	<b>ALWAYS IT'S YOU</b>	Everly Brothers, Warner Bros. 5151		[S]	6
82	62	61	29	<b>GOT A GIRL</b>	Four Preps, Capitol 4362			10
83	90	—	—	<b>TROUBLE IN PARADISE</b>	Crests, Coed 531			2
84	89	—	—	<b>WHERE ARE YOU</b>	Frankie Avalon, Chancellor 1052			2
85	—	—	—	<b>LOOK FOR A STAR</b>	Dean Hawley, Dore 554			1
86	—	81	78	<b>HOT ROD LINCOLN</b>	Charlie Ryan, Four Star 1733			6
87	—	—	—	<b>WAKE ME, SHAKE ME</b>	Coasters, Atco 6168			1
88	—	—	—	<b>LOOK FOR A STAR</b>	Garry Mills, Liberty 55261			1
89	—	—	—	<b>THIS BITTER EARTH</b>	Dinah Washington, Mercury 71635			1
90	99	—	—	<b>THERE IS SOMETHING ON YOUR MIND</b>	Bobby Marchan, Fire 1022			2
91	96	91	99	<b>AIN'T GONNA BE THAT WAY</b>	Mary Johnson, United Artists 262			4
92	—	—	—	<b>LOOK FOR A STAR</b>	Billy Vaughn, Dot 16106			1
93	82	—	—	<b>TUXEDO JUNCTION</b>	Frankie Avalon, Chancellor 1052			2
94	—	—	—	<b>I CAN'T HELP IT</b>	Adam Wade, Coed 530			1
95	—	—	—	<b>BAD MAN BLUNDER</b>	Kingston Trio, Capitol 4379			1
96	84	—	—	<b>MISSION BELL</b>	Donnie Brooks, Era 3018			2
97	—	—	—	<b>IS THERE ANY CHANCE</b>	Marty Robbins, Columbia 41686			1
98	—	—	—	<b>FEEL SO FINE</b>	Johnny Preston, Mercury 71651			1
99	—	—	—	<b>LOOK FOR A STAR</b>	Gary Mills, Imperial 5674			1
100	100	—	—	<b>BANJO BOY</b>	Art Mooney, M-G-M 12908			2

# & 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

- \*DOWN YONDER . . . . . Johnny and the Hurricanes  
(La Salle, ASCAP) Big Top 3036
- \*ONE OF US (WILL WEEP TONIGHT) . . . . . Patti Page  
(Sequence, ASCAP) Mercury 71639

- \*WALKIN' TO NEW ORLEANS . . . . . Fats Domino  
(Travis, BMI) Imperial 5675
- \*I'M GETTIN' BETTER . . . . . Jim Reeves  
(Tuckahow, BMI) RCA Victor 7756

C&W—No selections this week.

R&B—No selections this week.

## BUBBLING UNDER THE HOT 100

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

1. JOSEPHINE . . . . . Bill Black's Combo, Hi
2. BIG ROCK CANDY MOUNTAIN . . . . . Dorsey Burnette, Era
3. QUESTION . . . . . Lloyd Price, ABC-Paramount
4. YOU'VE GOT THE POWER . . . . . James Brown and the Famous Flames, Federal
5. MULE SKINNER BLUES . . . . . Rusty Draper, Mercury
6. MOONLIGHT COCKTAILS . . . . . Rivas, Coed
7. MAIS OUI . . . . . Bob Bookham, Decca
8. THERE'S A STAR-SPANGLED BANNER WAVING SOMEWHERE, NO. 2 (THE BALLAD OF FRANCES G. POWERS) . . . . . Red River Dave, Savoy
9. P.S. I LOVE YOU . . . . . Scarlets, Astro
10. LOOK FOR A STAR . . . . . Ricky Como, Laurie
11. IT'S OVER, IT'S OVER, IT'S OVER . . . . . Frank Sinatra, Capitol
12. THE WING . . . . . Jessfers, Winley
13. DON'T COME KNOCKIN' . . . . . Fats Domino, Imperial
14. SO BLUE . . . . . Vibrations, Checker
15. SECOND HONEYMOON . . . . . Johnny Cash, Columbia

### HOT 100: A TO Z

A Rockin' Good Way	15
Ain't Gonna Be That Way	91
All I Could Do Was Cry	40
All the Love I Got	80
Alley-Oop (Dante & the Evergreens)	20
Alley-Oop (Dyna-Sores)	68
Alley-Oop (Hollywood Argyles)	6
Always It's You	81
Another Sleepless Night	22
Bad Man Blunder	95
Banjo Boy (Collins)	79
Banjo Boy (Jan & Kield)	70
Banjo Boy (Mooney)	100
Barbara	46
Because They're Young	11
Burning Bridges	3
Cathy's Clown	1
Cherry Pie	26
Clap Your Hands	53
Comin' Down With Love	75
Cradle of Love	32
Doggin' Around	35
Ding-A-Ling	27
Doggin' Around	35
Down Yonder	49
Dutchman's Gold	46
Ebb Tide	69
Everybody's Somebody's Fool	2
Exclusively Yours	45
Feel So Fine	98
Finger Poppin' Time	74
Good Timin'	4
Got a Girl	82
Greenfields	23
Happy-Go-Lucky Me	16
He'll Have to Stay	7
Little One	67
Hot Rod Lincoln	86
I Can't Help It	94
I Really Don't Want to Know	30
I'm Gettin' Better	60
I'm Sorry	14
I'm Walkin' the Floor Over You	45
Image of a Girl	52
Is a Bluebird Blue	76
Is There Any Chance	97
Jealous of You	19
Jump Over	28
Let the Little Girl Dance	38
Lonely Weekends	25
Lonely Wins	64
Look for a Star (Hawley)	85
Look for a Star (Miles)	88
Look for a Star (Mills)	99
Look for a Star (Vaughn)	92
Love You So	8
Mack the Knife	29
Madison	71
Mission Bell	96
Mr. Lonely	73
Mr. Lucky	48
Montana, La	77
Mountain of Love	55
Mule Skinner Blues	21
My Home Town	12
National City	58
Night	78
Nobody Loves Me Like You	17
Old Lampighter, The	54
One of Us (Will Weep Tonight)	52
Only the Lonely	31
Ooh Poo Pah Doo (Part 2)	56
Paper Roses	7
Pennies From Heaven	39
Pink Chiffon	61
Please Help Me, I'm Falling	34
Runaround	41
Sink the Bismarck	43
Sixteen Reasons	24
Something Happened	47
Spring Rain	50
Stairway to Heaven	51
Stuck on You	10
Swinging School	5
Tei Laura That I Love Her	72
That's All You Gotta Do	36
Theme for Young Lovers	42
Theme From the Unforgiven	44
There is Something on Your Mind	90
This Bitter Earth	89
Train of Love	87
Trouble in Paradise	33
Tuxedo Junction	93
Wake Me When It's Over	87
Walking to New Orleans	57
When Will I Be Loved	63
When You Wish Upon a Star	59
Where Are You	84
Wonderful World	15
(Won't You Come Home) Bill Bailey	33
Young Emotions	18

### REVIEWS OF

## THIS WEEK'S SINGLES

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

#### THE BROWNS



MARGO (Acuff-Rose, BMI) (2:45) — LONELY LITTLE ROBIN (Joy, ASCAP) (2:54) — Two fine sides by the Browns that should keep their hit string going. "Margo" is on the order of "The Three Bells," and the flip is a tender, touching tune, handled with taste.  
RCA Victor 7755

#### CONNIE STEVENS



TOO YOUNG TO GO STEADY (Robbins, ASCAP) (2:09) — The "Sixteen Reasons" girl has another sock recording here and she hands the pretty teen-slanted oldie a most attractive reading. Flip is "A Little Kiss Is a Kiss, Is a Kiss" (Remick, ASCAP) (2:12).  
Warner Bros. 5159

#### DEAN MARTIN



JUST IN TIME (Stratford, ASCAP) (2:14) — BUTTERCUP OF GOLDEN HAIR (Choice, ASCAP) (2:17) — Dean Martin sells the tune from the new flick "The Bells Are Ringing" with his usual warmth. Flip is another solid item, a pretty ranchero that Martin handles with equal charm.  
Capitol 4391

#### TOMMY DEE



THERE'S A STAR-SPANGLED BANNER WAVING SOMEWHERE (Bob Miller, ASCAP) (2:56) — Here is yet another of the restyling of Red River Dave's old hit. This is a strong version, in spoken word form, delivered against organ support. Can get plenty of action. Flip is "The Hobo and the Puppy" (Jat-Loring, BMI) (4:48).  
Challenge 612

#### THE TEMPTATIONS



FICKLE LITTLE GIRL (Realgone, BMI) (2:12) — LETTER OF DEVOTION (Realgone, BMI) (2:09) — Two good rocking sides. First is in a happy, bouncy vein while the flip is more on the impassioned ballad kick. Either could be a repeater to their current hit, "Barbara."  
Golddisc 3007

#### BOBBY BARE



MORE THAN A POOR BOY COULD GIVE (Harry Bare, BMI) (2:29) — The real "All American Boy" turns in a first-rate performance on a potent country weeper that could happen in both pop and country marts. Flip is "Sweet Singin' Sam" (Harry Bare, BMI) (1:51).  
Fraternity 867

#### BRIAN HYLAND



ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI (Pincus, ASCAP) (2:21) — One of the cutest and smartest novelties to hit the market in quite a spell. A chick who comes thru with brief spoken couplets at the end of phrases is one of the gimmicks. Watch this. It can go. Flip is "Don't Dilly Dally, Sally" (World, ASCAP) (2:29).  
Leader 805

#### JIMMY DEAN



LITTLE BOY LOST (Leeds, ASCAP) (3:12) — THERE'LL BE NO TEARDROPS TONIGHT (Acuff-Rose, BMI) (2:30) — The chanter has close to the best coupling of his disk career. First is a strong reading of a folksy item and Dean's reading can compete well with another version just out. Flip side is a fine performance of the great Hank Williams tune. Both have a chance.  
Columbia 41710

#### DON MARKHAM



HULLY GULLY TRUMPETS (Maraville-Maverick, BMI) (1:50) — THE SHUCK (Maraville-Maverick, BMI) (2:10) — Here are two sock instrumental sides with strong teen-appeal. The "Shuck" is a solid instrumental treatment of a catchy rhythm theme with a swinging tempo. Flip spotlights a showmanly trumpet solo on the infectious r.&r. item.  
Donna 1323

#### KELL OSBORNE



BELLS OF ST. MARY (Chappell, ASCAP) (2:46) — Osborne contributes a strong, emotion-packed rendition of the moving oldie in rockaballad tempo. Watch it. Flip is "That's All Right, Baby" (Gregmark, BMI) (1:47).  
Trey 112

#### THE GAINORS



NOTHING MEANS MORE TO ME (Jat, BMI) (2:30) — I'M IN LOVE WITH YOU (Jat, BMI) (2:20) — The lead chanter sells "Nothing Means More to Me," a pretty ballad, with warmth and feeling. Flip spotlights a bright reading of a swinging rhythm tune. Good potential.  
Mercury 71630

(Continued on page 65)

ON THE CHARTS  
**"FOUND LOVE"**  
 by  
**JIMMY REED**  
 Veejay 347

Ooh! What a Hit!  
**OOH!  
 WHAT A DAY!**  
**SARAH VAUGHAN**  
 R-4256  
 ROULETTE RECORDS

THE SMASH HIT!  
**DOROTHY COLLINS**  
**"BANJO BOY"**  
 RA 2052  
 TOP RANK INTERNATIONAL  
 24 W. 57th St. N. Y. C.

Another Smash for  
**JIMMY CLANTON**  
**ANOTHER SLEEPLESS NIGHT**  
 b/w  
**I'M GONNA TRY**  
 Ace #585  
**ACE RECORDS**  
 2219 West Capitol St. Jackson, Miss.

Brand New Release!  
**I CAN'T HELP IT**  
 b/w  
**I HAD THE CRAZIEST DREAM**  
**ADAM WADE**  
 Coed #530  
**COED RECORDS**  
 1619 Broadway New York, N. Y.

**W I M**  
 Variety in Music  
**BUDDY LUCAS**  
**BEGIN THE BEGUINE**  
 Vim 505  
 1619 Broadway, N.Y.C. 19

the  
**FUTURE**  
 with a  
 promise  
**NAVY**

# FOLK TALENT AND TUNES

By BILL SACHS

## Around the Horn

Joe Taylor, leader of the Indiana Red Birds, and the combo's canary, Patty Corbett, made the rounds in Cincinnati last Tuesday (14) to promote their new Emerald release, "The Forgotten Weapon" b.w. "Fifty Years Together." While in the area, they also had occasion to talk with Tommy Sutton, who spins the c.&w. platters at WPFB, Middletown, O. They report that Old Buttermilk Tom continues to whirl the wax for all the poor c.&w. music lads, as well as the rich ones. . . . Smiley Monroe, of KTYM, Inglewood, Calif., reports that June 25 the station will stage its annual "Western Jamboree" at Grevilla Park, Inglewood, with local night club and television talent co-operating in the venture. Among the guests who will participate are Joe and Rose Maphis, Freddie Hart and Lefty Frizzell. Spinning the country and western wax on KTYM these days are Tommy Dee, Pat Paige, Smiley Monroe, Cactus John, Sidesaddle Sam and Frank Simon.

Ernest Tubb and His Texas Troubadours wind up a two-week tour for Curtis Artists Productions with dates at Burlington, Wash., June 21; McChord, Wash., 22, and Jackpot, Nev., 24-26. . . . Billy Walker, on tour for the same office, does his stuff at Warrenton, Va., Friday (24). . . . Betty Foley hopped into Chicago to cut a session for Bernie Harville Jr. and Vi Muszinski, of Bandera Records, as a follow-up to her recent release on that label, "Old Moon." Also out with a new release on Bandera is Billy Tyler with his humorous recitation novelty, "Bottomland Blues." Harville reports that "Stolen Honey," by James Mask, is starting to move in the Memphis sector. Harville says he recently arranged for Music Box to cover his label in the Dallas-Fort Worth area and with Cosnat to handle the line thru all its branches.

Gretun Landon, of Hill & Range Songs, Inc., New York, reports things looking up in the country field for his firm, which presently has six sides riding topwise in the charts. Tunes are "Please Help Me, I'm Falling," "Why I'm Walking," "Who Will Buy the Wine," "Smiling Bill McCall," "Rock, Rollin' Ocean" and "Live It Up," by Hank Locklin, Stonewall Jackson, Charlie Walker, Johnny Cash, Hank Snow and Ernest Tubb, respectively. "Just had a letter from our correspondent in Japan," typewrites Landon. "He's one of the officers of the Country and Western Music Society, which meets monthly at the American Cultural Center in Tokyo. Last month's topic was Jimmie Rodgers Day. We're keeping these youngsters supplied with as much material as becomes available on c.&w. Americana, and their enthusiasm seems boundless. Jim Reeves' new side is another hit looksa like. It also looks as tho your buddy, Joe Allison (Liberty), has a.&r.'d a hit in another direction for Bob Wills. Both sides are fine ones. Particularly like "What's the Matter With the Mill," altho "Heart to Heart Talk" looks like the winner."

Another who is waxing optimistically over conditions in the country and western music field is Steve Stebbias, of Americana Corporation, Woodland Hills, Calif.

"Country music on the West Coast is enjoying its biggest upswing in years," writes Steve, "and Americana is enjoying the best business in its 15 years of existence. Our office is averaging more than 120 bookings per month." Last Thursday (16) Carl Butler began a 15-day tour of West Coast dates for Americana, and July 7 Bill Anderson kicks off a 45-day swing thru the Western States, opening at Phoenix, Ariz. On July 1, Lefty Frizzell (Columbia), Freddie Hart (Columbia), Johnny Western (Columbia) and Johnnie and Jonie (Challenge), with Johnnie Mosby and the Jubilee Band, play Salt Lake City; follow with Red Lodge, Mont., July 2-3, for the annual rodeo, and then swing into Canada for 15 days, winding up with 10 days of one-nighters down the Coast. Americana recently activated its music publishing company, Heart Line Music, with Lefty Frizzell buying in to become half owner. Benny Barnes (Mercury) starts with the office at Rosamond, Calif., June 30. He recently located on the Coast and plans to make it his permanent home.

Johnny Cash last week wound up shooting on his new picture, "Five Minutes to Live," in which he has the leading role supported by Pamela Mason and Donald Wood. It is slated for August release. . . . Kenny Roberts, regular on WWTV, Cadillac, Mich., opens the new Wheel Inn Barn Dance, Moores-town, Mich., Saturday (25), and July 2-3 appears with his Paloming at the rodeo in Reed City, Mich. Last Saturday (18), Kenny appeared with his gang at the Double R Ranch in Belding, Mich., and Sunday (19) at the Circle S Ranch, Muskegon, Mich. On June 10 he guested on WLW's "Midwestern Hayride," beamed in color over Crosley Broadcasting's four-city hook-up. It was his first appearance on the show since he left WLW 10 years ago. Kenny is slated to make his bow soon on Paul Cohen's Top Rank label.

Upcoming bookings on "Grand Ole Opry" talent, as set by Ott Devine, of WSM, Nashville, stack up as follows: Flatt and Scruggs, Sylva, N. C., June 21; Martinsville, Va., 22; Franklin Square, L. I., N. Y., 24; Newport, R. I., 25; Luray, Va., 26; Franklin, N. C., 28; Hayesville, N. C., 29, and Monterey, Tenn., July 1; Don Gibson, Independence, Ia., June 25; Kansas City, Kan., 26; Griggsville, Ill., July 1; Omaha, 2-3; Topeka, Kan., 4, and Jerseyville, Ill., 7; George Hamilton IV, Winston-Salem, N. C., June 24-26; Ferlin Husky, Arthur, Ill., June 23, and Angola, Ind., 26; Johnny and Jack and Kitty Wells, Niles, Calif., June 24; Brisbane, Calif., 26, and Campbellsville, Ky., July 4; Grandpa Jones, Welland, Ont., June 21; Peteborough, Ont., 22; Kingston, Ont., 23; Smith Falls, Ont., 24; Pembroke, Ont., 25; Kirkland, Ont., 27; Newleskeard, Ont., 28; Surbury, Ont., 29; North Bay, Ont., 30; Huntsville, Ont., July 1, and Orilla, Ont., 2; Minnie Pearl, Reinholds, Pa., June 24; West Grove, Pa., 26; Martin, Tenn., July 3, and Melvin, Ill., 7; Jim Reeves, West Union, O., June 23; Roy Acuff, Griggsville, Ill., July 1, and Jerseyville, Ill., 7; Bill Carlisle, Luray, Va., July 10; Wilma Lee and Stony Cooper, Reinholds, Pa., July 2, and West Grove, Pa., 3; Billy Grammer, Kansas City, Kan., June 26; Hawkshaw Hawkins and Jean Shepard, Schoolcraft, Mich., July 2.

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

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

This Week	Last Week	Chart
1. PAPER ROSES (Pambill)	5	4
2. GREENFIELDS (Montclare)	1	13
3. THE OLD LAMPLIGHTER (Shapiro-Bernstein)	11	8
4. HE'LL HAVE TO GO (Central Songs)	2	17
5. MR. LUCKY (Southgate)	3	9
6. THEME FROM A SUMMER PLACE (Witmark)	6	19
7. CATHY'S CLOWN (Acuff-Rose)	4	3
8. NIGHT (Pearl)	8	6
9. BECAUSE THEY'RE YOUNG (Columbia)	—	1
10. CLIMB EV'RY MOUNTAIN (Williamson)	10	24
11. THE SOUND OF MUSIC (Williamson)	13	20
12. MISTY (Octave)	—	7
13. RO-RE-MI (Williamson)	12	26
14. STUCK ON YOU (Gladys)	7	5
15. TILL TOMORROW (Sunbeam)	14	2

## TREND TO 'BIGNESS' CUES INDIE WORRY

• Continued from page 1

at stake. This solemn concern, of course, is predicated upon lagging sales and the belief that major diskeries, in an attempt to spark a lethargic market, may initiate moves which indies may find difficult to meet—such as a drastic price slash on singles.

At the distributor level, execs such as Jerry Blaine of Cosnat, envision serving broader areas of the United States. This would give an individual distrib broader control, and would reduce a diskery's need for a multiple distributor set-up. Blaine would also es-

tablish pressing facilities, which would add another element of control.

At the retail level of the industry, there are also increasing indications of a trend toward "bigness." The so-called "mama-papa" outlet is facing harder competition from the supermarket type of operation, and many dealers are thinking in terms of co-op buying as a partial answer to some of their problems. An example of the latter is the Dealers in Sound Corporation (DISC), a dealer-buying co-op in Newark, N. J., in which 40 dealers participate.

## Capitol to Issue 7-Inch 33's

• Continued from page 1

singles product in the 33's form to start the gradual process of winning over more and more buyers to the one-speed concept. Label, who traditionally support its projects with high-voltaged campaigns, can be expected to similarly throw its full promotional and advertis-

ing weight behind the launching of its new singles speed line.

Capitol's strivings for a one-speed standard are consistent with its traditional policies in that direction dating back to the "battle of the speeds" of more than a decade ago. At a time when other labels were choosing sides between the LP and 45 r.p.m. warring camps, Capitol sought to douse the heat of the fight by issuing its wares in all three speeds. On April 4, 1949, Capitol released its first 45 disks. In the same year, on September 5, the Coast major released its first LP's to become the first record company to make its product available in all three speeds.

The label's thinking then, as now, was to leave the final decision up to the consumer. It hoped that the buyers would decide upon the one speed they preferred. The intensity of the speed war had forced an abundance of new speed equipment into the hands of the consumers which had to result in both speeds remaining and the old 78 disappearing from the market.

Manufacture and sale of LP players today is far exceeding that of 45's. Result has been subjecting the consumer to the cumbersome job of adapting his singles to fit an LP player. Capitol (and Columbia) apparently are banking on the fact these buyers will prefer singles manufactured to fit their present-day equipment.

**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

- Empire Records  
6100 San Amara Drive  
Coral Gables 46, Fla.
- Event Records  
10 Hardy Road  
Westbrook, Me.
- Fontaine Records  
2846 University Avenue, W.  
Windsor, Ont., Canada
- Gold Star Recordings, Inc.  
520 Fifth Avenue  
New York 36, N. Y.
- Goode Records  
P. O. Box 339  
Mill Valley, Calif.
- Grand Prix Records  
724 N. Lake Street  
Burbank, Calif.
- Granite Records  
Allred Mill Road—Box 49A  
Mount Airy, N. C.
- Heartbeat Record Co.  
410 S. Michigan Boulevard  
Chicago 5, Ill.
- Hilltop Records  
509 W. Main Street  
Ashland, O.
- Impala Records  
111 and Schiller Streets  
Philadelphia 34, Pa.

The Big Seller!  
**"LOUISIANA"**  
 THE TIFANOS  
 TIFCO 45-622  
 TIFCO RECORDING CORPORATION  
 TIFTON, GEORGIA PHONE 242



# 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 63

### JERRY WALLACE



**SWINGIN' DOWN THE LANE** (Felst, ASCAP) (2:25) — On the order of his hit "Primrose Lane" of a while back is this bright version by Jerry Wallace of the fine oldie. A strong disk. Flip is "Teardrop in the Rain" (Alamo, ASCAP) (2:52). **Challenge 601**

### DORIS DAY



**THE BLUE TRAIN** (Daywin, BMI) (2:51) — A most unusual piece of country-ish material for Doris Day which the thrush sells in solid fashion via triple and quadruple tracking. Flip is "A Perfect Understanding" (Artists, ASCAP) (2:30). **Columbia 41703**

### DION AND THE BELMONTS



**IN THE STILL OF THE NIGHT** (Chappell, ASCAP) (2:37) — **A FUNNY FEELING** (Schwartz, ASCAP) (2:10) — The boys have a strong follow-up to their current "Where or When," in the great Cole Porter standard. It's handled in relaxed, unison vocal style. Flip is a bouncy rocker with Dion in the solo spot. This, too, has a chance. **Laurie 3059**

### Country & Western

### GEORGE MORGAN



**WHO KNOWS YOU THE BEST** (Moss Rose, BMI) (2:49) — **WHERE THERE'S A WILL THERE'S A WAY** (Cedarwood, BMI) (2:28) — This lad knows how to sing and again he proves it with a solid coupling. First there's a strong ballad over fine country support. Flip is another pretty ballad with a more pop-styled backing. Either way, however, there is dual market potential. **Columbia 41701**

### GEORGE JONES



**JUST LITTLE BOY BLUE** (Glad, BMI) (2:08) — **OUT OF CONTROL** (Glad-Starday, BMI) (2:36) — Two strong sides by George Jones that could both be hits. Top side is a swinger, flip is a weeper with a message. **Mercury 71641**

### Sacred

### THE STATEMEN



**I FOUND THE ANSWER** (Bulls-Eye, ASCAP) (2:20) — **TO ME IT'S SO WONDERFUL** (Hill & Range, BMI) (2:14) — The fine group has two moving sides with strong appeal for the market. Both spotlight high quality performances. **RCA Victor 7751**

### Spiritual

### JAMES CLEVELAND



**JUST LIKE HE SAID HE WOULD** (Savoy, BMI) — **HE'S ALRIGHT WITH ME** (Planemar, BMI) — James Cleveland turns in two fine readings here of meaningful gospel tunes. Both are sure to interest spiritual collectors. **Savoy 4141**

### Religious

### GEORGE BEVERLY SHEA



**UNTIL THEN** (Hamblen, BMI) (3:04) — **THE WAY-SIDE CROSS** (P. D.) (3:35) — A fine coupling. Shea's rich vocal talent and expressive phrasing is showcased on two strong religious items. **RCA Victor 7752**

## 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

### TRADE MARTIN

**POMP AND CIRCUMSTANCE** (Kahl-Allstate, BMI) (2:43) — Here's a solemnly paced version of the traditional march with effective — albeit incongruous — piano triplets on the backing. Interesting off-beat jockey wax for the graduation season. Flip is "My Song of Love" (Queensbury-Allstate, BMI) (2:45). **Roulette 4258**

### BILL HENDERSON

**JOEY** (Frank, ASCAP) (2:59) — **SWEET PUMPKIN** (Ecaroh, ASCAP) (2:58) — Some handsome blues vocalizing by the fine

chanter. First is a warm handling of the Frank Loesser tune. A lot of soul here as well as on the flip, which features an intimate type piano assist. Real smart programming here. **VeeJay 351**

### Pop Talent

### WALLY WIGGINS

**MAYBE SOMEDAY** (Nappy-Westwall, BMI) (2:30) — **I NEED YOU** (Sully, BMI) (2:13) — Wiggins demonstrates an interesting versatility of style on this waxing. "I Need You," a listenable blues, receives a solid rockabilly-type vocal, while the flip—an effective ballad—is wrapped up in a plaintive highly individual style of his own. Two good sides by a promising new artist. **Mercury 71645**

### GRADY CHAPMAN

**SWEET THING** (Vivo, BMI) (2:00) — **I KNOW WHAT I WANT** (L & M, ASCAP) (2:35) — "Sweet Thing" is a bright, lilting rocker sung with considerable gusto and vitality by Chapman over effective backing. Flip features another good vocal performance by the chanter on a listenable ballad. **Mercury 71632**

### ★★★★

## VERY STRONG SALES POTENTIAL

### THE JO JONES TRIO

**Little Susie** (Parts I & II) — **EVEREST 19361** — A version of "Madison Time," also written by Ray Bryant. The trio swings thru this one in fine style with the calls made by Jo Jones. This can get a lot of spins, both sides. (Meletone, BMI) (3:40 & 4:00)

### RUTH BROWN

**What I Wouldn't Give** — **ATLANTIC 2064** — Tender chirping by the thrush on an expressive rockballad. Strong backing by Richard Wess. Side can pull action. (Raleigh-Progressive, BMI) (2:40)

**The Door Is Still Open** — Heartfelt thrashing by the canary on a feelingful rockballad. This, too, has charm. (Rush, BMI) (2:43)

### BUDDY KNOX

**Long Lonely Nights** — **ROULETTE 4262** — Attractive hunk of material penned by Knox is sung neatly here by the composer. A side that could make it. (Planetary, ASCAP) (1:40)

**Storm Clouds** — Buddy Knox sings a country-ish effort with a lot of meaning over smart guitar backing. Side has a sound and a chance. (Dundee, BMI) (2:02)

### THE MCGUIRE SISTERS

**The Last Dance** — **CORAL 62216** — The nice oldie by Cahn and Van Heusen is sung with a lot of heart by the girls over swing-type support. They could grab coins with this one. (Maraville, ASCAP) (2:59)

**Nine o'Clock** — "The Toreador Song" from "Carmen" is sung with spirit by the lassies. Flip is more important. (Iris-Trojan, BMI) (2:08)

### TOMMY LEONETTI

**Without Love** — **ATLANTIC 2065** — A slow, pensive ballad with an inspirational air. The tune has had an earlier version by Toni Arden. Leonetti turns out a good reading on his first outing for the label. Side rises to a great crescendo. (Suffolk-Progressive, BMI) (2:52)

**Blue Bird of Happiness** — The old ballad, well known in modern times for a performance by Jan Peerce, is given a pop rendition in nice style by the chanter. Two spinnable sides. (T. B. Harms, ASCAP) (2:43)

### THE TOP NOTES

**Wonderful Time** — **ATLANTIC 2066** — A rousing, rockin' gospel-based effort by the new group. Solid lead performance is backed by a chick chorus. (Progressive, BMI) (2:16)

**Walkin' With Love** — A side with a powerful gospel flavor. Piano and organ figures are much in this groove. Lead comes thru in good style ably abetted by

the fem chorus, also much in the church tradition. (Progressive-Hill & Range, BMI) (2:15)

### THE ISLEY BROTHERS

**Gypsy Love Song** — **RCA VICTOR 7746** — The immortal Victor Herbert melody in an interesting reading, showing traces of rock and roll. A side that can catch coin. (P.D.) (2:32)

**Open Up Your Heart** — A rocker with lead singer having an engaging way of breaking his voice and using church-derived style. (Three Boys, BMI) (2:00)

### DENNIS, PHILIP AND LINDSAY CROSBY

**The Green Grass Grows All Around** — **M-G-M 12917** — Three of the four Crosby boys come thru with a happy, and enjoyable vocal on the familiar oldie. Side should get a lot of exposure on name value alone. (Marfran, ASCAP) (2:30)

**Dinah** — Another standard is sung in good fashion by the lads. The flip, however, is the top side. (Mills, ASCAP) (2:44)

### THE BAKER BROTHERS

**Billy Goat** — **EVEREST 19362** — A bright rhythm ditty by Boudleaux Bryant. It's all about a billy goat who pined for his nanny goat. Side has a sharp novelty twist with nice handling by the pair. (Acuff-Rose, BMI) (1:55)

**This Is Just the Beginning** — The boy duo has a sound reminiscent of the Everlys. The ballad is sung with a nice style against rhythm and a wandering guitar. Agreeable sound here. (Acuff-Rose, BMI) (2:57)

### KATHY SIMS

**She'll Be Comin' Round the Mountain** — **IMAGE 1007** — Miss Sims turns in an exuberant, gutsy vocal, rock style, of the familiar tune. It's a happy handclapper and it has a sound. (Kenny Marlow, BMI) (2:15)

**Green Grow the Lilacs** — A folkish ballad gets a pretty reading by Miss Sims. She gets a chorus assist on this side. (Lowery, BMI) (2:01)

### THE SATINTONES

**My Beloved** — **MOTOWN 1000** — The lead shouts the message out in the Jackie Wilson tradition. Back-up features a big fiddle sound. A commercial outing that could pick up spins. (Jobete) (2:29)

**Sugar Daddy** — The boys do a blues based ballad, much in the r.&b. style. Piano is heard in the backing of the rock rhythm effort. (Jobete) (2:38)

### ★★★★

## GOOD SALES POTENTIAL

### FRANKIE ALINE

**And Doesn't She Roll** — **COLUMBIA 41700** — Folk-flavored piece of material is sung smartly here by Aline and the side has a chance to step out if exposed. Watch it. (Melo-Art, ASCAP) (3:12)

**Seven Women** — Frankie Aline sells this bright little rhythm tune with his usual spirit backed by chorus and ork. (Mayfair, ASCAP) (2:44)

### THE FIVE KEYS

**No, Says My Heart** — **KING 5358** — Lead chanter packs plenty of emotion into a dramatic r.&r. tune. Merits exposure. (Armo, BMI) (2:37)

**I Didn't Know** — Feelingful chanting by lead singer and group on inspirational-type theme. Dual market item. (Go-day, BMI) (2:50)

### STEVE ROSSI

**A Sweetheart's Prayer** — **COLUM-**

**BIA 41698** — Steve Rossi handles this attractive ballad warmly, helped by a fine backing by the ork. Deserves spins. (Geo. Paxton, ASCAP) (2:38)

**Subito** — Listenable ballad penned by Kay Thompson receives another personable performance by the chanter, again with good ork support. Two nice sides. (Kay Thompson, ASCAP) (2:25)

### LITTLE JOE

**Ev'ry Now and Then** — **OKEH 7134** — Little Joe comes thru with a sock reading of a wild rocker selling it with spirit over pounding backing. Side could catch coins.

**Goodnight, Little Girl** — Listenable ballad is sung well here by Joe over strong backing from the ork. Side is one of the best the singer has made in a long time. It has some of that Lloyd Price flavor.

### THE SKIP-JACKS

**Polka Dots and Moonbeams** — **RCA VICTOR 7739** — From their new album comes this listenable single by the Skip-Jacks. Group has a warm sound and the disk is a good one for deejays. (ABC, ASCAP) (2:18)

**Do It Yourself** — Cute hunk of material is sold slyly here by the vocal group and the special item could also get jock exposure. (Stratford, ASCAP) (2:16)

### PAT AND THE EMPIRES

**Autumn Leaves** — **PARIS 548** — Sultry sax solo highlights this mildly r.&r. instrumental treatment of the haunting standard. Interesting jockey wax. (Ardmore, ASCAP) (2:13)

**Love Is a Many-Splendored Thing** — Same comment. (Miller, ASCAP) (2:23)

### ART AUGUST

**Lonely (Without You)** — **TRANS-CONTINENTAL 1014** — Emotion-packed reading by August on a moving r.&r. ballad. Merits spins. (Brad-Mar, BMI) (2:18)

**Hold Out Your Hand** — Same comment. (Brad-Mar, BMI) (2:15)

### REMO CAPRA

**Just Say I Love Her** — **COLUMBIA 41697** — Remo Capra, young Italian singer, bows on the label with a very attractive reading of the familiar ballad over good string support. He has a romantic style. (Larry Spier, ASCAP) (2:19)

**Fools Rush In** — The standard receives a pleasant vocal from the chanter, over strong ork support. Two listenable sides by the ballad singer. (Bregman, Vocco & Conn, ASCAP) (2:48)

### THE HAPPY HARTS

**Dance With a Dolly** — **KAPP 338** — The familiar novelty tune gets a happy, sing-along version by the mixed group. Side has a jaunty sound which is worth a hearing. (Shapiro - Bernstein, ASCAP) (2:07)

### THE SUNNYSIDERS

**Hey, Mr. Banjo** — The Sunny siders have a re-release of their original version of this happy tune, with lots of banjo pluckin' in evidence. A bright, spinnable side. (Mills, ASCAP) (2:00)

### DANE ROBERTS

**My Pretty Girl** — **ADONIS 107** — Wistful multi-track reading by Roberts on an attractive, folksy theme, with chorus on backing. (Republic, ASCAP) (2:01)

**Anywhere I Wander** — Pleasant chanting by Roberts on the haunting oldie. (Frank, ASCAP) (2:47)

### BILL DOGGETT

**The Slush** — **KING 4319** — Sock sax solo work by Doggett on a swinging rhythm instrumental. Strong jockey wax with dual market appeal. (Dornix, BMI) (2:34)

**Buttered Popcorn** — Same comment. (Wisto, BMI) (2:40)

### JOHNNY BOND

**Hot Rod Lincoln** — **REPUBLIC 2005** — A talking vocal by Bond is done against a rhythmic rockin' beat. It's a story of hot rodders, thrills and a police chase. It's a moral lesson but Bond takes a long time to get to the moral. (4 Star Sales, BMI) (2:40)

**Five-Minute Love Affair** — A blues-based ballad with Bond again contributing a talking vocal. This time it's the story of a short-lived romance. Fair prospects. (Red River Songs, BMI) (2:22)

### THE SURFERS

**Tahiti** — **HiFi 574** — The familiar tune is taken from the Surfers' album of *(Continued on page 66)*

Reviews of New Pop Records

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the same title. A lot of the color of the Pacific is built into this one, with a stirring vocal by the group. (Criterion, ASCAP) (2:36)

\*\*\* UMI E — From their album "Tahiti," the Surfers offer a rhythm number with a hand-clapping style of beat. A bright side with the sound of Hawaii as distinguished from Polynesia. (P.D.) (1:56)

CARL GREENSTREET
\*\*\* Hey Mama — ACE 594 — Uptempo blues. Chanter has authentic voice breaks. Horns take over in splendid style. (Ace, BMI) (2:52)

\*\*\* Train, Oh Train — Interesting material. Song draws on the train legend

as taking a girl away and bringing her back; but the treatment here is sophisticated. (Ace, BMI) (2:23)

ROLAND STONE

\*\*\* Something Special — ACE 593 — Novelty. Lyric is bright, and the melody is infectious, and just right for the coupling of Stone with a girl chorus. (Ace, BMI) (2:06)

\*\*\* Desert Winds — A ballad of some quality. Stone has good diction and style. A chick chorus is effective. (Ace, BMI) (2:06)

MELVIN ENDSLEY

\*\*\* You Make It Sound So Easy — HICKORY 1123 — A pop-arranged, country-oriented song. Endsley chants it with heart, with a fine feeling for rhythm. (Acuff-Rose, BMI) (2:21)

\*\*\* The Search — A saga-tinged song. The protagonist is an outlaw, fleeing the search. Has a folk quality. (Acuff-Rose, BMI) (2:34)

RONNIE MOLLEEN

\*\*\* Fat Mama — KING 5365 — A rocking blues, and it moves right along. Chanter's voice breaks in just right as he shouts the lyric. Strings bring a funky touch. Molleen is reminiscent of Little Richard. (Lois-Helsom, BMI) (2:15)

\*\*\* Rock'n' Up — Another blues in the shouting, rocking style, with a falsetto break in the vocal. (Lois-Helsom, BMI) (2:00)

THE BOBBETTES

\*\*\* I Shot Mr. Lee — TRIPLE-X 104 — A sort of follow-up to the "Mr. Lee" hit these gals enjoyed a couple of years back on another label. There's a good bit of vocal drive here. Gals sound a bit more grown-up on this outing. Can pick up spins. (Alan K, BMI) (2:10)

\*\*\* Billy — A gentle rocker with hand-clapping. Tune resembles some of the spots in "Frankie and Johnny." Gals give it a nice whirl, against string background. (Alan K, BMI) (1:58)

JOHNNY RESTIVO

\*\*\* I Can't Take It — RCA VICTOR 7758 — Spirited rocker receives a good vocal from the chanter while the chicks make good sounds behind him. (Trinity, BMI) (1:50)

\*\*\* That's Good-That's Bad — Snappy rocker is sold with a lot of interest by the chanter over happy backing. (Trinity, BMI) (1:48)

THE SPANIELS

\*\*\* Bus Fare Home — VEE-JAY 350 — Showmanly chanting by the group on an amusing novelty r.&r. item. Dual market appeal. (Conrad, BMI) (2:35)

\*\*\* I Know — Lead singer warbles with feeling on the fervent rockaballad. Another dual market side. (Pamco, BMI) (2:18)

JOHNNIE RAY

\*\*\* Don't Leave Me Now — COLUMBIA 41705 — Feelingful reading by Ray on a tender ballad with pretty lyrics. Spinnable. (Wizell & Day, ASCAP) (3:02)

\*\*\* Tell Me — Wistful ballad is wrapped up in an emotion-packed delivery by Ray and chorus. (Spar, ASCAP) (2:01)

JODY REYNOLDS

\*\*\* Stone Cold — DEMON 1524 — Plaintive rendition by Reynolds on haunting off-beat theme. (Elizabeth-Johnstone-Montei, BMI)

\*\*\* Raven Hair — Wistful performance on another haunting folk-flavored song. (Elizabeth-Johnstone-Montei, BMI)

CHIP FISHER

\*\*\* Snow Job — 20TH FOX 202 — A cute rhythm effort by Fisher, assisted by a good fem chorus. It's all about the snow job of compliments a cat tells his chick. She doesn't believe it all but loves it. Good novelty idea. (Music Development, BMI) (1:47)

\*\*\* Junior High — Here's one keyed right down to the teens, the early teens at that. A lot of meat in the lyric and it's a nice melody well handled by the chanter. (Music Development, BMI) (1:48)

ROGER KING MOZIAN'S SPECTACULAR PERCUSSION

\*\*\* Just in Time — M-G-M 12921 — A nice, satisfying big band arrangement of the familiar tune from "Bells Are Ringing." A programmable side for the dancers. (Stratford, ASCAP) (2:17)

\*\*\* Asia Minor — The maestro unleashes a barrage of clanging and clashing percus-

sion here beyond a theme which could best be described as harem music. Side has color. (Arkayem, ASCAP) (2:05)

DARRELL, GIB AND ERNIE

\*\*\* I Goofed — SHASTA 133 — Catchy r.&r. ditty is chanted with youthful verve by the trio, Merits exposure. (Riverside, BMI) (2:00)

\*\*\* Mirror, Mirror on the Wall — Boys warble with wistful charm on a plaintive rockaballad. (Riverside, BMI) (2:29)

AL BROWN AND HIS TUNETOPPERS

\*\*\* Sweet Little Love — AMY 806 — The chanter turns in a listenable rendition of a blues effort that has a chance for loot. (James, ASCAP) (2:20)

\*\*\* It's True 'Bout Love — Al Brown sells this slight rocker with some feeling over strong support. (Aim, BMI) (2:23)

COZY COLE

\*\*\* Cozy's Corner — KING 5363 — Cozy Cole's combo, which features trumpets and sax work, offers a slow and lazy rhythm tune. Fine side for the dancers. (Lois, BMI) (2:42)

\*\*\* Red Ball — Uptempo rhythm side handled with okay style by the combo. (Lois, BMI) (2:33)

THE CLIFF ADAMS ORK

\*\*\* Trigger Happy — PALETTE 5053 — An interesting and different instrumental side. It features some fancy guitar by-play with colorful fiddles moving in later. Has the sound of program music. Builds to a big intensity. (Zodiac, BMI) (2:20)

\*\*\* Lonely Man Theme — A slow and pretty bit of musical color. Also spinnable. (Zodiac, BMI) (2:20)

FRANKIE BOYE

\*\*\* Little Kitten — COLPIX 153 — Cute teen-appeal ditty is sung in okay fashion by Boye and chorus. (Myers, ASCAP) (2:18)

\*\*\* Valley of Happiness — Routine rockaballad is sung pleasantly by Boye. (Myers, ASCAP) (2:43)

DANNY JANSSEN

\*\*\* Mirror on the Wall — STEPHENY 1841 — Personable chanting by Janssen on an attractive teen-styled ditty. (Asbury, BMI) (2:17)

\*\*\* Blue Moon — Stepped-up tempo marks Janssen's multi-track vocal version of the great Rodgers and Hart theme. (Robbins, ASCAP) (2:09)

THE PRE-HISTORICS

\*\*\* Alley Oop Cha-Cha-Cha — EDSEL 797 — This is a cha cha version of the current hit, now making it via three records. It would be difficult for this one to cut too much into the others, tho it's good, too. (Kavalin-Maverick, BMI)

\*\*\* Oh Blues — The singing group, somewhat on the order of the Everly Brothers, sell this item with little spirit. (Tuscon-Maravilla, BMI)

BOBBY MIZZELL

\*\*\* Over the Rainbow — KIM 102 — Mizzell sells his rhythm piano work neatly here playing the standard with a lift, helped by guitar and drum backing. Side could get spins. (Leo Feist, ASCAP) (1:43)

\*\*\* Tom's Theme — Bobby Mizzell plays some listenable piano on this pleasant instrumental side. (Starland, BMI) (2:45)

TOMMY MITCHELL

\*\*\* My One and Only Love — MERCURY 71638 — The pretty and familiar ballad is handed a stylish reading by the high-voiced artist. He gets a nice choral and string backing. Spinnable effort. (Sherwin, ASCAP) (2:30)

\*\*\* Completely — A ballad, done to a soft, slow Latin rhythm. Mitchell has a Mathis-type of style in spots and he gives the moderate material a good whirl. (Brenda, BMI) (2:40)

CARLA ROWE

\*\*\* Angel — GIBSON 6001 — Gai sobs effectively on a feelingful ballad. (Pargib, BMI) (2:35)

\*\*\* Comes the Dawn — Same comment. (Pargib, BMI) (2:21)

CLINT MILLER

\*\*\* Silly Billy Boy — HEADLINE 1010 — Strong version of the oldie with friendly vocal stint by Miller and cute piping by fem chorus. (Inter-Continental, ASCAP) (1:58)

\*\*\* Do You Remember — Nice vocal job by Miller on a pleasant country-flavored ditty. (Inter-Continental, ASCAP) (2:45)

VICTOR RESCHKE

\*\*\* Froggy — DECCA 31003 — Catchy instrumental theme is wrapped up in attractive ork arrangement. Solid jockey wax. (Ross Jungnickel, ASCAP) (2:06)

\*\*\* Sahara March — Dramatic march-tempo theme is handed an effective military instrumental treatment. (Ross Jungnickel, ASCAP) (2:42)

The Billboard HOT C & W SIDES

Table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, FOR WEEK ENDING JUNE 26, TITLE, Artist, Company, Record No., WEEKS ON CHART

Main chart table with 26 rows of record data including titles, artists, and chart positions.

FORGET ME NOT b/w HOW DO I KNOW (That You Love Me) The Georgettes Goldisc #3006 GOLDISC RECORDS 1650 Broadway, New York, N. Y.

STEVE LAWRENCE GIRLS, GIRLS, GIRLS b/w LITTLE BOY BLUE UA 233 UNITED ARTISTS 7297th AVE. N.Y. 19, N.Y.

PRESSINGS talk to DISKMAKERS 1626 Federal Street Philadelphia, Pennsylvania DE 6-5151

JAMIE THE BLACKWELLS "UNCHAINED MELODY" Jamie #1157 GUYDEN RECORDS 1330 W. Girard Ave. Phila. 23, Pa. CE 2-3333

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SOUTH OF THE BORDER Carl Mann Phillips International #3555 639 Madison Memphis, Tenn.

New Instrumental Release! CARNIVAL and ARABIAN BLUES JIMMY BECK and his orchestra ZIL 9004 NASHBORO Record Co., Inc. Nashville, Tenn.

EVEN BIGGER THAN "THERE'S A BIG WHEEL" Wilma Lee & Stoney Cooper's JOHNNY MY LOVE HICKORY 1118

Orbison is in Orbit with "ONLY THE LONELY" Roy Orbison MONUMENT #421 LONDON GROUP 539 West 25 St., New York 1, N. Y.

