SIXTY-SIXTH YEAR

The Billboard

AUGUST 15, 1960 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

PRI
50 CI

FRANCIS C LAUDA
110 MIDDLENECK RD
PORT WASHINGTON L I N Y
0521 00516 99 R 67801206

Jukes Develop Own Artist Hit Parade

Operators Loyal to Old Favorites Despite Lack of Pop Chart Status

By REN GREVATT

NEW YORK — In the two decades since the golden age of swing, the nation's juke box operators have developed what appears to be their own personal hit parade of artists. These artists in many cases have become the object of operator loyalty far beyond what their pop chart status might indicate at any time.

In research undertaken by The Billboard as a part of its continuing study of the music scene in general, of more than 40 artists broadly associated with programming of boxes in pop locations, less than a dozen can be regarded as performers of current hit disk status. Yet these artists continue to draw