# The Billboard HOT R & B SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING JUNE 26		WEEKS ON CHART
				TITLE, Artist, Company, Record No.		
1	6	14	15	A ROCKIN' GOOD WAY, Dinah Washington-Brook Benton, Mercury 71629	5	
2	8	18	14	EVERYBODY'S SOMEBODY'S FOOL, Connie Francis, M-G-M 12899	4	
3	4	3	3	ALL I COULD DO WAS CRY, Etta James, Argo 5359	8	
4	1	2	2	CATHY'S CLOWN, Everly Brothers, Warner Bros. 5151	7	
5	18			ALLEY OOP, Hollywood Argyles, Lute 5905	2	
6	5	13	26	BURNING BRIDGES, Jack Scott, Top Rank 2041	4	
7	2	11		WONDERFUL WORLD, Sam Cooke, Keen 82112	3	
8	3	1	1	DOGGIN' AROUND, Jackie Wilson, Brunswick 55166	12	
9	7	19	30	THINK, James Brown & Famous Flames, Federal 12370	4	
10	17			THERE'S SOMETHING ON YOUR MIND, Bobby Marchan, Fire 1022	2	
11	12	27		LONELY WINDS, Drifters, Atlantic 2062	3	
12	11	12	13	LOVE YOU SO, Rod Holden, Donna 1315	6	
13	15	21	10	GOOD TIMIN', Jimmie Jones, Cub 9076	5	
14	13	20	22	FINGER POPPIN' TIME, Hank Ballard & the Midnighters, King 5341	4	
15	21	17	11	HE'LL HAVE TO STAY, Jeanne Black, Capitol 4368	5	
16	28			FOUND LOVE, Jimmy Reed, Vee Jay 347	2	
17				THE BITTER EARTH, Dinah Washington, Mercury 71635	1	
18	19	6	5	WHITE SILVER SANDS, Bill Black's Combo, Hi 2021	13	
19	27			PAPER ROSES, Anita Bryant, Carlton 528	2	
20	10	7	7	STUCK ON YOU, Elvis Presley, RCA Victor 7740	8	
21				HEARTBREAK (IT'S HURTING ME), Little Willie John, King 5356	1	
22				LEAD ME ON, Bobby Bland, Duke 318	5	
23	9	4	4	OOH POO PAH DOO (Part 2), Jessie Hill, Minit 607	8	
24	26	10	9	NIGHT, Jackie Wilson, Brunswick 55166	11	
25	23	30		LITTLE BY LITTLE, Junior Wells, Profile 4011	3	
26		25	25	LONELY SOLDIER, Jerry Bugler, Abner 1035	3	
27	29			I'M SORRY, Brenda Lee, Decca 31093	2	
28	14	5	8	MADISON TIME, Ray Bryant, Columbia 41628	11	
29			23	NOBODY LOVES LIKE YOU, Flamingos, End 1068	3	
30		23	18	YOU'VE GOT THE POWER, James Brown, Federal 12370	3	

## Reviews and Ratings of New Albums

Continued from page 58

### GOOD SALES POTENTIAL

material here, including "Ain't Misbehavin'," "Battle Royal," "Birth of the Blues," "Caravan" and "Intermezzo."

#### ★★★ THE SWINGIN' SOUND

Les Brown, Signature SM 1019 — The Les Brown band is a flexible outfit which has long shown its ability to handle all types of pop tunes. They get a workout on this disk with a brace all written by Steve Allen. The most memorable probably are the tunes which were used as the opening and closing themes of Allen's old "Tonight" TV show, and his present TV theme, "This Could Be the Start of Something." From the standpoint of arrangements and danceability, the collection has much to recommend it.

#### ★★★ MANDOLINO ITALIANO

Dick Dia Orch. Audio Fidelity AFLP 1923 — The mandolin is one of the few musical instruments which has not yet been overexploited by a cascade of recordings, yet which produces a distinctive and pleasurable sound. Dick Dia's work with pick and strings is of high quality, featuring virtuosity in his renditions of old Italian favorites. The program includes a number of items that will be recognized immediately, such as "La Napolitana," "La Siciliana," "Carnival of Venice," "Non Dimenticar" and "Santa Lucia."

#### ★★★ LOVE IS A NOW AND THEN THING

Anthony Newley, London LL 3156 — The chanter is popular in his native England and he shows his nice ballad style to good advantage on this debut American set. In his intonation and phrasing, Newley has the quality of a British Tony Bennett. The songs are standards — "Gone With the Wind," "Talk of the Town," etc., and the singer receives a pleasant, rippling ork backing by maestro Eric Rogers.

### LOW-PRICE POPULAR ★★★

#### ★★★ THE CREW CUTS

Mercury MGW 12180 — The Crew Cuts are heard here singing some of the songs they made famous, including their first hit, "Crazy 'Bout Ya Baby." Other tunes include "Are You Havin' Any Fun," "Unchained Melody," and "Blue Jean Gal." Good wax at the price.

#### ★★★ BE THERE AT FIVE

Glenn Osser Combo, Wing MGW 12209 — A bright, attractive-sounding collection, played by a group consisting of vibraphone, guitar, piano, bass and drums. The first three toss the melodies around between them, the vibes helping to provide a fresh-sounding feeling to such oldies as "Stars Fell on Alabama," "Little White Lies," "Louise," "Out of Nowhere," and "Ain't Misbehavin'." Good mood item.

#### ★★★ MUSIC FOR POLKA LOVERS

Lawrence Welk, Mercury MGW 12210 — A flock of old Lawrence Welk bands, with the familiar jaunty flavor of Welk in his Aragon-Trianon ballroom days. The tunes include "Hoop Dee Doo," "Baroom Polka," "Merry Christmas Polka" and "Tiger Rag." Many tunes also include vocals.

### CLASSICAL ★★★

#### ★★★ BALLET MUSIC FROM THE OPERA

Anatole Fistoulari-Paris Conservatoire Orchestra, RCA Victor LM 2400 — This is a program of excerpts and largely familiar ones at that, of selected ballet music passages from a group of name operas. These include "William Tell," "Aida," "Samson and Delilah," and "Khovantchina." The orchestra attacks the selections with enthusiasm and color. Pleasant background music, anchored in the classics.

#### ★★★ BRAHMS: SONATA NO. 3 IN D MINOR; BACH: PARTITA NO. 3 IN E

Jaime Laredo, RCA Victor LSC 2414, (Stereo & Monaural) — The young winning violinist's newest disk for RCA Victor put his abilities to a severe test. He is challenged by two completely different and contrasting works and superbly proves himself the master both of the Bach unaccompanied partita and the effulgent Brahms sonata. The neither is a "glamor" work, this release should enjoy steady if not spectacular sales among lovers of exceptional violin playing. Laredo's growing stature should also held account for some business.

#### ★★★ BEETHOVEN: CONCERTO NO. 3

Chicago Symphony Orch. (Hendli); Graffman, Piano, RCA Victor LM 2396, (Stereo & Monaural) — There are some 20 competing versions of this masterpiece available, some among them by such giants in the interpretation of Beethoven concertos as Schnabel, Edwin Fischer, Arrau, Gilels and Rubinstein. Young Gary Graffman is well regarded among his American contemporaries but here he is up against steep competition, both artistically and commer-

cially, not least from the same label's two versions by Rubinstein. His performance is straightforward and strong if somewhat shy on poetry and emotion.

#### ★★★ MOZART: CONCERTO NO. 25 IN C & DON GIOVANNI OVERTURE

Chicago Symphony (Reiner), RCA Victor LM 2287 (Stereo & Monaural) — Of the many concerti in the repertoire of one of the giants of the concerto form, this is one of the least known and least recorded. Unlike many of the others, it has a certain heavy quality. However, it has its individual moments of inspiration. Tchaikovsky performs in workmanly fashion. This, plus the name value of the ensemble and maestro Reiner, can account for activity despite sparse, tho important competitors.

#### ★★★ SIBELIUS: SYMPHONY NO. 5 & KARELIA SUITE

London Symphony (Gibson), RCA Victor LM 2405, (Stereo & Monaural) — The noble, moody Sibelius' Fifth, the highlight selection, and the companion Suite offering are given adequate performances, with recorded sound that is satisfactory enough. There are at least two competing versions of the symphony of substantial quality. This package, however, can benefit from the unusual wood cut type etching of the composer which appears on the cover. It's definitely displayable.

#### ★★★ SCHUMANN: DICHTERLIEBE

Caesare Valletti, RCA Victor LSC 2412, (Stereo & Monaural) — A collection of seldom performed lieder works by tenor Valletti. He sings with warmth and precision and his readings of portions of the little-recorded opuses 25, 35, 37 and 90, in addition to the major offering of "Dichterliebe" (Opus 48) will be a welcome addition for collectors. The latter work enjoys several other good versions, but this one can be helped by an artistic cover.

#### ★★★ KUBIK: SYMPHONY CONCERTANTE; CRESTON: WALT WHITMAN SUITE & LYDIAN ODE

Orchestra de la Radiodiffusion (Kubik); Academy Symphony Orchestra of Rome (Rescigno), RCA Victor 2426, (Stereo & Monaural) — Two contemporary American works are offered here. The Kubik "Concertante," is highly modern and advanced in make-up with little melodic content. It's an imaginative work, however, with remarkable blip of the lead instruments of trumpet, viola and piano. The Creston offerings are of a more lyrical and classical content. The selection forms an interesting contrast of styles.

### LOW-PRICED CLASSICAL ★★★

#### ★★★ BEETHOVEN: SYMPHONY NO. 3

Czech Philharmonic Orch. (von Matacic), Parliament PLP (S)-129, (Stereo & Monaural) — A fine interpretation of the "Eroica" marks this, one of the first low-price stereo releases from the other side of the Iron Curtain. Lovro von Matacic stresses the grandeur in this masterpiece while also underlining the drama. The result is highly satisfying musically.

### LOW-PRICED JAZZ ★★★

#### ★★★ LIGHT, BLUESY AND MOODY

Gene Ammons, Mercury MGW 12156 — This unusual collection of sides by the Gene Ammons crew may appeal to many jazz fans. It contains a variety of jazz items, from the boppish "Red Top," to the driving, hard bop items, "Hot Springs," "When You're Gone," and "Little Siam." All of the sides were cut in the 1947-48 period and they show off Ammons' cookin' tenor work of that period.

### FOLK ★★★

#### ★★★ SONGS OF THE GUIANA JUNGLE

Ramjohn Holda, Request RLP 8039, (Stereo & Monaural) — These are the first recorded folk songs from British Guiana in South America, and they prove to be simple and charming songs dealing with the same basic emotions and expressions that are fundamental in all folk music, namely, love, life and work. They are spiced with a touch of Caribbean calypso feeling and an occasional hint of a Latin beat. Guitar, maracas, jungle guitar and claves are used in support of the excellent vocal efforts of Ramjohn Holda and a group called the Potato Porkknockers.

### POLKA ★★★

★★★ SATURDAY NIGHT POLKA DATE  
Dick Martin and His Ork., Everest SDBR 1086, (Stereo & Monaural) — There's a good, clean, bright sound on this new polka set and the stereo quality is good enough to be recommended. It's a relatively big group, with four reeds, four brass, an accordion and rhythm. Danceable, listenable sound with a salable cover.

### RELIGIOUS ★★★

#### ★★★ SONGS FROM THE HEART

Frank Boggs, Word WST 8051, (Stereo & Monaural) — Frank Boggs sings a group of familiar gospel songs with reverence and feeling on this new release, aided by the Don Hustad Chorale and Orchestra. Tunes include "Amazing Grace," "Blessed Redeemer," "The Old Rugged Cross," "There Is a Balm in Gilead," and "It Is No Secret." Good wax for the Bible belt.

### Moderate Sales Potential

### POPULAR ★★★

#### ★★★ OUR MAGIC MOMENTS

The Randy Van Horne Singers, Everest SDBR 1089, (Stereo & Monaural) — The Randy Van Horne Singers tackle a group of standards here to fair results. The large chorus comes thru with pleasant readings of "Moments to Remember," "Moonlight in Vermont," "Walkin' My Baby Back Home," and "Ebb Tide."

#### ★★★ DON JOHNSON—KING OF ORGAN WITH A BEAT

Kandy SLK 144, (Stereo & Monaural) — Unusual and interesting wax featuring Don Johnson on his souped-up organ, backed by vibes, piano, accordion, rhythm and bones. The album has a sound that should please stereo fans, featuring some smart arrangements and ear-catching solos by organist Johnson as well as Bobby Christian on vibes, Bob Acri on piano and Earl Backus on guitar and piano. The tunes are all standards, including "Sweet Georgia Brown," "Moonglow," and "Bye Bye Blues."

#### ★★★ IT'S BEEN A LONG, LONG TIME

Terri Stevens, Everest SDBR 1088, (Stereo & Monaural) — The attractive Miss Stevens has a pleasant vocal style as she offers here a program of tunes associated with World War II and the immediate postwar period. Title song is grouped with "Now Is the Hour," "I'll Be Seeing You," "I'll Walk Alone," etc. Leroy Holmes and ork handle the backings.

#### ★★★ THE CADILLACS MEET THE ORIOLES

Various Artists, Jubilee JGM 1117 — This is not a juvenile rumble but the joining together of two earlier rock and roll groups with a flock of tunes typical of their day. Most of the sides have a rather dated quality. The cover, which shows leather-jacketed youths, bespeaks juvenile gangdom which could be a discouraging factor.

### CLASSICAL ★★★

#### ★★★ MARTINU: DOUBLE CONCERTO; THREE FRESCOES

Czech Philharmonic Orch. (Sejna and Anceri), Arlia ALP (S)-135, (Stereo & Monaural) — This is one of the initial major stereo efforts to reach here from Eastern Europe. It is an intriguing one, musically, for Bohuslav Martinu's "Concerto for Two String Orchestras, Piano and Timpani" is a substantial and imaginative work, and is a welcome addition to the catalog. However, its broad appeal may be limited by occasional dark moods and dissonances. The three "Frescoes" are in more traditional musical forms. Performances and recording quality are first class.

### SACRED ★★★

★★★ SOMEONE WALKS BESIDE ME  
Lee Russell, Steeple Tone LR 1001, (Stereo & Monaural) — Russell sings these gospel songs with dedication. "Tablets of Stone," "Brotherly Love," "From the Cradle to the Cross," are typical.

### COUNTRY & WESTERN ★★

#### ★★★ FIDDLIN COUNTRY STYLE

Jelly Sanders, Global LP 1001 — Authentic country fiddling, recorded with good sound. A fine album for square dancers, or for deejays seeking this type of programming. Material includes some originals, plus a batch of square dance standards.

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## RINGLING GROSS OFF IN CHICAGO

Business Falls Under Last Year's; Blame Police Show, School Events

CHICAGO—Ringling Bros. and Barnum & Bailey's near-perfect record for increased business all along the route took a jolt here. The Chicago stand (2-12) closed with some good weekend houses, but the gross for the run fell short of last year's level.

The show was believed to have grossed something over \$200,000 last year and something under that this year. Neither year was considered good by the show or its promotion organization, Feld Bros. They had hoped for a substantial increase this time.

This year's promotion included a heavy tie-in with Polk Bros.' stores, other tie-ins with grocery chains, a carefully plotted newspaper ad campaign, increased radio budget and slightly decreased TV budget, as well as other elements.

But working against the show was competitive advertising for a police show being promoted by the four newspapers, and the Ringling date coincided with schools' final exam week, prom and graduation programs. There will be an effort to book a later time in June.

The show has tabbed increased business at all but one other stand. That was Huntington, W. Va., where a heavy snow storm cut attendance. The Chicago business, while off, still was profitable for the show, it was reported.

From the International Amphitheater here the circus went to the Hobart Arena at Troy, O. Promotion chief Cotton Fenner's next date is Atlanta, but he will go to the West Coast first in connection with future promotions for San Francisco and Oakland.

## Exhibitors Upping NAAPPB Show Space

CHICAGO—With a sellout predicted by Labor Day, reservations for exhibit space at the 1960 International Outdoor Amusement Exposition at Hotel Sherman here November 27-30 are rolling in at a brisk rate, Exhibit Manager John S. Bowman announced.

Bowman, executive secretary of the National Association of Amuse-

ment Parks, Pools & Beaches, said that already six of last year's exhibitors have applied for additional booth space. These include Crown Metal Products, Fairway's Miniature Golf, B. A. Schiff & Associates, the Flexible Company and Hot Rods, Inc.

In addition to the above, seven prospective new exhibitors already have requested space assignments altho no formal invitation has been sent out as yet. Last year's exhibitors were given until Monday (20) to pick up options on the space they occupied last year before any space requests by new exhibitors are considered, Bowman said.

A new brochure entitled "Why You Should Exhibit at the 42d Annual Convention and Outdoor Amusement Exposition" is being readied for mailing to all prospective exhibitors as soon as the established exhibitors' options expire. The brochure describes the exposition as a "mighty stage for business" and tells how more than 6,000 outdoor amusement executives—parkmen, showmen, concessionaires, swimming pool operators and others from all parts of the world—are attracted to the event because of the new equipment and supplies that are exhibited and because of the simultaneous conventions of NAAPPB and the Showmen's League of America.

## Detroit-Windsor Fete Includes 158 Events

DETROIT — A total of 158 events will make up the second International Freedom Festival to be celebrated here and in Windsor, Ont., June 25-July 4. A bargain admission to 25 of them is being offered thru sale of booster buttons by the Detroit Jaycees.

Sports events include a major boxing card, and a number of talent activities are scheduled. A 90-minute June 30 talent show at Briggs Stadium will have a \$5,000 budget and will precede a night illuminated parade. A July 4 fire-

works show will be staged by American Fireworks Company.

The "Howdy Doody" television show will be presented live in the Henry and Edsel Ford Auditorium on July 1, and be taped for presentation the following day on the NBC network.

According to Ray Pearson, executive secretary to Detroit's mayor, plans for next year are already being made and tentatively include a musical show and a water show. A fund is being built up to cover the entertainment nut.

## Anita Bryant Tops Fair Bill At Cincinnati

CINCINNATI — Singer Anita Bryant and the Hollywood Sky Rockets have been booked for Carthage Fair here, September 15-18, by the local Barney Rapp Agency, reports Clarence A. Peters, secretary-manager. In past years local fair acts have been supplied by the Gus Sun office.

Also scheduled for the fair is Chester Rotroff's All-Girl Thrill Show and a cutting-horse contest, the latter to be conducted under regulations of the National Cutting Horse Association.

Rapp, who maintains offices in the Sheraton Gibson Hotel here, announced last week that he has already begun preparations for his seventh annual Christmas show, which will again be staged at Cincinnati Gardens. Already signed to participate are five area industrial firms, including General Electric, the Trailmobile Company and the Cincinnati Milling Machine Company. The Rapp Christmas show is usually made up of 10 leading circus-type acts.

## Band Booked For Aquatennial Musical Event

MINNEAPOLIS—Woody Herman and his band and the Lambert, Hendricks and Ross Trio will headline the new Minneapolis Aquatennial event, "Music on Parade," which will be held July 17 at the Metropolitan stadium in suburban Bloomington.

The outdoor spectacular is designed as a showcase for the winners of the Aquatennial's 21st annual music festival, which this year has been expanded to a national basis.

The winners of the 10 music contests comprising the festival will receive their awards and scholarships as part of the program. Also featured will be massed choral groups from the festival's first event, the choral contest, which was held May 25. At least one more top entertainer will be added to the show's agenda.

It also was announced that Al Sheehan's "Aqua Follies," a traditional Aquatennial event, will be held July 13 thru 24 at the Theodore Wirth Pool.

## San Antonio Cele Elects

SAN ANTONIO — Forrest L. Baker was elected president of the Fiesta San Jacinto Association at a recent directors' meeting.

Reynolds Andricks was elected to continue as executive secretary. Other officers chosen are Joseph A. Macnak, first vice-president; H. A. Pahl, second vice-president; George Lampkin, third vice-president, and O. E. Latimer, treasurer.

## ILLINOIS FAIR INKS HOPE, ALICE LON, BRENDA LEE

SPRINGFIELD, Ill.—The Illinois State Fair, long a user of name attractions as patron lures, this year will again present a long list of television, motion picture and record names topped by Bob Hope, it was announced here by J. Ralph Peak, fair manager.

Hope will head up a one-night show on August 20 which will also include a varied list of talent booked, according to Peak, to appeal to all age groups. With Hope will be the Rhythm Kings, Brenda Lee, Mark Dinning, Mike (Broken Arrow) Ansara and his wife, Barbara Eaton, Patty Clark, John Bromfield and Henry Brandon and his orchestra. As an added attraction one of the top contestants from the Miss Universe contest will also join the bill.

The fair will also open with a name bill in front of the grandstand on August 12. Alice (Champagne Lady) Lon will be one of the featured entertainers plus Nick (Rebel) Adams, Three Stooges, Dukes of Dixieland and Paul Whiteman and his orchestra.

"Grand Ole Opry" will hold forth on the first Saturday night in the traditional country and western show and the Barnes-Carruthers No. 1 revue will be in front of the grandstand August 15-19.

Olson Shows again will provide the midway attractions.

## Mineola Fair Enlists Business, Civic Advice

WESTBURY, N. Y. — Leaders in virtually all commercial fields in this region are represented on committees of the Long Island Fair & Science - Industry Exposition, formerly known as the Mineola Fair.

Advisory council consists of the following:

James W. Carpenter, vice-president of the Agricultural Society of Queens, Nassau & Suffolk Counties, Inc.; John Dempsey, vice-president of Servomechanisms; Ken Ellington, vice-president of Republic Aviation Corporation; Dr. Carl Frische, president of Sperry Gyroscope Company; Thomas M. Goodfellow, president of Long Island Railroad; Harry W. Gross, 2d Supervisory District school superintendent of Nassau County; Lt. Gen. William E. Hall, commander of Continental Air Command.

Caryle H. Jones, assistant to the president of Sperry; Edwin Lyons, partner-owner of Zahn's Airport, Inc.; Robert D. Noble Jr., secretary of Hofstra College; Charles W. Perelle, president of American Bosch Arma Corporation; Jack Rettaliata, assistant to president of Grumman Aircraft Engineering Corporation; Morris Rochman, president of REF Manufacturing Corporation and president of the Long Island Association.

David Seaman, president of Suffolk County Federal Savings and Loan Association; Eleanor Steber, featured vocalist, Metropolitan Opera Company; Gen. R. L. Vanderwater (Ret.), treasurer of Village of Hempstead; Howard Wakeman, vice-president of Long Island Lighting Company; Henry Weiss, traffic manager of Long Island Railroad.

Committee chairmanships are: J. Alfred Valentine, general chairman; Ellington, program; Frische, industry host and VIP activities; Rettaliata, public relations; Goodfellow, transportation day; Carpenter, government participation; Rochman, organizational participation; Noble, college participation; Weiss, operations; Hall, military participation; Gross, public school program; Seaman, financial participation; Lyons, business and private aircraft activities; Vanderwater, veterans' participation; Roth, business and commercial affairs; Herb Doherty of Republic News, advertising.

Fair staff is: Valentine, president; Lou Davis, assistant to the president; Charles Bochert, general manager; Edward J. Donnelly, exposition exhibit director; Fred Rudolf, staff assistant and industrial liaison; Mrs. Cornelia Hanna, secretary.

## TALENT

### Swenson Adds More Acts to Stunt Troupe

SPRINGFIELD, Mo. — Aut Swenson, veteran owner-operator of the auto stunt show, Swenson Thrillcade, will use more live variety acts than ever before this season. For the past several years Swenson has carried a number of thrill acts, but this year will hit the peak in that department.

A Zacchini cannon act, with the personnel doubling in a flying return number and a trampoline turn, will be used for spot bookings. Jimmy Troy, high act, will be with it for the season, as will the Hanell Troupe, Maryse Begary and the Louis McNece elephant.

Johnny (Crazy Otto) Maddox, recording pianist, will also join the Swenson aggregation for a route of key fairs in August and September. Maddox will be with the show for the fourth season.

## Brandon Ex Signs Holter

BRANDON, Man.—The Gene Holter Wild Animal Show, with camel and ostrich races, will be a matinee feature on the opening and closing days of the five-day Manitoba Provincial Exhibition, which starts July 4. Harness races will be the afternoon attraction on the other three days.

# TALENT ON THE ROAD

## R-B Acts Playing Fairs During Summer Lay-Off

A half-dozen acts from the Ringling circus will play the Western Illinois Fair, Griggsville, on July 2, during the lay-off of the circus. Show, which was set by Music Corporation of America, will have Johnny Mattson as the ringmaster and Maryes Begary as one of the acts. Those from the circus are Ferry Forst, Stephenson Family, Las Verdu, Rigettis, Domis and Kolmedys. . . . A line of Hal Sands' Manhattan Rockets will back the Lennon Sisters portion of the grandstand show at the Wisconsin State Fair. . . . Talent set for the Old Fashioned Family Fair at Omaha's Municipal Stadium, July 2-4, includes the Johnny Horton Trio, Don Gibson, Plainsmen Quartet and Mack Sanders and His Ranch Boys; also Jonny River's diving mule. . . . Rex Allen has signed to do the title song on a motion picture, "For the Love of Mike," to be produced by George Sherman and released thru 20th Century-Fox. Rex will also play the role of a ranger in the flicker. . . . Homer and Jethro have been added to the country and western portion of the grandstand show at the Allentown (Pa.) Fair. Barbara Eaton will join her husband, Mike ("Broken Arrow") Ansara, in the Wild West portion of the show.

V. Ossian Wiregard, of the Wiregard revolving mast act, writes that they've replaced the five elephants at Kennywood Park in Duquesne, Pa. The bulls refused to cross the bridge leading to the stage. The bridge offers no challenge to the performers, Wiregard infos. . . . Talent on the Rodeo Trail: Allen Case, of the TV show, "Deputy," will be featured at the Sidney, Ia., Rodeo, August 16-21. . . . Lynn Randall and horse, Top Hat, are set for the Moberg, S. D., rodeo, July 2-4. . . . Dale Robertson and the "Gunsmoke" trio, Doc, Kitty and Chester, will be the lure at the J Bar H Rodeo, Camdenton, Mo., July 1-9. . . . It'll be George (Gabby) Hayes at the Heart of the North Rodeo, Spooner, Wis., July 9-10. Hayes will also play the Lincoln, Ill., fair on August 11 and the Milledgeville, Ill., annual on August 14. With him at the latter will be Homer and Jethro and Leon McAuliffe and the Cimarron Boys. . . . Specialty acts at the McAlester, Okla., July 23-25 rodeo will include Johnny Ward and his Trick Ford and Gene Riley and his Trick Mule.

Latest additions to the entertainment lure at the Chicago International Trade Fair at Navy Pier, June 20-July 5, includes the Kings and Queen of the Air, Kurt Oranto, Joseph and Hilda Klein; Hanna Ahroni vocals; Marais and Miranda, singers; Indrani, Indian dancer, and Aleco and Vera, Greek dancers. Garland Parnell, old-time organ grinder, and his monkey will provide atmosphere. . . . TV SHOWCASE: Jerry Lewis, Shari Lewis, Cliff (Charley Weaver) Arquette and Judy Lynn guest on the June 21 Jack Paar Show. . . . Dinah Shore, Chuck ("Rifleman") Connors and Joe Flynn will be on the Emmy Award program June 20, plus Mahalia Jackson, Lawrence Welk and Jackie Cooper. *Charlie Byrnes, Chicago*

## Calif. Event Inks Cannon

Hugo Zacchini and his cannon act and the Hilo Hattie Show will be featured at the Orange County Fair in Costa Mesa, Calif., July 12-17. They were booked by Jo and Newton (Carolina) Brunson, of the Hollywood Theatrical Agency. Another added attraction at the Orange fair will be Al Lyons and his electric accordion. . . . The Brunsons are booking the attractions at the Merced County Fair, Merced, Calif., August 9-14. High Diver Jimmy Jamison and Al Lyons, electric accordionist, are in for the full run. The John Strong Circus and the Frank Wheeler Marimba Trio are featured the first two days with a show opening August 11 for four days including Del O'Dell and Charles Carrer, magicians; Ruth and Carl Carlsson, acrobatic, and the Volenoos. . . . Badger Balloon Company, Alhambra, Calif., will stage a balloon ascension at the Kankakee (Ill.) fair during the August 6-11 run, Victor Heisler, head of Badger, said.

## King Nearing Canada Route

GRAFTON, N. D.—King Bros. Circus drew a good afternoon-only show here Sunday (12). At Thief River Falls, Minn. (10), the show had 1,100 in the afternoon and 650 at night. Virginia, Minn. (6), had two three-quarter houses despite a lot that was difficult to reach.

## 2 Big Houses For Beatty

NEW BEDFORD, Mass.—Clyde Beatty & Cole Bros. Circus had two capacity houses here (8). Schools were dismissed for the day and weather was good. *b.w5 f23 mg Show News Beatty 16-20 tp.*

## N. Y. STATE FAIR INKS GUY LOMBARDO AGAIN

SYRACUSE—Guy Lombardo and His Royal Canadians again will be featured at the New York State Fair, this time for five days, Harold L. Creal, director, announced. Lombardo and his band will play free concerts for visitors from September 6 thru closing day, September 10. The pact is an expansion of the fair's free entertainment program which was started last year with an all-free grandstand show.

As announced earlier, Dale Robertson will head the show the first four days, with singer Molly Bee set to be in from Tuesday thru Saturday. Creal said the fair is negotiating for additional name entertainers. Last year the Lombardo aggregation performed in the Coliseum show. This year's building attraction has yet to be set, but will be announced soon, Creal added.

## Butler Univ. Auditorium Has Final Approval

INDIANAPOLIS — Final plans for the construction of a \$3,500,000 auditorium were approved Saturday (11) by the board of directors of Butler University.

It will be equipped to stage grand opera, concerts, ballet, dramatic performances, movies, choral singing and university convocations in addition to whatever cultural and civic presentations the community may choose to make use of it. In the planning is the loftiest stage house in Indiana—90 feet.

Contract for the construction will be let by August. The 2,200-seat auditorium will be known as Clowes Memorial Hall, named after the late Dr. G. H. A. Clowes, the research director of Eli Lilly & Company. His widow, a resident of Indianapolis, is the leading donor of the funds which will make the building possible. The condition of a Clowes Fund pledge of last January was that the University muster the remainder of the required sum by July 15. That requirement will be met, according to Butler officials.

Consultants employed by Lincoln Center for the Performing Arts in New York have been among those who have helped to plan the building. John M. Johansen, New Canaan, Conn., and Evans Woolen III, Indianapolis, are the architects.

## Disneyland Dedicates Nature Area

ANAHEIM, Calif. — Nature's Wonderland, a new \$1,800,000 addition based upon Disney film productions, was dedicated at Disneyland here Sunday (12). It brings the total cost of the park to \$32,800,000.

Wonderland tells the story of the West before civilization by filling the seven-acre area with life-like animated animals, birds and reptiles. Visitors are taken aboard Western mine trains and pack mules from the ghost town of Rainbow Ridge into forests typical of Wyoming, deserts of Arizona and New Mexico, mountains of Colorado and other Western wilderness regions.

Nature's Wonderland is the result of detailed studies of adventure pictures. Actions of animals are based on individual incidents from such films as "Beaver Valley," "Bear Country," "The Living Desert," and "Olympic Elk."

The opening of the area brings the total number of attractions to 45.

Other features for the year include the Art of Animation exhibit, a display tracing the history and development of motion picture animation, and the new production of "America the Beautiful," the Circarama motion picture presented by the Bell Telephone System at the only 360-degree theater in America. Both are located in Tomorrowland.

## Niagara Falls Okay for Rex

NIAGARA FALLS, Ont.—Rex Bros. Circus played to good houses at the Niagara Falls Memorial Arena here June 8. Show drew 2,875 and 2,650 in the 3,000-seater. Shrine was the auspices for the Clyde Bros. production. Rex had 800 each afternoon and 1,000 each night at St. Catharines, Ont., June 6-7. Show played Garden City Arena, which has 2,500 seats.

## Detroit Shopping Marts Good for Miller Unit

DETROIT — The combination carnival and circus operated as the Paul A. Miller Circus closed the second of two successful six-day local engagements Sunday (12) at the Southgate Shopping Center in the downriver suburb of Southgate.

While business on the season as a whole has been behind last year to date because of adverse weather, patronage since Decoration Day has run some 25 per cent ahead, Miller said, with the increase represented essentially by the two Detroit area engagements.

Show is now in its fourth season and has played a total of 164 shopping centers in that period.

Miller has framed a second unit which opened for the first time in April in Dallas, and now keeps two on the road. The second unit is tied in with a shopping center promotion under the name of "Easy Living," sponsored by Red Book magazine.

He plans to operate two units regularly, each carrying about 12 rides, outright sales concessions (such as popcorn and soft drinks) and the circus. The latter is presented on a stage with a big top style background, and blazons the slogan, "The Greatest Free Show on Earth." Admission is free except for a small number of reserved seats up front, sold at 25 cents. Schedule is five shows a day, 45 minutes each.

On the bill in Detroit were George Hanneford Family, equestrians; Mario Rajas, unicycle; Will Hill, elephants; Jimmie O'Dell, dogs and ponies; Five Del Rios, singers; Pat and Patina, jugglers; Swede Johnson, lions; Kinko, contortionist; Bumps Anthony, clown; Flying LaForms; Guy Gibby, strong man; Rosie Rajas and Rosie Rodriguez, ladder and web; Phineas Newborn Sr. and his band, and Ben Brigman, ringmaster.

The staff includes Paul A. Miller, owner-manager; Gene

Tracy, general agent; Wally Blake, promotion director; Gary Blake, advertising; Jean Miller, bookkeeper; Jimmy Miller, concession manager, and Jimmy Gunnells, ride superintendent.

The unit which closed here Sunday (12) moved to Akron to open at the Midway Plaza, while the second unit, which had been playing the Laurel Square Center at Akron the previous week, also moved Sunday to Ridgeview Shopping Center at Cleveland.

## Seymour, Wis., Fair Signs Name Talent

SEYMOUR, Wis. — Michael Burns, veteran manager of the Outagamie County Fair, last week outlined the attractions at the fair this year which will be highlighted by a line-up of name performers in the night grandstand show.

Featured in the latter are Jimmy Dean, Betty Johnson, the Browns, Victor Julian and His Dogs, Ash-ton and Hal Sands' Manhattan Rockets. Two other acts will be added. All talent was booked thru Frankie Taylor, GAC-Hamid, with the exception of the Browns, handled by E. O. Stacy, Music Corporation of America. The show will do two Saturday and Sunday night shows and one each on Thursday and Friday, and Burns disclosed that advance sales have already topped the \$5,000 mark.

The Earl Newberry - Leo Overland thrill show, Trans-World Auto Daredevils, will be in on the opening night. Daytime grandstand fare will include a Western horse show one day, go-kart races one afternoon, harness and running races plus acts on Saturday and Sunday afternoons. A fashion show will be presented in front of the grandstand on Thursday evening by H. C. Prange Company, department store chain in the Fox River Valley.

Mickey Stark's Gold Bond Shows will provide the midway attractions on a new black-topped fun zone. Also new this year is an exhibit building, 4-H dormitory and a black-top one-quarter-mile stock car track within the horse race oval.

## Cretors Takes Over Sale of Floss Machine

NASHVILLE — Cretors and Company, longtime manufacturers of popcorn makers, have expanded their operations and are now also international sales representatives for the Perfection candy floss machine, H. E. Chrisman, Cretor vice-president, announced.

The machine is manufactured by Electric Candy Floss Machine Company of Nashville, whose first cotton candy unit was made over 50 years ago.

## Mass. Fair Season Bows

MIDDLEBORO, Mass. — The Middleboro Fair opened a three-day stand June 18-20 at the Raynham Dog Track. On the last two days of the event, a sports car group, the Coast Road Driving Club, will hold a gymkhana and concourse as one of the feature attractions.

A four-hour speed gymkhana will be run on the Saturday and the concourse is set for Sunday. Idea behind the innovation is to promote better relations and understanding between the public and the sport car fraternity, according to President Tom Sena. Also new for Middleboro will be a horse show on Sunday. John Pratt is manager. A horse-pulling contest is also on the program.

## Minn. Skeds 97 Fairs

ST. PAUL—The fair season in Minnesota will open July 1 and a total of 96 county and one State fair will be held between that date and September 23.

First to open their gates will be the Cannon Valley Fair, Cannon Falls, and Norman County Fair at Ada, which spring July 1. Final of the season is the September 21-23 run of the St. Vincent Union Industrial Fair.

Minnesota State Fair here in St. Paul operates August 27-September 5.

## Coleman OK's Annual July Rodeo

COLEMAN, Alta. — Decision has been made to go ahead with the 15th annual Coleman rodeo. Event will be July 9, with Bill Fraser, show chairman, and Reg Kesler, arena director. A parade and night entertainment are planned.

## FAIR-EXHIBITION MANAGEMENT

### Kansas State Builds A Second Grandstand

HUTCHINSON, Kan.—The Kansas State Fair this year will use a second grandstand that will be built in the form of an outdoor theater, Virgil Miller, secretary, announced.

The stand, which will seat a total of 3,000, will be used for ice shows, water shows and other attractions and will be in competition to the races and night show in the main grandstand, Miller said. Hopes are to hold fair patrons over a second day or induce them to come back a second time to pick up the show they missed on the first day's visit. No attraction has been signed yet for the new theater.

It will be of steel framing, 15 rows high and 120 feet long on two sides of a central staging arena, 80 feet across. Miller anticipates many used for the site between fairs. Plans provide for dressing rooms beneath the bleachers in the near future.

Another major building project is the new \$155,500 4-H exhibit building which will get under way after this year's September 17-22 fair. The structure is scheduled for completion by the 1961 fair.

Other plant improvements this year include installation of two fire escapes on the 4-H encampment building and painting the interior with fire-retardant paint; complete rewiring of the beef cattle barns; safety guard rails on both curves of the half-mile race track; addition of rest rooms in the new dairy cattle judging building; relocation and complete rebuilding of the half-mile water main across the fairgrounds, and relocation of a bank of power transformers near the entrance to the main grandstand—now a possible hazard in a severe storm.

The new 4-H building is to be used in 1961 for display of Kansas centennial exhibits. After the centennial it will be reserved for 4-H Club exhibits, doubling the present space available for that purpose. About 25,000 square feet of space will be added.

### Ohio Assn. Schedules Pre-Season Conference

COLUMBUS, O.—The Ohio Fair Managers' Association will hold a pre-season "shop talk" conference in the Deshler-Hilton Hotel here June 22, Russell W. Alt, president, announced.

The mid-summer conference, with added features of a fair administrator's school, will get under way at 10 a.m., with Alt in the moderator's chair.

Set to participate in a "voice of experience" panel are W. J. Buss, Wooster; Russell W. Hull, Fremont; James D. Murray, Napoleon, and Clarence A. Peters, Cincinnati, all secretaries of fairs, and Merle Stacy, Marietta, association vice-president.

Robert H. Terhune, State director of agriculture, will head a panel of his own staff members who will discuss fair inspections, etc. Included will be the following division chiefs: Ed C. Haaf, foods and dairies; Dr. Harry G. Geyer, animal husbandry, and Rowland Bishop, manager of the Ohio State Fair.

The latter portion of the program stems from the annual January meeting of the association, where a discussion was held with Department of Agriculture officials regarding a more uniform application of inspection regulations.

Also set to be on the program are Goldie V. Scheible, Dayton, executive secretary of the association; Henry G. Richards, Mount Vernon, treasurer; B. P. Sandles, Springfield, first vice-president, and George W. Connelly, Wauseon, co-chairman of the legislation committee.

### Regina Ex Posts \$43,035; Shuffles Judging Schedule

REGINA, Sask.—Premium money totaling \$43,035, an increase of \$4,761 over last year, is being offered by the Regina Exhibition Association for this year's fair.

Of this, the association is putting up \$41,597. The rest is by way of grants from livestock associations, business organizations and individuals. In addition, race purses will total \$64,000.

Increases have been made in light horse, beef, dairy cattle, sheep and swine classes, with dairy cattle awards the highest at \$13,964.

To help maintain interest in the livestock department until the fair's end, the fair is moving its light horse show judging from the first three days to the last two.

Switch will give the exhibition five days of cattle and horse judging in a row.

The light horse show, a free event, is expected to attract more viewers. As well, more outside entrants are likely, as stabling costs will be cut. Previously, for three days' judging, average stabling accommodation was five days.

New classes have been added and prize money upped.

### PNE Adds Fountains

VANCOUVER, B. C.—The Pacific National Exhibition, which last year installed several fountains on an experimental basis, will build more this year.

Those operated last year inspired much favorable comment from visitors and the new ones will be as varied in their concept as they will be dramatic in their dancing presentations.

According to fair officials, they'll range in performance from the large installation in the pool in front of the B. C. Building, with its more than 100 spectrum changes every seven minutes, to smaller mobile units with colored water and floral arrangements.

Officials believe fountains are not only eye-catching but also serve as actual cooling mediums on hot summer days.

### Lloyd Settle Joins Tabery's Showmanship

LOS ANGELES — Lloyd D. Settle, public relations and show promotion executive, has been named assistant to Fred J. Tabery, president of Showmanship, Inc.

Formerly promotion director of Pacific Ocean Park, Disneyland and other major recreation and show developments, Settle is the first public relations man to have been cited by the city council for "outstanding public service to the city." He is a native of this city, a member of the Sheriff's Public Relations Advisory Committee, the Spotlighters (theatrical service group), and the board of directors of the San Fernando Valley Youth Foundation. He is a past president of the California Hobby Industry Association, representing approximately 500 manufacturers and retailers of commercial hobby kits and materials.

Showmanship, Inc., originally a division of the Tabery Corporation, directs the 12-year-old California Hobby and Recreation Show, International Sports, Vacation and Travel Show and others. Settle will be in charge of public relations, advertising, show production and marketing areas of the industry.

### Morris, N. Y., Fair Skeds Horse Show

MORRIS, N. Y. — One of the features of the Otsego County Fair this year is a two-day horse show. The area is one of the most avid in the State for organized horse clubs and annual shows.

The fair, August 1-6, will have an open junior show Friday morning, August 5, and a 4-H show the same afternoon. A senior open show has been scheduled all day on closing day. In addition, the three sponsoring riding clubs will present an hour and a-half grandstand performance.

### Detroit Newspaper Figures Cobo Hall Will Have Deficit

DETROIT—Detroit's new \$5,400,000 Cobo Hall and Convention Arena will operate at a deficit of \$177,919 for the first year, starting July 1. The Detroit Times predicted this week. Operating expenses and maintenance are figured at \$1,063,819, while anticipated revenue is set at \$885,900. The latter is based on booking of 28 major events, estimated to bring 1,500,000 people into the building. Additional booking of smaller activities many bring in more revenue to offset some of the deficit, and it is anticipated that the two halls will operate in the black during their second year.

### Seek Civil Service For Mich. Manager

LANSING, Mich.—A request to put the secretary-manager of the Upper Peninsula State Fair, Escanaba, under civil service has been made by the fair commission on behalf of Ray LaPorte, who has held that post for a number of years. The transfer would protect the position against changes in political administration.

## ARENA, AUDITORIUM NEWSLETTER

### Amphitheater Action

By TOM PARKINSON

INTERNATIONAL AMPHITHEATER in Chicago was busy demonstrating its size and versatility last week. In the building's arena was the Ringling-Barnum circus, which also used the lower floor of the northern exhibition hall. To the south of it was the annual home show of the Southside Economist, a thriving neighborhood newspaper that has a successful and growing home show promotion. It is timed with the Ringling circus and opened to the circus crowds. In expansive Donovan Hall, the Amphitheater's gigantic exhibition hall on the south, work is under way on the tremendous Machine Tool Exposition, altho it doesn't open until October and doesn't get the building until August. The Amphitheater's indoor 10-car railroad siding is being used to bring the heavy machinery parts inside. Then they are moved to the eventual location of their exhibits and assembled. In many cases, the floor has to be fitted with bolts and other fittings. Floor capacity is unlimited, and nothing less could accommodate these huge machines. It takes all these months to move the show in. Normally, the show would get possession of the building a month earlier, but the change was made necessary by scheduling of the Republican National Convention in July.

Work already is well along on the convention construction, too. Bell Telephone is building a communications center on the second floor south. Part of it also will be used for the machine tool show. In the second floor north section carpenters are busy building the elaborate offices, interview rooms, studios, control centers and more for the television networks and pool. The construction is done as if the studios are permanent—studs, insulation, glass, air-conditioning—but it all will come out after the convention. One thing that eases the job here is that the same general plan was carried out in 1952 and 1956 at the Amphitheater. Blueprints already indicate which commentator or newscaster will have each studio or office. It is a big task and one that will be duplicated for the televising of the Democratic convention from Los Angeles. The Amphitheater is taking these events—huge, space-consuming, long-term events—in its stride. And the staff gears itself to handle not only these events but a wide assortment of additional shows that will come before and after these giants.

### Hurok Army Has Good Sale; McDonald Has Chi Home Show

THERE WAS A GOOD advance sale for S. Hurok's big English military spectacle at Madison Square Garden, New York. . . . A mistake in this column last week concerned the home show in Chicago. It is produced, as usual, by Grover McDonald for the Homebuilders Association of Chicagoland and is entitled the Modern Living Home & Flower Show. . . . Clyde Beatty Circus grossed \$92,000 in its six days at the arena at Commack, N. Y., on Long Island. . . . New arena in Knoxville is interviewing candidates for the director's position. . . . George Doerner, formerly a trumpet player with Tommy Dorsey, Jan Garber and Johnny Long, has his own dance band now and played for about 2,000 persons at a Shrine Club affair in Greenville Memorial Coliseum. . . . The American Furniture Mart in Chicago expects 18,000 buyers and sellers at the annual summer market. The market usually runs 10 days but this time it is running Monday (20) thru Saturday (25). Some of the mart's tenants will remain open until July 1. Frederick H. Mueller, former furniture manufacturer and now Secretary of Commerce, will speak at the mart's press luncheon Tuesday. . . . Spots Arena at Toledo has the Ringling circus two days this week. June 11 it had Johnny Cash Cavalcade of Stars. There is a piano sale day and date in the building with Ringling. . . . From Long Beach Auditorium, Manager Win F. Hanssen reports that this month's activities include a number of religious groups and several school events. The Baptist General Conference of America is in the building June 26-29. And the General Association of Regular Baptists is this week (20-24). . . . Don Jewell reports that the Portland Memorial Coliseum now is three-quarters completed.

### Dancers Crowd Des Moines, Set Miami Beach for 1962

SQUARE DANCERS IN record numbers registered for the ninth annual National Square Dance Convention June 9-11 at the Veterans Memorial Auditorium at Des Moines. Manager Horace Strong reports that 12,387 dancers registered, topping the previous record set in 1956 at San Diego. Four areas of the Des Moines building had continuous dancing from 10 a.m. to 11:30 p.m. each day. The Saturday night crowd was estimated at 18,500 and management had to close the doors about 8 p.m. More than 8,000 spectators vied with dancers for seats at the 7 p.m. exhibitions. Exhibitors filled all available space and reported good business.

The convention will be in Cobo Hall in Detroit for 1961 and there are 1,000 advance registrations already. The Miami Beach Exhibition Hall was selected for the 1962 meetings. Bids also were received from Kansas City, Omaha and Las Vegas, Nev.

### Hetzer Booking Buildings For Japanese Spectacular

THE JAPANESE SPECTACULAR which is being brought to this country by James Hetzer, will play a growing route of auditoriums and arenas following its fair route. It opens this week at Red River Exhibition in Winnipeg and plays fairs thru October 1. Hetzer has signed with the Arena Managers Association for some buildings and also is signing others. Among those named by him are in Greensboro, Charlotte, Birmingham, Atlanta, New Orleans, Omaha, Topeka, Wichita, Fargo and Huron. Some of the fair dates will be in fair-owned arenas, including the Edmonton Exhibition's. Additional arena-auditorium dates are pending, and Hetzer said he would be ready to announce more details soon.

## AMUSEMENT PARK OPERATION

### Carter Lake Opens Strong; Frisco Mulls Theme Layout

CARTER LAKE KIDDIELAND and Pleasure Pier, under the new management of H. V. Peterson, one-time carnival operator, opened May 30 to good holiday business. The Kiddieland is open daily and the pier is available for picnics and outings. The Petersons are building a marina which they also will operate. . . . The mayor of San Francisco, reading about Freedomland in New York, asked a Freedomland partner if one could be built in San Francisco, too. The city now is making a check into possible financing and site selection. . . . State Fair Park at Dallas is giving band concerts on alternate Sunday evenings. Crowds average about 2,500 adults and young children, while older children make the midway. . . . LeSourdsville Lake ballroom near Middletown, O., featured Ray McKinley's Glenn Miller Orchestra Saturday (18). June 22 will have Cincinnati TV people on hand for a special day. . . . Aquarama, Inc., has signed with the department of parks in New York for the presentation of nightly vaudeville and water shows at the Flushing Meadows Park Amphitheater. Admission will range from 95 cents to \$2.50.

### Singhiser, Schott Adding Touches of Western Motif

JACK SINGHISER IS enthused over the increased patronage Fontaine Ferry Park at Louisville has received so far as a result of the new Turnpike ride. Singhiser has also face-lifted the park considerably with a Western motif for his Kiddieland and the pony-ride concession. . . . Ed Schott at Cincinnati's Coney Island has also come up with a Western look for his shooting gallery and has added new thrills for park patrons with a Spook ride. . . . Bob Plarr, NAAPPB president, is back at Dorney Park after his final fishing expedition of the season in the Miami-Bimini area. Bob expects to team up with Secretary Bowman in taking in the New England and Pennsylvania summer meetings, as well as touring some of the parks in other localities. . . . How'd you like to run your kiddieland from your sick bed, recuperating from a broken leg? That's the plight of John W. Detweiler, who operates the Detweiler Kiddieland at Grand Island, Neb. John suffered the fracture while getting ready to open the season and has been doing a "remote control" operation ever since. He's optimistic tho about increased business this coming year. . . . Leonard Thompson, NAAPPB member from Blackpool Pleasure Beach, Blackpool, England, has sent out an attractive brochure, "Ice Drome Happenings" which announces Blackpool's opening on Saturday (25) of the "Ice Parade of 1960." The Blackpool ice drome seats 2,000 persons. Leonard also comments about the trip he and Harry Batt of New Orleans made together in visiting Tivoli Gardens in Copenhagen and Liseberg in Gothenburg. . . . Harold Gorry, manager of Bob-Lo amusement park across the water from Detroit, keeps his weight down during the summer by riding a bicycle around the park. . . . Jim Hervey has resigned his position with Mackenzie Electronics at Inglewood, Calif. Named as his successor is Norman J. Otsby. Jim is devoting full time now with Audio Electronics, another California concern. . . . Norm Paisley, operations manager at Bob-Lo amusement park, is anxious to swap yarns about European funspots with NAAPPB members who made the 1958 tour. Norm and his wife took in the Oktoberfest and Tivoli Gardens last fall. He thinks that European parks are superior so far as lighting and trim are concerned.

Larry Stone, head of Paragon Park, Nantasket Beach, Mass., reports that his new Himalaya ride, a European import, is a solid kick this season. Stone reports business is good whenever that "ol' debbil" the weatherman behaves. . . . The weather put a real crimp in the planned press preview Santa's Village at Dundee, Ill., June 13-14-15, so Manager Charles L. Poe has written media people who were unable to dodge the thundershowers those days to feel free to use their invitation card for admission any time soon. The preview had been arranged by General Manager Glenn Holland to introduce "Inky," billed as the world's first educated reindeer and his helpers, "Hunt and Peck" the amazing hen and duck which "publish" an animal newspaper at the year-around theme park. . . . Julian Norton, NAAPPB insurance committee chairman, who suffered a heart attack and has been confined to a hospital in Bristol, Conn., the last 10 days, has been removed from the hospital's critical list and is now showing steady improvement. His doctor says he'll be on the shelf, so far as Lake Compounce amusement park is concerned, for at least three months. His niece, Mrs. Janet Sonstroem, is acting manager.

—John S. Bowman, NAAPPB Secretary.

### Mexico Park-Theater Plans Make Progress

MEXICO, D. F. — Jorge M. Isaacs has returned here from a trip to San Diego, Calif., where he consulted with John C. Ray about plans for the City of Spectacles, amusement area that he will build near Mexico City. Ray has completed the black-and-white designs and full-color drawings are to be ready in about five weeks. The site covers 252 acres, of which 80 will be used for the park area itself. The location is just beyond the Federal District and therefore not subject to the low admission charge requirements in the district.

The park will include numerous rides and concessions. It will be designed around Mexican themes that include the Mayan, Aztec and Toltec cultures. Included in the plans are a 15,000-seat auditorium, an exposition hall and two large theaters. One theater will accommodate musicals and the other will exhibit filmed spectacles which now skip Mexico City because of the low admission rules. Designer Ray has estimated the cost at \$20,000,000. The Mexican government will assist in the financing but not in management.

### Rains Delay Cedar Point Ride Set-Up

CEDAR POINT, O.—Rain has held up completion of several rides at this Lake Erie amusement park. Rain has also cut into attendance on the midway since opening May 28.

What might have been a record-breaking Esmond Dairy Day Saturday (11) was hit by an afternoon rain and again at night. Radio and TV weather reports on possible tornadoes in the area probably kept many people from coming to the park.

On June 29 seven Kroger food stores in the area united to back Kroger Day at the resort. Koa, a male African elephant, will be at the Sandusky Kroger store June 27 and 28 then spend June 29 at Cedar Point.

Improved fireworks displays have been shot off on the beach those Saturday nights when it didn't rain. A display is also planned for Kroger Day. Fireworks are also set for the night of July 2.

Contractors are hoping for a break in the weather in order to pour concrete for the road to carry 1910 model Cadillacs. Bumper strips are in place around the ride. It is located next to the Turnpike ride built last year. A Junior Turnpike was opened over the Decoration Day weekend.

Wet weather has also delayed laying of track for the Allan Herschell 1865 model train running from Kiddieland to the lagoon area, where two boat rides will be in operation soon. One boat ride will be over a scenic route and the other will feature pioneer and Western scenes.

A Scrambler, Helicopter, stagecoach with four-pony hitch and Dodgem have been in operation since the opening. Hotel Breakers opened Saturday along with the cafeteria and Coral dining room, thus putting the resort into full swing again. Closing is set for Labor Day.



K. R. GAMBILL, of Gambill Amusement Co., Steubenville, Ohio, says: "As we go into the third season with our BIG ELI Wheel, it is running like a fine watch. It certainly has been a pleasant surprise. When we ordered it we considered it a 'have to have' item, rather than a volume ride."

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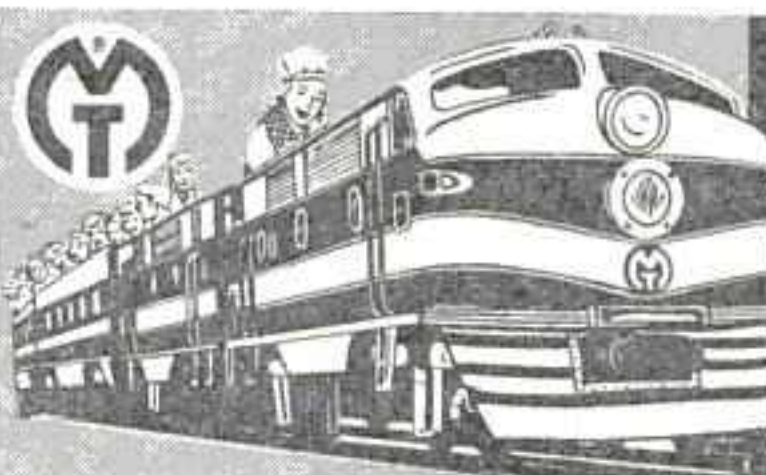


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# Buffalo Names Acts, Moves to Stadium

BUFFALO—The Buffalo Shrine Circus has been rescheduled to use Offerman Stadium, owned by Sportservice, Inc., instead of appearing under canvas. The show is to be produced by Al Dobritch, who originally was to provide the canvas show equipment.

The open-air stadium show will be June 23-26. The earlier plan to play a series of tented stands in Shrine club cities around Buffalo also was dropped. Buses will bring people from those cities to Buffalo itself. The Stadium seats up to 13,000.

Dobritch announced last week the line-up of acts for the show. Joe Basile will have the band and there will be a grand entry. In a single display will be Albert Rix's Bears, Robert's Leopards and Capt. Eddie Kuhn's Wild Animals. Then come clowns, headed by Emmett Kelly.

Subsequent displays are: Two Rixos and Two Orillos, Cook & Enos Funny Ford, Baudy's Greyhounds; clowns, starring the Landon Midgets; Tonito's wire act, Martell's roly boly and O'Donnell's wire act; clowns, including Ernie Burch; Victor Julian's Dogs, Miss Elizabeth, Princess Tajana and Miss Madeleine, Six Gutis, Cresso's Rocket Car, and the Original Hanneford Family.

In the second half will be the Geraldo's Flyorama, clowns; Paul

Kelly Elephants (6), Ten Wazzans, Nerveless Nocks and the Zacchini double cannon.

Dobritch is in Buffalo on a percentage and Dixie Heber is working the promotional department for him. They also have the Roosevelt Stadium show at Jersey City for September 16-18, a repeat engagement.

For his spring dates, Dobritch announced he has signed Victor Julian, Egon Brothers, Therons and Antonucci Chimps.

## Government Sues Sunbrock; Larry Sues Right Back

ORLANDO, Fla. — The federal government has filed charges of income tax evasion against Larry Sunbrock, and promoter Sunbrock has filed a counter action charging the government's various suits, liens and charges against him in recent years have cost him several jobs and contracts.

He asks for \$1,000,000 in damages. Sunbrock charges that because of the government's charges against him he lost a position as director of the new Baltimore Civic Center. He also charges that James Arness has turned down Sunbrock contracts because of possible attachments the government might make against Sunbrock.

The government's suit against Sunbrock was scheduled to be heard Monday (20).

## Hagen Plays Jersey

UNION, N. J. — Hagen Bros. Circus had two good houses here June 11. At Freeport, N. Y. (7), the show did equally well.

## Mills in Indiana

RICHMOND, Ind.—Mills Bros. Circus had a three-quarter afternoon house and half house at night (11). A fight on the lot an hour before the afternoon show injured one person and brought the arrest of another. Optimist Club sponsored the circus.

# Cristiani Slowed By Ohio Mud

SANDUSKY, O. — Cristiani Bros. Circus played to fair business here Sunday (12) after a late arrival. Afternoon show had a one-third house when it started at 5 p.m. Night house had two-thirds of capacity. Weather here was bad. Show had a very good stand of billing here.

Late arrival at Sandusky was due to the muddy lot at Elyria, O., Saturday (11). Circus had about a thousand people for each of the performances. Tornado warnings were issued at night, and winds were high. Storm hit the show during the night show, softening the lot. Elephants were used to tow customers' cars off the lot and then to move the show equipment.

At Sharon, Pa., the show had a light afternoon and good night (8).

## Polack Business Up at Oakland

OAKLAND, Calif. — Polack Bros. Circus played to 25,917 persons at Oakland Auditorium June 9-11 under auspices of the East Bay Children's Hospital. The show's three-day stand this year exceeded the five-day business of last year, when attendance was 20,876. The building seats about 8,000 and houses ranged from 1,568 to 5,642.

## Wirth Produces Washington Show

WASHINGTON — Frank Wirth was producer for the Masons-Eastern Star "Night of Thrills" at Griffith Stadium here Friday (17). The performance included Zacchini's cannon act, Victor Julian's Dogs, Clay Beckett and his big wheel; Eddie Zacchini's flying act, Frank Cook on the high wire, the Tucker trampoline act, Cook and Enos Funny Ford, and the Seven Stank's teeterboard act. There also were two prize-winning string bands and an emcee.

## Edmonton Shifts Several Buildings

EDMONTON, Alta.—With new stables being built and the midway area widened, four buildings at the Edmonton fairgrounds are being relocated. They are the Agriculture building, photo salon, old-timers' cabin and the Edmonton Journal information booth.

## Hunt in New York

SPRING VALLEY, N. Y.—Hunt Bros. had three-quarter houses here Monday (13).

# CIRCUS TROUPING

By TOM PARKINSON

MANY QUESTIONS ARE coming up among performers regarding the new Ringling-Barnum circus train. Some of the answers are starting to come out. When the show switched from cookhouse-and-sleepers to gas-and-hotels, show salaries were adjusted. For example, the show began then to pay gasoline costs for the jumps. Now as the show moves back onto rails, it appears that periodic readjustment of contracts or option renewals will give a chance to readjust. Details are not yet complete.

But no direct charge will be made for train space. The operation will be a regular circus-style no-charge train, not a carnival-style operation in which there might be a periodic collection of rent for train space. Just as salaries have taken into account the need for road expenses, now they may take into account the use of the train. But in no case will this be as present hotel bills; the adjustment will amount to no more than \$2 a day, maybe less. It also comes out that some acts, one with special problems and need for a truck of its own, for example, are not expected to ride the train.

The circus train will include staterooms for a few people and families. There also is to be a car which has a pie car at one end and show offices at the other. The pie car will be operated by Foy Large, who used to have the show laundry. This is described as an unusually attractive set-up. The whole train is being equipped in first-class shape, with new facilities thruout as well as heating and air conditioning. The show train rolls for the first time after the July lay-off.

★ ★ ★

Among fans in Chicago for the Ringling circus were Robert and Mary Hoppe, of St. Louis, who were on deck for four days. . . . Ralph (Jelly) Duke is mulling a show of his own for this summer. . . . The Earl Allens caught the Duke of Paducah Circus in its quarters at Cape Girardeau, Mo. . . . Jackie Wilcox is ahead of the Famous Cole Circus, but Bill Wilcox is remaining at home in Hot Springs. . . . C. A. (Red) Sonnenberg is with the Japanese Kabuki dancers thru June 22 in New York. . . . P. M. McClintock is handling press for the Franklin Civic Operetta Association at Franklin, Pa., but expects to open his new museum of circus and theater attractions late this month.

Mr. and Mrs. Herman Wallenda announce that their daughter, Rosemarie, is to be married to Guillermo Magnus at Concordia Lutheran Church, Kirkwood, Mo., July 2. A reception will follow at the residence of Mr. and Mrs. Thomas N. Packs.

M. H. Busch, Moberly, Mo., caught Mills Bros. in Peru, Ind., and Royal American at St. Louis. . . . Hubert L. (Hi Lo) Merck, has recovered from an illness of last year and is expecting to see some shows this season. . . . Kelly-Miller is booked for Salem, Ore., July 11. . . . Roy Barrett, circus clown, entered a hospital at Los Angeles recently. He will retain his apartment at 1821 South Main but will be at the ward 2DE, G M & S Hospital, Veterans Administration Center, Los Angeles 25, and will enjoy mail. . . . Elizabeth Green sends a herald from the Gran Circo Razzori with which she is appearing in Venezuela.

Charles (Kid) Koster is handling billing for "The Music Man" when it goes on tour out of Los Angeles and is in the headlines as "last of the second men." . . . Don Marcks visited Roy Bible, Dick Scares and Bill Meyers on the Gold Coast Shows, caught Polack Bros., and worked a weekend with Famous Barnes Circus. . . . Doc Broga and Dick Bennett visited with Art Bitters on the Beatty-Cole advance. . . . Jack Sweetman has been in Las Vegas, Nev., for an AFM convention.

Earl and Hattie Shipley will be in Sarasota for July after working ahead of Ringling since January 14. They will resume the trek in August. . . . Ray Chandler has his bull, Princess, with Doc Capell's carnival. . . . Will Hill is with one unit of the Paul Miller shopping center show. . . . The Original George Hanneford Family has been with the Paul Miller show and last week pulled into Chicago for the upcoming police show there. . . .

L. M. White, Mexico, Mo., reports that the home of the early rider and show owner, James Robinson, is being torn down. . . . Eddie Howe was with Kelly-Miller for several weeks in California and left as scheduled to handle other assignments around Los Angeles. He prepared some new press material for the K-M show. . . . Mrs. Anna Nicholas, mother of Count Nicholas, visited him and the Beatty show at New London, Conn. . . . Visiting the Beatty show at Newport, R. I., were Ed Tracy, Andy Campbell, Dan Condon, Oscar Jacobson, Bill Donahue, James McKenna and Harold St. Johns. . . . Family and members of the Michigan Showmen's Association attended a headstone dedication service for the late William H. Green, circus press agent, recently.

Circus "Hall of Fame," Sarasota tourist attraction, has named Bette Leonard and CFA President L. Wilson Poarch to fill vacancies on its national awards committee. . . . Zoo News includes word that a rare whooping crane at New Orleans hatched a chick. The Milwaukee Zoo has a contest running to name its two new baby gorillas. The New York Aquarium was exhibiting a whale that was acquired when it washed ashore at Brooklyn.

John J. Doyle, who has been with circuses in recent seasons, is returning to night club business as straight man for comedian Lou Stone. They opened June 4 in Boston and then play to the West Coast in 15 weeks. . . . G. M. Phillips saw the Beatty show draw people in a rain at Philadelphia. He says the show's new big top was up and that the show's midway looks like the old Ringling show. . . . Don Marcks caught Kelly-Miller in Northern California. Rick Roy, high act, visited Dan Miller at Tacoma and Don Marcks at San Francisco. . . . A. F. (Red) Davis, West Virginia CFA chairman, caught Cristiani Bros., Beers-Barnes and the combined CFA Beers-Barnes show at Charleston.

Joe Block, owner of Circus Block in Israel, visited the Adams & Sells Circus recently and was shown around by Jimmy Ray. Block was visiting Tony Smaha, whom he had known in Europe. . . . George L. Green, 50-year trouping veteran, and Ralph Stephenson caught Cristiani at Charleroi, Pa. . . . More Cristiani visitors were the S. J. Dunns, Mike and Silvius Piccolo and Ray Friesel. . . . To make the Ed Sullivan TV show Sunday (12), the Clyde Bros.' elephant was to make fast railroad moves to and from the show in Canada. . . . The Timmerman family, long in India and Asia with the Kamala circus, is expecting to be back in the U. S. later this year.

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# Hagen Show Keeps Audience Thruout

BABYLON, N. Y.—After skirting New York City for five years, Hagen Bros. Circus ventured back onto Long Island last week, and found the pickings satisfactory. There were some indifferent crowds at the matinee shows, but nights pulled okay. The night performance here Wednesday (8) looked like a blank at 8:30, but half an hour later the new big top was bulging with spectators and none of them was disappointed.

Under Joe McMahon's direction the Hagen forces are fielding a snappy little tent, well timed and running one hour, 20 minutes. The performers are competent workmen and women who go thru their paces in good humor, as far as audiences are concerned.

Opening with the grand entry march, production swings right away into the web number, with the Marquez Sisters and Babe Jackson aloft and Marcy Maynard as vocalist. Parade has three elephants, two of them Jim Cole's. Bob Grubb and Billie McNeill's menage display sees them prancing in with bright military costumes, then working a well-synchronized two-ring routine. There is frequent kneeling to applause. The (5) Rafaels come on for tumbling, pyramids and balancing, two of the performers being children. Media Duo (Bantas) follow with their low-wire act, culminating with Jack Banta leaping a high-flaming bar.

### Good Impression Made

At this point it is easy to assess the initial impressions, every one of which is good. Costuming is colorful and clean. George Vest's organ work and Tex Maynard's drumming, combined with the loud and sharp sound system, help the performance immeasurably. Out on the floor there is a continuing show of smiles and personality, which captures the spectators' friendship. From start to finish this show keeps its best face forward.

Clowning, in the hands of Buck Leahy, Pete Lopez and Studley Foster, precedes the handstanding of Margo and Arturo (Ortiz), who work in opposite rings, utilizing blocks, metal bottles and short crutches for supports. The (4) Jacksons do a long but comical trampoline turn, then Maynard makes the first of two concert pitches. In his seventh year with Hagen (and its cousin, the Clyde Bros. Circus), he offers a Western aftershow along with Billie McNeill, Marcy (Maynard) Little and Bob Grubb, besides handling the announcing for the big show.

Studley Foster works juggling before the front seats, displaying agility and humor with balls, hoops and Indian clubs. Two dog acts then feature Pete Lopez and Miss Media (Banta). Gloria and Laura Marquez have an iron jaw routine featuring revolving rigging above the center ring. They come down to add props on three occasions, the results being easier on the eyes than on the backs of four prop men who haul them up.

Clowns work, and Loray Jackson appears with Freda, in a well-trained single elephant act. A three-paw dance is included. Rafael Marquez is the trapeze feature, with headstanding on a swaying, then a swinging bar. Clowns do a disappearing duck gag helped by Maynard's chatter in the background. Bob Grubb comes on with four Liberty horses, two whites and two blacks, and they present an entire routine with virtually no talk or motion from him. They circle, turn, walk the ring curbs and do other maneuvers without promoting, in an effective act.

After the second concert announcement Loray Jackson and Gloria Marquez do swinging ladders, denting the canvas in wide sweeps. The Riding Bantas close

the performance, and it is appropriate to point out that at 9:45 only a dozen customers had strayed despite more than two-thirds of the house having been young children, an encouraging note for any show.

### Considerable Work Done

Since opening January 17 in Kingsville, Tex., there has been considerable work done around the unit. Four late-model tractors have been acquired and the generators rebuilt. A couple of weeks ago, in Northumberland, Pa., delivery was taken on the new cable big top. Made by U. S. Tent & Awning in Sarasota, it is a 100-foot round, white one, with three 40's. Blue-painted center poles and red quarter poles are also new, altho the canvas' whiteness has gone the way of all freshness after a bout with rough weather. Beneath it, a well broken-in crew keeps the performance moving without a break. There is brilliantly revamped lighting, two clusters of four 300-watt bulbs down from each of the four center poles.

Business has been generally good this year, with a two-week layoff coming between Alabama and the reopening in Milton, Fla., from where the northbound coastal tour got rolling. McMahon is aided by Jim Cole in the office; Dorothy Cole, front gate and concession checker; J. E. Hill, C. C. Smith and Charley Cuthbert, contracting; Harry Doran with the tree-man brigade; Jack Banta, equestrian director; Mack Zurcher, electrician; Enoch Bradford, superintendent; Walter Rice and Mike West, mechanics; Earl Carr, press representative; Jimmy Bagwell, head butcher, and Al Dean, cookhouse.

Out on the midway are the Arctic Whale of Joe Lewis, the Pony Ride managed by Bradford, and the Side Show managed by Henry Thompson and Sandra Thompson, whose mike work keeps traffic moving, much of it in her direction.

Hagen Bros. Circus does not have to set the world on fire. It has modest demands and a leisurely approach to life, setting up on relatively small lots and offering a fine performance for families with kids. On the basis of business thus far, it should wind up a comfortable winner.

Irwin Kirby

## Paducah Show Opening Soon

CAPE GIRARDEAU, Mo.—Duke of Paducah Circus, with Whitie (Duke of Paducah) Ford, Bill Garvey and Bob Snowden, opens June 25 to play Missouri and Illinois towns. The show is using a 70 with two 30's and a 40 with chair grandstand and seven-high blues. There will be three elephants and several horses.

## Congress May Ban Importing Snakes By Some Operators

WASHINGTON—A house judiciary subcommittee has approved a bill which would ban importation of "injurious species of wildlife" except by zoos or attractions that could meet "proof of responsibility" standards to be set by the Department of Agriculture.

The importer would have to show that the animals, birds or snakes would not escape and cause damage. A spokesman for the committee said that "small traveling side shows" would most likely not be allowed to import snakes and injurious wildlife because of what he said were chances the snakes or animals might escape.

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# ROLLER RUMBLINGS

By AL SCHNEIDER

ABOUT 15 YEARS AGO C. V. (CAP) SEFFERINO, manager of Price Hill Roller Rink, Cincinnati, wrote an article in The Billboard, the substance of which was that it was time for the roller skating industry to take its collective feet off the desk and go to work. In it Sefferino emphasized the poor manner in which roller skating was being publicized in comparison with similar activity by other industries that were competing for the recreation dollar. "The idea lay dormant for 11 years," Sefferino said recently, "until four years ago when the Chicago Roller Skate Company and some affiliates decided to set up a management education and promotional organization which is now known as the Roller Skating Foundation of America." At the time of its organization, Lou Meyer, operator of the Cincinnati rink, and Sefferino met with Irwin Rosee, industry publicist, in Cincinnati to discuss the groundwork of promotion. At this meeting Meyer and Sefferino proposed that a national roller skating queen contest be the promotional vehicle. "We had been aware of the phenomenal success that The New York Journal-American had experienced with this type of promotion," says Sefferino, "and held the highest hope that thru a real co-operative effort we would at

last be blessed with something that would at least strike a balance in newspaper and TV publicity between the roller skating industry and other forms of competing recreation. There is no question but that the RSFA is succeeding in its purpose, and we have the greatest admiration for Rosee and his work. He is a master of organization and presentation, and thru his efforts roller skating has benefitted to a degree." However, Sefferino points out that in comparison with the publicity campaigns of competing recreations, roller skating today is being set back further and further in popularity. "Today," he declares, "we are still playing second fiddle to competitors in all forms of recreation, beginning with billiards, a form of recreation that is being revived to a high state of popularity, at least in Cincinnati, where for more than 20 years it has been as dead as the proverbial door nail." Included in the bracket of competitive entertainment are what Sefferino calls "the completely phony blood-splashing wrestling exhibitions." Coupled with these, he points out, are other establishments whose recreational pull is exploited to the fullest extent in support of their more profitable liquor dispensing units. The proprietors of these establishments apparently feel no qualms about exposing the younger element to this atmosphere, he charges. "All these competing forms of recreation are enjoying a tremendous growth in popularity, and one must admire their industry efforts. On the other hand, roller skating, despite the support of the President's Youth Fitness Committee, the blessing of a nationally prominent jurist in the person of Judge Benjamin Schwartz, of Cincinnati's juvenile court, and the fact that it has nothing to sell except good, clean family recreation, is being relegated to the bottom rung of the recreational ladder. This can not be denied."

The latest and possibly most dangerous competition to step into the growth picture, according to Sefferino, is ice skating. Anyone who doubts this should view the one-

hour weekly TV show on NBC titled "Summer on Ice," he challenges. In his opinion the most imposing question to be answered is how and why every form of recreation can manage to become so highly exploited while roller skating is "constantly passed by as tho it had the smallpox." On this subject, Sefferino says he has conferred with all men prominent in the industry and always came up with the same answer: "Cap, you are right. Television today is a terrific means of getting a message across to families, but it costs too much."

After listening to that argument for years, Sefferino now asks another question: "If it is a fact that TV is too expensive for roller skating, why is it not found to be so by roller skating competitors, even to billiards and bridge games?" Another argument he has listened to for years is the claim that there must be more roller rinks and more roller skates sold. "With this I disagree," says Sefferino. "I agree that we must grow, but first we must protect and exploit what we have—not in an amateurish way, as we have been doing, but in a manner comparable with the way exploitation is being handled by our competition, for it is certain that if the man who owns a roller rink today perishes, so must everyone even remotely connected with the industry."

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# THE FINAL CURTAIN

**BELL—Gladys E.**, pianist-actress formerly with the Augler Bros. rep show and other attractions, May 27 in Minneapolis.

**DAVIS—Mrs. Ruth LaRose**, who with her late husband, Carl, formerly operated a cookhouse on the James E. Strates Shows, June 6 of a stroke in Tonawanda, N. Y., after hospitalization of several months. Her late father had operated a cookhouse, and her husband was the brother of Jeff Davis, king of the hoboos. Survived by a son, George, and his two children, George and Carla Sue.

Wilmington Baptist Church at the time of death. Besides his widow and stepson, a brother, Darrel, of Houston, and a sister in Michigan survive. June 15 rites were attended by many showmen and Southwestern Ohio civic leaders. Burial took place in Wilmington.

**MACKAY—Michael S.**, who until retiring from the road five years ago operated monkey shows on circuses and carnivals for 30 years, June 6 in Tampa. A well-known chimp trainer, in recent years he operated Mackey's Trading Post in Tampa. Survived by his widow, Dorothy, and six children. Services and burial in Tampa.

## MARRIAGES

**CHAGOURIS-BOYLE—**Pete the Greek Chagouris and Sharon Boyle, concession agents, June 13 in Chicago.

## BIRTHS

**DEDDO—**A son, Joseph Michael Jr., to Joseph M. and Velda Mae (Noell) Deddo June 10 in Indiana, Pa. Father is manager of Noell's Ark Gorilla Show and mother is a concessionaire, both with Smiley's Amusements.

**JOHNSON—**A daughter, Sherri Lynn, June 5 in Erie, Pa., to Dick and Mavis Johnson of the Adams & Sells Circus.

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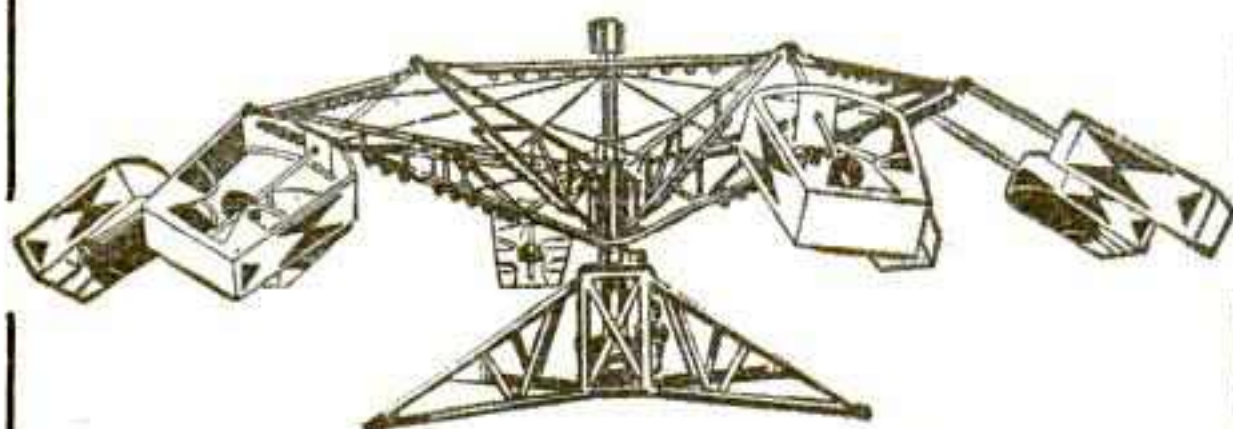
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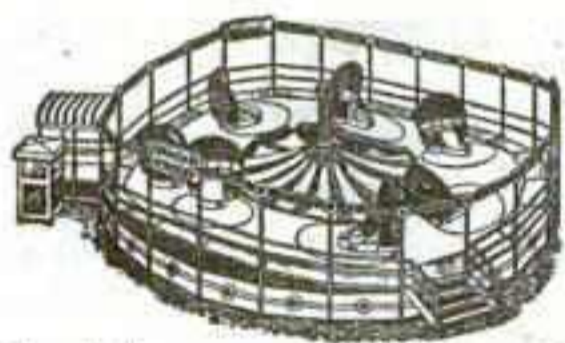
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1 ROLL ..... \$1.75  
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**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must Show Name of Place, Established Price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number.

# CARNIVAL ROUTES

**A-1 Ams.:** \*Dale Carpenter; Fox Lake, Ill.; Round Lake 27-July 2.  
**Alamo Expo.:** \*Mrs. H. T. Reynolds; Lamar, Colo.  
**Amusements of America:** \*Samuel Generallo; Nanuet, N. Y.  
**B. Ams., No. 1:** Macon, Mo., July 4.  
**B. Ams., No. 2:** Perry, Mo., July 4.  
**Badger State:** \*A. Vomberg; Hibbing, Minn.  
**Baker's United:** \*L. F. Tyra; Cambridge City, Ind.; Martinsville 27-July 2.  
**Bee's Old Reliable:** \*Raymond C. Huls; Frankfort, Ky.; Jeffersonville, Ind., 27-July 2.  
**Belle City:** (80th St. & S. Sheridan Rd.) Kenosha, Wis., 20-22; (Jackson St.) Milwaukee 23-26.  
**Bernard & Barry:** Fredericton, N. B.; Moncton 27-July 2.  
**Blue Grass:** \*J. T. Richards; Decatur, Ill.; Joliet 27-July 2.  
**Blue Valley:** \*H. L. Conwell; Buckner, Mo., 23-25.

**Brodbeck - Schrader:** \*B. Smitt; Rapid City, S. D., 20-26; Belle Fouché 28-July 5.  
**Brown, Al:** \*Jackie Brown; Belle Plaine, Minn., 20-22; Carver 23-26; Winthrop 27-28; Lewisville 29-30; Delano July 1-4.  
**Buckeye State:** Dublin, O.  
**Byers Bros., No. 1:** James L. Reed; Ottumwa, Ia., 23-30; Osceola July 3-4.  
**Byers Bros., No. 2:** Red Oak, Ia., July 2-4.

## 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:** Rolling Meadows, Ill., 20; Leyden Township 21; Chicago 22-23; Stickney 24; Tingley Park 25; Oak Park 26; Chicago 27; Homewood 28; Chicago 29; Rosemont 30.  
**Atayde Bros.:** Ensenada, B. C., Mex., 20-21; Tecate 22-23; Cierros 24; Rio Colorado 25-26; Sonoita 27; Sta. Ana, Son., 28; Magdalena 29-30; Nogales July 1-5.  
**Clyde Beatty-Cole Bros.:** Syracuse, N. Y., 20; Ithaca 21; Elmira 22; Olean 23; Jamestown 24; North Tonawanda 25; Niagara Falls 26; St. Catharines, Ont., 27.  
**Cristiani Bros.:** \*Robert Danks; Jackson, Mich., 20; Battle Creek 21; Michigan City, Ind., 22; Joliet, Ill., 23; Elgin 24; North Chicago 25; Skokie 26.  
**Dobritch, Al:** Circus: Buffalo, N. Y., 24-July 2.  
**Duke of Paducah:** Poplar Bluff, Mo., 25; Fredericktown 26; Desloge 27; St. Genevieve 28; Farmington 29; Washington 30; Louisiana July 1; Springfield, Ill., 2.  
**Hagen Bros.:** Mechanicville, N. Y., 20; Menands 21; Canajoharie 22; Dolgeville 23; Herkimer 24; Oneida 25; Baldwinville 26; Auburn 27; Seneca Falls 28; Penn Yan 29; Canandaigua 30; Palmyra July 1; Lyons 2.  
**Hunt Bros.:** \*Jim Conley; Morristown, N. J., 20; Clark 21; Wayne 22; Mahwah 23; Croton-on-Hudson, N. Y., 24; Ridgefield, Conn., 25.  
**Kelly-Miller:** Olympia, Wash., 20; Raymond 21; Aberdeen 22; Elma 23; Shelton 24; Port Angeles 25; Port Townsend 26; Bremerton 27; Tacoma 28; Puyallup 29; Enumclaw 30.  
**King Bros.:** \*Eva Hinckley; Dauphin, Man., 20; Russell 21; Roblin 22; Swan Lake 23; Kamsack, Sask., 24; Melville 25; Outlook 27; Eston 28; Kerrobert 29; Battleford 30; Provost, Alta., July 1; Wainwright 2.  
**Mills Bros.:** \*Jos. Stefani; Bucyrus, O., 20; Marion 21; Mansfield 22; North Olmsted 23; Geneva 24; Erie, Pa., 25; East Aurora, N. Y., 27; Lewiston 28; Fairport 29; Syracuse 30; Vernon July 1; Utica 2; Watervliet 4.  
**Ringling Bros. and Barnum & Bailey:** (Arena) Toledo, O., 21-22; (Stadium) Evansville, Ind., 25-26; (Ball Park) Atlanta, Ga., 28-30.  
**Scott Bros.:** West Chester, Pa., 21; Lebanon 22; Northampton, Mass., 24.

**Capell Bros.:** (Shopping Center) Albuquerque, N. M.  
**Capital City:** \*C. C. Miller; Danville, Ky.; Stearns 27-July 4.  
**Carpenter Bros.:** \*Jim Stevenson; Green Springs, O., 22-26.  
**Carroll's Greater:** \*Neva Lanke; Buffalo, Minn., 20-23; Nisswa 25-28; (Fair) Ada July 1-4.  
**Central States:** \*J. D. Steinbeck; Oberlin, Kan., 20-23.  
**Cetlin & Wilson:** Ft. Campbell, Ky., 22-July 2; Owensboro 4.  
**Chanos, Jimmie:** \*Chas D. French; Germantown, O.  
**Cherokee Am. Co.:** \*J. W. Mahaffey; Ottawa, Kan., July 1-4.  
**Colbert's Fiesta:** \*J. A. Corcoran; Norwood, Mass., 22-25.  
**Collins, Wm. T.:** \*Mrs. Henry Hingst; Fargo, N. D., 20-24; (Fair) Grand Forks 26-July 2.  
**Continental:** \*Bob Sherry; Montpelier, Vt.

(Continued on page 76)

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For more sales appeal, always use the new STRIPED floss cones. For two-color or 25c sales, always use the Jumbo Floss Cones.

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Smart operators always color and flavor their floss. FLOSSINE is the economical, safe and easy way to do it.

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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

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Gordon Solie, contact Thrillcade quarters immediately.

# CARNIVAL ROUTES

Continued from page 75

Cook Am. Co.: Tecumseh, Mich.; Lake Odessa July 1-4.  
 Crafts Expo.: \*V. B. Kuropatwa; Salinas, Calif., 22-26; Redwood City 30-July 4.  
 Crafts 20 Big: \*Frances Ferris; (Fair) Vallejo, Calif., 22-July 2; (Fair) Costa Mesa 12-17.  
 D & D Am. Co.: Ainsworth, Ia., 24-25; Sheffield 27-29.  
 Davidson United: Lewis, Ia., 20-22; Postville 25; Washta 28-30.  
 Davis Am. Co.: \*Martha Davis; North Bend, Ore., 21-26; Albany 28-July 4.  
 Deggeller Am. Co.: Red Bank, Tenn.; Fort Knox, Ky., 29-July 4.  
 De Luxe Rides: Traverse City, Mich.; Manistee 28-July 4.  
 DeLux: Vernon, Conn.; Coldchester 27-July 4; Litsfield 6-9.  
 Del Flore Ams.: \*C. Landerback; S. Connellsville, Pa.; Natrona 27-July 2.  
 Dickson United: Amherst, O.  
 Dixie Ams.: \*J. Davis; Alma, Kan., 21-25.  
 Dobson's United: \*Bert Klaas; Milwaukee, Wis., 20-22; Hudson 24-26.  
 Drago, No. 1: \*John M. Kiely; Frankfort, Ind.; Hoopston, Ill., July 2-4.  
 Drago, No. 2: \*Mary Lloyd; Wabash, Ind.  
 Drew, James H.: \*Jimmy Drew;

Middlesboro, Ky.; Olive Hill 27-July 2.  
 Dudley, D. S.: Borger, Tex.; Brush, Colo., 27-July 4.  
 Eastern Am. Co.: \*John Looney; Caribou, Me.; Presque Isle 27-July 2.  
 Eddie's Expo.: \*Red Shick; Smethport, Pa.  
 Emshoff: Cross Plains, Wis., 24-26; Tomah, July 1-4.  
 Evans United: Kansas City, Kan., 20-26; Rich Hill, Mo., July 1-4.  
 Fair Time: (Fair) Del Mar, Calif., 24-July 4.  
 Frankie's Rides: Washington, Pa., 27-July 2.  
 Funland: Atlantic, Ia., 23-26; Omaha, Neb., July 2-4.  
 G & B: \*Beulah Broas; Terra Alta, W. Va., July 1-4.  
 Gala Expo.: \*Carolyn Miller; Flat River, Mo.  
 Garden State: \*Hip Roberts; Palmyra, Pa.; Dupont 27-July 2.  
 Gayland, No. 2: Wainwright, Alta., 23-25.  
 Georgia Am. Co.: \*Horace Williams; Cleveland, Ga.  
 Gladstone Expo.: \*Betty Jolley; Plymouth, Wis., 22-29; New Berlin July 1-5.  
 Gold Bond: \*Adam Tesha; New London, Wis., 21-26; Two Rivers 30-July 4.  
 Gold Medal, No. 1: \*Bill Stevens; Logan, W. Va.  
 Gold Medal, No. 2: Whitesville, W. Va.; Chesapeake 27-July 2.  
 Golden Gate: \*Ida Widner; Danville, Calif., 20-26.  
 Gooding Am. Co., No. 1: \*Joseph Gaskell; Xenia, O.  
 Gooding Am. Co., No. 2: \*R. M. Taylor; Ashtabula Harbor, O.  
 Gooding Am. Co., No. 3: \*J. H. Macdougall; Warren, O.  
 Gooding Am. Co., No. 4: \*L. J. Ebert; South Euclid, O.  
 Gooding Am. Co., No. 5: Goshen, Ind.  
 Gooding Am. Co., No. 6: \*Joe T. Coleman; Clearfield, Pa.  
 Gooding Am. Co., No. 7: Union City, O.  
 Gooding Am. Co., No. 8: (St. Wendel Church) Cleveland, O.  
 Gooding Am. Co., No. 9: (St. Mary's Church) Cleveland, O.  
 Gooding Am. Co., No. 10: (Fairview Park) Cleveland, O.  
 Gooding Am. Co., No. 11: (St. Stephen's Church) Cleveland, O.  
 Gooding Am. Co., No. 12: (Sacred Heart Church) Youngstown, O.  
 Gopher State: Watkins, Minn., 21-22; Renville 29-30; Annandale July 2-4.  
 Grand American: \*L. O. Weaver; Tama, Ia., 20-22; Walker 23-25; Readyln 27-29; Urbana July 1-2.

Greater Kastl: \*G. Pelan; Thermopolis, Wyo.  
 Green Tree: \*John M. Huls; Somerset, Ky.; (Fair) Greensburg 27-July 3.  
 Griffiths, Wm. A.: \*Nicholas Harbourchock; West Lawn, Pa.; Newville 27-July 2.  
 Hale's Shows of Tomorrow: \*W. T. Hale; Kansas City, Kan., 21-July 1.  
 Hames, Bill: Fort Worth, Tex.; Brady 29-July 4.  
 Hammond, Bob: Bellaire, Tex.; Belton 27-July 4.  
 Hannah Ams.: \*I. Lange; Monessen, Pa.; Glassport 27-July 2.  
 Hannum, Morris: Philadelphia, Pa.; Levittown 27-July 9.  
 Happyland: \*Russ Stager; Pontiac, Mich.  
 Harris, Bess: \*Westley Clark; Bowie, Tex.; Bridgeport July 1-9.  
 Heth: \*Al Kunz; Connersville, Ind., 27-July 4.  
 Holiday Am. Co.: \*Mrs. K. McCormak; Kansas City, Mo., 20-23.  
 Hottle, Buff, No. 1: \*F. Bailey; Centralia, Ill., 29-July 4.  
 Hunt Am. Co.: Parker, Ind., 22-25; Parkersburg, W. Va., 28-July 4.  
 Imperial: \*Audrey L. Davies; (Celebration) Morris, Ill.; (Fair) Griggsville 30-July 4.  
 Inland Empire: Emmett, Idaho; Rupert 29-July 4.  
 Johnny's United: \*Ray Jackson; Murfreesboro, Tenn.; Brazil, Ind., 27-July 4.

Ken - Penn Am. Co.: \*Chas. Graham; Mt. Pleasant, Pa.  
 Key City: \*Loretta Smith, Muncie, Ind.  
 Keystone State: \*Richard Gilman; Knox, Pa.  
 King Bros.: Center, Colo.; Pagosa Springs 28-July 4.  
 King Expo.: Roseville, Mich.; Pontiac 27-July 4.  
 Lagasse Am. Co., No. 1: \*Roland Poor; Chelmsford, Mass.  
 Lagasse Am. Co., No. 2: Bedford, Mass.  
 Lagasse Am. Co., No. 3: Nashua, Mass.  
 Lagasse Am. Co., No. 4: Dracut, Mass.  
 Leeright Midway: \*R. C. Bowers; Challis, Idaho.  
 LePa: Pascoag, R. I.; Providence 27-July 2.  
 Lindle, Jack: \*A. Arcaro; Braidwood, Ill., 22-26; Rushville July 1-4.  
 Lone Star Ams.: Stinnett, Tex.  
 Leuhrs' Ideal Rides: \*Bill Williams; Louisville, Ky., 22-25; Princeton, Ind., 27-July 4.  
 Lynn's Midway: \*G. Erickson; Barrett, Minn., 23-24.  
 Mac's Am. Rides: Brown's Valley, Minn., July 2-4.  
 (Continued on page 79)

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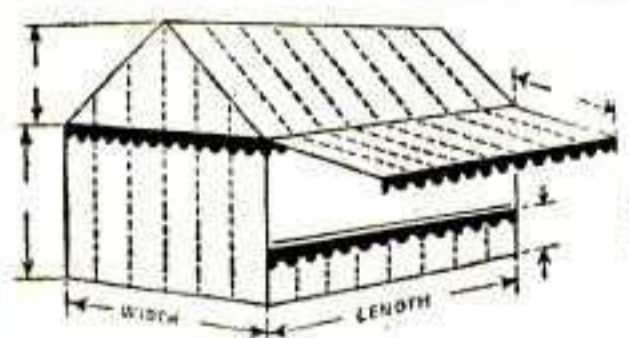
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Rolls 2,000 EACH	
Double Coupons	
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 and NEW TOWER California's World-Famous Resort overlooking the Blue Pacific where Wilshire meets the sea. Twenty minutes from International Airport. 450 luxurious rooms and bungalows, all with television and radio. Complete convention facilities. Banquet rooms for up to 2,000, air-conditioned. Exciting new Venetian Room and Cantonese Room. Swimming pool Beautiful grounds and landscaped gardens. Rates from \$8. Write William W. Dannelly, Gen. Mgr.

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 FREE GIFTS • RADIO • PARKING  
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\$3 DAILY PER PERS. DBLE. OCC. EUR. PLAN  
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- In heart of the theater, shopping and business district
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  - 200 comfortable rooms with bath, shower, TV and air conditioning, from \$4.50
- HOME OF THE Jack & Jill Restaurant—Open 24 hours  
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the "House of Hospitality" IN DOWNTOWN

## OKLAHOMA CITY

BEAUTIFUL NEW AIR-CONDITIONED LOBBY AND COFFEE SHOP

- Conveniently located near shopping, theaters, banks, office buildings and Sante Fe Station.
- Spacious rooms and good beds.
- Coffee Shop—Excellent food by woman cooks.
- Garage and Parking available. Singles \$3.50 to \$5.00. Doubles \$4.50 to \$6.00. Air-conditioned \$1.00 more. Small children free.

**HOTEL KINGKADE** 19 West Grand Ph.: CE 2-0333

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THE BEST SOURCE TO BUY AN ACT OR ATTRACTION

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**NEXT ISSUE JULY 4th**

# Weather Cuts Wade Earnings 35 Per Cent

Per Capita Spending Reported Okay; Two Units Playing Shopping Centers

ANN ARBOR, Mich. — Despite a 35 per cent cut in grosses, attributed in most part to the weather, officials of W. G. Wade Shows are optimistic about the season. People come out when the weather permits and spending is holding up but the inclemency has been the bugaboo, according to W. G. Wade, owner-manager.

Show is operating two units. One opened here Monday (6) under Jaycee auspices for five days. The first came out of Mason, Mich., winter quarters on April 28 to five days of rain, wind and poor business. Two days out of the five at Clawson were okay but again weather hurt the other three days. Fair business was registered at Monroe May 10-14.

Following that stand, the second show was brought out and the two will operate on this basis until they join for the Michigan State Fair, Detroit. In all, a total of 26 rides are being toured with three shows to join soon and a complete range of concessions on June 21.

Shopping center dates at Battle Creek and Rochester drew bad weather. One then moved to a shopping mart south of Detroit where business was off 50 per cent. Meanwhile, the other show played Saginaw but lost three big days to rain.

The units move to Flint and then here to Ann Arbor. From here on one will continue its tour of shopping marts while the other plays still dates and celebrations until fairs begin. A total of 12 fairs are set, starting July 12 at Big Rapids. Following the Detroit fair, one unit will go back to quarters while the other remains out until October 8.

A new Paratrooper was added to the line-up this season. The 1865 model Allan Herschell Train,

which bowed last year, is now being converted to a portable unit and will be truck-mounted. It will go out independently to play shopping centers until the Detroit fair.

Duane Steck, owner of the Hurricane, Bubble Bounce and Turnpike, was in a truck crash en route to Ann Arbor from Fort Worth. Going thru Oklahoma, the semi carrying the Hurricane jack-knifed. The tractor was badly damaged. No personal injuries were sustained.

## SLA Explains Banquet Plans

CHICAGO—Plans for the Showmen's League of America combined Banquet and Ball and President's Party were outlined this week by the two co-chairmen, Maurice (Lefty) Ohren and Sam J. Levy Jr. The event will be held at 7 p.m., Wednesday, November 30, in the grand ballroom of the Hotel Sherman.

The officials urged that early reservations be made, saying:

"Make reservations for you and your guests as early as possible during the summer so that a near accurate estimate of the attendance can be made. This will require your contacting those you intend to invite at an earlier time than in the past."

All tickets must be picked up and paid for no later than noon, November 29, and all communications should be sent to: Ticket Chairman, Showmen's League of America, 300 West Randolph Street, Chicago, they said.

# Drew Grosses Ahead, But So Are Expenses

GRAYSON, Ky. — The James H. Drew Shows moved in here last week for its last stand before playing its first fair at Middlesboro, Ky., opening Monday (20). Business thus far has been running slightly ahead of last year, but operating costs are also topping those of 1959, according to James H. Drew, owner-manager.

The show's second Eli No. 5 Ferris Wheel will go up at the Middlesboro annual. Thus far the Scooter and Scrambler have led the ride line-up. Repainting of equipment has been done on the road and two more semi-trailer were added to carry additional gear for fairs.

In all, the show is carrying 19 rides, four shows, six light towers and 39 concessions, including Norman Anderson's bingo. George Bartley and Billy Shaffer joined recently with concessions. Also coming on were Mrs. Harvey Drew and son, Tim, and Mrs. George Bartley and son.

The two Drew children, Jimmy Jr. and Malenda, wound up their school terms in Georgia and are now with it until schools reopen in the fall. Jimmy Jr. is serving as assistant to his father with Mrs. James (Eula) Drew as office manager, assisted by Henry Wright and Malenda. Frank J. Lee is ad agent; Woodrow Johnson, concession manager; Bert Edwards, electrician, and R. Wilson and W. Crukenberger, mechanics. Jimmy Jr. attained the Boy Scout rank of Eagle Scout before he left home.

Members of the show were saddened by the recent deaths of Shan Wilcox and also the father of Mrs. Shirley Sparks. Visitors have included Morris Lipsky, Mr. and Mrs. Richard Girley, Mr. and Mrs. John Swisher, George Moses, Nate Brown, Erwin Heller, C. C. Leasure, A. J. Grey, Hank Snow, Jerry Underwood, Neal Rose, Latlip family and members of Beers-Barnes Circus.

# CARNIVAL CONFAB

DICK DILLON reports business has been up to par so far at his Kiddy Cities U. S. A. in both Sharon, Pa., and Youngstown, O., and his traveling Mechanical City is booked at a good string of fairs. . . . From owner Jack Ruback comes the info that Alamo Exposition Shows made one of its last tough jumps of the season, over the mountains between Las Vegas, N. M., and Trinidad, Colo. Business is topping last year in most cases and General Agent Larry Nolan has the show completely booked for the season. . . . Charles Halbrook, newly elected president of the Texas Showmen's Club, Dallas, is engaged in a membership drive and has signed 30 new members. . . . Jack Pyland has installed a trampoline concession at Dallas Fair Park and is doing nicely, altho many of his customers are children of workers for the Murphy-Pugh-Lindsey combine.

F. Percy Morency, who marked his 74th birthday recently, is still in action selling tickets for Murphy-Pugh-Lindsey at the Dallas park. . . . Vernon Elbrecht, traveling rep for Charles A. Lenz & Associates, spent a week in St. Louis recently and visited many nearby shows, including Royal American. . . . Roy T. Duffy has his string of concessions on Burkhart Shows, while James Ackley has his on King Exposition Shows in Michigan and Indiana. . . . Fred Zschille, long-time concessionaire, has retired and moved to St. Louis from his Jackson, Mo., home. Fred's keeping busy cutting up jackies with personnel of the many shows that come around the Mound City.

Jake Merriman, owner of Marvel Shows, reports they've gotten off to a good start. Lee Borchert is lot super and Paul Gosset is ride super. Mrs. Carolyn Merriman tossed an old-fashioned barbecue for all personnel recently and welcomed newcomers Mr. and Mrs. Chuck LaMasters, Paul Arnes, Mr. and Mrs. Burel Bowman and Al Moser. . . . Ross L. Sinderson, owner of Ross Amusements, says that stands at Bedford and Diagonal, both in Iowa, were up 15 per cent. After two locations in Des Moines the show was set for Stratford, Ia., over the July 4 weekend. . . . John Hutchens, operator of Hutchens Modern Museum, joined Gladstone Exposition Shows in Waukegan, Ill., and plans to keep his unit on the Forrest O. Poole midway all season. . . . Steve Lee, formerly on World of Today Shows, and this season with S & W Shows, currently is in Barnes Hospital, St. Louis, and expects to be there for a month. Mrs. Lee is currently in St. Louis to be near her husband.

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**Pearls from Royal American:** Mrs. Martha Price left the show for Miami to enter a hospital. . . . Larry Davis and Frank Morrissey purchased a new tractor to haul their live pony ride. . . . Verne Dickerson slipped and fell off a wagon and dislocated his left shoulder. He's up and around altho wearing a cast. . . . Mel Smith suffered painful injuries when he fell from a 12-foot ladder. . . . Ted Hanson brought in Bob Parker's new Derby Racer and set it up for Matt Herman to operate. . . . Guy Markley set up his bingo for the first time. . . . Charles Mulgrew arrived late with the Star Flyer space ride after experiencing lengthy trouble taking it over the road. The device will load on a flatcar from now on. . . . Walter Devoyne back in the office wagon and was busy at Davenport with details for the Canadian tour.

**Chicago Notes:** Virginia Kline was a recent visitor, spending a couple of days in the Windy City and then heading back to Salem, Ore., with a stopover in Kansas City. . . . Also on the Chicago scene were Mr. and Mrs. Carl Sedlmayr Sr. . . . Pete the Greek Chagouris and Sharon Boyle, both concession agents, middle-aided it in Chicago on June 13. . . . Newton A. Rickman is the latest addition to membership of the Showmen's League. . . . Bill Hetlich is vacationing in Denver, Los Angeles and Cincinnati.

**Pearls from Royal American:** Martha Price confined in Piedmont Hotel, Atlanta. . . . Emma Brocies and daughter, Bonnie, visited but returned to Tampa. . . . Larry Davis ailing and went back to Sarasota. May rejoice after the show re-enters the U. S. . . . Bob Sugar, chaplain of the RAS Shrine Club, is also chairman of the Tampa club's year-book. . . . Eddie (Boone) Summerlin busy raising funds for the Tampa organization. . . . Jack and Min-

nie Yasvac report they'll be at Ocean City, Md., until fall fairs, Jack operating a fun booth and Minnie assisting at a souvenir stand. . . . Ida Cohen visited at Davenport. . . . Wally Boag came on to get some of the kinks out of Blazing Six Guns show. . . . Mrs. Buck Fortner in from Tampa for a few days.

Charlie Byrnes

**Gene Love wound up a tremendous winter in Texas with cookhouse and grab. Had 28 joints up for San Antonio's Battle of Flowers and 12 each at the Mercedes Stock Show and Buccaneer Day celebration, Corpus Christi. . . . Dave Love will have cookhouse and grab with the Bill Hames Shows. . . . Roy (Pepsi) Jones visited Bob and Jerry Reed, sons of the late John Reed, and reports seeing a smartly framed midway. Jones has undergone serious dental work and is resting in Fort Worth prior to visiting the West Coast. . . . Bill Hames doing wonderfully with rides and three trains in his park operation. . . . Van Helman and Bob Norman steering one of the Reithoffer Shows units around Long Island. . . . Aaron Hymes back in New York after making the circus dates in Quebec City and Chicoutami, Que. . . . Jeff Harris swinging into high gear as his independent celebrations grow near.**

**Art Stadtmiller has a new Gas Chamber. He'll have it on Cetlin & Wilson. . . . Willie Lewis is business manager with the George Clyde Smith Shows. More notes from the Smith midway: Pappy Curtis is mechanic; Jerry Brode, secretary, and Frank A. Norton, circus photo collector, the electrician and The Billboard agent on the road. Norton visited with Roger Barnes, of Beers-Barnes Circus, when it showed near Cumberland, Md., winter quarters. . . . Born in Cumberland on May 19 was a daughter.**  
*(Continued on page 83)*

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**FLASHBACKS: 15 Years Ago—**Harry J. Scott concluded negotiations to purchase Bengé United Shows which he retitled Miller Exposition Shows. In the sale were a Ferris Wheel, Jenny, Chairplane, Tilt-a-Whirl, bingo and cookhouse. . . . Crowded around the Ringling circus at Baltimore were the Morris Hannum and Joseph J. Kirkwood shows. . . . Pete Kortez purchased the interest of Mel Vaught in North American Shows. Shortly after, a tornado hit the show at Bloomington, Ill., tearing up much canvas. . . . Blue Bonnet Shows lost two rides and 11 concessions in a truck fire near Giddings, Tex.

**WANTED S AND W WANTED**  
**SHOWS**

**AURORA, MO., CITY PARK, JUNE 21-26; LEBANON, MO., JUNE 27-JULY 1**  
**THEN FAIRS AND CELEBRATIONS UNTIL NOVEMBER**

Starting Cabool, Mo., Annual July 4 Celebration—Big Fireworks Display—Free Acts—Afternoon and Evening Performances. Then Into Fairs, Starting Wapello, Iowa.

**CONCESSIONS**—Hanky Panks of all kinds, Alibi Concessions, Photos, Scales, Age, Center Pitches, Balloon Darts, Derby, Nickel Roll, Ball Games, Hit & Miss, High Striker.

**AGENTS**—Bucket Agents, Six Cat Agents. Buddy Spain wants Agents Hanky Panks and Alibi Concessions. (Frank "Red" Sara, come on.)

**RIDES**—Will book Paratrooper, Coaster or Looper. Also Pony Ride or any Rides not conflicting.

**RIDE HELP**—Foreman for Rock-o-Plane, Foreman for Kid Rides. Second Men on Merry-Go-Round, Wheel, Scrambler and Octopus. Top wages, bonus at end of season. Must be licensed drivers. No cars. Contact

**JAY STANLEY or LYLE WELLS**

Aurora, Mo., this week; Lebanon, Mo., next; then Cabool, Mo., for the 4th.

**NEW**  
**WORLD OF PLEASURE SHOWS**  
U.S.A.'s BRIGHTEST MIDWAY!

**WANT FOR ST. JOHNS, MICH., BIG JULY 4 CELEBRATION**  
**JUNE 30-JULY 4**  
**PARADES—SPECIAL EVENTS—FIREWORKS**  
**LEGITIMATE CONCESSIONS OF ALL KINDS. ANY FAMILY-TYPE SHOWS.**  
**1 OR 2 MAJOR RIDES NOT CONFLICTING.**

**All inquiries to JERRY VINSON**  
The Shores Shopping Center, St. Clair Shores, Mich. June 20-25.

# New Units Enhance John Marks Layout

By IRWIN KIRBY  
WILMINGTON, Del. — Continued spending for expansion highlights the Marks Shows this year with John Marks at the helm and Charley Travers as associate manager.

Business has been fair since the opening with the only set-backs being the loss of four successive Saturdays to rain. Marks is skipping Pennsylvania this year, staying in the mid-Atlantic region until fairs begin.

Several units have been acquired since last season and they are immediately evident to those familiar with the show. A late-model flat Dodgem (12 cars) gives added strength to the line-up. Fronting the entire line-up is a new front, featuring the established Marks' slogan—Mile-Long Pleasure Trail.

In addition there are a half dozen late model tractors. A new Tilt-a-Whirl was delivered recently and a Helicopter is expected soon.

**Hire Drivers**  
Marks and Travers are continuing the hauling system used by

Marks up to his short-lived retirement of a few seasons ago. They use professional semi-drivers, offering them found-money for Sunday work. The expense has been found well worth the results over the years, Marks emphasized.

In Baltimore's Brooklyn district the lot was in good shape after a weekend drenching. In the air were 15 rides, eight shows, Jimmy Zabriskie's Arcade and other units. Jack Gallupo is back with his cookhouse and grab. The bingo, a new-looking 130-seater, is Koch's of Pennsylvania, managed by Tommy Horn.

Units include two Ferris Wheels, Merry-Go-Round, Tilt-a-Whirl, live ponies, Wesley Dennis' Looper, Caterpillar, Dodgem and E. G. Garvin's Helicopter.

Panel show fronts are being rebuilt both on the lot and in Richmond, Va., winter quarters. Back end has a Funhouse with Sandler as manager; two girl shows, Clyde Davis; Rock and Roll with John (Bonnie) Williams, and a Zombie unit.

# Cumberland, Md., Debut Okay for Smith Show

CUMBERLAND, Md. — Three soggy weeks were experienced by the George Clyde Smith ride unit, prior to the official season's opening here on May 29. Duncansville, Pa., followed, last week.

Starting May 7 the rides routed around town but couldn't dodge the weather. Move onto the Penn Avenue ball field followed a two-day downpour, and owner Smith credited the South Cumberland Businessmen with scouring the lo-

cal mills for nearly 20 loads of shavings, enabling the show to spring at 1 p.m. Monday (30).

The lot dried out nicely and business was satisfactory. On hand were Cliff Beal with cork gallery and pond; Whittaker, popcorn and apples; Mr. and Mrs. Rinstron, cork gallery and slum spindles; Steve Eli, two stands; Yonkos, mitt camp; Charley Fagan, pea pool; Jeff P., pan game; Bill Hartman, floss and snow cones; Elmer Rheil, French fries; George Perry, milk bottles; Albert Buchanan, pond; Melvin Elders, darts; Leroy Layton, penny pitch; Shorty Delawter, slum spindle; Willie Lewis, four.

H. (Andy) Anderson has the bingo, with Jean Ancal calling and Ruth Ancal, Bud Wilson and Earl Fever on the counters. Mr. and Mrs. James Brock have the cookhouse with Jean and Bennie Oyer working counters. On the back end are Peggy Ewell, Snake Show; Margie Fagan, Peacock Alley; Boyde Beatty, Posing Show, featuring Cindy Lue and Candy Sue; Lonnie Dare, the Michelle Revue.

# Heth Grosses Build Big At Paducah, Ky.

PADUCAH, Ky.—Good weather and a 45-minute live telecast helped Heth Shows rack up good business at its stand here in this Kentucky city, Al Kunz, owner-manager, disclosed.

Show was the first in here in two years and broke in a new 30-acre lot on South Belt Line Highway which not only permitted room for the show but plenty of parking. The lot was inclined to be soft but cats were put into action and everything was up and in operation by 2 p.m. Monday (6) including the Mad Mouse. Show moved here from Sheffield, Ala., a 238-mile jump.

The video break on a local station came late Monday evening and lasted 45 minutes. Kunz and a local announcer handled the mike on a tour of the midway which featured the Mouse, the Siamese Twins and other fun zone features.

Monday night's business was excellent and built as the week progressed with rides, shows and concessions all taking a share of the winnings.

Attractions are moving on 61 tractor-trailer units and, including house trailers and other vehicles, over 100 units are going over the road.

From here the show moves to Champaign, Ill., and then to the Salem, (Ill.) Soldiers and Sailors Reunion.

## O.C. BUCK SHOWS

**PLAYING 12 OUTSTANDING FAIRS STARTING AUG. 2**  
**BIG JULY 4 CELEBRATION, PLATTSBURG, N. Y., JUNE 27-JULY 4**

**WANT** **WANT**

SHOWS: Want Girl Show Operator, have complete outfit. Will also place Second Girl Show with own equipment. Side Show Operator or will place single attractions, Wildlife, Mechanical Show. Will also book Hanky Panks, all Games, Long and Short Range Galleries. Also one Alibi Joint.

Wire O. C. BUCK, Glens Falls, New York.

## GEORGE CLYDE SMITH SHOWS

Want Ball Games, Photos, Pitch-Till-You-Win, Glass Pitch, Bear Pitch, High Striker, Custard, Balloon Darts, Hoopla, Buckets, Swinger, Basket Ball, Penny Arcade. Want white Girl Show and colored Girl Show. Wildlife. Side Show, Monkey Show. Want general Ride Help. Truck and Tractor-trailer drivers, Agents for office Hanky Panks. Will book Tilt or Octopus.

All replies  
**GEORGE CLYDE SMITH SHOWS**  
Tyrone, Pa., this week; Scalp Level, Pa., next week.

## REID'S GOLDEN STAR SHOWS

Want for biggest 4th of July Celebration in North Carolina, WAGON TRAIN, Murphy, N. C.; June 29-July 9. Will meet Wagon Train at the fairgrounds. Over 80,000 people expected.

CONCESSIONS: Hanky Panks of all kinds. Especially want Bingo, Glass Pitch, Long and Short Range Galleries, Pitch-Till-You-Win, Picture Frame, Mitt Camp, Age and Scales. SHOWS: Any family-type Shows, Snake, Geek, Illusion and White or Colored Girl Show. RIDES: Will book set of Kiddie Rides, Flat Ride or Tilt or will buy or lease Octopus. HELP WANTED: Electrician, Foreman for Merry-Go-Round and Second Men. Bob Smallwood wants Skillo Agents who can work to orders and P. C. Dealers. All replies:  
ELMER REID, Blairsville, Ga., this week; Murphy, N. C., next two weeks.

**WANT** **WANT** **WANT**

## INDEPENDENT MIDWAY, SIOUX EMPIRE FREE FAIR

SIOUX FALLS, S. DAK., AUG. 27-31

Cookhouse, Grab, Floss, Popcorn, Foot Longs, Snow, Apples, Ice Cream; also Pitchmen and Straight Sales. All replies to  
**WM. T. COLLINS, WM. T. COLLINS SHOWS**  
Fargo, N. Dak., this week; then per route in Billboard.

## MOTOR STATE SHOWS

"The Cleanest Show on Earth"

14 Rides, Shows, etc. Want for all Celebrations and Fairs. Lake City, Mich., Annual 4th July Celebration, July 2-3-4. Fireworks, Parades, cars given away, etc. Then the big Flint, Mich., Beecher Fire Dept. celebration, July 5-10; Bradner, Ohio, Fire Dept. Celebration on streets and continuous route of Celebrations. Fairs start July 25, long season into November. Can place one more Wheel Foreman and one more Tilt Foreman, 2nd Men that drive. Must be sober; top wages & bonus. All replies  
**JOE FREDERICK**  
Fenton, Mich., this week. No phone calls.

## AGENTS WANTED

Man and wife preferably. Six Cot, Stock Wheels, Percentage Dealers. Four months of solid fairs, starting June 30 in Canada. Must be in Helena by June 27 for manifest.  
**James Rose, c/o Siebrand Bros., Helena, Montana.**

## WANTED—FIREMEN'S CELEBRATION

Weedsport, New York, June 29, 30, July 1 and 2 inclusive. Gigantic Parade.

WANTED: Cork Shooting Gallery, Jewelry, Ball Games, String, Add Darts, Short and Long Range Gallery, Age and Scales, Mug Joint, High Striker, Buckets, Six Cats and Duck Pond. SHOWS: Pit Shows, Ten-in-One, Snakes, Geeks, Blue Eyes and any entertaining shows. Fourth of July to follow, and many more bonus fide celebrations through Labor Day. Harold Somers, get in touch. Write, wire or phone:  
HAROLD (SPIKE) MORLEY, Ontario Amusements  
R.F.D. #6 Hillside Avenue, Oswego, New York. Phone Fireside 3-8370  
P.S.: Major and Kiddie Rides, percentage or lease.

## WANT AT ONCE UNIT MGR.

SMALL UNIT  
**NOLAN AMUSEMENT CO.**  
FRED NOLAN, Rt. 2, S. Zanesville, Ohio  
Ph.: GL 1-3398 or GL 2-8252

## BEE'S OLD RELIABLE SHOWS, INC.

WANT TO JOIN AT ONCE  
RIDES: Wheel, Merry-Go-Round, Tilt, Roll-o-Plane Foremen and Second Men on all Rides. CONCESSIONS: Scares, Bingo (John Schumacher, advise), Long and Short Range and Hanky Panks of all kinds. Need Hanky Pank Agents. SHOWS: Any Grind Show with own equipment  
All Replies: **RAYMOND C. HULS, FRANKFORT, KY.**

## SUPERINTENDENT

Operating five ride show. High salary. Must be able to handle men. Join at once. Call or wire  
**FIELDING GRAHAM**  
7415 State Line Phone: DEImar 3-6719 Kansas City, Mo.

## BINGO HELP WANTED

Long solid route of top fairs. Relief Caller, Counterman, Semi Drivers. Joe Walk, contact.  
**JOHN MULDER**  
965 Santa Barbara Drive  
East Grand Rapids, Michigan

## WANTED - - - WANTED AGENTS

For All Types of Concessions

Week June 20-25, Fairview, Ohio, Shopping Center and South Euclid, Ohio, Lions Club; June 27-July 2, North Webster, Ind., Mermaids Festival and Franklin, Ohio, Centennial on the streets. Can place for the season, 7 State Fairs with the Gooding State fair unit. Contact  
**NEAL CARLIN or WAYNE SHODGRASS**  
Garfield, Hotel Cleveland, Ohio  
Phone: UTAh 1-2600

## Opening for Capable, Experienced BINGO MANAGER

That can assume complete charge. No beginners. Phone  
**BILL STACY**  
Idlewood 6-4068 Biloxi, Miss.  
(No Collect Calls)

## WANTED MOTORDROME RIDERS

For Trick and Fancy Riding. Liberal benefits. All equipment in A-1 condition.  
**JEROME BROWN**  
Ada, Michigan Phone: OR 6-3781

## AGENTS WANTED

For Hanky Panks in Cork Gallery, Balloon Darts and Pop-Em-In. Balloon Boys wanted.  
**WALTER B. COX**  
c/o Strates Shows, Utica, N. Y.

## WANTED

Ferris Wheel and two other major Rides. Baxter Springs, Kans., 4th of July Celebration—6 days. All others are fair dates. Can place Hanky Panks and Concessions of all kinds. What have you?  
**M & S SHOWS**  
(John M. Moore)  
Whitehall 3-7892 Wichita, Kans.

## 2 MEN WANTED

FOR DILLON'S MECHANICAL CITY (No wobbles, please)  
One must be Lecturer. Grinder or Talker. Both must drive semis.  
**DICK DILLON**  
Kiddy City, U.S.A., Boardman Plaza  
Youngstown, Ohio

## FOREMEN WANTED

FOR TWIN FERRIS WHEELS AND MERRY-GO-ROUND. STARTING JUNE 26. WRITE  
**GREAT WESTERN AMUSEMENTS**  
Box 2601, Odessa, Tex., or phone Federal 7-8819 between 6:00 and 10:00 a.m. or after 11:00 p.m.

## BELLANTONI'S RIDES

41 Woodbine Ave., Newark 4, N. J. Phone: ES 3-3161  
**RIDE HELP WANTED**  
Second Men on Merry-Go-Round, Roll-o-Plane, Octopus and Chairplane. Top wages. Must be sober. No chasers.  
**A. BELLANTONI, Mgr.**

## CONCESSIONS WANTED

Need legitimate Concessions for eleven weeks' work in Cleveland; top location, low privilege. Open Tuesday, June 21-26. Neal Carlin no longer with show.  
**A. J. SUNNY AMUSEMENTS**  
13422 Prospect Rd. Cleveland 36, Ohio  
Phone: Center 8-6256  
This week, 54th & Woodland

## Peter Paul Amusement

Manchester, Iowa, this week; next the big Fourth, and then Dupes, Ill. Can use Pitch-Till-You-Win, Age and Weight, High Striker, Ball Games and any Prize-Every-Time and Stock Concession, also Agents for same. Can book one major Ride not conflicting. Can use small Grab or Cookhouse and any family-type Show, also Ride Help for Wheel and Kiddie Ride. All replies: **MANAGER**, Manchester, Iowa, this week.

# CARNIVAL ROUTES

Continued from page 76

Manning, Ross: \*Nelson Wilkins; (Okla. Ave. & Benning Rd.) Washington, D. C., 22-July 2.  
 Marks: \*Jack Gallup; Wilmington, Del.  
 Marvel: \*Carolyn Merriman; Farmington, Ill., 22-25.  
 McKenna's Rides & Ams.: \*T. Hale; Sparta, Wis., 23-26; East Troy July 1-4.  
 Meeker: Yakima, Wash.  
 Merchant's Festival Rides: Nashville, Tenn.  
 Merriam's Midway: \*D. Merriam; Paynesville, Minn., 20-22; Willmar 23-25; Mountain Lake 27-28; Cannon Falls July 1-4.  
 Midway of Mirth, No. 1: \*Frank X. Lavell; Pawnee, Ill.  
 Monarch Expo.: \*Earl W. Carpenter; Springfield, Ill.; (Fair) Sullivan 28-July 4.  
 Moore's Modern: \*Jack Moore; Unionville, Mo.; Belle Plaine, Ia., July 1-4.  
 Motor State: \*M. Frederick; Fenton, Mich.; Lake City 28-July 4.  
 Mound City: Brighton, Ill., 23-25; Winfield 30-July 4.  
 Murphy's Northern State: \*Mrs. H. McMahan; Lemmon, S. D., 20-22; Hebron, N. D., 23-26; Steele 27-28; Wing 29-30; Garrison July 1-2; Linton 3-4.  
 New England Ams.: East Dedham, Mass.; Gloucester 28-July 4.  
 Nolan: Dublin, O.; Ashville 30-July 4.  
 Northern Expo.: \*C. Dallas Egan; Bismarck, N. D.  
 Norton's United: \*Mildred Carter; Bozeman, Mont.  
 Novelty Expo.: (Independence & White Sts.) Kansas City, Mo., 20-26; Creston, Ia., 30-July 4.  
 Oklahoma Expo.: \*Dee Robert Price; Oklahoma City, Okla.; Prague July 1-5.  
 Olson: Hot Springs, Ark., 20-28; (Fair) Anderson, Ind., July 2-9.  
 Page Bros.: Litchfield, Ky.; Eminence 27-July 4.  
 Palmetto Expo.: \*Milton McNeace; N. Wilkesboro, N. C.; Martinsville, Va., 27-July 2.  
 Parada: Caney, Kan.; Seneca, Mo., July 2-4; Mt. Vernon 6-9.  
 Penn Premier: Renoldsville, Pa.; East Brady 27-July 2.  
 Peter Paul Ams.: \*Paul Bicio; Manchester, Ia.  
 Playtime Am. Co.: \*John A. Corcoran; Winchester, Mass.  
 Powelson Ams., No. 1: \*Happy Powelson; Decatur, Ind.; Marion, O., 27-July 4.  
 Powelson Ams., No. 2: \*Happy Powelson; Marietta, O., 27-July 4.  
 Powelson Ams., No. 3: \*Happy Powelson; Centerburg, O., 28-July 4.  
 R. & L. Ams.: \*G. L. Clark; Winnebago, Neb., 20-22; Hurley, S. D., 23-26.  
 Raines, Rosa M., Ams.: \*R. M. Raines; Siloam Springs, Ark.  
 Reed Ams.: (Camp Breckenridge) Sturgis, Ky., 27-July 4.  
 Reid's Golden Star: \*Elmer Reid; Blairsville, Ga.; Murphy, N. C., 27-July 9.  
 Reid, King: \*Wm. R. Austin; Three Rivers, Que.  
 Roger Bros.: \*Mrs. M. L. White-side; Grafton, N. D., 20-22.  
 Rohr's Modern Midway: \*Jeannett Waters; Monee, Ill., 24-26; Streator 30-July 4.  
 Rose City Rides: \*Dutch Schrader; Salem, Mo.; Mountain View 27-July 2; Cape Girardeau 4.  
 Ross Ams.: (68th & Douglas) Des Moines, Ia., 22-26; Stratford July 1-4.  
 Royal American: \*Joe Pearl; (Fair) Winnipeg, Man., 24-July 2.  
 Royal United: \*Jackie Swift; Green Isle, S. D., 20-21; Olivia 22-23; Clarkfield 24-25; Tabor, S. D., 26-28; Centerville 29-30; Fonda, Ia., July 1-2; Gowrie 3-4.  
 Royal West: \*Jack Lee; Central Valley, Calif.; Willets 27-July 4.  
 Rumble Rides: \*D. P. Rumble; Charlestown, Ind.; Loogootee 27-July 2.  
 Russell's Ams.: Round Lake Park, Ill., 23-26; Oconomowoc, Wis., July 1-4.

Santa Fe Expo.: Bowie, Tex.; Bridgeport, July 1-9.  
 Shorter's Greater: Hopkinton, Ia., 20-21; Pepeon, Wis., 22-26.  
 Siebrand Bros.: \*Don Hanna; Helena, Mont.  
 Skerbeck Ams.: \*Rose Kronschrahl; Sault Ste. Marie, Mich.  
 Smiley's Ams.: \*J. R. Fasolas; Worthington, Pa.; Ellwood City 27-July 2.  
 Smith, George Clyde: \*F. A. Norton; Tyrone, Pa.; Scalp Level 27-July 2.  
 Smith's Funland: \*Hilda Smith; Clendenin, W. Va.; Ripley 28-July 4.  
 Sol's Greater: \*Mrs. Sol Rosenfeld; Hobart, Ind.; La Porte 28-July 4.  
 Stafford: Tipton, Ind.; Sullivan 27-July 4.  
 Stanley, William D.: \*Donald Dropps; Lidgewood, N. D., 20-22; Cooperstown 23-25; Minnewaukon 27-29; Finley 30-July 1; Park River 3-4.  
 Steele's Ams.: \*Kenneth Roney; South Beloit, Ill., 20-26; Waukesha, Wis., 28-July 4; Ft. Atkinson 6-10.  
 Stipe's: White Bear Lake, Minn., 24-26; Caledonia 29; Forest Lake 30-July 4.  
 Strates, James E.: \*John J. Asel; Utica, N. Y.  
 Sunny, A. J., Ams.: Cleveland, O.  
 Sunset Am. Co.: \*Daniel Dunning; Newton, Ia.; Alexander 27-29; Clear Lake July 1-4.  
 Tatham Bros.: Forrest, Ill., 22-25; Shelbyville 30-July 4.  
 Thomas, Art B.: \*Johnnie Wildeboer; Aberdeen, S. D.  
 Thomas Joyland: \*Chas. C. Jacobs; Morgantown, W. Va.  
 Tip Top: \*Mrs. Ed Larkee; Alma Center, Wis., 24-25; Manistique, Mich., 27-July 4.  
 Uncle Joe's Am. Co.: \*J. C. Seaboalt; Bastrop, Tex.; Elgin 27-July 2.  
 Victory: Gallup, N. M., 21-26; Flagstaff, Ariz., 28-July 4.  
 Virginia Greater: \*George Gillespie; Laurel, Del.; Smyrna 27-July 2.  
 Wabash Valley: Wingate, Ind., 22-25; Mt. Morris, Ill., July 2-4; Advance, Ind., 11-16.  
 Wade, W. G.: Grand Rapids, Mich.  
 Wall, Alfred, Ams.: Remington, Ind., 22-25; Monon 30-July 2; Iroquois, Ill., 3-4.  
 West Coast, No. 1: \*John Franco; Bend, Ore., 20-26; Klamath Falls 27-July 4.  
 West Coast, No. 2: \*William Snelson; Stockton, Calif., 20-26; Alameda 27-July 4.  
 Western, No. 1: \*Jack Dwyer; Darrington, Wash.; Everett 28-July 4.  
 Western, No. 2: Bremerton, Wash.; Sedro Woolley 28-July 4.  
 White's Ams.: Bridgeport, Mich., 23-26; Beaverton July 1-4.  
 Wilcox, Dick: \*Sam Edstine; Waterville, Me.; Lincoln 27-July 4.  
 Williams Am. Co.: Canton, N. C.; Waynesville 27-July 2.  
 Wilson Famous: \*Mrs. Ray Wilson; Ottawa, Ill.; Morton 27-30; Henry July 1-4.  
 World of Pleasure: \*Chas. T. Carpenter; Battle Creek, Mich.  
 World's Fair Am. Co.: Linesville, Pa.  
 Young, Monte: \*Sharon Payne; Lehi, Utah; Provo 27-July 4.

## Miscellaneous

Damon, Dwight: Brockton, Mass., 24-25; Somerville July 1-2; Sandown, N. H., 3-4.  
 Lone Star Supply, No. 1: Clarindon, Tex., 27-July 4.  
 Lone Star Supply, No. 2: Hale Center, Tex., 27-July 4.  
 Majestic Showboat (Indiana U.): Louisville, Ky., 20-25; Westpoint July 3; Brandenburg 4.  
 Paige, Kiki: (Dino's Lodge) Hollywood, Calif., 20-July 3.  
 Schaffner Players: Bloomfield, Ia., 20-26; Keosauqua 27-July 3.

# THE GREEN TREE SHOWS

## FAIRS FAIRS FAIRS FAIRS FAIRS FAIRS

Green County Fair, Greensburg, Ky., June 27-July 3  
 Greenup, Ky., 4th July Celebration, July 4-9  
 Montgomery County Fair, Mt. Sterling, Ky., July 11-16  
 Bourbon County Fair, Paris, Ky., July 18-23  
 Adair County Fair, Columbia, Ky., July 25-30  
 Russell County Fair, Russell Springs, Ky., Aug. 1-6  
 Taylor County Fair, Campbellsville, Ky., Aug. 8-13

Estill County Fair, Irvine, Ky., Aug. 15-20  
 Wise County Fair, Wise, Va., Aug. 22-27  
 Lee County Fair, Pennington Gap, Va., Aug. 29-Sept. 3  
 Tennessee-Carolina Fair, Newport, Tenn., Sept. 5-10  
 Owsley County Fair, Booneville, Ky., Sept. 12-17  
 Lee County Fair, Beattyville, Ky., Sept. 19-24  
 Harlan County Fair, Harlan, Ky., Sept. 26-Oct. 1

CONCESSIONS—Hanky Panks of all kinds. Glass Pitch, Bear Pitch, High Striker (Bingo Leroy Crandell, contact for Greensburg), Novelties, Jewelry. Will book Buckets if you have other Hanky Panks.

SHOWS—Girl Show, Jig Show, any family-type Show with own equipment. This Show has lights, water and location every Sunday. No phone calls. I will answer all wires and mail.

Contact: JOHN M. HULS, Somerset, Ky., this week; then per route.

# FRANKIE'S RIDES—WASHINGTON, PA.

1561 Hillcrest Ave., Washington, Pa.

Phone: BA 2-9136

## WANT CONCESSIONS OF ALL KINDS

ANYTHING PLAYING FOR STOCK. NO FLATS OR GYPSIES.

## 150th YEAR SESQUICENTENNIAL, JUNE 27 TO JULY 2

### WASHINGTON, PA.

#### PARADES — AIR SHOWS

July 18-23, Burgettstown, Pa., Firemen's Fair. All legitimate Stands, no flats. Aug. 8-13, Oakland, Md., County Fair. Everything open except Flats. Followed by Washington Co. Fair, Washington, Pa., Aug. 15-20. No Flats. Everything else works.

Anyone coming to Oakland, Md., Garrett Co. Fair will have choice at Washington Co. Fair that follows.

FAIR SECRETARIES: I have open date Aug. 22-27. Have 12-ride show.

Can book all kinds of Stock Concessions for New Kensington, Pa., Aug. 29-Sept. 3.

All Zellers and Walter Cole, get in touch.

# SOL'S GREATER SHOWS

## LA PORTE, IND., 30th ANNUAL 4th OF JULY CELEBRATION, JUNE 28 TO JULY 4

FIREWORKS—FREE ACTS—PARADES. 40,000 TICKETS ALREADY SOLD.

CONCESSIONS: French Fries, Custard, Lemonade Shake, Snow, Pronto Pups also Ball Games, Duck and Fish Pond, Short and Long Range Galleries, High Striker, Jewelry, Basket Ball, Coke Bottle, Pitch-Till-You-Win, Hoopla, Bear, Bird, Lamp and Glass Pitches, Diggers, Balloon Dart, Age & Weight, Cork Gallery also Six Cats and Long Range Buckets, must have Hankies with same. NO FLATS OR MITT CAMPS.

SHOWS: Will book family-type Shows only, also Glass House and Fun House.

RIDES: Can use Scrambler, Dodgem and Mad Mouse for this spot and Joliet, Ill., Italian Feast.

Those joining now given preference at Gibson City, Ill., Free Fair, July 18-23, and Nappanee, Ind., Fair, July 25-30. ALL EARLY FAIRS.

Contact for space: SOL ROSENFELD, Hobart, Indiana

## WANTED

HANKY PANKS—DIRECT SALES

# GOODING AMUSEMENT COMPANY

NO CORN—APPLES—FLOSS—EATS

June 27-July 4  
 HENDERSON, KENTUCKY  
 Sesqui-Centennial Celebration  
 On the Streets

July 2-3-4  
 HILLSDALE, MICH.  
 American Legion Annual  
 4th of July Celebration

July 4-9  
 NEWTON FALLS, OHIO  
 9 Annual Lion's Club  
 Festival & 4th July Celebration

July 14-15-16  
 LITCHFIELD, MICH.  
 Chamber of Commerce Celebration  
 On the Streets

WRITE WIRE

R. G. CASHNER, CONC. MGR.  
 3200 Valleyview Drive  
 Columbus 4, Ohio

## WANTED

For Cookhouse and Grab, general Cookhouse Help, Counter Men, Cook's Helper, Dish Washer, Relief Griddle Man. One of the best Cookhouses on the road, easy up and down; kitchen on trailer. If you drink, don't waste my time. No tickets unless I know you. (Daniel Bartley "Pick Handle," call me.) R. M. McBRIDE, c/o Thomas Joyland Shows, Morgantown, W. Va.

## Deggeller Amusement Co.

Can place for Fort Knox, Ky., June 29 to July 4 and balance of season: Paratrooper, Rock-a-Plane or one more non-conflicting Ride, plus 4 Shows.

Can place for Fort Knox, Ky., Photos, Novelties, Batter-Up, Long Range Gallery, Hi-Striker, Age and Scales, etc.

All replies

DEGGELLER AMUSEMENT CO.

c/o General Delivery, Red Bank, Tenn., until June 25.

## WANTED RIDE HELP

For Merry-Go-Round and Wheel

WILL BOOK OR BUY OCTOPUS OR ROLLER COASTER

This show works all winter in the Caribbean Islands. Need Agents for office-owned concessions. Will book any non-conflicting concessions. Jim Maples, cigarette block is open. Call Harold Riley. Phone: OX 9-3981, Akron, Ohio. EARL FISHER needs Concession Help for Columbus, Ind., Fair. Will be there June 22. All previous help contacted be there.

## Want for Western Pennsylvania's Largest 4th OF JULY CELEBRATION, IRWIN, PA.

Want Concessions of all kinds. Can use Agents for Six Cats.

DEL FLORE AMUSEMENTS

So. Connellsville, Pa., this week; Natrona, Pa., next week.

# FAIR TIME SHOWS, INC.

**WANTS WANTS WANTS**  
**CONCESSIONS, RIDE HELP—ALL DEPARTMENTS**

## SOUTHERN CALIFORNIA EXPOSITION

AND

## SAN DIEGO COUNTY FAIR

DEL MAR, CALIFORNIA, JUNE 24-JULY 4

And Strong Route Following

CONTACT SHOW AT DEL MAR FAIRGROUNDS

**OLIVIA WALDRON**  
 President, Fair Time Shows

**CHET BARKER**  
 General Manager

**RED DAUER**  
 Concession Manager

## KEYSTONE STATE SHOWS

EAST BRADY, PA., FIREMEN'S FREE FAIR, FOLLOWED BY SLIGO  
 4TH OF JULY CELEBRATION AND FIREMEN'S FREE FAIR, SLIGO, PA.

### CONCESSIONS

Want Novelties, Hats, Fish Pond, Photos, Glass Pitch, Ball Games and any other legitimate concessions only. Tommy Arger can place Caller and Countermen for Bingo. Eugene Thomas, let me know where you are—Arky.

### RIDES

Can place Paratrooper, Octopus, Kid Rides, Pony Rides, Tilt or any rides not conflicting.

### SHOWS

Can place Side Show, Snake Show, Funhouse, Wildlife and Monkey Show with equipment or any good shows not conflicting. No still dates, all fairs and celebrations, free gate. Can place well-framed Girl Show. Jimmie Farmer, contact me.

### HELP

Can place at once Billposter and Scenic Artist. Want Ride Men who drive semis for Scooter, Coaster, Wheel, Tilt and General Help. Must be sober, no cars.

Address all mail and wires to LLOYD D. SERFASS, Owner, KEYSTONE STATE SHOWS, Knox, Pa., this week, or PENN PREMIER SHOWS, Reynoldsville, Pa., followed by East Brady, Pa. PENN PREMIER SHOWS playing Veterans' Memorial, week of July 4, Charleroi, Pa. Now contracting.

## PALMETTO EXPOSITION SHOWS

**WANT WANT WANT**  
**JULY 4 — GALAX, VA. — JULY 4**

Parades, Fireworks, Free Auto, starting Monday, July 4, through Saturday, July 9.

Can place Concessions and Shows of all types. Extra good Girl Show spot.

RIDE HELP: Can use capable Ride Men who can drive. All replies

PALMETTO EXPOSITION SHOWS, MILTON McNEACE

North Wilkesboro, N. C., this week; Martinsville, Va., June 27-July 2.

## FUNLAND SHOWS

BIGGEST CELEBRATION IN NEBRASKA

OMAHA, JULY 2-3-4—CIVIC STADIUM

BOOKING CONCESSIONS; WANT SHOWS FOR BACKEND

Can use Rock-o-Plane, Round-Up, Fun House or any worthwhile Show or Ride that does not conflict. Need roughies for concessions, also Agents and Ride Help. Need extra Help for 18 Rides. Will book first-class Cookhouse. Contact

**R. E. THOMAS**

Hopco Sports Arena, Atlantic, Iowa. June 23-26

### WANTED

#### For Thomaston, Maine

COLUMBIA SHOWS want for the only bona fide July 4 Celebration in State of Maine. Due to disappointment, want two or three Major Rides. Small P.C. CONCESSIONS: Any Hanky Pank. Can use Beano, Novelties, P. C. Tables, Pan Game, Kelly Pool. We have big Parade, mammoth fireworks two nights. Address all replies to

**AL LEFEBVRE**

Albion Road East Windham, Maine  
 Phone: Twin Oaks 2-6076

## Don Franklin Preps For Peoria, Ill., Bow

SEGUIN, Tex. — Final winter quarters work is being done here on the Don Franklin Shows for its July 19 bow at the Heart of Illinois Fair, Peoria, which will be followed by 10 additional fairs.

After the premiere, Minnesota fairs will be played at Wabasha, Faribault, Austin, New Ulm, Fairmont and Hutchinson. Marshfield, Wis., is next on the list and then Angleton and Refugio.

Owner Don Franklin is having a new Paratrooper ride built on a trailer that will be ready for the opening and a new Helicopter ride will be delivered to Peoria. A Sky Wheel, which Franklin ordered during the winter, is scheduled for early 1961 delivery. While in St. Louis recently, he added two new tractors to his fleet.

Staff, in addition to Franklin, includes Mrs. Don Franklin, secretary; Ralph Wagner, assistant man-

ager; Maxie Friedman, concessions manager.

Show will start moving to Peoria on July 1 and will start setting-up operations on July 12 for the July 19 opening.

Included along concession row this year will be Lefty Block and Maxie Friedman with 12; Matt and Dorothy Armstrong, 12; R. W. Wagner, 8; Lee Moss, 2; Mickey Kelley, hats and novelties; Bessie Kidd, Elmer Freeland and Curtis Kidd.

### NOW BOOKING

Concession privileges for the 39th year

#### THE 1960 WEST SIDE NUT CLUB FALL FESTIVAL

Evansville, Ind.

Oct. 3 thru 8 inclusive.

Only legitimate operators wanted.

Contact

**T. F. KARGES**

2711 Claremont Ave.

Phone: HA 2-5684

### FOR SALE KIDDIE RIDES

None better made today. Some used, in excellent shape. New, never used rides. All set up and ready to go.

Priced \$750 up

Best buys in America today.

No photos, letters, etc. Come, see, save, buy. Must be sold at once.

**J. W. BOTHWELL**

131 Princeton Ave.

Youngstown 7, Ohio

Phone: ST 2-9377

### WANTED

Guess Your Age and Guess Your Weight starting Brockton, Mass., Fair July 2 to 10. Want Man who can drive truck. Will get good proposition. Twelve big State and County Fairs to follow. Apply

**A. HYMES**

455 Schenectady Ave., Brooklyn, N. Y.

Phone: PResident 4-5961

### AGENTS WANTED

For Coupon, Balloon, Cork Gallery, One Ball Madison, Wis., June 29 thru July 4, and choice Fairs till November.

**WARREN HAMS**

Gladstone Shows, Plymouth, Wisconsin

### LAKE ODESSA, MICHIGAN FREE FAIR

JULY 1-2-3-4

Want Concessions of kinds that work for stock.

Can use Sit Down Grab for season.

Write or wire

**COOK AMUSEMENT CO.**

Tecumseh, Mich., all this week.

### WANTED MIDWAY SHOW

For Yates County Fair, Penn Yan, N. Y., week of July 13-16.

Contact **BERNARD HOBAN, JR.**, Sec.

182 South Ave., Penn Yan, N. Y.

Phone: 2098

### CONCESSIONS WANTED

Can place Concessions for Wisconsin, Michigan and Minnesota Fairs and Celebrations.

**TIP TOP SHOWS**

Alma Center, Wis., June 24-26;  
 Manistique, Mich., June 28-July 4.

### HARRIS SIGNS WORLD-MIRTH FOR LOWELL

LOWELL, Mass. — Jeff Harris, who holds the contract for the Lowell Common July 4 Celebration, has announced signing of World of Mirth Shows to provide the midway attractions.

The celebration, to run July 1-4, will also feature pyro displays by Interstate Fireworks Company, Harris said.

### WANT WANT GIRLS FOR GIRL SHOWS

Strippers preferred

\$125.00 a week

Must be young and attractive

Want Semi-Truck Driver, must have license, be sober and have Girl Show experience. Join on or before July 1st. (Garland Williams, wire.) Also want Canvasman and Ticket Sellers. Write, wire or call (no collect):

**F. W. MILLER**

Phone: WH 4-4969

6061 Chef Menteur New Orleans, La.

### WANTED

Foremen on Wheel and Octopus. Must know rides and drive semi. Must be sober.

906 N. 24th Ave., Melrose Park, Ill.

Phone: FIllmore 4-0718

Come out, Red Girard

**RUSSELL'S AMUSEMENTS**

Round Lake Park, Ill., June 23-26;

Oconomowoc, Wis., July 1-4.

### SANTA FE EXPOSITION SHOW

Wants for Texas' oldest and best 4th Celebration, Bridgeport, Texas.

Help on Ell = 5 who can drive semi. Want for balance of season, Sit Down Grab, Mug Joint, Fish Pond and Glass Pitch.

All Concessions open for 4th of July.

Good proposition for any good Side Shows. Ollie Beyer wants Agents.

George Wood wants Agents for Count Store, Percentage and Buckets.

Bowie, Texas, week of June 20;

Bridgeport, Texas, July 1-9.

### Want for BIG JULY 4 CELEBRATION

July 3-4-5, Red Oak, Iowa.

Hanky Panks of all kinds. Especially want Photos. All replies:

**CLEM SMITH**

R. R. #2, Stratford, Iowa

### WANTED

PIN STORE & COUNT STORE AGENTS

All Agents who know me please contact.

**RALPH LIPSKY**

Hotel Avery Boston, Mass.

Phone: Hubbard 2-8000

No Collects.

### WANTED RIDE MEN & FOREMAN

on Wheel, also First and Second Men on other rides who drive. Good salaries, accommodations and insurance.

**HOLIDAY AMUSEMENT CO.**

**FIELDING GRAHAM**

9th & Mission Road, Kansas City, Mo., until July 1.



# COMING EVENTS

**California**  
 Cayucos—Cayucos Lions Club Celebration, July 1-4. Ed York, 505 West Kearney Blvd., Fresno.  
 Bolster—San Benito Co. Saddle Horse Show, June 24-26. J. M. Leonard, 616 San Benito St.  
 Los Angeles—Do-It-Yourself Show (Great Western Exhibit Bldg.), June 16-26. Ted Bentley.  
 Ross—Marin Art & Garden Show, June 30-July 4. Marcelle B. McCoy, P. O. Box 437.  
 San Francisco—San Francisco Flower Show, Aug. 26-28. Walter F. Gibson, 2256 31st Ave.  
 San Francisco—San Francisco Home Show (Cow Palace), July 22-31. James Logan.  
 Santa Barbara—Santa Barbara Nat'l Horse Show & Flower Show, July 8-16. Allen Ross, P. O. Box 3006.

**Colorado**  
 Pagosa Springs—Celebration, July 4.

**Connecticut**  
 Bridgeport—Barnum Festival, July 1-6.

**Idaho**  
 Blackfoot—Snake River Valley Horse Show (Fairgrounds), July 7-9. Dees Lauder, Route 1, St. Anthony.  
 Salmon—Salmon River Days & Celebration, July 1-5.

**Illinois**  
 Bloomington—Boat & Sports Show (Miller Park Lake), June 25-26.  
 Carbon Hill—Homecoming, July 13-17.  
 Chicago—Celebration (Soldier Field), July 4.  
 Chicago—Chicago Intl. Trade Fair (Navy Pier), June 20-July 5. Richard Reeves.  
 Chicago—Midget Auto Races (Soldier Field), June 29; July 13, 27.  
 Chicago—Stock Car Races (Soldier Field), July 6, 20; Aug. 3, 24.  
 Chicago—Venetian Night Festival (Lakefront), Aug. 5.  
 Depue—Boat Drags, July 9-10. John R. Herzog, 119 E. Fourth St.  
 Evansville—Celebration, July 4.  
 Geneva—Swedish Days, June 23-25.  
 Lincoln—Elks Carnival, June 22-25.  
 Lovington—Celebration, July 11-16. W. J. Dahm.  
 Ridgefarm—Lions Club Tomato Festival, Aug. 18-20. D. W. Brewer.  
 Salem—Marion Co. Soldiers & Sailors' Reunion, June 20-25.  
 Shawneetown—Sesquicentennial, July 1-4. A. Keith Phillips.  
 South Beloit—Lions Club Celebration, June 21-26.  
 Streator—Celebration, July 4.  
 Sullivan—Celebration, June 28-July 4.  
 Troy—Homecoming & 104th Anniversary Celebration, July 22-23. Paul D. Sims, 207 S. Main.

**Indiana**  
 Charlestown—Lions Club Celebration, June 20-25. J. H. Peters, Box 371.  
 Columbia City—Old Settlers' American Legion Celebration, Aug. 9-13. Stuart D. Smith.  
 Huntington—VFW Street Fair, July 18-23.  
 Linton—Celebration, July 4-9. W. O. Randol, Markle.  
 Logansport—Jaycee Celebration, July 4. Dick Rammel.  
 North Webster—Mermaid Festival, June 27-July 2. George H. Prough, 2327 Home-wood Ave., Mishawaka, Ind.  
 Odon—Annual Old Settlers' Meeting, Aug. 17-20. J. Harold Flynn.  
 Rosedale—Centennial, July 27-30. O. Mickey Walker, Box 404.  
 Sheridan—Centennial, July 3-9.  
 St. Paul—Fair-O-Rama, July 20-23. Harry Case, Box 148.  
 Terre Haute—Miners Picnic, Aug. 5-7. Jack Wilton, 1334 Ohio St.

**Iowa**  
 Clear Lake—Celebration, July 1-4.  
 Creston—Crestonian Club Celebration, July 1-4.  
 Independence—Celebration, July 4.  
 Keokuk—Street Celebration, July 4-9.  
 Sibley—Osceola Co. Livestock Show, Aug. 15-17. Gene Alexander.

**Kansas**  
 Anthony—Race Meet, July 18-23.  
 Florence—Celebration, Sept. 5. Jess Rosiere, Chamber of Commerce.  
 Pittsburg—Celebration, July 2-4.

**Kentucky**  
 Fordsville—Fordsville Lions Club Horse Show, June 24-26. Charles R. Mason, Box 55.  
 Henderson—Sesquicentennial & July 4 Celebration, June 27-July 4.  
 Irvington—Irvington Saddle Horse & Pony Show, July 2. H. F. Mitchell.  
 Lawrenceburg—Lawrenceburg Horse Show, July 10-23. Billy Coodlet, 565 S. Main St.  
 Middlesboro—Tri-State Horse Show, Aug. 6. R. B. Johns, Box 74.  
 Owensboro—Celebration, July 4.  
 Owingsville—Lions Club Horse Show, July 3-4. Joe R. Thompson.  
 Salyersville—Centennial, June 26-July 4. Oiney Arnett.  
 Searns—Celebration & Homecoming, June 30-July 9.  
 Sturgis—Celebration, June 27-July 4.

**Louisiana**  
 Delcambre—Iberia Shrimp Festival, Aug. 18-19. Ferry Paul LeBlanc.  
 Lake Providence—Miss Louisiana Pageant, June 30-July 2. Leonal Kennedy.

**Maine**  
 Portland—Cumberland Co. Centennial, Aug. 15-27. R. E. Peterson, P. O. Box 678.  
 Thomaston—Celebration, July 4. Arthur Henry.

**Massachusetts**  
 Gloucester—Celebration, June 27-July 4.  
 Lowell—Celebration, July 1-4. Jeff Harris, 103 Walnut St., Revere.  
 New Bedford—Feast of the Blessed Sacrament, Aug. 5-7. Jeff Harris, 103 Walnut Ave., Revere.

**Michigan**  
 Detroit—Windsor — International Freedom Festival, June 25-July 4.  
 East Lansing—State 4-H Club Show, Aug. 29-Sept. 2. Russell G. Mawby, Ag Hall, Mich. State University.  
 Hillsdale—Hillsdale Celebration (Fairgrounds), July 2-4. W. K. Farquharson, 9 Union St.  
 Marne—Grand Rapids Guernsey Show, Aug. 6. Donald Kamps, Bryon Center.  
 Manistee—Forest Festival & Celebration, June 28-July 4.  
 Manistique—Centennial, June 27-July 4.  
 Menominee—Menominee Dairy Show, July 30. Gail E. Bowers.  
 Pontiac—Celebration, July 4.  
 Port Huron—Blue Water Festival, July 9-17. F. B. Walters, 1419 Harker.  
 St. Johns—Celebration, June 30-July 4.

**Minnesota**  
 Edgerton—Edgerton Dutch Festival & Flying Dutchman State Champ Jubilee, July 13-14. Clifford H. Peterson.  
 Winona—Steamboat Days, July 8-10.

**Mississippi**  
 Louisville—Winston Co. Livestock Show, Aug. 15-20. Claude E. Ming.

**Missouri**  
 Gerald—Franklin Co. 4-H Livestock & Home Economics Show, July 2-3. Herbert Grannemann.

**Montana**  
 Santa Monica—Better Homes Exposition (Civic Aud.), June 22-26. Patrick J. O'Toole.

**BLUE WATER FESTIVAL**  
 PORT HURON, MICH., UPTOWN  
 7 DAYS—JULY 11-17—7 DAYS

Want Hunky Panks and Center Concessions of all kinds, Bird and Gold Fish Pitches, Direct Sales, Demonstrators, Pitchmen, Auction, nice Jewelry, etc. Cork, Crab, Floss and Corn sold. Free attractions, free gifts daily, boat races, water sports, county-wide volunteer firemen's water battle, 2 kid days, 2 free street dances; queen contest, participants from St. Clair County, Michigan, and Lampton County, Ontario, Canada; 2-day international baton and majorette corps contest, participants from Michigan, New York, Ohio, Missouri, and Ontario, Canada; 2 street parades; 15 bands from Michigan, and Ontario, Canada; 24 marching majorette corps; International Day ceremonies, advertised in 4 counties, 2 radio stations, 2 daily papers, Samia, Lampton County, Ontario.

**FLOYD B. WALTERS**  
 1419 Harker Port Huron, Michigan  
 Phone: YU 2-4391  
 between 6 and 7 p.m. daily

**WHITIE CALER**  
 Wants Agents for Hoopla, Block Store and other Hunky Panks. Contact  
 ELZA HILL, World of Pleasure Shows, or call me at 4968, Grass Lake, Mich.

**HAVE FOR SALE**  
 African Dip .....\$150  
 14x36 Bingo Top ..... 200  
 2 Miniature Strikers ... 100  
 4 Pistol Poker Boards .. 100  
 2 Add-a-Ball Spindles .. 100

**SPECIAL NOTICE!**  
 I am now Sales Representative for Wells Cargo Trailer Co.

**ELECTRIC PLANT FOR SALE**  
 Plant giving a total of 60 kw., A.C. 110-220 volt, Wisconsin motors with Delco generators. All nearly new, so simple anyone can operate. Can be seen in operation. Mounted in excellent semi-trailer, has good tires and vacuum brakes, a real show piece. Long, easy terms can be arranged.

**KING AMUSEMENT CO.**  
 MT. CLEMENS, MICH.

**FOR SALE COMPLETE 10 RIDE KIDDIELAND**  
 Located in large shopping center. Now in operation. Lease available or equipment only. Call VI 2-3733, Cleveland.

**RIDE FOREMEN WANTED**  
 Merry-Go-Round Foreman, Scooter Foreman, Kiddie Ride Foreman. If you don't drink—can use you.

**A. J. SUNNY AMUSEMENTS**  
 13422 Prospect Rd., Cleveland 36, Ohio  
 Phone: Center 8-4256  
 This week: 54th & Woodland.

**MARCELYN & RONNIE CANTRILL**  
 Want Concession Help, Hoopla, Bear Pitch, etc. Contact

**STEELE'S AMUSEMENTS**  
 Waukesha, Wisconsin

**RIDE HELP**  
 Can place Foremen on Ferris Wheel, Round-Up, Scrambler and Octopus. Also Second Men on all Rides who drive and have license. Top wages. Contact

**JOHN HANSEN**  
 Fox Lake, Illinois  
 Phone: JUstice 7-9741  
 Joe Zuke and John Aeriko, come on.

**FARROW Amusement Company**  
**LAST CALL! OPENING MADISON, WIS., JUNE 28**  
**BIGGEST 4th OF JULY IN MIDWEST CAN PLACE FOR 18 FAIRS**

**SHOWS**  
 10-In-1, Fat Show, What Is It?, Monkey, Snake, Glass House, any small Grind Shows.

**CONCESSIONS**  
 Shuffle Alley, Pitch-Till-You-Win, Balloon Darts, One Ball, Six Cats, any Stock Concessions.

**RIDE HELP**  
 Foremen and Second Men for Merry-Go-Round, Ferris Wheel, Tilt, Octopus, Rock-o-Plane, Scrambler, Kid Rides, Flying Coaster and Helicopter. Salaries—Foremen, \$85.00 a week; Second Men, \$65.00.

All replies: After Friday, June 23, to E. E. FARROW, MGR., Madison, Wis. Wires Care of Western Union. Phone: CHerry 4-0777, Between 9:00 A.M. and 5:00 P.M.

**Final Call Final Call**

**AMUSEMENTS OF AMERICA SHOWS**

Want for "Nationally Famous" Brockton Fair, Brockton, Mass., July 2-10  
 Gigantic Fireworks Display July 4. 9 Big Days—9 Big Nights, including 2 Sundays.  
 Followed by Mt. Carmel Celebration, Hammonton, N. J.  
**PLUS 14 FIRST-CLASS FAIRS**

**CONCESSIONS:** Hunky Panks of all kinds, Long & Short Range Galleries, Derby, Center Pitches of all kinds, Arcade. Morris Friedenheim wants Agents & Help for Six-Cats, Buckets & Picture Frames.  
**RIDES:** Will book Mad or Wild Mouse, Tilt-a-Whirl, Flying Coaster & Round-Up. Will book complete set of Rides for top of the hill.  
**SHOWS:** Snake, Fat, Monkey, or any new or family show. Chuck Thomas wants Motordrome Talker. Also Men & Lady riders for same. Good proposition.  
**HELP:** Foreman for new Scrambler. Also Foreman on Roll-o-Plane, Chair-o-Plane. Can use 2nd Men on all rides. Can place wives as ticket sellers.  
 Contact ART LEWIS, Manager, Nanuet, N. Y. Phone: c/o Howard Johnson's Motor Lodge, NANuet 3-3838. JOHN VIVONA WILL BE ON BROCKTON FAIRGROUNDS starting June 28. Phone will be in show office.

**CETLIN & WILSON SHOWS**

**Giant Celebration at Ft. Campbell, Ky., June 22-July 2, followed by Fourth of July Celebration, Owensboro, Ky.**

**WANT LEGITIMATE CONCESSIONS ONLY**

Want Ride Men in all departments. No truck driving. Especially want Scooter Foreman and Caterpillar Foreman. Wire or write

**IZZY CETLIN, Mgr.**  
 Nashville, Tenn., this week.

**Art's 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.**

**CONCESSIONS:** Can place Photos, Short Range and Hunky Panks of all kinds.  
**HELP:** Want Rock-o-Plane and Roll-o-Plane Foremen, Second Men on all rides. Top wages and bonus.  
**SHOWS:** Want family-type Shows, Grind Shows. Good opening for Funhouse.  
 Geo. Lane wants Picture Frame Agents and 2 sober, reliable Nail Store Agents. Bill Cowan can place Percentage Agents for Canada.

All contact: **BERNARD THOMAS, MGR.**  
 Aberdeen, S. D., June 20-25. (Phone in office.)

**NAIL JOINT AGENTS**  
 Columbus, Ind., Fair, June 25-July 1. Big Fourth Celebration, Roachdale, Ind.; North Vernon, Ind., Fair, July 10-16. All fairs and celebrations until November.

**BUCK WILLMAN**  
 Fairgrounds Columbus, Ind.

**Morris Hannum Shows**  
 St. Michael's 10th Annual Fair, Levittown, Pa., June 27-July 9. Mammoth Fireworks Display, Parades, Car Give Away, Big Advance Sale, Free Gate

**CONCESSIONS:** Hats, Photos, Jewelry, Custard, Popcorn, Apples, Ball Games and all other games that work for stock.  
**HELP** on Octopus, Tilt, Comet and Kiddie Rides. Prefer drivers. Come on, will place you. Show now playing Philadelphia at 29th & Clearfield Sts.  
 All replies to **MORRIS HANNUM**, 934 Murdoch Road, Philadelphia, Pa. Phone: Philadelphia, Chestnut Hill 7-8176.

(Continued on page 84)

# GOLD MEDAL SHOWS #2

Can place for downtown Chesapeake, W. Va., Firemen's Celebration, June 27-July 2; followed by East Rainelle, W. Va., Annual 4th of July Celebration, Parades, Fireworks, Beauty Pageant, Merchants' gifts given away every hour, July 4-9; and 15 bona fide County Fairs: Page County Fair, Luray, Va.; Montgomery County Fair, Christiansburg, Va.; Granger County Fair, Rutledge, Tenn.; Morgan County Fair, Wartburg, Tenn.; Monroe County 4-H Fair, Sweetwater, Tenn.; Cobb County Industrial-Manufacturing Fair and Horse Show, Marietta, Ga.; Gwinnett County Fair, Lawrenceville, Ga.; Hart County Fair, Hartwell, Ga.; Cherokee County Fair, Murphy, N. C.; Abbeville County Fair and Stock Show, Abbeville, S. C.; Washington County Agrl. Fair, Sandersville, Ga.; Jefferson County Fair, Louisville, Ga.; American Legion Fair, Warrenton, Ga.; Macon County Fair, Montezuma, Ga.

CONCESSIONS: Flashy Bingo, 15%. Will sell "X" on Photos, French Fries, Pronto Pups, Ice Cream, Custard, Long Range, Short Range, Basket Ball. Good opening for High Striker, Bear Pitch, Spot Pitch, Diggers, Pitch-Till-You-Win, Scales, One Ball, Pan Game, Rat Game and Flying Saucer.

SHOWS: Can place Fun House, Glass House, Snake Show, Monkey Show, Wild Life or what have you, 20%.

RIDES: Will buy late model Octopus. Must be in good condition, with trailer. Want Business Manager to join at East Rainelle, W. Va., with two Grind Stores and two Hanky Panks.

AGENTS for Six Cats, Buckets, Picture Frame, One Ball and Scales.

FOR SALE: Set of 10 Diggers mounted on factory built trailer in first-class condition. Wire or Phone

**ALMON BRANNON**

Phone: 5881, Whitesville, W. Va., between 2 and 4 o'clock.

# WANTED FROZEN CUSTARD OPERATOR

We have Trailer containing complete outfit. Operator must have automobile to haul trailer to our good Fair dates:

Leamington ..... Aug. 2-6	Sherbrooke ..... Aug. 27-Sept. 1
Peterborough ..... Aug. 10-13	London ..... Sept. 12-Sept. 17
Belleville ..... Aug. 15-18	Lindsay ..... Sept. 20-Sept. 24
Three Rivers ..... Aug. 20-25	Kingston ..... Sept. 27-Oct. 1

This is a worthwhile opportunity for a good operator.

**Apply FRANK R. CONKLIN**

Box 31, Brantford, Ontario, Canada

Phone: PLaza 3-2619

# MIDWAY OF MIRTH SHOWS

Eight Big Gala Days, Mt. Vernon, Ill., June 27-July 4.

Free Acts and Fireworks every night. Located in the city park.

CONCESSIONS: Want large Cookhouse, High-Striker, Glass Pitch and Pitches of all kinds. Merchandise Concessions, Hit-and-Miss, Ball Games, Break-The-Record, Short Range.

SHOWS: Funhouse and Shows of all kinds. Can use Girl Show this week only.

RIDES: Want Pony Ride for season. Lot laid out Sunday, June 26. We carry 8 Major and 4 Kiddie Rides.

All fairs balance of season. Wire Pawnee, Ill., this week.

# IMPERIAL SHOWS

Due to illness, can use Merry-Go-Round Foreman. Several other good Ride jobs open. Must be sober and drive.

CONCESSION AGENTS WANTED FOR BEST FAIRS IN ILLINOIS AND IOWA.

Can place another clean, non-conflicting Family Show. Contact

**JOHN GALLAGAN**

Morris, Ill., this week; Griggsville, Ill., Fair follows.

# GOLD BOND SHOWS

Jaycee Celebration, New London, Wis., June 22-26.

Fourth of July Celebration, and Snow Festival, Two Rivers, Wis., June 28-July 4.

CONCESSIONS: Want Hanky Panks of all types only. Ice Cream, Lemonade Shakeup, Ball Games, Novelties, Hats, Fish Pond, Fish Bowl, Bear and Glass Pitches, Darts and Photos.

SHOWS: 5 or 10-in-1, Monkey or any worthwhile attraction.

RIDE HELP: Want good Ride Help who drive. All replies by wire only to

**MICKEY STARK, Mgr.**

(Puffer Park) New London, Wis.

# VIRGINIA GREATER SHOWS

Want all kinds of Hanky Panks. Will book Long Range, Buckets and Cat Rack. Want Side Show Manager with Acts. Want Girl Show Manager. John Ryan and Tony Dimaggio, answer. Want Griddle Man. Carolina and Jim Seachrist, answer. Will book Pony Ride, Roller Coaster and Roll-o-Plane.

**VIRGINIA GREATER SHOWS**

Laurel, Del., this week; then Smyrna, Del. Write or wire **JOE COREY**

# Monarch EXPOSITION SHOWS

BIGGEST 4TH OF JULY IN ILL.—SULLIVAN STARST NEXT WEEK, JUNE 28 THRU JULY 4. JERSEYVILLE, ILL., FAIR STARTS JULY 5.

CONCESSIONS: Can place a few more Hanky Panks and Stock Concessions, including Popcorn and Floss. HELP: Want Foremen and Secod Men on Wheel, Tilt, Rock-o-Plane and Octopus. Also Man to handle wire. Address:

**M. E. REID, OWNER, Springfield, Ill., this week; Sullivan, Ill., next.**

# CARNIVAL WANTED

to play Pearl River County Fair, Livestock and Horse Show, Picayune, Miss., week of Oct. 3 through 8. Rides are popular and in demand. Address

**J. M. SINCLAIR, Sec.**

Pearl River Co. Livestock Assn., Poplarville, Miss.

# W.G. WADE SHOWS

**MT. PLEASANT, MICH.**

15th Annual 4th of July Celebration, City Park, July 1 thru 4

**BATTLE CREEK, MICH.**

6th Annual 4th of July Celebration, City Park, June 29 thru July 4

## CAN PLACE

Legitimate Concessions of all kinds, capable Grind Shows and non-conflicting Rides for these two outstanding dates and balance of season including

**MICHIGAN STATE FAIR at Detroit**

Need Ferris Wheel Foreman and Second Men on all rides. Must be licensed truck drivers. Have immediate opening for capable carnival Office Man. Contat

**W. G. WADE**

Box 143 Southfield, Mich. Phone: ELgin 6-3566

or

**W. G. WADE SHOWS**

28th & Clyde Park, Grand Rapids, Mich. June 20-25

# COLEMAN BROS. SHOWS

WANT SHOWS: Fun House, Mechanical, Five-in-One. Will also buy or book Fun House.

HELP: Want Help for Jones Bingo. Ride Help on all rides, semi-drivers preferred. All answer:

**DICK COLEMAN**

Coleman Bros. Shows Naugatuck, Conn.

# WHITESIDE CONCESSIONS

**AGENTS WANTED**

Can place Agents for 14x24-ft. nickel Bear Pitch, or will consider complete Crew for same. Also can place Hanky Pank Agents. Must be sober and reliable. All replies: **A. R. (DUTCH) WHITESIDE** c/o Amusements of America as per route

## WANTED

# CARNIVAL OR RIDES

For Big Fourth of July Celebration. Over 60,000 attendance last year.

Address all inquiries to

**SAM LONDON, Secy.**

Lions Club Indiana, Pa.

## WANT DROME RIDERS

Immediately: trick and straight. Joe Cupid, Johnny Reed, Clifford Steen, contact at once, or other Riders.

**EARL PURTLE**

c/o Cettin & Wilson Shows Nashville, Tenn., now; Fort Campbell, Ky., follows. Wire or call. No collects.

## WANT

Ferris Wheel, Merry-Go-Round and Tilt-a-Whirl Operator. Best job and pay in the business for the right party.

**DAVID SWARTHOUT**

5813 Northwest Highway, Chicago 31, Ill. Phone: NEwcastle 1-5125

## AGENTS

For Pin Store, Razzle and G-Cats. Freddie Davis, contact

**LAKE BOSELEY**

c/o Badger State Shows, Hibbing, Minn.

# 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 RIDE HELP FOR NEW #5 ELI WHEEL AND SECOND MEN ON ALL RIDES. CONCESSIONS: No "X." All come on. Want Six Cats, Buckets, Swingers, Glass Pitch, Cigarette Pitch, Custard, Novelties or what have you? All join at Seneca, Mo., July 2. Want Electrician and Mechanic. Report at Winter Quarters, Caney, Kansas. Can place Truck Drivers, Ticket Sellers and Agents. Will be in Winter Quarters, Caney, Kansas, until Wednesday, July 29; then Seneca, Mo.

**H. C. SWISHER, Box 125, Caney, Kansas. Phone: 468.**

P.S.: Leon, call me collect at once. Want to buy late model #5 Eli Wheel with steel seats. Will pay all cash. Phone: 468, Caney, Kansas.

# NOLAN SHOWS

**ASHVILLE, OHIO**

OHIO'S BIGGEST 4TH OF JULY CELEBRATION JUNE 30 TO JULY 4

**BANDS — PARADES — FIREWORKS**

Want legitimate Concessions of all kinds, Basket Ball, Ball Games, String Games, Scales, Guess Your Age and Photos. Want P. C. Agents for office-owned joints and Ride Men on all rides. Want Man and Wife for office-owned Floss and Snow, also Man and Wife for Corn and Apple Trailers. Must drive. Want Unit Managers and Ride Superintendents for 2 Units. Contact **MANAGER**, as per route, or Moxahala Park, South Zanesville, Ohio. Phone: CL 2-8252 or CL 2-3398. Dublin, Ohio, this week.

# SMILEY'S AMUSEMENTS

Want for Ellwood City, Pa., Firemen's Celebration, June 27-July 2; Sharpsville, Pa., Firemen's Celebration, July 4-9; Fireworks and Parades

CONCESSIONS: Pitch-Till-You-Win, Short Range, Glass or Bear Pitch, Age and Scales, Hoopla, Jewelry and Straight Sales.

SHOWS: Can use any family-type Shows.

RIDE HELP: Can use Ferris Wheel Foreman and general Ride Help who drive. All replies Worthington, Pa., June 20-25, then as per route.

P.S.: Have Long Range Gallery for sale. Priced right. Will book on show.

# NORTHERN EXPOSITION SHOWS

*"Northwest's Finest Midway"*

Want for 16 well proven Fairs starting June 27

CONCESSIONS: Will give "X" on Long and Short Range Shooting Galleries, High Striker and Basketball. Can place Pronto Pups, Foot Longs or Grab. No Mitt Camps, Grind Stores or Alibis.

SHOWS: Will give exceptional deal to Grind Show not conflicting. Bismarck, North Dakota, June 20-25, then as per route.

**MIKE SMITH**

# DICKSON UNITED SHOWS

WANTED WANTED WANTED For Amherst, Ohio, Annual Firemen's Fair and Celebration; followed by the largest Fourth of July Celebration in Northern Ohio, Conneaut, Ohio, 100 bands and floats and 5-mile parade. Open Tuesday and end Monday, July 4. Will book Water Games, J-Ball, Balloon Darts, High Striker, Short and Long Range Galleries, Punk Rack, 6-Cats and all Hanky Panks. Also want Popcorn Wagon. Juanita Hunt, answer. Especially want Jewelry Spindles. Will sell ex. Grant, answer. Will book 5 or 10-in-1. Want Minstrel Show or any family-type Walk-Thru Show. Country Bob wants Agents for Razzle, Pin and Skillo. Also will place all Hanky Pank Agents. This show carries 9 office-owned Rides and has a solid booking of fairs and street celebrations until Nov. 1. All wires and phone calls to **DICKSON UNITED SHOWS, Amherst, Ohio, all this week.**

# PAGE BROS.' SHOWS

Want for now and big 4th of July, followed by 12 fairs.

CONCESSIONS of all kinds except Bingo, Cookhouse and Popcorn. Want Wheel Foreman. Ride Help on all rides. Want Grind Shows and Girl Show. Littlefield and McHouse want P. C., Count Store and Peek Store Agents. Will book Kiddie Rides.

Litchfield, Ky., now; Eminence, Ky., Annual 4th, next.

# WABASH VALLEY SHOWS

Wanted for the following spots: Wingate, Ind., June 22-25; Mt. Morris, Ill., Big Annual Fourth of July Celebration, July 2-4; Advance, Ind., 11-16; Realsville, Ind., 20-23; Rosedale, Ind., Centennial and Russellville, Ind., 4-H Fair, 25-30; Hamilton County Fair, McLeansboro, Ill., Aug. 1-5; Quincy, Ind., 11-13; Veedersburg, Ind., 18-20. No flats or gypsies. Can use Hanky Panks of all kinds and any Concessions that work for stock. Use Help on all rides. Contact **KENNETH A. HAYWARD, 905 S. Auburn St., Indianapolis, Ind., Phone: CHapel 1-0839, or T. J. SMITH, 711 S. Main St., Greencastle, Ind., Phone: OLiver 3-5044. P.S.: Red Allen and Red Riley, wire T. S. Smith.**

# WILD WEST AND RODEO ACTS

**WANTED FOR JUNE 25 TO JULY 4 INCLUSIVE**

Acts for any number of days for period of celebration.

Phone or write Chamber of Commerce, Towson, Md.

Phone: Valley 3-0546

# STREET CELEBRATIONS

Want for Maxwell Street Days, Franklin, Ind. This will be big. Concessions of all kinds including Mitt Camp. Want Agents for Skillo, Clothes Pin and Razzle. Also Hanky Pank and Alibi Agents. SHOWS: Girl Show, Snake or any other Show with own equipment. (Gypsy Bob Meyers and Dough Boy, contact Fred Weber at once.)

**UNITED CIRCUS**

Franklin, Ind.

# SHORTER GREATER SHOWS

Want Photos, Bumper, High-Striker, String Game, also non-conflicting Concessions. Want Pin Store and Count Store Agents. Want Bingo Caller. Need Girl for Girl Show. Will book Animal or Mechanical Show. Need Ride Help for Merry-Go-Round and Tilt.

Contact **MANAGER**, Hopkinton, Iowa, June 19-21; Pepin, Wis., June 22-26. P.S.: Jack and Donna Miller, call me.

# CARNIVAL CONFAB

• Continued from page 77

Christina, to the Clifford Mitchells. Dad is Ferris Wheel foreman with George Clyde Smith. . . . Phil Cook hit Amusements of America in Spring Valley, N. Y. Another recent visitor was Jimmy Stabile. . . . Cetlin & Wilson opening drew many visitors to Petersburg, Va. Passing thru were Sam Weinberg and Clark Queer.

Mr. and Mrs. Art Lewis were guests of John and Marie Vivona at the Hickory House and Copacabana prior to their Totowa, N. J., opening. . . . Nelson Barringer, of Chatham (N. Y.) Fair, caught the Paul La Crosse trick shooting-knife throwing act at Carson City, Cat-skill, N. Y., and signed it as a grandstand feature. La Crosse is Continental Shows' agent. Mrs. La Crosse went to Topsham, Me., where daughter, Betty (Mrs. T/Sgt. Travis Garrett), was expecting her third child. . . . Smart-Money Ike Weinberg had a good week with Natie Cutler's Six Cats in Philadelphia. . . . During circus week in Philly, Billie McFarland, son-in-law of John Quinn, took delivery on a baby boy. . . . Bud Sollenberger, of World of Mirth Shows, has bought the Junior Hot Rod ride of Pat Razzano, show's Arcade operator. . . . New house trailer of Johann Petersson, Kelly-Sutton giant with the Strates midway, is 10 feet high inside and has a domed ceiling.

Irwin Kirby

Dorothy Ray has joined Jim Estip's 10-in-1 on the Nolan Shows. Estip recently took delivery on a 32-foot Moon trailer and a truck to carry his show. . . . Forrest Hill Jr. is recovering from surgery he underwent June 7 in Park View Hospital, Houston, according to Mrs. Hill. . . . James L. Reed infos that Byers Bros.' Shows recently made a 420-mile jump from Jacksonville, Ark., to Bartlesville, Okla.,

opening to a packed midway. . . . Gilda Lee, en route to Pittsburgh to open a nitery engagement, stopped in Duncansville, Pa., to visit with Lonnie Dore, who has a girl show on the George Clyde Smith Shows.

Two birthdays were observed recently on Amusements of America. Personnel gave Mrs. Catherine Vivona, mother of the Vivona brothers, three dozen roses, while a party for Al Doerso featured cake and ice cream for all. . . . Working in a dart store with concessionaire Jackie Davis at the recent Philadelphia circus date was Joseph Lehr, spot worker. Lehr advises that he had a visit during the date with Phil Cook, executive secretary of the Miami Showmen's Association, who was making a business visit on the grounds.

Georgiana Williams, daughter of Mr. and Mrs. L. L. Williams, Eastern carnival concessionaires, graduates this month from West Winfield (N. Y.) Central High School. In the fall she will attend New York University as a dietetics student. . . . Duke Scott, talker, is again general manager for the Robi Del Mar Side Show on the J. A. Gentsch Shows. His wife, Veronica Lane, dancer, and son, Scott, are also on the show.

Recent visitors on Heart of America Shows at Kansas City, Kan., included Mickey Wilson, Harry Sommerville, Chuck Roth-ermel, Sam Griggs, George Catt-lett, Whitey Ivan, John Denny, Kenneth McKomah, Bink Loar, Russell Beamer, Henry Patterson, Red Winfield, Grover Marks and Eddie Mitchell, according to Jim Chapman, The Billboard mail agent. . . . Lucille Malanga, wife of Dixie Malanga, of the Ross Manning Shows, is on the mend after being ill. . . . Joe E. Hilton, until three years ago a Side Show operator, is now in business in Manatee, Fla. . . . W. F. (Bill) Wilcox and Stanley Beal, vet circus billers, handled billing for the opening stand of the Olson Shows, June 17-28, at Hot Springs.

Helen and Bill Rowell, who have been playing Iowa shopping centers with their Treasure Island Odditorium, kick off their Wisconsin fair circuit July 4. . . . John Riggs Jr., who operated an Andrew Osak concession with Crossroads Amusements in the Caribbean islands last winter, has been in Veterans Hospital, Wilkes-Barre, Pa., since April 21, the victim of a rare tropical virus. Riggs is now recuperating and Osak urges that any troupers who made the tour and who are experiencing any baffling ailments should have their doctors contact the Wilkes-Barre hospital for information concerning the cure.

Al Schneider

John Levaggi, of Cecchini & Levaggi, concession operators as well as directors of the Fun Fair, returns soon from Europe. While there, he visited Italy and Spain among other countries.

Show Folks of America report the club's sick list includes Mary Texiera, Joe Frank, Dolores Coronado, Harry Leslie, Margaret Farmer, Ralph Ward, Elmer Hanscom, Norman Ferber, Candy Monette and Charlotte Porter. . . . Club members visited the Polack circus June 5. . . . Mickey Hogan left for the International Trade Fair in Chicago. . . . Mrs. Henry Rose died and burial was in Show-folks cemetery plot. . . . Recent donors to the Showfolks' blood bank included John K. Lucy, James A. Taylor, Jackie Q. Archer, Roy E. McKean and Robert G. Coulliard. . . . Club received a \$500 check from a benefit on Crafts Shows at the National Orange Show.

Sam Abbott

# RAS Matches '59 Despite Iowa Rains

DAVENPORT, Ia. — Despite heavy rains that discouraged patronage on the Royal American midway here just before the final weekend, the show was on a par with last year's figures. With kid's day on Saturday (18) and the usual weekend, show officials figured they'd end up even with or ahead of last year if the weather held.

Much Shrine activity took place during the stand. On Wednesday night the Royal American Shrine Club held a benefit in the Club Lido top and raised close to \$3,500 that will go to the many Shrine benefits.

On Wednesday afternoon, at the club's monthly meeting, Carl J. Sedlmayr Sr., RAS owner, was honored by the Davenport Kaaba Shrine Temple, who presented him with a plaque in recognition of his 25th year of playing under the Temple's auspices here. A total of 121 members of the shows' Shrine Club attended the meeting and 23 new members were inducted. A check for \$500 was donated to the Iowa State University Hospital for crippled children and the club purchased eight \$60 certificates for hospitals at large.

Walter DeVoyne worked all week with Canadian Customs officials to pave the way for the move into Canada. C. J. Sedlmayr III joined on from Tampa for the Canadian tour.

Leon Miller's Club Lido debuted here in Davenport. Featured was Susan Brooks billed as Ista the Butterfly Girl. Last year Susan was featured in the St. Louis Babes in Toyland. Also in the cast are Hanlon and Clark, comedy; Patricia Lyall and Maurice Burns, songs; Jinx Petty, puppets; Gigi Japour, exotic and tap; Bobbe and Nancy Tice, dancing dolls; Marilyn Stafford, between show entertainer; Del Carol featured tableau.

June Johnson is organist; George Brock, drummer; Sugar Ohrel, wardrobe mistress; Nancy Morgan, bally; Pat Dignan, Eli Jackson and Tommy Hart, front; Dick Dickerson and James Orchard, tickets. Chorus line includes Buena Vista Miller, Marilyn Stafford, Patti Jean Shaw, Joan Brock, Bobbe Tice, Nancy Tice, Terry Kirk, Del Carol, Mary Martinez, Betty Garcia, Bobbie Candyce and Jane Adams.

Carl Goss is boss canvassman assisted by Fritz Weston; William Weston, spotlight; Shorty Holdridge, carpenter; Jim Wilson, properties; Whitey Drost, electrician. Others are Johnnie Lee Jones, Carl Goss Jr., Billy Goss and D. M. Goss.

Visitors included John Libby, assistant manager of the Minnesota State Fair; Ralph Hoffman and Bill Oliver, from St. Louis, and Mr. and Mrs. John Cox and family.

# Ontario SLA In New Rooms, Buys Graves

TORONTO — The Showmen's League of America, Ontario Chapter, has rented new clubrooms and purchased 100 graves for its showmen's rest, J. W. (Patty) Conklin, president, announced.

The new quarters are at 1 Howard Park Avenue and have been leased for five years. The 100 new graves are in Glendale Memorial Gardens Cemetery and the club also has an option on an additional 175 graves.

Paid up members now total 410, Conklin announced.

# GOODING WANTS

RIDE FOREMEN AND HELPERS  
For Ferris Wheel, Caterpillar, Mad Mouse 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.

At the close of the season we will need 50 additional employees in our new factory.

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

# ATTENTION, OUTDOOR COMMITTEES



Charles La Croix—The original one and only. Outstanding Novelty Balancing Trapeze and Gymnastic act. Available for all types of outdoor celebrations, etc. Also available for indoor events this fall and winter. Also available for Amusement Carnival companies. A platform and dressing quarters are required for outdoor events. Act has attractive equipment and wardrobe, the best money can buy. I carry 1600 pounds of baggage, 8 pieces, and use the railroads for transportation and always get there. In balancing, I start in where the others leave off.  
For price, literature and full details address:  
**CHARLES LA CROIX**  
1304 South Anthony Blvd. Ft. Wayne 4, Indiana  
Phone: EASTbrook 3312  
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# JIMMIE CHANOS SHOWS

4th OF JULY CELEBRATION, FAIRBORN, OHIO  
PARADES AND FIREWORKS  
HAVE LIMITED AMOUNT OF SPACE LEFT FOR LEGITIMATE CONCESSIONS. Also want Bingo for Rising Sun, Ind., and Sunman, Ind.; also Hartford City, Ind., Fair. Want to hear from French Bordeaux and Geo. Golden (Auction Man). Want family-type Shows with own outfits. Want Concessions: Fish Pond, Balloon Darts, Hoopla, Novelties, Bear, Glass and Bird Pitches or what have you? All replies  
JIMMIE CHANOS SHOWS, Germantown, Ohio, June 20-25

# MERCIER ATTRACTIONS

4TH OF JULY CELEBRATION, PENNSBORO, W. VA.  
JUNE 29 THROUGH JULY 4  
FIREWORKS — FREE ACTS  
Can place all concessions and games including Bingo, Food, Drinks, etc.  
Can place Girl Show  
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3931 Mt. Pleasant Road, N. W. North Canton 20, Ohio  
Phone: Evenings, HYacinth 9-7842—Days, GLendale 4-1300

# 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 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.  
HAVE SCRAMBLER TO BOOK, JULY 6-24 AND AFTER SEPT. 5.  
ADDRESS: Newton, Iowa, this week; Alexander, Iowa (Celebration), June 27-29.

# WM. T. COLLINS SHOWS

Can place Foreman 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 House.  
Can place a few more Hanky Panks. Also Grind Shows of merit.  
All replies to: WM. T. COLLINS, Fargo, N. Dak., this week.

# GALA EXPOSITION SHOWS

"The Show Beautiful"  
For the South's largest Fourth with 3 big days, July 1, 2 and 4, at Fortia, Ark., and 19 more fairs and celebrations through October. No still dates. We carry 12 to 15 rides and shows.  
CONCESSIONS: Want Photos, Legitimate Concessions only. No flats or gypsies. SHOWS: Want 1 or 2 more high-class Shows. No Girls. This show has not missed yet and has bigger and better route than ever. If you can stand to win, this is where you belong. Doc Friend needs Athletic Show talent. Get on the Gala wagon while you have a chance. Wire or call  
V. E. MILLER, Flat River, Mo., June 20-25; then the big Fourth.

# DRAGO AMUSEMENTS

Want a few more Concessions for Big July 4th Celebration, Hoopston, Ill., and July 4th Celebration and Centennial at Kentland, Ind., around Courthouse. Want Scales, Novelties, Bear, Glass and Penny Pitches or any other Hanky Panks working for stock and stock only. Absolutely no gypsies wanted. Also want set of Diggers working for merchandise.  
Want to book a couple more Rides for Kentland, Ind.  
This show booked solidly with Fairs and Celebrations with best route in Northern Indiana and Illinois from July 4 to Oct. 1. Bill Tatham, contact me at once.  
All replies to Frankfort Fair Grounds, Frankfort, Ind., June 20-30, or 1711 E. Markland Ave., Kokomo, Indiana.

# STAFFORD SHOWS

Want Stock Concessions for Tipton, Ind., June 20-25, Eight Big Days including 4th of July at Sullivan, Ind., June 27-July 4.  
Want Fish Pond, Balloon Dart, High Striker, Bear Pitch, Basket Ball, Coke Bottle, Novelties, Milk Bottles and Bird Pitch. Wire if you want space.  
Have two Wheels, can use good Wheel Foreman.  
Committees needing rides, wire as per route  
RALPH STAFFORD

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AND ONE COUNT STORE MAN  
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Carriage Inn Hotel Knox, Pa.

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**W. P. STEPHENSON**  
2320 Lee Ave. South, El Monte, Calif.

### MOUND CITY SHOWS

WANT Ride Help on all rides. (No cars.) Hanky Pank Concessions, including Photos, High Striker, Tip-Over Cokes and others of that type. Address:  
Brighton, Ill. (on the streets), June 23-25; Winfield, Mo., June 30 thru July 4; then Vandalia, Mo., and Fairs and Celebrations to follow.

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**JOHN HANEY**  
c/o Bill Hames Shows Brady, Tex., June 27-July 4

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## COMING EVENTS

Continued from page 81

**Linneus**—Old Settlers' Reunion, Aug. 4-6. Donald Barnett.  
**Lucerne**—Lucerne Stock Show, Aug. 25-27. K. K. Blanchard.  
**Maitland**—Beauty Pageant & Blue Grass Festival, June 22-25. Dale A. Marion, American Legion.  
**Marceline**—Jaycees Celebration, July 2-4. Jerry Clark.  
**Sedalia**—Pettis Co. 4-H Livestock Show, Aug. 12. Owen Fox.  
**Shelbyville**—Old Settlers' Reunion, Aug. 25-27.  
**St. Joseph**—Buchanan Co. Dairy Show, July 23. Webb Embrey.  
**St. Joseph**—Interstate Jr. Dairy Show, July 29. Webb Embrey.

**Nebraska**  
**Omaha**—Celebration (Municipal Stadium), July 2-4. L. M. Baker, American Legion Post No. 1.  
**Omaha**—Old-Fashioned Family Fair, (Municipal Stadium), July 2-4. Tony La Puza.  
**Superior**—Celebration, July 3-4. Chamber of Commerce.

**New York**  
**Lackawanna**—Eric Co. Legion Convention & Field Days, June 22-26. Edward Aldrich, 546 Ridge Road.  
**New York**—British Exhibition (Coliseum), June 10-26.  
**New York**—New York Health Show (Coliseum), July 16-24.

**North Carolina**  
**Beaufort**—251st Anniversary Celebration, July 3-10.  
**Kernersville**—Fourth of July Horse Show & Parade, July 4.

**Ohio**  
**Brecksville**—Celebration, July 1-4.  
**Cincinnati**—Zoo Food and Home Show, Aug. 17-28. Jack Heuser.  
**Fairborn**—Celebration, July 4.  
**Newton Falls**—Celebration, July 4-9.  
**North Industry**—Firemen's Homecoming, July 19-23. George Marlow, 911 Payne Ct., N.E., Canton 5.  
**Parma**—Parma's Fun on the Fourth, July 4. L. Robert Parker, 5815 Haverhill Ave.  
**Portsmouth**—Portsmouth Charity Horse Show, June 23-26. William H. Harsha.  
**Tuscarawas**—Tuscarawas Celebration, July 4. Chamber of Commerce.  
**Union City**—Firemen's Convention, June 22-25.  
**Waco**—Waco Homecoming, June 22-25. George Marlow, 911 Payne Ct., N.E., Canton 5.  
**Wellsville**—St. Rocco Celebration, Aug. 15-20.

**Oklahoma**  
**Anadarko**—American Indian Exposition, Aug. 15-20.  
**Duncan**—Spring Festival, July 12-16.  
**Pawnee**—Indian Celebration, Aug. 29-Sept. 3.  
**Prague**—Celebration, July 4.

**Pennsylvania**  
**Chambersburg**—State Plowing Contest & Conservation Field Day, Aug. 10.  
**DuPont**—Northeastern Firemen's Federation Paradise, June 27-July 2.  
**Great Bend**—Great Bend Twp. & Baras Centennial, July 17-23. E. E. Empett.  
**Indiana**—Lions Club Celebration, July 4. Sam London.  
**Lewistown**—St. Michael's Church Fair, June 27-July 9.  
**Linesville**—Legion Convention, June 21-25.  
**Newfoundland**—American Legion Celebration, July 4.  
**Palmyra**—Bi-centennial, June 20-25. Russell Wagner, P. O. Box 228.

**South Dakota**  
**Custer**—Gold Discovery Days, July 22-24.  
**Faith**—Tri-County Stock Show & Rodeo, Aug. 12-14. Klith M. Tidball.  
**Tabor**—Czech Days, June 26-28.  
**Timber Lake**—Golden Jubilee, Aug. 19-21.

**Vermillion**—Clay Co. Old Settlers' Picnic, Aug. 21.  
**Woonsocket**—Celebration, July 4.

**Tennessee**  
**Maryville**—Maryville Celebration, July 17-21. John L. Clark, 1612 Jenkins.  
**Memphis**—Shelby Co. Livestock Show, Aug. 11. William G. Brown.

**Texas**  
**Belton**—Celebration, June 27-July 4.  
**Kaufman**—Kaufman Co. Livestock Show, Aug. 25-27. Wm. D. Percy.  
**Kerrville**—Texas Angora Goat Raisers' Show & Sale, Aug. 4-6. P. E. Gulley.  
**Fredericksburg**—Fourth of July Races & Horse Show, July 2-4. Mrs. Bill Petewcky.  
**Odessa**—Independence Festival (Ector Co. Coliseum), July 2-4.  
**Valera**—Birthday Celebration, June 21-25.

**Utah**  
**Brigham City**—Brigham City Peach Days, Sept. 8-10.  
**Ferron**—Southeastern Utah Jr. Fat Stock Show, Aug. 4-6.  
**Nephi**—Utah State Suffolk Sheep Show, Aug. 30-31.  
**Richfield**—Southern Utah Jr. Livestock Show, Aug. 17-20.

**Virginia**  
**Appalachia**—Legion Celebration, June 25-July 4.

**Washington**  
**Yakima**—Yakima Diamond Jubilee, June 19-26.

**West Virginia**  
**East Rainelle**—Celebration, July 4.  
**Parkersburg**—Celebration, June 28-July 4.  
**Ripley**—Celebration, July 4.  
**Terra Alta**—Celebration, July 4.

**Wisconsin**  
**Appleton**—Civic Celebration, July 1-4. Jr. Chamber of Commerce.  
**Burlington**—American Legion Celebration, July 1-4.  
**Eleva**—Broiler Festival, July 2-4. Vic Wenaas.  
**Evansville**—Celebration, July 4. Mrs. Dee Losey.  
**Port Atkinson**—Firemen's Celebration, July 6-10.  
**Madison**—Celebration, July 4.  
**Milwaukee**—St. Joseph's Pompeii Church Celebration, June 23-26. Mike Viscuso.  
**Milwaukee**—St. Rita Street Fair, July 7-10.  
**New Berlin**—Celebration, July 4.  
**Plymouth**—Cheese Derby Days, June 24-26. Edward J. Shields.  
**Reersburg**—Chamber of Commerce Celebration, July 4. Paul Foss.  
**Superior**—Celebration, July 3-4. Junior Chamber of Commerce.  
**Thiensville**—Lions Club Celebration, July 29-31. A. W. Strehlow, P. O. Box 1, Waukesha.  
**Waukesha**—Legion Celebration, June 28-July 4.

**Wyoming**  
**Fort Bridger**—Pony Express Celebration, July 23.  
**Gillette**—Annual Mixer Day Bar-B-Q, Aug. 31.  
**Lander**—Pioneer Days, July 3-4.  
**Laramie**—Laramie Jubilee Days, July 6-10.  
**Sheridan**—All-American Indian Days, Aug. 5-7. Floyd W. Tetreault.  
**Thermopolis**—Gift of Water Pageant, Aug. 7.

**CANADA**  
**Ontario**  
**North Bay**—North Bay Old Home Week, Aug. 1-6. Tom Ringler, P. O. Box 582, London.  
**St. Thomas**—St. Thomas Old Home Week, July 18-23. Tom Ringler, P. O. Box 582, London.  
**Walkerton**—Walkerton Old Boys' Reunion, July 1-4. Tom Ringler, P. O. Box 582, London.

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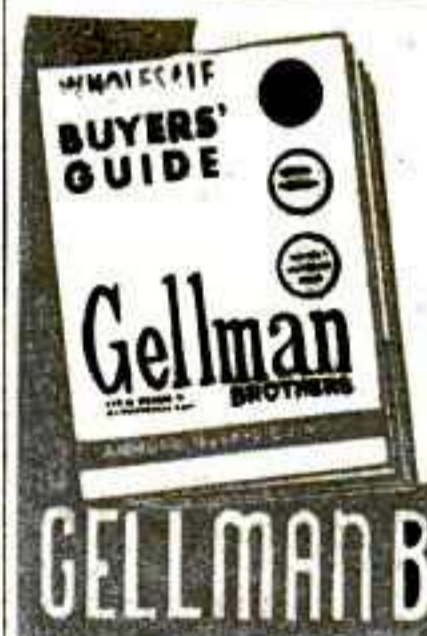
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Tie Bars, Carded ..... 3.60 Gr.  
Men's Leather Watch Bands ..... 1.25 Dz.  
Cameo Sets, Boxed ..... 3.00 Dz.

Send 20% deposit with order, balance C.O.D.

### MFR. MUST RAISE CASH—FORCED TO

sell 1,354 doz. 3-ft. Clown Dolls at \$8.90 doz. 2 doz. to case; 975 doz. 2 1/2-ft. size, \$5.90 doz., 3 doz. to case; 1,269 doz. 18-in. size, \$3.90 doz., 6 doz. to case. All top quality. Finest materials throughout. Min. order 1 case. Check with order. No c.o.d. Miller, 133 Plymouth St., Brooklyn, N. Y. ch

### MAKE EXTRA MONEY—POLISH GEM

Stones for me. Everything furnished. Details and sample Gem, \$1. Wilke, 9791 Oleander, Fontana, Calif.

### FOR SALE—8 POWER MIGHT SPEEDWAY

Race Cars, gasoline, used 2 months; complete with bumper rails, stakes, extra motor. \$1,000. A. Karst, Forest Park, Hanover, Pa. Phone ME 3-5297.

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Sanded, ready to use. Delivered 500 miles Little Rock, 65¢ sq. ft. Up to 10,000 ft. subject prior sale. From floor ISROA 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

### FOR SALE—50 USED DODGEE CARS AND

spare parts. All operated 1959 season. No reasonable offer refused. Contact W. H. Gierke, Riverview Park Co., 3300 N. West-er. Ave., Chicago 18, Ill.

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in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesman wanted, also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts. ch-np

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gious, general, 50¢ sellers. Send for free catalog. 10 samples only \$1. Lowy, 812 Broadway, Dept. 147, New York 3, N. Y. ch-np

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### GEER SHOW, 20X30 TOP, 8' WALL, P.A.

Set, Front Banner Line, Geek available, \$250. Combination What is It? Girl Show, 2 sets Banners, 20x30, Tape Recorder, Front Stage Curtains, Ticket Box, Bally Platform, \$250. Long, 111 Southwest 19th, Richmond, Indiana.

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new line direct from manufacturer. Rice Manufacturing Co., 486 Baltimore Ave., Cumberland, Md.

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wardrobe. Real Hair Impersonators' Wigs. Free Hats. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNION 3-9509.

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Buggy Ride, Kiddie Sky Rider, Mangel Kiddie Whip Ride, Kiddie 19-ft. Carousel, 18 10-ft. Motor Boats, gas. A. Garto, 2075 Shore Parkway, Brooklyn, N. Y. Esplanade 2-5306, Coney Island 6-6356. je20

### FAMOUS MFR. CLOSEOUTS

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Charm Bracelets, Asst. \$1.50 & \$2.50 Dz.  
Tie & Cufflinks Sets, ..... \$3.75 & \$5.00 Dz.  
Cultured Pearl Tie Slides, Carded ..... \$ 2.00 Dz.  
Asst. Boxed Sets ..... \$4.50 to \$ 6.00 Dz.  
Boxed Sets, Asst. ..... \$9.00 & \$18.00 Dz.  
Eng. Pearl Sets, Boxed ..... \$4.50 Dz.  
Cultured Pearl Pendants, Boxed \$3.50 Dz.  
Rosary Beads, Boxed, \$6.00 & \$9.00 Dz.  
Children's Neckties, Boxed ..... \$3.00 Dz.  
Pins, Asst. ..... \$1.75 & \$3.00 Dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D.

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product. Don't miss this chance. Write to Five Star, P. O. Box 42-608, Miami, Fla.

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makers of small-waisted corsets and waist nippers. Invites your inquiry. Box 471, Palo Alto, Calif. je27

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small Popcorn Trailer, many extras, \$500; large Cretors hanging Popper, \$150. Send stamp. George Mohr, 2010 Superior, Racine, Wisconsin.

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Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. au8

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E1—Tailored E/rgs, asst. Gr.... 18.00  
E2—Stone & Pearl E/rgs, asst. Gr. 21.00  
E130—Rhinstone E/rgs, asst. Gr. 30.00  
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25% Deposit, Balance C.O.D.

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124 Empire St., Dept. 8 Prov., R. I.

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Rattlers, Yellow Bulls, Alligators, Horned Lizards, Chuckawallas, Terrapins, Tortoises, Gila Monsters, Baboon, Gophers, Puma, Raccoon, Deodorized Skunks, Coyotes, Civet Cats, Ringtail Cats, Peafowl, Agoutis, Pacas, Fox Cubs, Prairie Dogs, Ground Squirrels, Fox Squirrels, Parrots, Monkey-faced Owls, Horned Owls, Guinea Pigs, Armadillos, Otto Martin Locke, Phone MA 5-5223, New Braunfels, Tex. je27

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### LARGE MERRY-GO-ROUND AND 15 KID-

dide Rides. Write for price list. H. E. Ewart, 3970 Center, Norco, Calif. Phone: Redwood 74882. je27

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Background and 10 Guns. Ideal for parks, fairs, etc. M. Russo, 329 Bay 13th St., Brooklyn 14, N. Y. BE 2-1385.

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Recovered & renovated 24 or 30 space Taken in on the new set Bumper

**\$75.00**

NEW GAME GUARANTEE Headless Woman Illusion, \$100.00 Like New Evan's Break Down Chair Scale, \$125.00 Perfect Condition PRICES F.O.B.

SEND DEPOSIT OR WRITE  
**BOYCE ENTERPRISES**  
3956A West End Ave. Chicago 24, Ill.

### FOR SALE—FROZEN CUSTARD TRAILER.

Fully equipped; 18' tandem trailer, everything included; \$1,350. Lea, P. O. Box 66, Crestwood, Ky.

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A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using one inch or more.

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Banners, \$25 each; Electric Organ, \$75; Tape Recorder, \$50; Set Punch Figures, \$15; Ventriloquist Figures, \$18-\$20; large boxes Girl Show Costumes, \$15; Juggling Props cheap. Ward Hall, c/o Billboard, Cincinnati 22, Ohio.

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in Central Illinois. Seven rides, 60-passenger Miniature Train with one-half-mile track; 36 ft. Allan Herschell Carousel; also Concession Stands, 18 hole Miniature Golf. Prefer to sell entire park, but will consider rides only. Other business and health do not permit operation of both. Box C-618, The Billboard, Cincinnati 22, Ohio.

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dismantle and move coaster. No amateur. Give references. Box C-617, c/o Billboard, Cincinnati 22, Ohio.

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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-B, Chicago 22. je27

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tripod scales, some stock Johnny Kinsey, Box 61, Oneonta, N. Y. Phone: GE 2-5780.

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### FOR SALE—20 HORSE MERRY-GO-ROUND

with organ, new in 1954. Ferris Wheel new in 1958, and one 22 ft. Smith and Smith Chairplane and one Kiddie Chairplane. All rides are in A-1 condition. Write for route where can be seen in operation. Reason for selling, other business. Howard Hawkins, Wardsville, W. Va. je20

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tripod scales, some stock Johnny Kinsey, Box 61, Oneonta, N. Y. Phone: GE 2-5780.

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### GIRL VOCALIST AND MUSICIANS, TRAV-

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gasoline operated chest type refrigerators still in crates. Also have C. I. Ice Cream Makers in crates cheap. Send for photos. Davenport, Box 18152, Louisville 18, Ky. je20

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Feature billing goes to private Clearview Club adjoining the grounds at the water's edge. Cocktails, dining and dancing under the stars; 3 swimming pools, 5 tennis courts, boating and fishing. Golf 4 blocks away.

3 1/2 Rooms \$155  
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Whitestone Bridge to Cross Island Parkway, exit Utopia Parkway. Left on 160 St., right on 9th Ave., to renting office. Open Every Day.

IN 3-6270 IN 3-6271

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(Continued on page 86)

THE MARKET PLACE FOR BUYERS and SELLERS

Continued from page 85

Tattooing Supplies

HARD TO GET ITEMS—SOLDER—ALL CON- tact Points, concentrated Black Ink, No. 12 Sharps, Designs, Zeis, 728-A Leslie, Rock- ford, Ill. ap

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I AM REGUSTED—SEVERAL CHEVROLET trucks, tractors from two-fifty. Fruehauf, Nabors, utility trailers from three-fifty. Dyer, Bald Knob, Ark. Phone Parkview 4-3340. je20

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WE WANT TO BUY A SCRAMBLER, A Paratrooper, or a Roto-Wheel. San Juan Resort, George B. Quatman, Russell's Point, Ohio.

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Opportunities

JUKE BOX OPERATORS & TRADE AS- sociations. I have idea worth millions to you. State number of juke boxes controlled in reply to Box C-619, c/o Billboard, Cin- cinnati 22, Ohio. ch

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FOR SALE — ARCADE EQUIPMENT IN- cluding Photomatic, Ray Guns. Write for list and make an offer. Norman Hesteg- berg, 618 West 19th, Hutchinson, Kan. je20

SHIPMAN 3-COL. STAMP MACHINES, \$34.50; Duo, \$12; Roll Type, used, \$55; new \$69. Folders, USP, 100 Grand, Water- bury 2, Conn. je20

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WANT TO BUY—10 SEEBURG M 100-B, 45 r.p.m. F.O.B. New York. Offers by air mail. AB Pan-Mekano, Box 3, Hudiksvall, Sweden.

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AT LIBERTY — WELL-KNOWN PIANIST desires location. Available after June 25. Write Pianist, Apt. 3, 1207 N. Lee St., Odessa, Texas.

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BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indian- apolis 41, Ind. jy18

FEATURE CHIMP, DOG AND PONY CIR- cus; Unicycle, Juggling and Trampoline Artists. Variety Circus, 2015 Oliver St., Ft. Wayne, Ind.

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AVAILABLE! OUTSTANDING FEATURE, any show! Superbly equipped; recognized, city, State, federal, medical authorities. Miss Marita Delores, 115 E. Franklin, Rich- mond, Va. Booking agents, communicate.

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- Black, Melvin; Burslem, Jack; Cooper, Mr. and Mrs. Phil; Diaz, Kathleen Stewart; Kobacker, Robert Lane; Koba, Gerald; Lea, J.; Leonard, C. R.; McChae, Jimmy; Matutz, Thomas; Marks, John; Mathews, Henry; Plank, William; Rosen, H. B.; Russell, Charlie Ringler; Say, Edward; Scheffer, Rosa; Settle, T. D. (Jack); Shomberg, Vaughn; Slein, Bernard; Wilburn, Don H.; Wilson, Alice.

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- Adams, Miller; Broudy, Paul; Clarke, Ernest; Coleman, Max; Demetry, Peter; Jones, Libby; Mancini, Jimmy; Moore, John; Patrick, Mr. Rae; Sherman, Elaine; Silverburg, W. & S.; Stewart, Bill; Varnier, Mande; Zero, Bobby.



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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

Music, Records, Accessories

- Business for Sale
Record Pressing
Situations Wanted
Sound Equipment—Components
Used Dealer-Distributor Equipment
Used Records
Used Record Pressing Equipment

Coin Machine Headings

- Help Wanted
Opportunities
Parts, Supplies
Positions Wanted
Routes for Sale
Wanted to Buy
Used Equipment

Talent Availabilities Headings

- Agents and Managers
Bands and Orchestras
Dramatic Artists
Hypnotists
Miscellaneous
M P Operators
Musicians
Outdoor Acts and Attractions
Vaudeville Artists
Vocalists

3. Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD—20c a word. Minimum \$4
DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)
TALENT AVAILABILITIES AD—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 \_\_\_\_\_ I enclose \_\_\_\_\_ remittance of \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ \$ \_\_\_\_\_

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Aberle, William; Aldridge, Gene L.; Argentinus, Jina; Argentinus, Luis; Ayers, Mrs. William; Bain, Gene; Baker, Johnny; Barchinger, Linn; Barstow, Jack E.; Beard, Al; Beatty, Albina; Beck, Don; Bejano, Emmitt & Mrs.; Bell, Bill; Bel-Mar, John L.; Belmonte, James; Bentley, C. (Red); Beras, Tony; Bertson, Richard; Biggers, Curtis; Bilbro, Harris; Bishop, John; Black, Jack; Bodin, Mrs. Diana; Bohannon, Burt; Bone, W. B.; Bowling, Alex.; Bowman, Jack; Broeffle, Soany; Bruns, Charles; Burns, G. N.; Busch, Donald; Bush, Mrs. Berleese; Caldwell, Sammy; Calhoun, Al; Catalano, Peter R.; Clark, A. E.; Clark, Bob (Jersey); Clark, Jimmy T.; Chavanne, Jas. & Mrs.; Ciaburri, J. P.; Conedera, J. V.; Conklin, Lola; Converse, Art; Cooper, Guy & Eldray; Cooper, Joan; Cooper, Robert; Cooper, Sam B.; Cortes, Rita; Cox, Doc Boy; Crawford, Robert; Cunningham, Thomas; Dare, Lonnie; Davidson, Eugene V.; Davis, Jimmy; DeVoss, Robert & Mrs.; DeLegge, Tony; Dei Mar, Robert; Del Rio, Carmen; Demetro, Archie; DiCorle, Dave; Dorner, Louise Lee; Downay, Donald L.; Drummond, Raymond; Duckett, Mrs. Clementine; Dugan, Robert; Duggan, Wm. F. (Dub); Dunn, J. D.; Ellis, Ray; Emerling, Joe T. (Survivor); English, William J. or Mary C.; Evans, Anna; Everman, Mrs. Ruth; Farley, Gus; Fasan, Chester; Fennels, Mrs. James; Fink, Harry; Flake, James & Mildred; Freese, Anthony; Friedenheim, Morris; Frost, Drive-In; Fuller, Tex; Gambone, Felix; Garner, B. B.; Gattis, G. B.; Girouard, Mrs. Alva; Gittler, William; Glass, Joe; Goldfarb, Mary F.; Graver, George; Gray, H. M.; Greco, Mike; Hackett, E. J. & Mrs.; Halesstrong, Ray; Hall, L. D. (Doc); (Half Bros. Circus); Hamrick, Howard; Hardy, Domino; Harms, Geo. H.; Harris, James V.; Harris, Larry; Harris, Sed; Hasbrouk, Ray & Mrs.; Hattersley, Bob & Mrs.; Havens, Jerry; Hayes, Buster & Mrs.; Hazelwood, Me. (Shopping Center); Heade, Paul; Herriott, John M.; Hicks, John William; Holder, Jess; Hood, Ed; Hood, Mrs. Walter E.; Horowitz, Eddis; Hudson, Smith; Gerato; Huffle, T. J.; Hughes, Dick; Hunt, Albert J.; Hunter, James G. (Curly); Jackson, Mrs. Bill; Jackson, Mrs. James E.

- Jackson, Lawrence; James, Paul; Jenkins, Jimmy; Jeter, Myrtle; Johnson, H. L.; Jones, Barbara & Wally; Jose, Mrs. Ruth; Joyce, Jack; Keller, Prof. George; Kelly, Tom G.; Kennedy, Tom; Kinney, Leo Carl; Kirk, Fey; Kirkman, Mrs. W. E.; Kish, Lou; Kofron, George G.; Kortez, Anthony; Kyles, Floyd; Lankford Sr., Lester; Lawson Sr., Charles R.; Lehman, Herb; Lendsey, Juanita; Lilly, Harold; Littler, James; Louis, Sammy; Loveless, Elizabeth; Lowe, Leonard J.; McConnell, Mr. & Mrs. K. H.; McDermott, Hal; McGinnis, Charles; McNeese, L. R.; McNoadden, Vintha; Maddish, Frank; Mahammed, Indian; Coin Linament; Mahon, Richard; Manning, Robert; Mapes, Dr. Thomas; Marchant, B. (Astrologer); March, Jesse B.; Martin, Calvin P.; Martin, Les; Martin, Mrs. Marianne; Martin, Sam; Messina, Philip; Medema Jr., S.; Miller, Ben C.; Miller, Paul; Miller, Robert E.; Mitchell, Doc; Mitchell, H. J.; Montello, James; Moody, Mrs. Hattie; Moore, Carleton; Moran, Bill; Morezo, Gus; Morrissey, John; Porthsmouth; Munroe, Jack; Murphree, Wm. E.; Murphy, Chuck; Murtha, Philip; Myers, George; Nadreau, Frank & Mrs.; Napier, Wm. L.; Naramore, Dolly; Nixon, Curley; Olan, Charley; O'Riley, Jimmy; Parker, Robert J.; Pate, Virgil; Pfeister, Mrs. Betty; Philbert, E. H.; Phillips, Wm. & Mrs.; Phillips, Mrs. Connie; Plunket, Marlin E. & June A.; Pierce, Robert G.; Price, Alice Anna; Purse, Joann; Rassini, Mr. Reece L. P.; Reiser, Helen S.; Rhoades, Lucky; Rich, Arthur A.; Ritch, George; Ritter, Chuck; Ritter, Viola; Rizzi, Pasquale; (Golden Star Shows); (Clyde Bros. Circus); Rodgers, Bill; Rooter, Viola; Ross, Edward J.; Roy, Rowena; Sargent, Richard; Sauls, Eugene B.; Schmidt, Martin L.; Schomberg, Vaughn; Scott, John H.; Searis, George; Segura, Antonia & Mrs.; Shane, Mike; Shields, Wilmer; Simms, Denver; (Golden Star Shows); Simens, Art; Sisk Jr., C. E. & Mrs.; Slaughter, Kenneth C.; Smith, Mrs. Billie; Smith, Eunine; Smith, J. R. (Jug); Smith, Mrs. Merie; Dolores; Smith, Morice Inman; Sodders, Ovin; Starr, Tulle; Steele, Eddie; Steele, Mrs. Marge; Steele, Peter J.; Stephen, Harry A. & Stephen, Henry A. & Allice; Stephens, Elmer A.; Story, Ray; Sturgillo, Robert; Swan, Jack; Swan, John L.; Swain, Walter Lloyd; Taylor, Mrs. June; Terrot, W. O.; Thomas, Nick; Thomas, Ray; Turbin, Toby; Tutterow, Charlie & Mrs.; Underwood, Walter; Usner, Fats & Mae; Utley, James R.; Vozes, Frances Hope; Rodriguez; Wanous, Walter & Mrs.; Wantz, Gerold & Mrs.; Warren, W. F.; Wasco, Mrs. George (Gloria Myers); Wasserman, Harry; Watson, Mrs. Gertrude; Wells, Harry; West, George; Williams, Lew; Williamson, Mrs. Margaret; Wilson, William; Woods, W. Louis; Wright, Mrs. Charlotte; Yarbrough, Johnny; Young, Mrs. J. R.

Circus Museum Draws 3,125 In 1st Weeks

BARABOO, Wis. — First two weeks of operation at the Circus World Museum this season brought 3,125 paid admissions, it was reported last week by Director C. P. Fox. The museum opened May 14 to accommodate school classes. The tourist season starts in July, when the museum will stage its opening ceremonies.

The museum's five Ringling railroad cars have been moved into position. A new addition to the layout is a pole wagon of the Cole Bros. Circus. Joe Mercedes' reproduction of a P. T. Barnum Side Show is open and drawing 40 per cent of the main gate attendance. Paul Kelly's acts include three elephants, a lion act and pony drill.

NBC "Monitor" made a tape recording for use at an unannounced time in the future. Ford Times, a magazine circulated by auto dealers, will have a museum story in its June issue.

## Part-Timer Shows Technique To Make Business Profitable

If you were to count heads in the bulk vending industry, the number of part-timers would outnumber the full-timers, even tho the latter operate the greater number of machines. Because of the small capital investment plus relatively simple servicing required, the bulk industry has and probably always will attract the small part-timer who is looking for an extra income.

Some of these enter the field starry-eyed, have little business acumen and soon go broke—or at best, eke out a marginal income. Others, like Samuel Rosenstein, about whom this story is written, approach the whole thing in a business-like manner and at the end of the year show a profitable return. This is the first of a two-part feature on just how Rosenstein operates. It is not meant as a bible—just a typical how-to-do-it by a successful part-time operator.

By HAL REVES

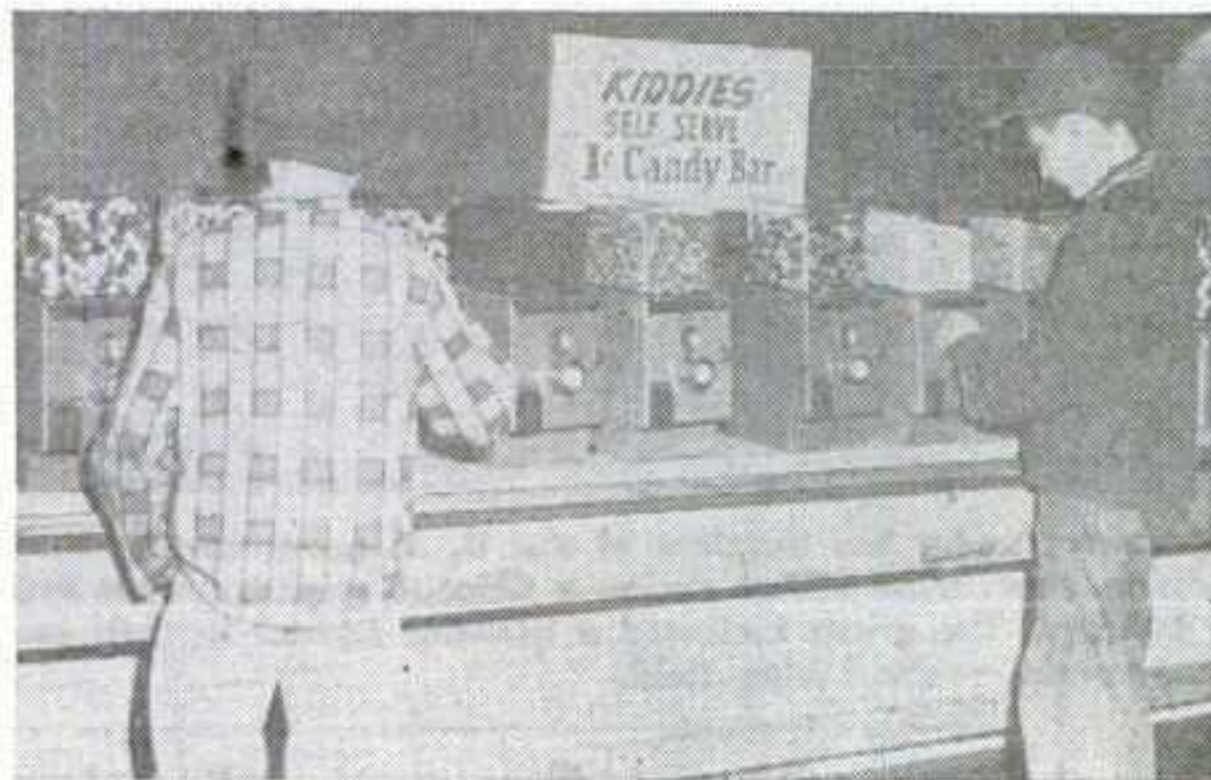
**DETROIT** — Concentration of volume is the keystone of the very busy bulk vending operation here run by Samuel Rosenstein. His business is thoroly typical in being a part-time venture—but he has found a way to make it profitable rather than just a supplementary source of income with perhaps a marginal return.

"The average operator is in business only part time," he says, and simply does not have the time to take care of machines properly." Proof, he suggests, lies in visits to a number of the usual single machine locations thruout the city—many will be found empty.

Rosenstein's secret is multiple locations. He has no single stops at all, but operates some 100 machines in about 30 locations, with a range of three to a dozen machines in each.

### Volume

Diversity of appeal is one obvious advantage of the multiple site—there is something for every taste. But the simple arithmetic of volume is probably even more important, he notes. "If you have one or



**KIDS LOVE TO SHOP**—just like their parents—only in this case the penny is as important to them as a no-limit charge account to their folks. Rosenstein tries to offer a wide range of products so the youngsters can look, and think, and figure, and finally buy.

more machines empty, the others will still be working for you."

"On service calls," he adds, "the multiple machines make your stop worth while—while one machine does not."

To illustrate his point, Rosenstein says, "take a nut machine—it costs about \$1.90 to fill a five-pound globe. The machine takes in about \$3.25 at standard portions (to give smaller portions is a sure way of killing business). Figure 25 per cent commission of 80 cents plus a 3 per cent sales tax of 10 cents and the operator is left with a gross which takes a couple of weeks to empty.

### Capacity

"If you have to travel a mile and spend your time to make only 45 cents, it does not pay," he points out.

Besides multiple machine locations, Rosenstein feels larger capacity machines would also help the operator. In addition to the newer large globe machines now being introduced by some manufacturers, he suggests a large capacity tab

gum unit that would hold up to 2,000 tabs instead of the present 500, with possibly some sort of elevator mechanism running from the globe to a large storage base.

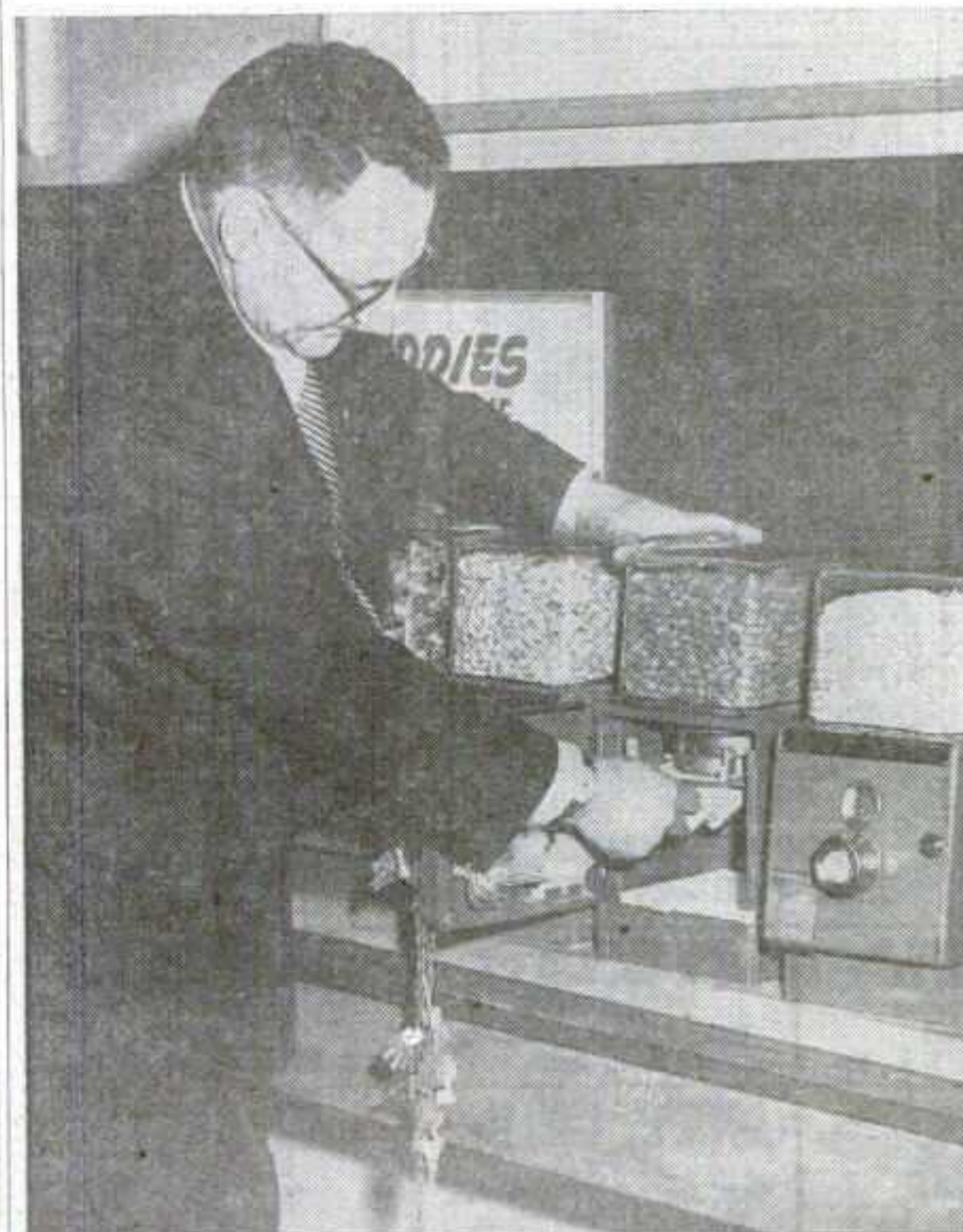
In the meantime, he has developed a solution of his own to make multiple installations even more effective—especially in small space locations.

### Turntable

He has designed a new turntable, being placed on location for the first time, to hold four machines. The unit consists of a 15-inch diameter turntable, mounted on ball bearings, which is produced by a local manufacturer. The unit will hold up to 400 pounds, more than adequate for Rosenstein's needs.

A rectangular one-inch piece of plywood is mounted on top of the platform and the bulk machines are fastened to the plywood. The entire arrangement now holds four machines in the space previously occupied by two.

Rosenstein offers a broad range  
*(Continued on page 89)*



**MACHINES ARE EMPTIED** monthly, facilitating Rosenstein's book-keeping procedures. The location gets a check for the amount. In some cases, slow-moving locations get a check every three months. Saves time, says Rosenstein, and gives them a bigger check to boot.

**MAKE YOUR OPERATION MORE PROFITABLE**

It's here—the new Gold Medal Automatic Popcorn Vendor. The best value in popcorn vending machines.

Modern design, Unitized construction. Takes two nickels or a dime. National slug rejector.

**POPCORN VENDING WILL BRING BIG PROFITS TO YOU**

Make up to 8c profit on a dime sale. You pay 25% commission and net 50% profit.

Capacity 100 sales 20 x 20 x 60" low cost. Only \$295.00 f. o. b. Cincinnati.

**GOLD MEDAL PRODUCTS CO.**  
308-18 E. THIRD ST. CINCINNATI 2, OHIO  
For over 25 years the most respected name in the Concession Industry.

## THE HIT OF THE SEASON . . .

**Flicker Action Baseball Player in vacuum-plated ring.**

**SURE LOCK**, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

Ask About Our ATLAS Finance Plan

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**

**Time payments available on Oak machines through all distributors.**

All Oak machines are equipped with 1c, 5c, 10c and 25c coin mechanisms, or combination 1c-5c coin mechanisms.

WE HAVE

oak's "ACORN"

**All Purpose Vendor**

The all-time favorite of the vending business. Vends all 1c and 5c bulk merchandise.

Guaranteed mechanically perfect—the one machine with virtually no depreciation. Today's Acorn looks the same as the original.

Below are listed factory authorized dealers.

<p><b>AMERICAN NUT</b> 1061 Tremont Street Boston 20, Massachusetts</p> <p><b>BIRMINGHAM VENDING</b> 540 2nd Avenue, North Birmingham 4, Alabama</p> <p><b>BUYMORE SALES</b> #6 Bayview Avenue Lawrence, L. I., New York</p> <p><b>DALE DISTR. (B.C.) LTD.</b> 1168 Seymour Street Vancouver 2, B.C., Canada</p> <p><b>GRAFF VENDING SUPPLY</b> 2817 West Davis Dallas, Texas</p> <p><b>H. B. HUTCHINSON CO.</b> 1784 N. Decatur Road, N.E. Atlanta 7, Georgia</p> <p><b>IMPRONTO VENDING</b> 300 North Gay Street Baltimore 2, Maryland</p>	<p><b>LOGAN DISTRIBUTING CO.</b> 1850 West Division Street Chicago 22, Illinois</p> <p><b>SAMUEL J. PHILLIPS CO.</b> 4372 Lindell Boulevard St. Louis 8, Missouri</p> <p><b>OAK SALES COMPANY</b> 2033 Fifth Avenue Pittsburgh, Pennsylvania</p> <p><b>OAK SALES OF FLORIDA</b> 1121 — 71st Street Miami Beach, Florida</p> <p><b>OPERATORS VENDING</b> 1023 South Grand Avenue Los Angeles 15, California</p> <p><b>QUEBEC VENDING CO.</b> 109 Commission St. West Montreal, Quebec, Canada</p>	<p><b>RAKE COIN MACHINE EXCH.</b> 609 Spring Garden Street Philadelphia, Pennsylvania</p> <p><b>JACK SCHOENBACH</b> 715 Lincoln Place Brooklyn, New York</p> <p><b>SOUTHERN ACORN SALES</b> 526-30 Bruns Avenue Charlotte 8, N. C.</p> <p><b>STANDARD SPECIALTY CO.</b> 1028 44th Avenue Oakland, California</p> <p><b>STAR VENDING SUPPLY CO.</b> 6327 Calhoun Road Houston 21, Texas</p> <p><b>VEEDCO SALES</b> 2124 Market Street Philadelphia, Pennsylvania</p>
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**OAK MANUFACTURING COMPANY, INC.**  
11411 Knightsbridge Ave., Culver City, California

**WEAR YOUR PRIVATE-EYE**

MADE BY RUSTON—MAKES PEOPLE STOP AND STARE

BULL'S-EYE

Private Eye Scores Bull's-Eye Hits Sales Jackpot because

KIDS WANT "P-EYES"

10,000 & up . . . \$10.00 per 1,000  
5,000 to 9,000 . . . 11.00 per 1,000  
1,000 to 4,000 . . . 12.50 per 1,000

F.O.B.—Direct From Factory Or—At Eppy Distributors.

SAMUEL EPPY & CO., INC.

91-15 144 Place, Jamaica 35, N. Y.

**"A New OPPORTUNITY IN VENDING" . . . of CRACKER JACK**

Famous for 63 years. Millions and millions sold.

Direct shipment of Cracker Jack to selected distributors of CRACKER JACK VENDING MACHINES.

Specifications: Model 50-60" high, 17" wide, 8 1/2" deep. Capacity-50 Boxes. Shipping Weight-64 lbs.

**CRACKER JACK**  
P. O. Box 476  
Rialto, California



A DELEGATION of Mexican businessmen, under the auspices of the U. S. government, visited the National Automatic Merchandising Association offices during a Chicago stopover for a first-hand explanation of the vending industry. The group indicated a growing interest in their own country in the rapidly growing automatic merchandising field.

## New Model '60 Cracker Jack Vender Bowed

RIALTO, Calif.—A new model Cracker Jack vending machine with increased capacity has been announced by C. J. Vendors, Inc., which has the exclusive right to manufacture this item.

Model 100 has a capacity of 100 packages. Unit is 59 inches high, 17 1/2 inches wide and 11 3/4 inches deep. Coin slug rejector and coin return lever are standard equipment. Finish is white baked enamel with Cracker Jack decals of the package and sailor boy trademarks.

**NEW! 10¢ NEW!**

**BALL-POINT PEN VENDOR**

REQUIRING NO TUBES  
TERRIFIC ACTION  
RETRACTIBLE BALL POINT PENS—GUARANTEED

SEND CHECK WITH ORDER

PRICE PER UNIT  
\$ .00 / Gm.  
(12 pen units)  
\$ 1.50 / 12.00  
\$ 1.50 / 12.00  
\$ 1.50 / 12.00

NEW COIN SHUTE AND CARRIER FOR FASTER VENDING ACTION. Write for catalog and prices of our Charm line. Hundreds of items!

**POLY POLY**  
ELEPHANT & DOG  
MOVING JAW SKULL  
I'M A  
Picture Viewer

317 Lapel Pins  
318

**PLASTIC PROCESSES INC.**  
83 HANSE AVE.  
FREEPORT, N. Y.

**GIVE to conquer CANCER**

**AMERICAN CANCER SOCIETY**

## Anti-Blue Sky Bills Studied By Congress

WASHINGTON — Legislation which would go a long way toward ridding the vending industry of blue sky operators is currently being studied by Congress.

The proposals are authored by Senators Keating and Javits and Representative Lindsay, all New York Republicans, and would authorize the Attorney General to maintain records of fraudulent and other unethical business practices, giving the justice department a central file of fraudulent promotions and similar ventures.

## Convention Booth Space Hits Record

CHICAGO — Exhibit space for the National Automatic Merchandising Association's forthcoming Miami Beach convention has been increased, bringing the total to a record 46,000 square feet—largest ever recorded by the association.

The convention will be held at the Miami Beach convention hall October 29-November 1. A National Vendors Association directors' meeting will be held simultaneously at the Carillon Hotel October 30.

Mechanics would call for immediate access by local law enforcement officials enabling promotions to be nipped in the bud.

## Discuss New Health Code At N. C. Meet

MOREHEAD CITY, N. C. — Some 275 members of the North Carolina Merchandising Association heard State Health Department Sanitation Chief John Andrews discuss a new vending machine code recently approved by North Carolina's board of health.

The code follows recommendations of the U. S. Public Health code.

All officers of NCAMA were re-elected as the group staged its sixth annual Carolina Vending Meeting, May 19-21 here.

Officers are Gordon Scott, president; E. J. Norman, vice-president, and Zeb R. Little secretary-treasurer.

New directors are Paul Allen, George Nelson and Lewis Purdy. Featured speakers included G. R. Schreiber, editor and publisher of Vend; C. J. Ritzen, vice-president of Automatic Canteen Company of America; Ben Mann, chairman of the North Carolina association's sanitation committee; Roy Gramling, president of the South Carolina vending association, and Tom Hungerford, general manager of the National Automatic Merchandising Association.

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

★ ★ YOUR AUTHORIZED **VICTOR** DISTRIBUTOR ★ ★

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDERS . . . PARTS AND SUPPLIES . . .

**Unique in Design and Beauty**

**VENDORAMA 6-UNIT STAND**

**TOPPER DELUXE GLOBE STYLE**

**TOPPER DELUXE HALF-CABINET STYLE**

**VENDORAMA**

<p><b>BERNARD K. BITTERMAN</b> 4711 E. 27th St. Kansas City, Mo. WA 3-3900 Iowa, Neb., Mo., Kan., Colo.</p>	<p><b>CHAMPION NUT CO.</b> 1194-1198 Tremont St. Boston 20, Mass. HI 5-8935 Mass., Conn., R. I., N. H., Vt., Me. Ed Flanagan</p>	<p><b>ELLINGWORTH SUPPLY CO.</b> 659 Adams St., N.E. Mpls. 13, Minnesota SUnset 8-6972 Minn., N. D., Mont., S. D., Wyo.</p>	<p><b>GRAFF VENDING SUPPLIES</b> 2817 W. Davis, Dallas 2, Tex. WHitehall 8-7117 Okla., Ark., Tex., Miss., La., N. M., Ariz.</p>	<p><b>H. B. HUTCHINSON, JR.</b> 1784 N. Decatur Rd., N.E. Atlanta 7, Ga. DRako 7-4300 N. C., Ala., S. C., Tenn., Ga., Fla.</p>
<p><b>LOGAN DIST. CO.</b> 1850 W. Division Chicago 22, Ill. HUmboldt 6-4870 Ill., Ind., Ohio, Wis., Mich., Ky.</p>	<p><b>NORTHWESTERN SALES &amp; SERVICE CO.</b> 446 W. 36th St., N. Y. 18, N. Y. LONgacre 4-6467 New York State</p>	<p><b>PARKWAY MACHINE CORP.</b> 715 Ensor St. Baltimore 2, Md. EAStern 7-1021 Va., Md., W. Va., Del.</p>	<p><b>STANDARD SPECIALTY CO.</b> 1028 44th Ave., Oakland 1, Calif. AN 1-9037 Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands.</p>	<p><b>VEEDCO SALES CO.</b> 2124 Market St. Phila. 3, Pa. LOcus 7-1448 Pa., N. J.</p>

**See Your VICTOR Distributor for Detailed Information and Prices**

★ ★ **VICTOR VENDING CORPORATION** ★ ★

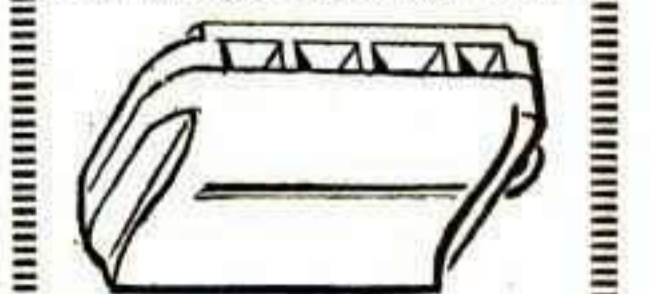
## Morrow to Tobacco Post

WASHINGTON — J. V. Morrow, tobacco expert formerly with the U. S. Department of Agriculture, has been appointed director of historical and statistical information of the Tobacco Institute here.

Morrow recently retired as chief of the Sandars Branch, Tobacco Division, Agricultural Marketing Service. He will now direct the development of industrywide information for the Institute.

## 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 7-5143



### Electric Money Maker Famous ACME ELECTRIC MACHINE



Time proven favorite for health and amusement. Electric vibratory current increased at will by player. One dry cell battery good for 1,500 to 3,000 plays.

Sample .....\$28.13  
2 and up ..... 23.50  
Floor Stand ..... 5.00

1/3 Deposit, Balance C.O.D., F.O.B. N. Y. We stock a complete line of Vending Machines, Stands, Parts, Supplies, Charms, Capsules, Merchandise and Ball Gum.

ORDER TODAY

**J. SCHOENBACH**

Distributors of Amco Vending Machines  
715 Lincoln Place, Brooklyn 16, N. Y.  
PResident 2-2900

## Part-Timer's Profit Technique

• Continued from page 87

of products—blanched peanuts, Spanish peanuts, M & M's, jelly beans, Boston beans, three varieties of ball gum (140 size, 210 size, and 100-count), pistachios, squash seeds, Chiclets—sold loose, and tab gum.

He prefers not to handle nickel machines, for an interesting reason. "A kid is not able to hold a nickel's worth of items, like M & M's, in his small hand. While an adult might handle it without difficulty, it would only mean spillage for the youngsters, who are the really important customers for these products.

Machines used are all of the same brand so only the merchandise wheel has to be changed according to the product being vended. All other parts are interchangeable.

Rosenstein places his machines in gas stations, small tool and die shops, independent small groceries, restaurants, a drugstore, and a printing shop.

#### Locations

He finds that the small, independent grocer would rather sell candy thru a machine than over the counter. Penny candies, such as Hershey and Suchard, are a neglected opportunity for vending, he feels. But the problem again is capacity, since existing machines will hold only 250 of these items, which are about twice as thick as tab gum. Moreover, the margin of profit on candy is significantly less—with the operator making about 40 per cent on gross sales compared to 55 per cent on gum.

Restaurants often are poor spots for bulk machines, he notes, because the cashier will frequently sell candy or gum at the cash register. But where this is not done, the restaurant is usually a good spot for machines—especially for gum venders, which are popular with restaurant patrons. Peanuts, on the other hand, are not as popular with this particular clientele for obvious reasons—the customers are too full.

The typical installation for Rosenstein is a three-unit deal. A tab gum machine is normally placed in the center, because it is taller, creating a more symmetrical arrangement. It is flanked by venders for ball gum and for either jelly beans or M & M's. But in locations where there are few child patrons, the ball gum will be omitted and both jelly beans and M & M's installed instead to appeal to a more mature patronage.

#### Select Products

In selecting the products to be vended in any given multiple location, apart from the usual basic trio, personal judgment is exercised. Because the machines are generally interchangeable, it is easy to experiment with different types of merchandise until the right combi-

nation for that spot is found. The formula is simple. "If I see any product is not going over, I put in something else." The multiple installation furnishes a good basis of comparison of sales of different products—and when any one item is notably slow after about three visits, it is changed.

Occasionally someone working at the location may remark, "Why don't you have jelly beans or some other product?" Such comments are usually a poor guide to actual location potential, as they probably represent just one man's personal preference, Rosenstein points out. However, he always tries to give any product requested a trial, as a matter of maintaining location good will.

#### Earnings

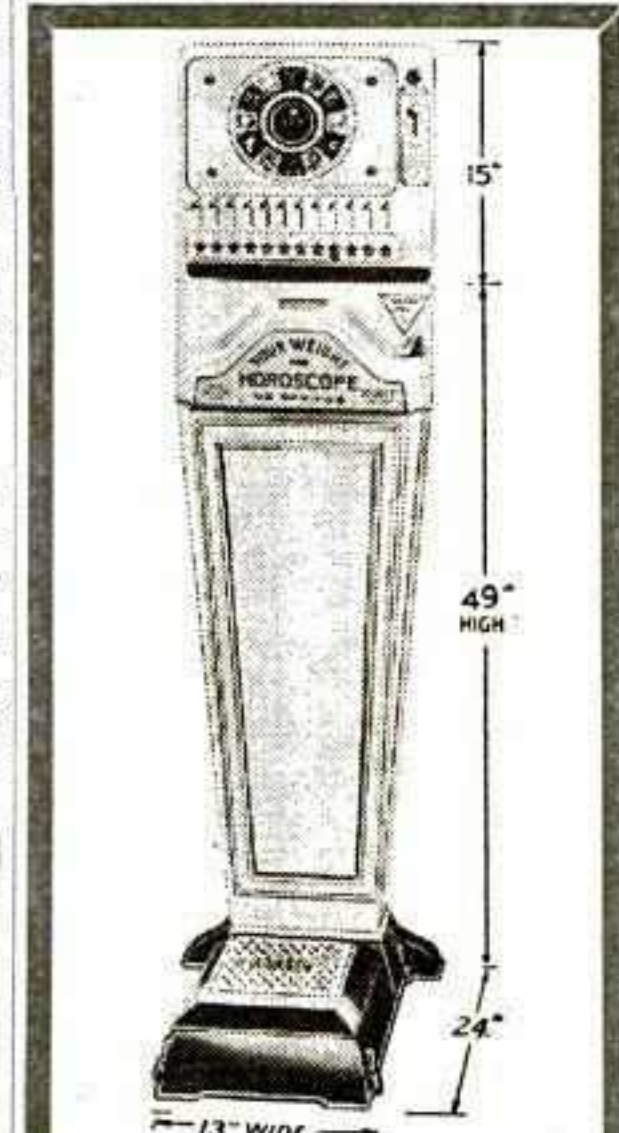
Ball gum offers the firm the largest margin of profit per unit. For instance, the 140 size is bought at approximately five for 1 cent, and sells at a penny. Peanuts cost 38 cents per pound for blanched and 32 cents for Spanish, and give an average return of \$3.25 per five-pound fill. Candy in general offers a lower profit.

Tab gum, with its fast sales, is another good profit item, at about 120 per cent mark-up—he buys at 45 cents per 100 and sells for \$1

Since the vending price is set at a penny, Rosenstein adjusts his portions to achieve an average return as follows: 50 per cent sales should equal merchandise cost; 25 per cent represents commission to the location, and 25 per cent goes to the operator, to cover operating cost and net profit.

WASHINGTON—The National Confectionery Salesmen's Association will hold its 62d annual convention here July 29-August 1 in conjunction with the National Candy Wholesalers Association convention.

A full program of business sessions and entertainment is planned, with a separate program for the ladies.



5c

#### HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00

DOWN  
Balance \$10.00 Per Month

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Est. 1889  
Telephone: COLUMBUS 1-2772, 1-2770  
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**Talk-Talk  
Teeth**

Chatter  
Click  
Clack

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

## Speakers' Bureau Planned for Candy Public Relations

WASHINGTON — A speakers' bureau will be part of the public relations program being set up by the National Candy Wholesalers Association.

The program is designed to get the candy industry's story across to civic organizations, school meetings and other local groups and has been enthusiastically endorsed by members.

Members of NCWA are volunteering to participate in the bureau and will be called upon from time to time to serve as guest speakers.

**H. B. "HUTCH" HUTCHINSON SAYS:**

"Contact me for complete information on the Golden '59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."

We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

**H. B. HUTCHINSON, JR.**  
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Phone: DRake 7-4300

## 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

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Representing Acorn & Northwestern Vendors, Leaf Ball Gum, Ringmaster Charms.  
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## MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. Deluxe 1c or 5c Comb.	12.00
N.W. 239 1c Perc.	7.95
N.W. Model = 23 1c Perc. Com- verted for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mdse.	8.50
ABT Guns	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 fins, per lb.	\$ .85
Pistachio Nuts, Jumbo Queen, Red	.68
Pistachio Nuts, Jumbo Queen, White	.63
Pistachio Nuts, Large Tulip	.65
Pistachio Nuts, Vendor's Mix	.61
Pistachio Nuts, Sheik	.56
Cashew, Whole	.69
Cashew, Butts	.61
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 Ct.	.59
Hershey-ets	.47

Rain-Blo Gum, 72 ct.	\$ .30
Malt-ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32
300 lb. minimum prepaid on all Rain-Blo Ball Gum.	
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

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.  
One-Third Deposit, Balance C.O.D.

## There Are Big Profits In NUTS GET YOUR SHARE WITH Northwestern

### 49 NUT VENDOR

Interchangeable SANI-CARRY globe for faster servicing.  
Displays merchandise to best advantage.  
Also available in Hot Nut.



STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

**NORTHWESTERN**  
SALES AND SERVICE CO.  
MOE MANDELL  
446 W. 36th St. New York 18, N. Y.  
LOngore 4-5467

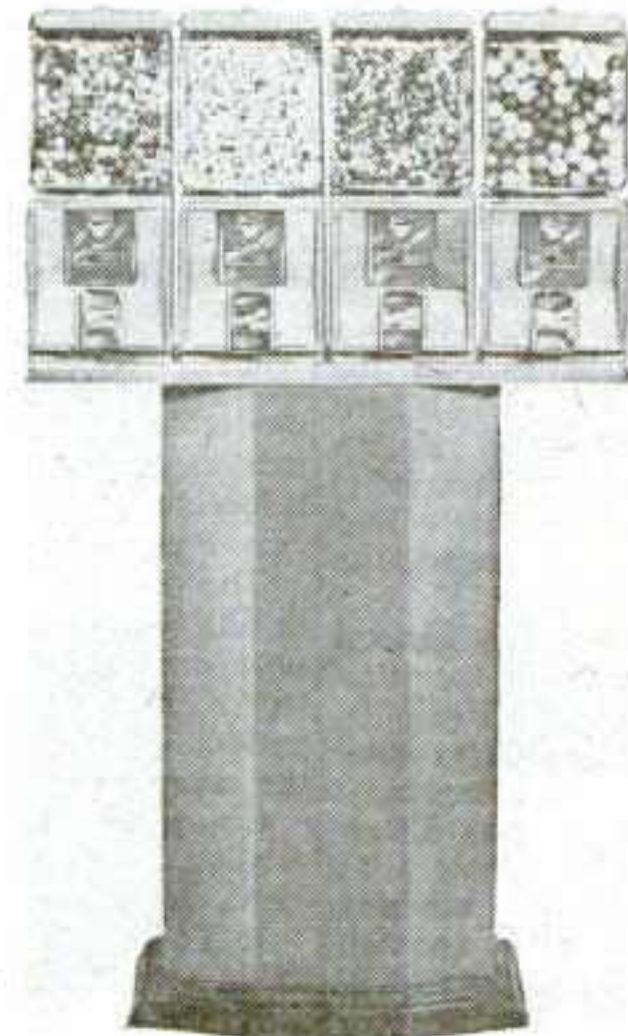
GIVE TO DAMON RUNYON  
CANCER FUND

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_

Fill in coupon, clip and mail to:  
**KING & COMPANY**  
2700 W. Lake St. Chicago 12, Ill.  
Phone: KE 3-3302

We handle complete line of machines, parts & supplies.



If you pride yourself on being able to pick a winner — take a long, deep look at this new Northwestern Cabinet Stand with dazzling SIXTY'S outshining anything on the market. Here is merchandising at its best. Try a SIXTY 4-in-a-Row today, it's Hot!

See Your Northwestern Distributor or Write

## THE NORTHWESTERN CORPORATION

2063 East Armstrong Street

Morris, Illinois

## Bulletins

### Seek State Cig Tax Uniformity

HARTFORD, Conn.—Connecticut's State tax commissioner, John L. Sullivan, has set his sights on developing some sort of tax uniformity among the New England States to prevent "border hopping" to save taxes on specified items.

He has persuaded the New England Tax Commissioners' Association—of which he is the chairman—to give the subject top priority at its October convention in Whitefield, N. H.

The tax uniformity issue will give close scrutiny to such matters as excise taxes on cigarettes, alcohol and gasoline. It will involve both laws and administration.

By mutual agreement, the income and sales taxes will not be included in the discussion. The reason is that only two States—Massachusetts and Vermont—have income taxes and four maintain sales taxes.

Because the States have varying tax rates, Commissioner Sullivan commented, residents tend to hop back and forth across State lines for tax savings. As a result, a State tends to lose out in income on higher-rate levies but takes business away from another State on certain lower taxed items.

### Buffalo Studies Code Change

BUFFALO—While the Council Legislation Committee is considering changing the license fee for coin games, two more amendments were suggested.

Corporation Counsel Anthony Manguso suggested a change in the law to require the operator to obtain State Liquor Authority approval before the license is issued.

License Director Samuel C. Sacco suggest that operators as well as machines be licensed.

Under the existing ordinance, all principals in the operation of coin games would be clearly identified and put on record.

### IVI Merges With ARA

LOS ANGELES—Merger of Industrial Vendors, Inc., of Hammond, Ind., and Automatic Retailers of America, Inc., of this city, has been announced by Davre J. Davidson, ARA president. Terms of the transaction were not disclosed.

Industrial Vendors was founded in 1953 and operates in North-eastern Illinois and Northern Indiana, where it has more than 100 industrial accounts. The company will become a division of ARA and continue to operate under Sidney S. Rudin, its founder-president. Rudin has been active in vending industry affairs, serving as a director of the National Automatic Merchandising Association in 1958. He was also program director for the 1959 NAMA convention.

Davidson disclosed along with announcement of the merger that net income for ARA for the six-month period ending March 31 was \$513,509, equal to 61 cents per share on an average of 840,000 shares outstanding for the period. Sales for the period totalled \$13,810,149. Projected sales for the year are expected to exceed \$35,000,000 for the ARA operation in 12 States.

## Reynolds Halts Cig Allowances, Ops Watch Other Manufacturers' Action

CHICAGO—R. J. Reynolds, producers of Winston and Salem cigarettes, are planning to discontinue promotional allowances to vending machine operators, effective June 30, and industry observers are now speculating on the course other major cigarette manufacturers will take.

The Reynolds decision came in response to a Federal Trade Commission ruling issued last fall to all manufacturers ordering them to make payments to vending operator customers and over-the-counter retail customers on "proportionately equal terms." In a letter to all Reynolds division managers recently, Reynolds indicated they would comply by discontinuing allowances to vending operators.

### Other Firms

Other firms to receive the original FTC order were P. Lorillard,

American Tobacco, Philip Morris, Liggett & Myers and Brown and Williamson, but as yet no course of action has been announced by any.

The current issue of Vend magazine, sister publication of The Billboard, quotes other manufacturers as indicating they would prefer to keep allowances but that the matter is a legal one and is currently being examined.

Significant from Reynolds' point of view, the Vend article points out, is the phrase in the FTC ruling requiring that allowances be made available to both vending and over-the-counter customers on an equal basis. Reynolds, unlike some other manufacturers, does not offer allowances to other than vending operator customers, and has indicated it would not consider offering such allowances.

### Future Course

Possibly pointing out the course Reynolds will take with operators in the future, assistant sales manager John Benson cited current service aids issued by the firm including point-of-sale ads, sample packs and sales suggestions and said Reynolds would continually "improve and expand this service."

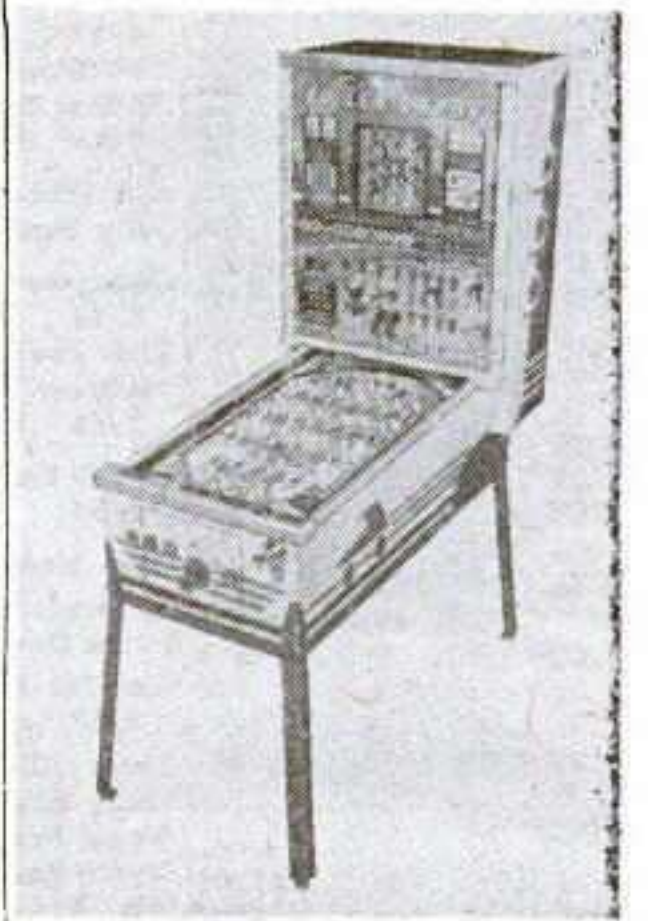
Vend points out that other tobacco companies, however, all have some other kind of promotional allowance arrangement with customers other than operators and thus might conceivably work out a proportional allowance plan within the framework of their present promotion allowance structure that would meet FTC requirements. One thing is certain tho, Vend concludes, the answer must be found by June 30, deadline set by the FTC order.

Vend editors contacting cigarette

operators thruout the country found reactions varied. Some reported they immediately started removing Winstons and Salems or at least began "watching sales figures more closely."

Others, however, said they would continue to stock both Winstons and Salems and absorb the loss in allowances by refiguring commissions.

## Bally Shipping Roller Derby, In-Line Pinball



ROLLER DERBY

CHICAGO—A new "pick a play" feature is the main addition to Roller Derby, an in-line pinball in shipment this week by Bally Manufacturing Company.

In addition to the usual red button and yellow button for extra balls, Roller Derby is equipped with a blue button and a green button.

When the player presses the blue button before the coin is deposited, play is concentrated on advancing scores. When he presses green, play is concentrated on scoring advantages. But if the player prefers the usual spread of play between "advantages" and "scores," he presses the red button before depositing the coin.

The game retains all the regular features of Laguna Beach, its predecessor, including the OK feature, two-way orange section and red letter-free games feature.

The pick-a-play idea was first introduced with the well-known Turf King one-ball many years ago.

## Southern Novelty Appointed Distrib For United Phono

MILWAUKEE—Harold and Charles Sommerfield, owners of Southern Novelty Company, music and games operating firm, announced last week they have been appointed distributors for the United Phonograph line. They will cover the Wisconsin and Upper Michigan territory.

Headquarters will remain at 2736 North Teutonia Avenue. A new corporation has been organized to handle the juke box distribution. The name of the distributorship is Sommerfield, Inc.

According to Harold Sommerfield, (Continued on page 93)

## A. Silverman Joins Seeburg In Promo Post

CHICAGO—The Seeburg Corporation named Arnold Silverman national promotion manager of its coin-operated phonograph division last week. He will oversee the company's relations with record companies, particularly in relation to its sales program revolving around the 33 stereo single and artist of the week promotion, the firm announced.

Silverman was formerly general manager of the one-stop operation at Eastern Music in Philadelphia, and previously was assistant sales manager with Mercury Records.

Seeburg announced that Silverman will also work closely with Seeburg distributors in advising them on one-stop operations as well as setting up new ones.

## Automatic Canteen Reports Earnings

NEW YORK—Automatic Canteen Company of America reported sales volume rising for the 24-week period ended March 19, but net slightly off.

Earnings for the period were \$1,743,906 or 35 cents a share, compared to \$1,770,090, or 36 cents a share for the same period last year. Sales hiked from \$62,477,768 to \$65,856,413.

The firm reported net profits per share for 1959 had been adjusted to reflect the acquisition of AMI,

## Wms. Bows New Pin Cabinet

CHICAGO—Williams Electronic Manufacturing Corporation last week introduced Darts, a new model pinball game with a modern-styled cabinet billed as "the first major departure in pinball cabinet design in 20 years."

The cabinet, six inches longer and heavier than standard, is low and futuristic—what Williams describes as the "forward look." It carries anodized aluminum trim and the backglass is pedestal-mounted. Legs are tapered chromium steel, screwing in. Included below the coin box door is a recessed cigarette and drink shelf.

The new game, first reported on in The Billboard, June 6, represents over one year of development work. Over \$9,000 was spent for various dies alone, according to the company.

Object of the new design, according to Sam Lewis, vice-president, is two-fold:

1. To increase the "natural aesthetic appeal" of the pinball game.
2. To add utilitarian value for the operator and the players.

Included in the latter point is the drink and cigarette shelf. This helps to cut damage from cigarette burns and spilled drinks.

The new metal rails, according to Lewis, completely eliminate the need for sanding of the rails in refinishing operations—a major task in the shop.

The recessed shelf also serves to cut down on damage to the coin box door. (It is more difficult to

kick in. Previously, players would sometimes attempt to trip the coin mechanism for free games by kicking at the door.)

Integrated in the new design scheme is the paint job, accomplished with steel stencils. Previously, said Lewis, repainting jobs in the shop looked "home-made." Simple horizontal-lined two-color cabinets now eliminate much of the repainting chore. Altho the colors will be varied with the new pin models introduced, the basic design, according to Lewis, will remain standard.

The cabinet moldings are removable. If they are marred, they can be replaced at "reasonable cost." The heavily-chromed legs, set inside the machine and fastened to the cabinet bottom with three bolts

and T-nuts, are of "much stronger" tubular steel. Lewis said. The cabinet bottom is of 3/4-inch plywood, where 1/4-inch plywood was formerly used.

"What do you think of the game?" Lewis asked this reporter. We answered that we were impressed by the cabinet and thought that because of it, the game could likely be used in a lot of higher-class locations where pinballs with standard cabinets might be frowned on. But we admitted to being a bit disappointed in the fact that the cabinet—and not the basic game—was what was "new."

"We will sell twice as many of these as we would sell a new game with a regular cabinet," Lewis countered. "We held showings (distributor showings) around the country and we were met with tremendous interest and good-sized orders."

"We tested the game, and found it earns more money than the standard game. (The same game, one in the new-style cabinet and one in the old, were compared in side-by-side tests.)"

"We were surprised by this: people are actually 'playing the cabinet' . . . and there is a valuable lesson here that the industry may learn . . ."

"This industry must get off its ( . . . ) and merchandise its product. We are selling to the public, as well as to the operator and distributor. Our business is a novelty business and it needs new products and new thinking."

Except for the radically new cabinet, Darts has standard playfield and backglass features familiar to players of other single-player five-ball pin games.



DARTS



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.

Main table containing categories: MUSIC, BOWLERS & SHUFFLES, PINBALLS, and ARCADE & NOVELTIES. Each category lists machine models, years, and prices.

# Capitol Records to Release 33-Speed Monaural Singles

By REN GREVATT

NEW YORK — Capitol Records, which recently climbed on the Seeburg bandwagon by issuing a group of 33 r.p.m. stereo singles, will release 33-speed monaural singles as well starting early in the fall. The announcement was seen as lending considerable weight to the theory held in many circles that eventually records will become a one-speed industry.

A West Coast home office spokesman for Capitol said that the 33 monaural singles, for the most part, will be issued simultane-

ously with their 45 r.p.m. counterparts. Specially selected singles from among the label's front-running, established artists, will get the extra 33 ride. Others who show promise via release of 45 r.p.m. singles will have their sides issued later in the new speed.

Capitol will charge 89 cents for the 33 monaural single and 98 cents for the stereo version. This was seen as an indication that a slight price advantage might be available to operators buying thru one-stops to encourage them to program the 33 monaural product as well as the stereo.

### Broad Implications

The announcement has manifold implications to the juke box industry. In the first place, some traders are likely to ask, if the Capitol move succeeds in spurring

a conversion of the record industry to basically one speed, what of the vast majority of all juke boxes now on location which are equipped to play only 45 r.p.m. records?

Should such a move towards 33 speed become pronounced, it could result in major obsolescence of equipment in a relatively short time. Operators with large equipment investments could not be expected to take kindly to such a development.

Undoubtedly, if the Capitol move is followed by others, resulting in substantial product availability of the slower-speed singles, it can be expected to spur work on adaptor devices which can convert speed automatically. These would necessarily have to be pro-

(Continued on page 98)

## HOLY PLACES DON'T FROWN ON COIN UNITS

ROME—Coin machines appear in the most sacred of shrines here, and they detract not one whit from the solemnity of the holy places. In at least two of the holiest of Catholic churches—St. John's Lateran (the home church of the Pope) and St. Peter's in Chains—coin machines which operate at 100 lire (about 16 cents) are to be found. These machines contain tapes which explain the history of the churches. Upon insertion of a 100-lire piece, the customer picks up a telephone receiver connected to the machine and hears the narration. Each machine contains tapes in two languages, with the customer flicking a switch to get the language he wants. Tapes are available in English, French, German and Italian, with each shrine having two machines.

## Scandinavian Leaders Demand Settlement of Trade Bloc War

By OMER ANDERSON

COPENHAGEN—Scandinavian coin machine industry leaders are abandoning neutrality in the trading bloc dispute and demanding that the British-led Free Trade Area come to terms with its prospective rival, the European Common Market.

Scandinavian coinmen have become convinced that the coin trade will be a principal victim of the trading bloc war, more so perhaps than almost any other branch of industry.

Therefore, they are joining with other caught-in-the-middle segments of Scandinavian industry with the intention of exerting pressure upon the Scandinavian govern-

ments to take a tougher stand vis-a-vis Britain.

### Different Interests

Scandinavian coinmen make the point that Britain's interests do not parallel those of the Scandinavian countries in important aspects. Britain is a manufacturing country, the industrial rival of West Germany, with totally different problems and opportunities than the Nordic nations.

A recent address by Jean Paul Monnet, the French economist and architect of the Common Market, is being studied with great interest in Scandinavia.

M. Monnet asserted that the Common Market "is not closed—it's growing. It's open to England to come into tomorrow."

### Psychological?

There is growing feeling in Scandinavia that Britain is shunning the

(Continued on page 95)

## EDITOR'S REPORT

# Italy Begins to Shape As U. S. Phono Market

By AARON STERNFIELD

LIVORNO, Italy—Italy is beginning to develop as a market for American juke boxes. While the nation is still in the "soft currency" bloc (those European nations which place restrictions on U. S. imports), barriers to U. S. juke box imports are being eased somewhat.

Last year, for example, U. S. manufacturers accounted for about 80 per cent of the new juke box sales, with about 3,000 American boxes sold during the year.

One of the major factors in the Italian music machine picture is Notomat, located in this busy seaport between Genoa and Rome. Notomat makes and sells Wurlitzers in Italy, importing only the record changer from the United States and building everything else here. In fact, according to Mario Nieri, a director of the firm, Notomat plans to make the complete juke box here in the near future.

### Stereo Wanted

Stereo juke boxes are much in demand here, altho stereo records are extremely difficult to come by. What few stereo records operators do get are generally imported from the U. S. However, a pressing plant, which will turn out stereo singles, is due to begin operations here soon.

According to Nieri, stereo is a magic word here, and many operators place stereo machines on location with monaural records and without even bothering to place supplementary speakers.

Until a couple of years ago, Italy was regarded as a good market for German juke box manufacturers. But as the restrictions with regard to American dollars have eased up, German sales have fallen down, and they have dropped sharply during the last two years.

### Economy Good

Financially, the Italian juke box operator is in better shape than

most of his other European counterparts. One play generally goes for 50 lire (about 8 cents) with three plays for 100 lire. This is pretty close to the top of the European scale.

Also, commissions have been kept at 25 per cent, so the operator who keeps 6 cents for each play is actually in a better position than the American operator. Of course, the higher prices Italian operators must pay for equipment wipes out this advantage.

The game situation in Italy is rather bleak. The Italian government has banned pinballs in all public locations, and the only ones operating may be found in a few private clubs. Most common game found in Italy is the manually operated European football, which must be imported and which has long since ceased to be a top earner.

### Pin Ban Effect

The ban on pinball games has been in effect for about a year, and there seems little likelihood of repeal. There is little doubt that were pinball games legal, the juke box business would be expanding at an even greater clip. Some 80 per cent of the juke boxes are operator-owned, and may a location which would be just marginal for a juke box would be extremely profitable with a juke box and game.

Notomat is doing its share to provide skilled workmen for the coin machine industry. The firm is hiring technical school graduates, providing them with six months of schooling in juke box engineering and assembly line techniques, then putting them to work in the plant.

To date, the firm employs 72 persons, makes most of its own tools and dies, and has purchased land to expand the plant. Eventually, a full-fledged juke box factory, operating on American lines, will be shipping juke boxes to all parts of Italy from Livorno.

## European News Briefs

### Name New AMI Swiss Distrib

GENEVA—Cortina Automaten AG., Basel, has been appointed AMI distributor for the whole of Switzerland with the exception of the Canto of Berne, which is retained by Von May & Company, Berne. Cortina was formerly distributor of Fanfare and Wurlitzer, both lines now surrendered by them. Edy Faessler, Zurich, formerly handled AMI distribution in the German-speaking part of Switzerland.

### Bal-Ami Distrib Opens Hqs.

LONDON—Juke Box Sales & Rentals, Ltd., Bal-Ami distributor in the four Northern counties of England, has opened new premises at 54/56 Scotswood Road, Newcastle-Upon-Tyne. The firm is headed by George Miller and has other facilities in Washington, County Durham.

### Rennotte to Push 'Sweet Music'

BRUSSELS—Rennotte, the Belgium juke box producer, is pioneering "softer, sweeter juke box music." The idea is to foster a sweet music juke box image, replacing the garish, strident image with that of "refinement and elegance," as it is expressed in this juke box crossroads of Europe.

Rennotte's sweet music system is one of five now being marketed in Europe. All are based on the luxurious console record-player concept, with built-in juke box mechanism, extension wall and table selection units and "music menus."

There are hideaway units, and all provide intimate, coin-operated background music in settings at subdued elegance. Aside from Rennotte, the other systems are German: Melody Bar, Phonobar, Bergmann's Courtier and the Nova system. All have a wide range of music—show, mood and semi-classical. Moreover, there are extended-play and single-record versions.

With Rennotte the effort is made to capitalize on the upsurge in background and mood music. There is a growing public, it is contended, for softer and sweeter music, and the idea is to fit the juke box to the music.

At the same time Rennotte and the other manufacturers hope to cultivate an entirely new and large clientele for coin-operated music. The record industry is expected benefit in that the "juke box of distinction" should stimulate a market for ballads and moods music.

## 1960 Exports Snowballing Ahead

### COIN MACHINE EXPORTS

March, 1960

Country	New Phonographs		Used Phonographs		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
W. Germany .....	493	\$ 328,352	23	\$ 11,085	407	\$ 73,337	923	\$ 412,774
Belgium .....	258	157,738	271	97,158	946	81,931	1,475	336,827
U. Kingdom .....	68	48,837	16	2,200	1,200	191,253	1,284	242,290
Canada .....	123	90,445	21	3,755	364	57,461	508	151,661
Venezuela .....	135	97,055	—	—	22	11,632	157	108,687
Norway .....	123	84,277	—	—	22	7,999	145	92,276
Switzerland .....	86	64,702	—	—	13	4,848	99	69,550
Lebanon .....	4	3,158	54	5,715	699	51,102	757	59,975
Italy .....	120	49,983	—	—	21	1,725	141	51,708
Nan. Is.								
(Pacific Base)....	58	38,104	—	—	13	5,323	71	43,427
Sweden .....	3	2,412	—	—	78	30,385	81	32,797
France .....	—	—	—	—	49	31,289	49	31,289
Australia .....	7	5,878	28	4,055	157	18,295	192	28,228
Phil. Rep. ....	8	5,400	12	4,550	50	17,692	70	27,642
Denmark .....	5	3,154	—	—	36	15,356	41	18,510
Nicaragua .....	22	16,873	—	—	—	—	22	16,873
Mexico .....	12	11,071	—	—	—	—	12	11,071
Other Countries ...	112	69,342	137	36,934	122	31,145	371	137,421
Totals .....	1,637	\$1,076,781	562	\$165,452	4,199	\$630,773	6,398	\$1,873,006

CHICAGO — For the third straight month, U. S. coin machine exports advanced. U. S. Department of Commerce figures show that the March volume increased \$301,176 in value over February's run, which had beat out the January total by \$218,787.

The March shipments totaled 6,398 units valued at \$1,873,006, biggest trade in many months. This compares to \$1,572,830 on 5,308 the previous month, and easily tops the 1959 monthly average of \$1,567,305.

Amusement games showed the

best climb from February, totaling \$630,773 on 4,199 units, compared to \$444,116 on 3,424 units the month before.

### Juke Boxes Up

Both the new juke box and amusement game categories showed increases in March. Games jumped from a February level of \$444,116 to \$630,773; and new juke boxes hiked from \$922,800 to \$1,076,781. Used juke boxes, however, slid from a February run of \$205,914 to \$165,452 in March.

The same four markets led the pack in March, as in February:

West Germany, Belgium, United Kingdom and Canada. Only variance was in the United Kingdom's climb to third position nosing out Canada, which held that spot in February.

West Germany led the parade with a \$412,774 run, topping its leading total of the previous month. Following West Germany, Belgium notched \$336,827. Venezuela, in addition to United Kingdom and Canada, was above the \$100,000 mark.

Among the surprise markets dur-

(Continued on page 94)

# ROCK-OLA

*tempo II*  
The World's Finest  
All-Purpose Phonograph  
Versatile  
Dependable  
Profitable

## 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.

## SPECIALS OF THE WEEK

QUARTERBACKS  
\$60.00

REBOUND SHUFFLES  
\$40.00

MIDGET MOVIES  
\$75.00

All reconditioned. Prices include packing.

Have 23 assorted SHUFFLE ALLEYS and 5 SEEBURG A's in Europe. Write for prices and information

### SCOTT CROSSE CO.

1641 No. Broad St., Philadelphia, Pa.  
CEnfer 6-4444

## X MARKS THE SPOT TO BUILD PROFITS

with the nation's oldest & largest

## ONE-STOP

Record Service

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## IMPORTERS OFFER TIP:

# Coin Games Shipments Could Be Better-Packed



**TOURING ENGLISHMEN.** Commander S. T. T. Parsons (right), managing director of Pickfords and Hay's Wharf importing company, and Robert Phillips, of the same firm, look over some literature on new juke box models. They are touring the U. S. in hopes of building up their trade in the coin machine field.

By **GEORGE METZGER**

**PHILADELPHIA**—In a few years all machines being exported to Europe will have to be brand new.

That is the opinion of two men who should know, Commander S. T. T. Parsons and Robert Phillips. Their firm, Pickfords and Hay's Wharf, with offices in all major ports, have been in the export business for 300 years.

They have been touring the U. S. meeting some of their present coin machine clients and also trying to secure some more. The entire trip, which will also extend into Canada, is expected to last almost six weeks.

### Want the Best

Why will all machines sent to Europe have to be new? "Because they just won't accept second-hand machines in a few years," replied Parsons, who is managing director of the firm. "They will want just as good machines as there are available."

The Pickfords and Hay's firm handles all kinds of merchandise, including everything that is sent to the Royal Family in England. For this reason, Parsons was asked if they came across any special problems connected with the coin machine industry.

"Yes," the commander said. "It is the packaging. Many times we have to rewrap a piece right on the dock before we can send it on its way."

### Damage En Route

But Parsons pointed out that most of this damage does not occur while on the boat but rather while it is en route from the distributor to the dock in the United States.

"Most of this damage happens," the commander pointed out, "while between, say, Chicago and New York. But, of course, those stevedores don't help any, either."

Another problem connected with the shipping of the machines is the fact they can't be stored on top of each other, the two visitors pointed out. This means more space taken up.

### Time Savers

Since the two men were in this country trying to build up the amusement machine phase of their business, they were asked what advantages an exporter would have by dealing thru them.

"For one thing," Parsons said, "he could save anywhere from six weeks to three months by dealing with us. Sometimes merchandise arrives and sits on the dock someplace because nobody knows where it is."

"But since this is our business, we have men checking the docks all day and they know just where everything is," the commander continued. "In addition to this, we

have all the necessary forms all set for when the equipment arrives so there is no delay in sending it to its destination.

### Buck Red Tape

"If an exporter tries to handle this alone, they sometimes run into red tape problems and delay because they are not familiar with the correct procedures," Parsons said.

After visiting many of the coinmen in this country, both Parsons and Phillips said they will have plenty to tell when they get back home to London.

"Over there," the commander said, "we think of the American businessman as having 10 telephones on his desk and being very busy. But we have found that the pace here isn't as quick as back in London."

### Royal Seal

As was mentioned earlier, Pickfords and Hay's are the official royal forwarder for the Queen and her family. The business cards of Parsons and Phillips bear the Royal seal.

"We are the only forwarders in the country allowed to display this seal," Parsons explained. "It means we hold the royal warrant in our particular field. Anything heading for the palace must be delivered by us."

"We always query the palace first if they want to accept a certain item," he went on. "If the answer is no—and it always is unless the Queen knows the sender personally—we write the sender and find out if they want us to return the package or donate it to the Red Cross."

Then came the big question:

"Does the Royal Family have a pinball machine in Buckingham Palace?"

"No," Commander Parsons replied. Then, apparently remembering his reason for visiting America—to build up his amusement machine—he winked. "Not yet, anyway."

## Southern Novelty

• Continued from page 90

field, plans call for setting up associate distributors in other areas of the State to provide more intensive coverage.

"Early reaction to the United line has been very encouraging," claims Harold Sommerfield. "A lot of the local operators have stopped in to see the line and have been well impressed." Six floor models are on display in the Sommerfield, Inc., showroom.



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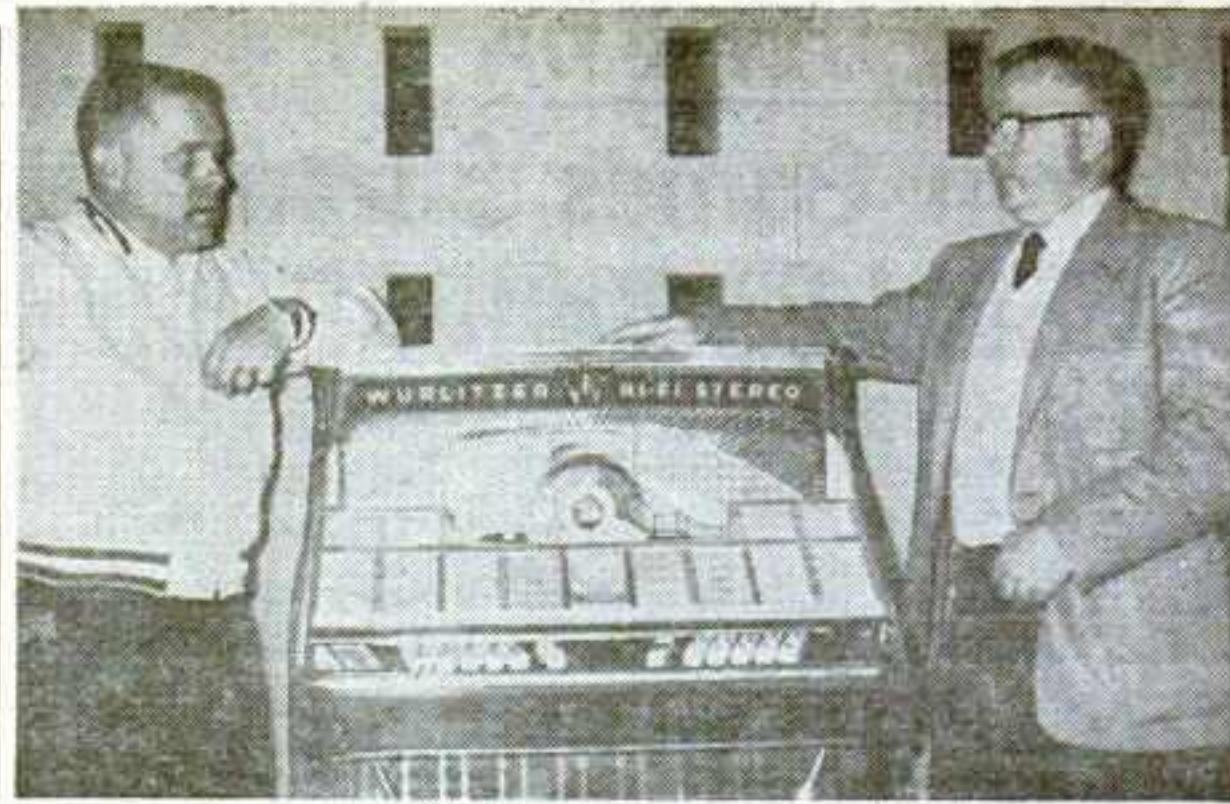
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AMERICAN TROOPS on alert over the North Pole have a touch of home with juke box music and the latest in popular recordings. Ralph L. Wilkinson, Anchorage operator who has phonographs at both Elmendorf Air Force Base and Fort Richardson, discusses his latest installation with Ron Pepple, Seattle distributor for Wurli-tzer.

## Stop N. J. Cig Tax Hike But Bill Still Not Dead

TRENTON, N. J. — Operators with cigarette machines on their routes in New Jersey got a breather recently when the State Assembly voted down Governor Meyner's proposal to add an extra penny tax to each package. But it could be only temporary.

The governor is seeking funds to pay for new welfare and penal institutions in the State and thought that boosting the State per pack tax to 6 cents would be a good way of doing it.

But the Assembly thought otherwise and only 31 votes could be mustered for the measure. This is four votes short of the required 35.

Reliable sources said the Essex County Democrats changed their minds and brought the defeat of the measure that was expected to be approved.

One legislator said he thinks the governor can raise the other four necessary votes by the time the house reconvenes on June 6 for another try.

Some legislators said they voted against the extra penny per pack tax because it would grant distributors an additional \$390,000 a year in return for their handling the tax stamps.

If approved, the new tax would put operators in a quandary since they now get 30 cents per pack in a machine. They would then be faced with three choices:

1. Charge 35 cents per pack and refund four pennies in each pack, which would mean added work;
2. charge a flat 35 cents which wouldn't be popular with the public and
3. absorb the extra penny tax which would be a sizable bite out of their profits in a year's time.

## Pool Games Must Carry State Poolroom Permit, Court Rules

By ALLEN M. WIDEM

NORWICH, Conn. — Operators of coin-type pool games in this Eastern Connecticut city will have to comply with State laws regulating pool rooms, Police Chief Clarence D. Simpson has disclosed.

There are scores of the units in various establishments in the city and the operators are being notified, he said.

Proprietors are being given a copy of the State law and an application form for the permit that the police department issues to pool rooms.

### City Court

His announcements came on the heels of a decision by City Court Judge James J. Dutton that a pool room is "a public place where the game of pool is played." He said he based his finding on the definition set forth in the State law.

Judge Dutton, during a police court morning session, found Aleck Tatro, 36, of Norwich, guilty of three violations of pool room regulations.

Tatro, operator of a grinder shop where a pool table was located, has now filed an appeal to the Court of Common Pleas.

### Op Fined

Judge Dutton fined Tatro \$15 on each of three counts—maintaining a pool room without a permit, allowing minors to loiter in a pool room, and keeping a pool room open after 1 a.m.

Tatro had been arrested April 29 by State Police who said a game had been seen in progress at 1 a.m. in Tatro's place of business.

The case had been tried for parts of two days last month and

Judge Dutton reserved decision at that time.

The defense contended that no pool room was involved. It held that the game in Tatro's store was a coin-operated amusement game.

"From my research," Judge Dutton continued, "I am convinced that the definition of a pool room has been satisfied by the evidence in this case."

He added: "Any pool room, even incidental to another business, brings the matter within the statutory definition."

As to a defense claim that the table in Tatro's establishment was a little smaller than a regulation pool table, the judge said that this was not a factor since the same type of game was played as on a regular pool table.

## 1960 Exports

• Continued from page 92

ing the month were Lebanon, which rose to eighth position on a \$59,975 run, mostly on games; and Nicaragua, which reappeared among the top markets after a lapse.

West Germany was top bargainer for new phonographs, taking \$328,352 worth, while Belgium imported the most used juke boxes—\$97,158 in value. The United Kingdom took the honors in the coin game field, landing 1,200 valued at \$191,253.

Vending machine shipments (not shown on chart) totaled 2,141 units in March, valued at \$322,035. This compares to 2,318 units at \$191,633 in February.

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**MOA's G. Miller Urges Ops to Join P-R Drive**

An open letter to the juke box industry urging co-operation in the Coin Machine Council's public relation effort was delivered last week by George Miller, president of Music Operators of America and a vice-president of the council.

"Dear Mr. Operator:

"Read this letter and realize that here is a responsibility you must not neglect.

"The national public relations council was organized and incorporated for the benefit of every coin machine operator in America. The manufacturers and distributors of coin-operated equipment, who have joined in this program, are watching with much interest to see just how the coin machine operators are going to respond to a national public relations program of this kind.

"Mr. Louis Casola, president of the national public relations council, has spent much time, money and hard work to organize a public relations program worthy of the operators' support. If the operators are to expect the financial assistance and co-operation of the manufacturers, distributors and jobbers all over America, then the operators themselves must contribute in great numbers, and not one person in the coin machine business can consider himself an exception to this rule.

**Support**

"The writer of this letter, who is the national president of the Music Operators of America, lends his voice and support to the national public relations council; because he believes it is vitally necessary to present the coin machine industry in its proper light. The only way to present a true story and true picture of the entire coin machine industry is thru a public relations council that can secure radio, television, newspaper and national magazine publicity thruout the country on a nationwide basis.

"In approximately four or five weeks, another meeting of the directors and officers of the national public relations council will meet in Chicago to complete the program, with the assistance of the Herbert M. Kraus public relations firm. By that time, thousands of operators all over the country should have made their contributions of at least \$25 to the public relations program. This will be the greatest investment you ever made to your business at the lowest cost, and unless you realize its importance and value to you as a coin machine operator, you may be helping to destroy the public relations program that is more needed in the coin machine industry than in any other business in the world.

"The thousands of good citizens who make their livelihood from the coin machine business cannot and must not fail to subscribe to this program immediately.

**Local Support**

"Local, county and State associations are being called upon to contribute, and we believe that this will be the first time, thru the efforts of Louis Casola and his associates, that the coin machine industry has ever been able to make a success of a good public relations program for the entire coin machine business.

"I wish to again state that the officers and directors of the Music Operators of America are 100 per cent behind the national public relations council. We personally solicit, not only the individual co-operation and assistance of the music operators in America but the assistance of coin machine operators, distributors, jobbers, manufacturers, etc.

"Make your check out today for any amount you can afford, but try to contribute at least \$25 for an individual membership on a yearly basis. Mail your check to the secretary, Mr. Herb Jones, 2640 Belmont Avenue, Chicago 18, Ill. Most sincerely,

**MUSIC OPERATORS OF AMERICA, INC.**  
George A. Miller, National President

**Munves Equips 2 Arcades in Bronx**

NEW YORK—When the year's most highly touted new Kiddieland, Freedomland, opened in the Bronx last week, the two completed Arcades were stacked entirely with new equipment provided by Mike Munves Company, according to Joe Munves, exec of the firm. The location opened June 19. The now completed Arcades are known as Little Old New York and The Satellite. The Munves firm also stocked the equipment in Disneyland.

Munves also announced that the firm received considerable favorable comment on its Ingemar Johanson grip machine, imported from Sweden. The world heavyweight champ who will defend his title here Monday (20) against former champ Floyd Patterson, is working with Munves on the idea of donating 10 of the grip machines to worthy charities.

**Scandinavian**

Continued from page 92

Common Market for primarily psychological reasons and not economic; that British rivalry with Germany and the British policy of insularity is predominantly responsible for Britain's boycott of the Common Market.

It seems to Scandinavian coin machine industry leaders that this is a luxury which neither Britain nor the Norse can afford.

American firms, it is being pointed out here, are moving into the Common market countries solely because of the trading bloc dispute. Population is deciding the issue (the Common Market's 160 million versus the Free Trade Area's 80 million).

"Like it or not, the British—and the rest of us—must face the fact that the Common Market is now an established fact, a going concern," declared the head of Copenhagen's biggest coin machine import-export concern.

"As the tariffs of the two blocks rise, so will the prices of many coin machines imported from Germany. This is only the beginning of the bad: The situation will worsen as more American firms establish Common Market subsidiaries."

**Chi's Remote Cig Venders OK'd by Court**

CHICAGO—Cigarette machines operated on remote control here got a nod of approval last week from the Illinois Supreme Court. The court ruled the machines legal under Chicago's vending machine ordinance.

Because the ordinance restricts cigarette units to factories and non-public places, the city had sought to ban the machines operated on remote control, as well as the regularly-operated cigarette machines already outlawed here.

The purpose of the ordinance, as interpreted by the court, is to keep juveniles from having ready "access" to cigarettes. The court noted that altho the remote units are publicly placed, they must be activated by a button controlled by the location, and not by the customer.

The court ruled, therefore, that the remote units are not illegal under the ordinance. John C. Melaniphy, city corporation counsel, received notice of the decision.

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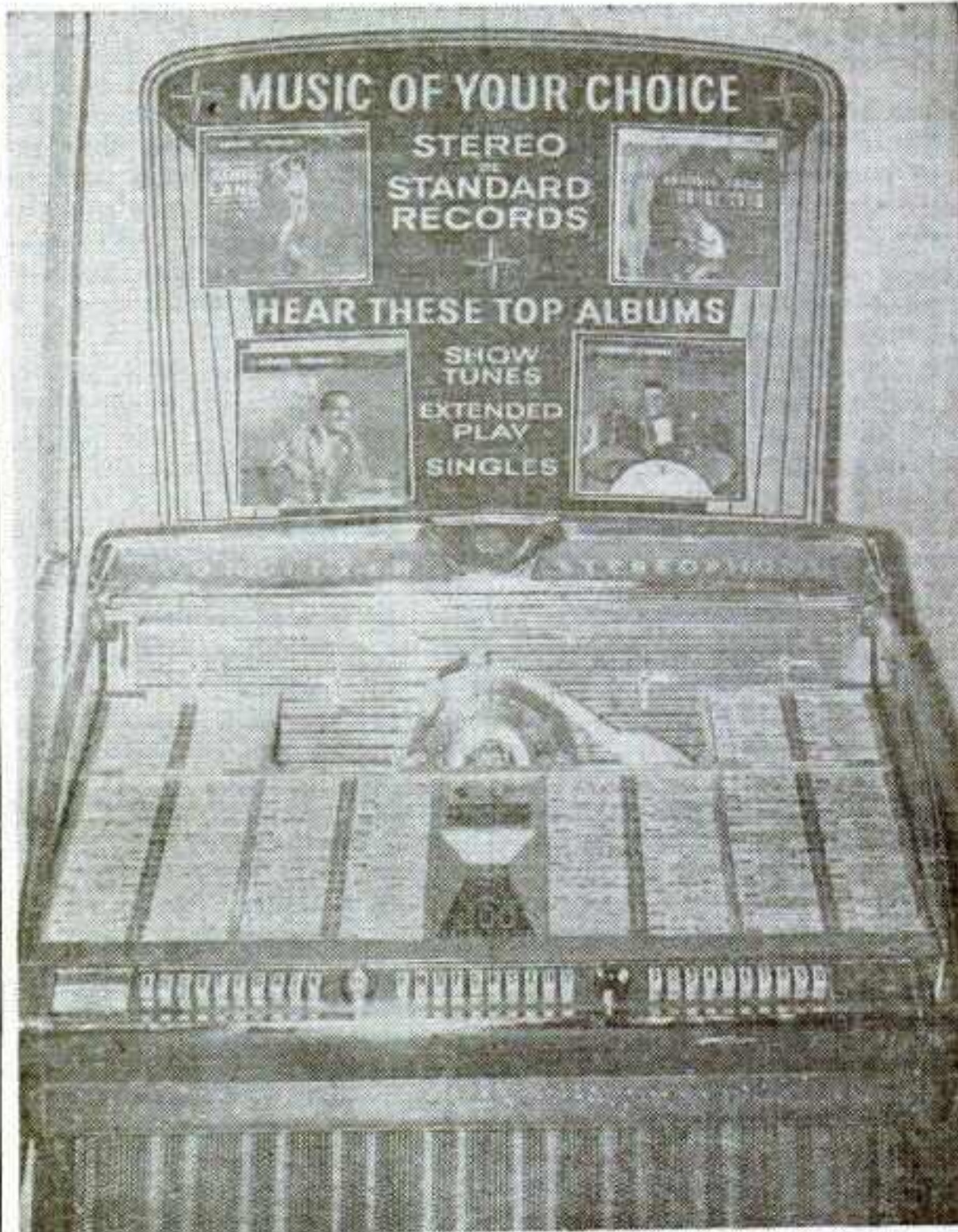


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Disk Display Card Ups Juke Returns



ALBUMS are regularly rotated on the colorful album display card atop Samuelson's restaurant locations, attracting numerous customers who have never played a juke box before, he has found.

SALT LAKE CITY—Probably no juke box location in this area returns such a heavy play per customer coming in than the installation at Adams Restaurant in downtown Salt Lake City.

Ray Samuelson, of Samuelson Music Company in Salt Lake City, is a strong believer in merchandising and regularly makes use of album-display placard which appears permanently on top of his machine.

Almost three and one-half feet wide by three feet high, the big "billboard" displays the covers from four leading albums available on the 200-play phonograph and invites the restaurant customer to listen to all four selections during his meal.

Strip lettering calls attention to the fact that this is a stereo phonograph, "the finest thing in recorded music," to stimulate curiosity.

Reminder

Inasmuch as the Samuelson juke is located immediately inside and to the left of the restaurant entrance, it gets plenty of attention from every customer coming in. The colorful album covers go a long way toward reminding restaurant diners how well they have enjoyed show music, new timely hits, classics and standards, and have frequently been responsible for getting play from people who have admittedly "never played a juke box before."

Regularly changing the album display on the panel whenever the corresponding disks in the machine are changed, Samuelson has found he can influence the play habits of his location owner's customers considerably.

Engineering

Engineering to get the best from the stereo equipment, he has placed twin matched speakers in the upper corners of the interior wall facing into the restaurant as well as acoustically balanced extra speakers around all three walls of the food service area.

Working with J. H. Rutter, Salt Lake City Wurlitzer distributor, Samuelson has not only expanded the number of speakers used, but likewise, the number of wall boxes, so that no matter where the customer may be eating in the restaurant there is always a wall box within convenient reach.

Probably the most unusual is a wall unit installed on a plywood enclosure, at the service island, in the exact center of the restaurant. Here every customer must pass and each gets an opportunity to look over listed records and drop in coins.

The popular downtown restaurant shows nearly three times more phonograph play per diner than the average in Salt Lake City, according to Samuelson. "In this case, we had the benefit of an enterprising restaurant owner who was willing to put considerable thought and effort into getting the best possible returns from his installation," he pointed out.

**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  
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**DAVID ROSEN**  
Exclusive A M I Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
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*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  
**HERMITAGE MUSIC CO.**  
74 Lafayette Ave.  
Nashville, Tenn.  
Phone: ALpine 6-5666

SPEND LESS—GET MORE  
at **WORLD WIDE**

ARCADES

- Chi Coin STAR ROCKET ..... \$255
- Chi Coin CRISS CROSS ..... 245
- HOCKEY SHUFFLE ..... 125
- Chi Coin 2-PI. ROCKET SHUFFLE ..... 95
- Chi Coin ROCKET SHUFFLE ..... 55
- Chi Coin REBOUND SHUFFLE ..... 125
- United SHOOTING STAR ..... 110
- United VENUS TARGETTE ..... 125
- Bally ALL STAR BOWLER ..... 75
- Bally SKILL ROLL ..... 75

PHONOGRAPHS

- WURLITZER 2100 (200 Sel.) .. \$425
- A.M.I. H (200 sel.) ..... 525
- A.M.I. G (120 sel.) ..... 395
- A.M.I. F (120 sel.) ..... 345
- A.M.I. E (120 sel.) ..... 195
- ROCK-OLA 1465 (200 sel.) .... 545
- ROCK-OLA 1454 (120 sel.) .... 445
- ROCK-OLA 1448 (120 sel.) .... 395
- ROCK-OLA 1438 (120 sel.) .... 275
- SEEBURG HF 100L ..... 575
- SEEBURG HF 100R ..... 475
- SEEBURG M 100C ..... 295

UPRIGHTS

- Keeney BIG ROUND UP ..... \$285
- Keeney SHAWNEE ..... 355
- Keeney DeLUXE BIG TENT .. 325
- Games DOUBLE SHOT ..... 195
- Games SKEET SHOOT ..... 175
- Games GUNSMOKE ..... 145

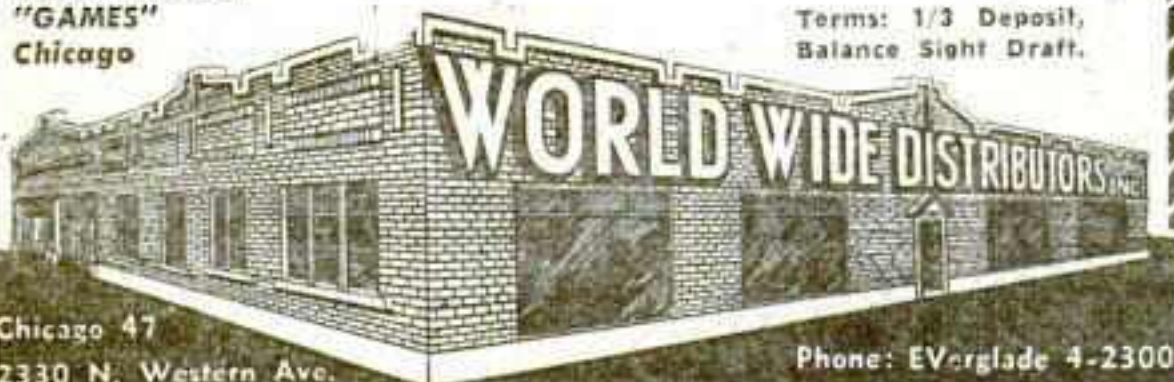
SPECIALS!

- Bally LOTTA FUN ..... \$445
- Bally BEAUTY QUEEN ..... 375

ALL EQUIPMENT THOROUGHLY RECONDITIONED. ORDER NOW!

Cable Address "GAMES" Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47  
2330 N. Western Ave.

Phone: EVerglade 4-2300

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!



**POOL TABLES by VALLEY**

DELUXE and "7450" 6-POCKET BUMPER POOL

Count on Valley Quality to Protect Your Profit!

See your distributor or write: **VALLEY SALES CO.** 333 MORTON ST. BAY CITY, MICH.

**COINMEN** in the **news**

**West**

**LOS ANGELES ANGLES**

Gene Wasson, AMI factory representative, visited Badger Sales Company where the new models, Lyric and Continental, are on display. He took off for Tucson, Ariz., to visit Canteen regarding background music. . . . Other news at Badger is that Mio Hamaguchi, of the secretarial staff, leaves June 16 by Northwest Airlines with her husband for two weeks in Japan. They will visit Tokyo and Mieken, the latter the center of the pearl industry. They will return via Japan Air Lines. Jack Leonard, head of Badger parts department, is host to his dad, Lou, who is spending some time here en route to shows in the Northwest.

Tommy Wilkes, son of Frances and Ed Wilkes, of Paul A. Laymon, Inc., was married to Mary Jean Hicks in Long Beach recently. They are honeymooning in Tennessee. Upon their return to the West Coast, Tommy will continue his studies in commercial art. . . . Red Creswell, of the Laymon service department, is on vacation. . . . Jimmy Wilkins, of the Laymon sales department, will take 16 Whittier Boy Scouts on a 12-day hike over the John Muir Trail in the Yosemite and south thru the High Sierras. Trek will cover 125 miles and they will carry packs. Jimmy Wilkins Jr., is a Life Scout and his dad is committee chairman of the troop.



Jimmy Wilkins

Tom Wall, of California Games, left recently for Washington to visit his sister. . . . Leila Smith, of Barstow, is reported feeling much better following treatment in a local medical center. Sam Abbott

(Continued on page 99)

**BUY! METAL TYPERS**

VENDING ALUMINUM IDENTIFICATION DISC

**WHY!** 1. LIFE-TIME INCOME  
2. TROUBLE-FREE OPERATION  
3. ONLY 18"x18"

**STANDARD HARVARD METAL TYPER, Inc.**

1318 N. WESTERN AVE. CHICAGO 22, ILL. EV 4-3120

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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

*Central* DISTRIBUTORS, INC.

2315 Olive St., St. Louis 3, Mo. Phone: MAin 1-3511; Cable: "Cendist"

**WE WILL BUY**

any operator's EXCESS PHONOGRAPH OR GAME INVENTORY FOR CASH!

Send us your list and best prices.

\*\*\*

We have WURLITZER 2200s and 2150s FOR SALE or WILL TRADE FOR ANY MODEL SEEBURG PHONOGRAPHS

ATLANTIC NEW YORK CORP. 843 Tenth Ave., New York 19, N. Y. PLaza 7-3140

**Moore Sues Wurlitzer On Distrib Agreements**

NEW YORK — The Wurlitzer Company was sued in New York Federal Court last week by Sandy Moore Distributors Corporation and Sandy Moore Manhattan Corporation. The Moore firms are charging Wurlitzer with failure to live up to a number of agreements made at the time the Moore enterprises assumed distribution in this area several years ago. Total damages of \$1,379,990 are being sought. The action is being seen as an answer to Wurlitzer's recent action forcing part of Moore's operations, namely the juke box route known as Gibraltar Amusements, into bankruptcy.

Suffolk, Westchester and Dutchess counties and Southern Connecticut.

Prior to that, the complaint states, the Wurlitzer Company was running in a poor competitive position in the area behind the No. 1 and 2 companies, Seeburg and AMI. It was noted that between January 1 of that year and the time Moore took over-distribution, only 200 Wurlitzer boxes were sold in the area.

The complaint goes into extensive detail regarding the history of the Moore-Wurlitzer relationship. It notes that on or about September 16, 1957, the Sandy Moore Distributing Corporation was appointed exclusive distributor of Wurlitzer juke boxes for the New York metropolitan area, Nassau,

It is alleged that the defendant agreed to take all responsibility on credit losses incurred during 1958 by the Moore distributorship, if Moore sold at least 1,000 machines. It also alleges that Wurlitzer agreed to the following points: 1. To reimburse the plaintiff for all advertising and promotion expenses. 2. To reimburse the plaintiff on all interest monies in excess of 9 per cent per annum incurred on operating loans. 3. To reimburse the plaintiff for all monies expended in the acquisition of the stock of Young Distributors, Moore's predecessor as Wurlitzer distributor. 4. To pay the plaintiff a bonus of \$50 per machine if

(Continued on page 107)

**Resked Moore Contempt Case**

BROOKLYN — A contempt of court action against Sanford J. Moore, of Gibraltar Amusements, which was scheduled to be heard here Wednesday (15) has been postponed two weeks to Wednesday (29).

The contempt proceeding was an outgrowth of a bankruptcy petition filed against Gibraltar by the Wurlitzer Company. The contempt action was brought by the court-appointed receiver, M. Halstead Christ, with whom Moore originally agreed to split the weekly profits of the Gibraltar routes for a period of at least 30 days. Christ brought the contempt action, alleging that Moore was receiving collections from an address other than his office and was not splitting them per the agreement.

**STEP UP COLLECTIONS**

With These Shaffer Rebuilds

**WALL BOXES**

Seeburg "200" D3Wa \$89.50  
AMI W-200 ..... 79.50  
Seeburg "100" 3W .. 49.50

**CIGARETTE VENDORS**

Eastern 22 ..... \$179.50  
Eastern 10 ..... 99.50  
Eastern 8 ..... 59.50  
Rowe 11 Col. .... 99.50

Will Buy USED PHONOS AND CANDY MACHINES. SEND LIST.

**SHAFER Music Company**

Write for Illustrated Phone Catalog

849 North High Street Columbus 8, Ohio Phone AX 4-4614

Offices in Cincinnati and Cleveland

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

**\* MORE PLAY \* MORE COINS**

with the Top-Performing **IMPERIAL**

Let the all-new IMPERIAL, with its clever utilization of magnets, earn more for YOU.

Ideal for all types of locations, the IMPERIAL is the one coin-operated game which stimulates loads of play. Locations love the IMPERIAL, too, because it helps sales. The magnets which move into play under the playing surface after each game or when time expires means more coins in the box.

Some distributor territories still available. Write for complete information

**AMERICAN SHUFFLEBOARD CO.**  
210 Paterson Plank Road Union City, N. J. UNion 5-6633

You Can "COUNT" on Equipment from **FIRST!**

**SPECIALS!**

**MERCURY GRIPPERS**  
Counter Model 8 Different Plays \$33.50  
DeLuxe Floor Model 13 Different Plays \$79.50

**NOW DELIVERING** Valley Irving Kaye **6-POCKET POOL TABLES**

Finest Money-Makers, Everywhere!  
All types of BINGO Games available. Write, wire or phone.

**NEW GAMES**  
Bally JUMBO '60  
Bally BALL PARK  
Bally BEACH QUEEN  
Bally OFFICIAL JUMBO  
Chicago Coin PONY EXPRESS  
Chicago Coin QUEEN BOWLER  
Chicago Coin KING BOWLER  
Chicago Coin JET PILOT  
Games' SUPER WILDCAT  
Gottlieb DANCING DOLLS  
Keeney POPCORN VENDOR  
Keeney RED ARROW  
United SAVOY  
United SUNNY  
Williams SERENADE  
Williams OFFICIAL BASEBALL

**IMPORTERS!**  
Send for Your **FREE** 56-Page Illustrated 1960 CATALOG

Cable: "FIRSTCOIN"—Chicago

**FIRST** COIN MACHINE EXCHANGE  
Joe Kline & Wally Finke  
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

THERE IS NO SUBSTITUTE FOR QUALITY

UPRITES		MUSIC		Spacarb 3-Sel. Cold Drink	
Circus	\$125	AMI E-80	\$195	Drink	\$250
Double Shot	225	AMI F-120	350	<b>IN-LINES</b>	
Red Balls	250	AMI H-200	525	Lotta-Fun	\$450
Gallop'n' Dominoes	295	Rock-Ola 1438	475	Beauty Contest	Write
Hunters	150	Rock-Ola 1455	395	Beach Queen	Write
Play Ball	325	Seeburg R	475	Key West	95
Wild Cat	395	Wurlitzer 1800	375	Big Shows	75
Joker Wild	225	Wurlitzer 1900	410	Show Times	95
Joker Wild	285	Wurlitzer 2000	395	Double Header	85
Touch Downs	375	Wurlitzer 2100	425	Miss America	125
Skeet Shoot	250	Wurlitzer 2150	475	Sun Valley	165
Shawnee	350			<b>BASEBALL GAMES</b>	

VENDING	
Avenco Coffee & Choc., new	\$295
Mills Hot Chocolate	95
Hebel Ice Cream, 3 sel.	325
Vendo 59 Ice Cream, 1 sel.	110

WURLITZER DISTRIBUTORS  
**CLEVELAND COIN MACHINE EXCHANGE Inc**  
2029 PROSPECT AVE., CLEVELAND 15, OHIO  
All Phones: Tower 1-6715



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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  
**S. L. LONDON MUSIC CO.**

3130 W. Lisbon Ave. Milwaukee, Wis.  
All Phones: Division 4-3220  
Exclusive Williams Distributor for Wisconsin

every conceivable kind of  
**EQUIPMENT, SUPPLIES AND SERVICES**

has been sold in The Billboard

WHAT DO YOU HAVE TO SELL? Write Box 666, 2160 Patterson St., Cincinnati, Ohio

## Stereo Cartridge Background System Bowed by Cine Sonic



### STEREOPAC

DETROIT—A cartridge tape stereophonic background music system designed for use by juke box operators was recently introduced by Cine Sonic, Inc., New York. Announcement was made by Iz Edelman, president, headquartered in Detroit.

Stereopac, the new system, is listed at \$199.50, without speakers and is designed to be installed by the operator on a rental charge basis.

Cine Sonic has its own stereo tape library for operators, and can also use tapes from the RCA Victor Library. Additional tapes are being produced steadily for the Cine Sonic library, which now includes scores by Cole Porter, Jerome Kern, Rodgers and Hammerstein, Hoagy Carmichael and others. There are also tapes with Broadway show tunes, String music and music with a foreign flavor including French, Spanish, and

## 33-Speed Monaural Disks

Continued from page 92

vided for many makes and models of older machines.

### Sales Peg

On the other hand, it can be expected that the trend towards the universal acceptance of the 33-speed single can form a hefty selling peg for the juke box manufacturers. It would be an obvious basis for the promotion and sales of new product.

At the moment there is no reason to believe that the record industry would not continue indefinitely to release monaural singles in

both speeds, to cover the so-called conversion period. Capitol has announced its intention to do this and other labels could be expected to follow the same tack. But with the singles business in its worst condition in many years at retail and with many industry leaders holding the view that a switch to a single speed is part of the answer, a heavy push in this direction should come as no surprise. Traders here stress the importance attached to the juke industry keeping itself alert to this eventuality.

Italian. Each cartridge plays for about an hour.

The entire unit can be hooked up with a juke box and will automatically stop when the juke box is played. Price for each cartridge is \$6.

## SPECIAL

Read this

**WILLIAMS TEN STRIKE**  
(Like New) \$195.00

### PINGAMES—SINGLE PLAYER

Gottlieb Coronation	\$ 30.00
Gottlieb Grand Slam	30.00
Gottlieb Poker Face	45.00
Gottlieb Queen of Hearts	50.00
Gottlieb Daisy Mae	50.00
Gottlieb Four Belles	60.00
Gottlieb Diamond Lil	60.00
Gottlieb Gold Star	60.00
Gottlieb Shindig	45.00
Gottlieb Frontiersman	70.00
Gottlieb Mystic Marvel	80.00
Gottlieb Slugging Champ	90.00
Gottlieb Rocket Ship	185.00
Gottlieb Sifting Pretty	240.00
Gottlieb Hi Diver	250.00
Williams Cue Tee	40.00
Williams Spitfire	40.00
Williams Screamo	40.00
Williams Grand Champion	50.00
Williams Perky	70.00
Williams Big Ben	70.00
Williams Super Pennant (Baseball)	75.00
Williams Tim Buc Tu	80.00
Williams Regatta	100.00
Williams Gusher	145.00
Williams Shortstop (Baseball)	300.00

## Modern Dist' Co.

3222 Tejon Street, Denver 11, Colo.  
Phone GRand 7-6834

## WORLD FAMOUS EXPORTER

Inquiries Invited—

AMI 1-200M	\$595.00
3 AMI G200	375.00
1 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	80.00
1 Seeburg 100-A	60.00
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 Gay 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 Shuffle Tables (United, Williams, Chicago Coin)	50.00
1 Auto-Photo (Model 9) (Reconditioned)	\$875.00

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"

## NATIONAL SPECIALS OF THE WEEK!

C.C. 6-PL. SUPER HOME RUN	\$ 75
BASEBALL	95
C.C. HOLIDAY Shuffle Alley	95
C.C. STEAM SHOVEL	95
United MARS Shuffle Alley	125
United 2-PL. ROCKET Sh. Alley	175
C.C. HOLLYWOOD Shuffle Alley	175
United CAPITOL Shuffle Alley	175
Bally 14-Ft. BOWLER	195
Bally ABC Shuffle Alley	250

### IMMEDIATE SHIPMENT—NEW VALLEY 6-POCKET POOL TABLES, All Models—Slate Tops.

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 Rhythm! Flippers! Targets! Spot-Light Scoring! High, High Score!

ORDER TODAY!

Completely Reconditioned  
**A.M.I. J-120, \$675**

### RIFLE BOWLER CARDS

100-Number Cards	\$12.50 per 100
200-Number Cards	15.00 per 100

## NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey Chicago 14, Ill.  
BUckingham 1-8211

Featuring  
**KEENEY'S RED ARROW SCORING**  
ON THE  
INTRIGUING  
NEW

**"PANASCOPE" VIEWER**

Deluxe  
**RED ARROW**  
7 COIN  
MULTIPLE  
PLAY

Styled and produced by Keeney's design, engineering and production staffs, Deluxe Red Arrow is new all the way through. New 7-coin multiple—new "wild" red arrows—new Panascope Viewer with new scoring that sustains steady play.

"GOOD OLD TIMES" are here again!

Order KEENEY'S DELUXE RED ARROW NOW!

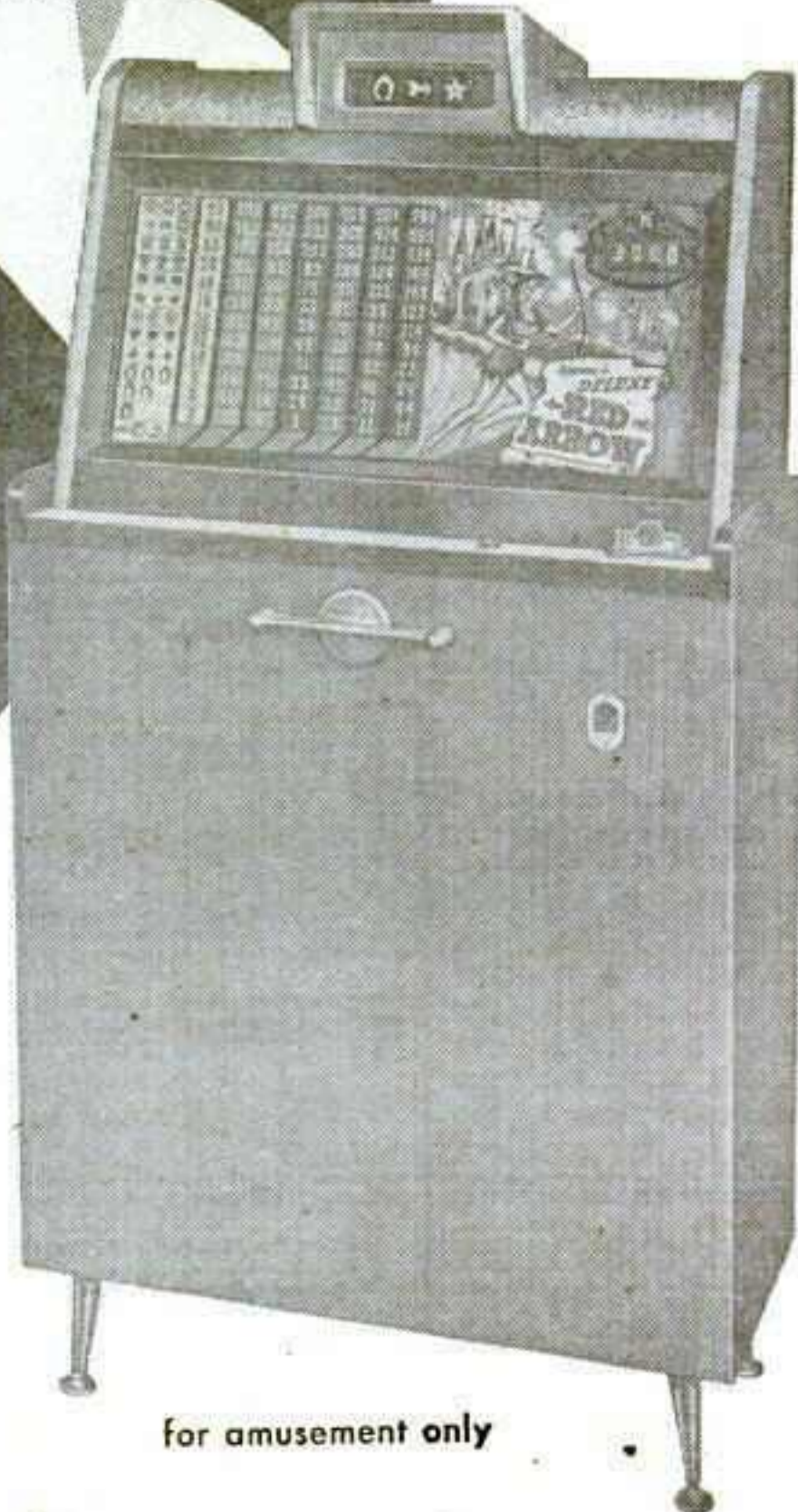


telephone HE mlock 4-5500

A KEENEY FIRST . . .

By simple plug adjustment operator can change price that shows above coin drop in lite-up numbers to 5¢-10¢ or 25¢.

NO DECALS!



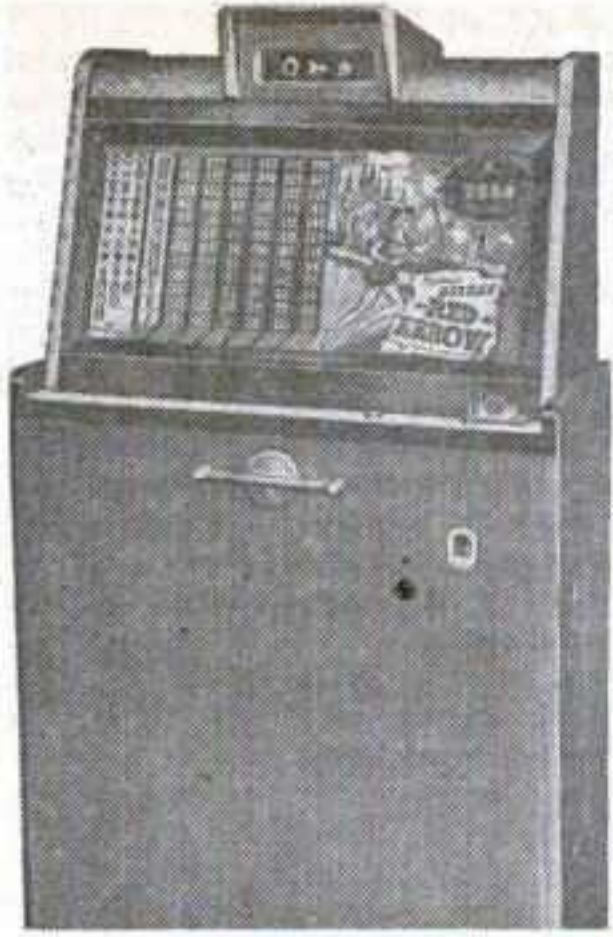
for amusement only

Ultra Modern Cabinet

WEIGHT uncrated: 155 lbs.

SHIPPING WEIGHT 170 lbs.

SIZE: 59" High with legs  
30" Wide  
18" Deep overall



**DELUXE RED ARROW** is the new J. H. Keeney & Company upright game. Featured is seven-coin multiple play. The cabinet is larger than standard.



• Continued from page 97

**COLORADO ROUND-UP**

**John Scavarda**, formerly office manager at Draco Sales Company, Denver Wurlitzer distributorship, has changed locations. John will be major domo for the new Los Angeles Wurlitzer office headed by **Ray Berry**. . . . **Leo Negri**, Draco Sales Company's installations expert, has returned to Denver following three long weeks on the road. Leo was out just in time to catch the brunt of early-spring snowfall in most of Wyoming and Colorado.

**Frank Huber** and **Glen Pierce**, partners in Century-Supreme Music Company, have announced the appointment of **Louis Barbero** to head up service operations for the big Northwest Denver phono-  
*(Continued on page 100)*

**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.

**MARVEL Billiard Supply Company**  
 1604-06 W. LAKE ST., CHICAGO 12, ILL.    Phone: MOntroee 6-8855  
**IMPORTANT!** Plant Closed for Annual Vacation, July 5th to July 25th, 1960. Orders received during this period will be filled promptly upon reopening.

when answering ads . . .

Say You Saw It in The Billboard

**British Assn. Exec Clarifies UK Game Bill**

LONDON—In a letter to the editor, John Singleton, general secretary of the Amusement Caterers' Association, British operator group, clears up the provisions of the British Betting and Gaming Bill, previous reports of which have apparently misled some of our readers. Says Singleton:

"I have just re-read your edition of May 9 and have hit on something that seems to have escaped me on the first reading. In an article on page 10 it is stated that the new British Betting and Gaming Bill 'would make fruit machines legal in the United Kingdom.'

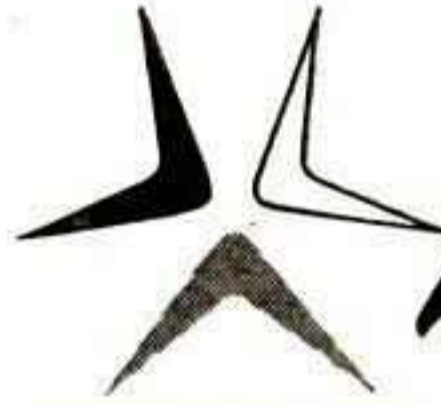
"This, I am afraid, is an oversimplification of the position that is somewhat misleading and so, for the benefit of those of your readers who have more than a merely academic interest in the subject, I feel that I ought to explain in a little greater detail what the effects of the new law will be—assuming, of course, that Parliament does finally approve it in its present form.

"Penny Arcades, amusement parks and similar locations will be required to obtain a permit or license from the local council. When this has been granted they will be allowed to use all types of games and coin machines, but subject to the restriction that no cash prize must exceed one shilling in value. This, of course, will permit the use of fruit machines but—unless the machines are fitted with halfpenny slots, which is most unlikely—the normal 20-to-1 payout mechanism will have to be converted to conform to the one-shilling maximum payout.

"Outside of licensed amusement sites, cash payout automatics can be used only in private premises (clubs and so on) to which the general public are not admitted. In these places fruit machines and other types of payout machines will be allowed on two conditions: (1) The charge for the use of a machine must not exceed sixpence, and (2) the net takings—that is, what is left in the cashbox after winnings have been paid out—must not be devoted to private gain.

"In all public places which are open to the general public, such as restaurants, cafes, snack bars, milk bars, hotels, etc., the use of any kind of cash payout machines will continue to be illegal exactly as it is at the present time.

"You will see, therefore, that the unqualified statement that the Bill will 'make fruit machines legal' is rather less than a half truth and that it presents a very distorted picture of the real state of affairs."



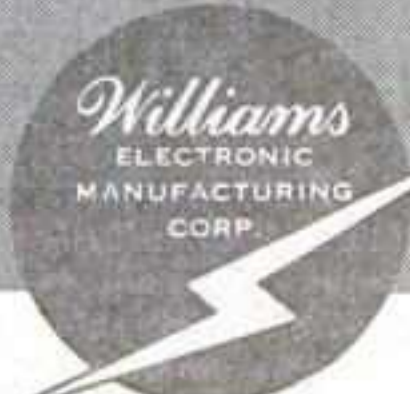
*Williams*  
 magnificent new cabinet design



*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



**Fischer** POOL TABLES  
STANDARD OF QUALITY  
IMPERIAL, DELUXE AND "B"-LINE  
6-POCKETS—BUMPER TYPE  
At your distributor or contact  
Bill Weikel.  
**FISCHER Sales & Mfg. Co.**  
Ridge Rd., Box 223, McHenry 4, Illinois

# COINMEN

in the **NEWS**

• Continued from page 99

graph and amusement machine routes. . . . An old-timer reappeared in Denver in early May, well remembered by many of Denver's venerable operators. He is **Lou Miller**, phonograph and coin machine mechanic who has been on the payroll of some of Denver's top firms at one time or another.

Holding forth at Denver Wurlitzer headquarters during the first week in May was **Walt Petect**, Wurlitzer factory representative, who staged a series of service schools for local operators. Another Wurlitzer visitor at the same time was **Robert Baer**, sales manager from North Tonawanda, N. Y. . . . **Willard Spencer**, Albuquerque, N. M., operator, seriously injured his hip in an auto accident near Grants, N. M., recently.

**Paul Scott**, phonograph operator at Lander, Wyo., recently called on **Leo Negri**, of Draco Sales Company, to engineer a particularly difficult stereo phonograph installation in a Lander tavern. Negri cheerfully rerouted his trips thru Wyoming to oblige. . . . Early-season tourists influx is already showing itself in phonograph collections reports leading firms such as Modern Music Company, Midwest Music Company, Lee Music Company and Deines Music Company, in Boulder. Most operators in Colorado resort areas are planning to re-equip with stereo in locations which attract free-spending Easterners.


**Roy Konold**, Denver amusement machine operator, has been bitten by the flying bug and is taking piloting lessons at a Denver airport. . . . **Keke Zimberg**, formerly operator of a record one-stop serving Denver and Southern Colorado, is making plans for a series of bowlettes to be opened in Denver and suburbs. . . . **Arnold Gurtler**, manager of Elitch's Gardens, Denver amusement park, reports that the park's Penny Arcade was one of the most consistently profitable bright spots during the 1959 season, and will be expanded considerably for 1960.

## Midwest

### OUT MINNESOTA WAY


There has been talk here among operators of joining the Coin-Machine Council with the hopes of getting business back on a better paying basis and also obtaining needed public relations assistance from the organization. . . . Operators have been getting their equipment ready for the resort area trade in Northern Minnesota and Northwestern Wisconsin.

**Craig Hunter**, son of **Percy Hunter**, president of Hunter Distributing Company, St. Paul, has been on the critical list at Ancker Hospital, St. Paul, after being hit by a car while crossing the street. . . . **Lee Johnson**, general manager of Canteen Company of Minnesota, Minneapolis, is the proud father of a girl, **Pamela**. . . . **Irv Sandler**, president of Sandler Distributing Company, Minneapolis, and two sons were on a fishing trip in Northern Minnesota. . . . **Burrell Brown**, operator at Aberdeen, S. D., was in the Twin Cities on his first visit in four years. His daughter was married recently and is living in San Diego, Calif., now.



**Lee Johnson**

. . . Other operators in recently were **Tom Roberts**, Hurley, Wis.; **Frank Mager**, Grand Rapids, Minn.; **J. C. Weber**, Blue Earth; **Pete Wornson**, Mankato; **Al Kirtz**, Lake City, and **Jim Stansfield**, Winona. . . . Several distributors and operators in the Twin Cities and their wives attended a cantorial fund drive banquet at Sons of Jacobs Synagogue in St. Paul. In attendance were the **Jack Karters**, **Chuck Karters**, **Herman Pasters**, **Albert Karters** and **William Meltzers**. **Jack Karter**, head of Midwest Novelty Company, St. Paul, sold \$2,500 worth of tickets for the event to come in first place. A car and other prizes were given away and the Lind Brothers entertained.



**Jack Karter**  
*Don Lyons*

### 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
UH. 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

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

This is our only advertisement

## Absolutely NO INVESTMENT FOR FRANCHISES

Aggressive people wanted for a Sound Investment.

Objective: LONG LASTING MONEY MAKING FRANCHISE

We Offer:

1. Revolutionary background music and public address system.
2. One of the world's largest cartridge music libraries.
3. Complete sales training program.
4. All necessary photographs & literature.
5. National advertising.
6. Protected territories.
7. COMPLETE FINANCING AVAILABLE to responsible parties for small initial inventory.



Enter America's Newest Multi-Million-Dollar business. Send for your Money-Making package now. For complete details write to

**MUSI-PAK, Dept. B**  
145 Hudson St., New York 13, N. Y.



**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!

A Gottlieb  
**FLIPPER**  
SKILL GAME

# Court Tests Md. Pin Law

WASHINGTON—The first test of Maryland's Wheatley Law, which makes possession of a federal gaming stamp prima facie evidence that pinball machines are used for gambling, was made last week (15) in nearby Prince Georges County.

In arguing for a motion to dismiss a gambling charge against a county tavern owner who possessed federal stamps, defense Attorney Charles Finley contended that the Wheatley Law did not apply in this case because it referred to coin-operated devices and the coin slots on the machines in question were plugged.

The tavern owner and seven others were charged last November. In December, their attorneys asked Circuit Court Judge John R. Fletcher to dismiss the charges. Judge Fletcher became ill before rendering an opinion, and the motion was reargued last week before Judge Philip H. Dorsey.

Some 90 county taverns allegedly have the federal gaming stamps. Prince Georges County State's Attorney William L. Kahler wants cases before going ahead with a judicial opinion on the present more arrests. Judge Dorsey accepted the case under advisement.

## Moore Sues

Continued from page 97

sales reached a total of 750 during 1958. 5. To pay a bonus of \$100 per machine if sales reached 1,000. 6. To pay the entire cost of Moore's 10th Avenue showroom if sales reached a total of 1,250 during the year.

The plaintiff claims that in 1958 a total of 1,399 uke boxes were sold in the area, allegedly giving the Wurlitzer firm a first in sales for that year here. It is then claimed that defendant refused to pay: 1. \$300,000 in credit losses incurred by the Moore firms; 2. \$250,000 in interest charges in excess of the stated 9 per cent; 3. \$139,990 in bonuses for the equipment noted as sold, and 4. \$40,000 expended to acquire the stock of the Young firm. A number of other claimed failures to pay are listed.

It was also claimed in the complaint that in 1959, Wurlitzer placed the Moore operations under what was called "surveillance." Further, it's alleged that Wurlitzer was in restraint of trade when it compelled the plaintiffs to pay \$50 more per machine than other Wurlitzer distributors were charged.

The suit was filed by Moore's attorney, George Becker, of this city.



## South

### MIAMI BREEZE

June being one of the slowest months for tourism in South Florida, many local ops are moaning the blues over poor collections. Hardest hit are those who are concentrated on Miami Beach. But everyone hopes that this is just a temporary situation. Business in general has slackened considerably, but this is normal for this time of year. Everyone looks for a sharp increase in collections right after July 4.

Doris Shapiro, gal Friday over at Willie Blatt Music Company, jetting to New York to attend her nephew's graduation from College. . . . Max Lebow, Automatic Equipment Company, still having trouble with the eye that was operated on recently. In the meantime his wife and daughter are pitching in to ease some of the work load. No one to take things easy for long, Morris Marder, M&M Service, out shopping for records. Morris underwent a major heart operation a short time ago. Says he feels fine. . . . Cy Wolfe, headman of Wolfe Distributing Company, Florida's Seeburg outlet, visited Miami and made the rounds of local operators. Cy is still wearing a big smile, so business must be good.

Nice speaking to Marvin Turner, Palm City Music Company. Turner reported that their routes now extend into most of the cities on the Florida West Coast and East to Lake Okeechobee. . . . Ware Daniels, Ideal Music Company, Tampa, says his hottest record the past week was "Alley-Oop." Ware says he had to put the record in just about every location. Billy Whitcomb, Budisco One-Stop, Tampa, says he has had dozens of calls for the new Bill Black Combo's recording of "Josephine" before it was even released. Billy says local ops are griping about business, but that this is nothing unusual for this time of the year.

Raoul Shapiro

# 6

## chicago coin's GAME BOWLER

YES! YOU GET ALL SIX IN ONE GAME

**NEW Modern Designed Cabinet Featuring The NEW Attractive "Lite-Up" Hood!**

PLAY SELECTOR BUTTON

- 1 ALL STRIKE BOWLING  
as featured in TV Jackpot Bowling
- 2 REGULAR HANDICAP BOWLING
- 3 REGULATION BOWLING
- 4 FLASH-O-MATIC BOWLING
- 5 LITE-O-MATIC BOWLING
- 6 RED PIN BOWLING

see these chicago coin's "profit winning" games!

**QUEEN BOWLER**  
Featuring High Scoring Plus Regulation Scoring

**KING BOWLER**  
Built Extra Sturdy For Continuous Play

**PONY EXPRESS**  
**Wild West Rifle Gallery**  
**With Moving Targets**

WORLD SERIES BASEBALL GAME

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD.  
CHICAGO 14, ILLINOIS

# K

There once were two twins, Fay and Ray,  
Who put all their coins in a "K,"  
Then hoisted their beakers,  
Saluting both speakers,  
And relaxed  
In a stereo way.

AMi

AUTOMATIC MUSIC INC.

# Fly!

AS A NAVAL OFFICER

...to take the opportunity here, College men can now qualify for extended flight training under the different officer programs—direct or alternate officer candidates. Earn "Wings of Gold" and a commission officer's commission.

NAVY

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**MORE** features mean **MORE** fun  
for players... **MORE** profit for you

All  
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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.

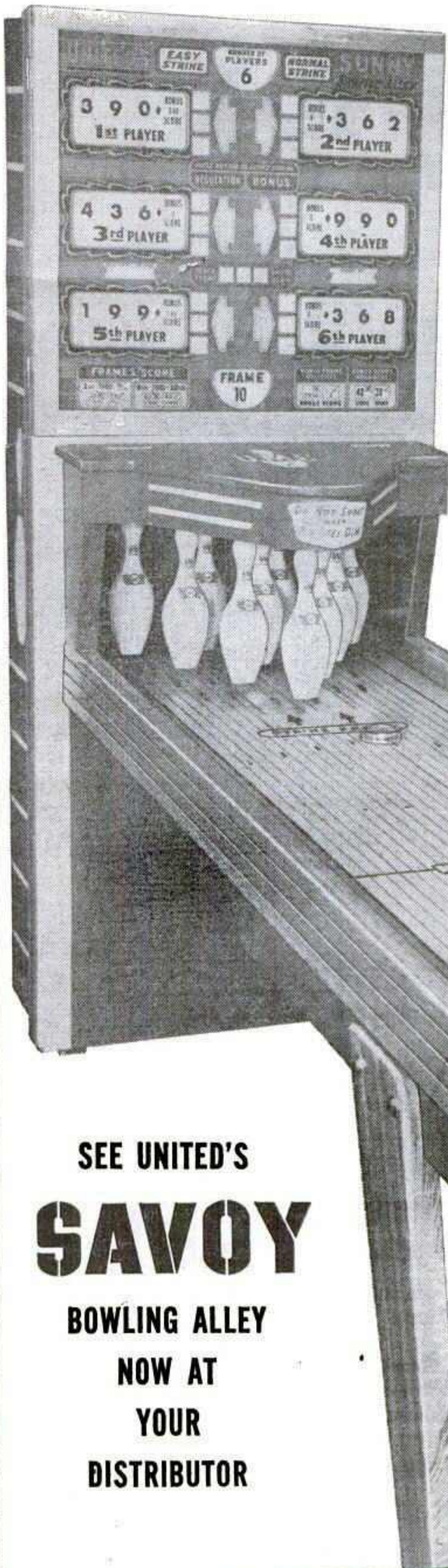
*Bally* **ROLLER DERBY**

**UNITED'S**

# SUNNY

## SHUFFLE ALLEY

**FAST-PLAY PUCK-TYPE GAME**



**Regulation Scoring**  
(TOP SCORE 300)

**Bonus Scoring**  
(TOP SCORE 990)

**Easy Strike**

**Normal Strike**

PLAYER'S  
BUTTON  
CONTROL  
CHOICE

**BIG Extra  and  Scores**

**bonus builds up  
during game  
collects at  
end of game**

**1 to 6  
Can Play**

**10c PER PLAYER  
NATIONAL REJECTOR  
STURDY  
CONSTRUCTION**

**SIZE:  
8½ FT. LONG  
2½ FT. WIDE**

**SHIPPING WEIGHT  
(CRATED)  
430 lbs.**

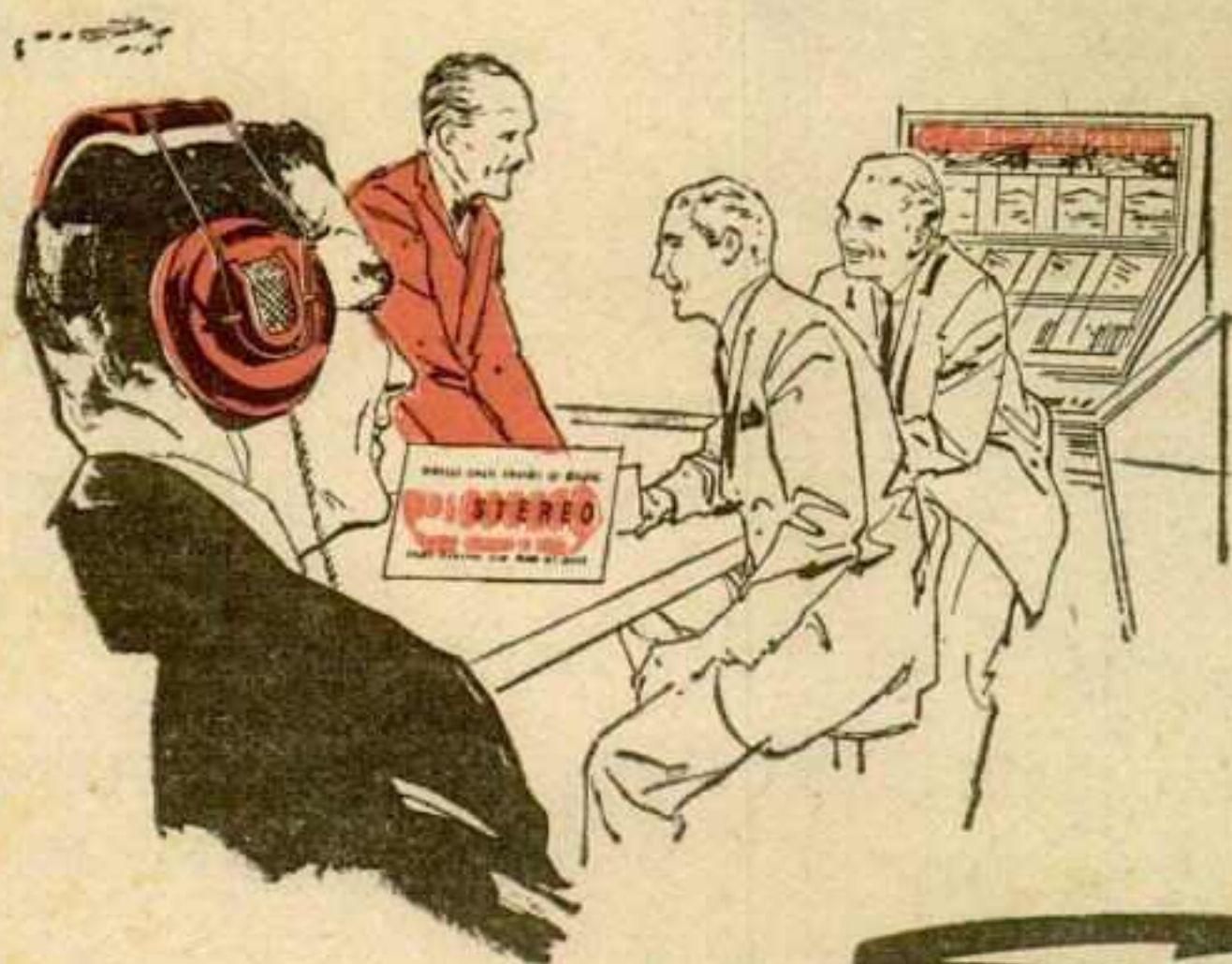
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BOWLING ALLEY  
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YOUR  
DISTRIBUTOR

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SEEBURG **33 $\frac{1}{3}$**  STEREO  
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**TRY THE STEREOPHONES!  
HEARING IS BELIEVING!**

A sure-fire method to demonstrate the full, true beauty of 33 $\frac{1}{3}$  stereo to location owners and location customers.

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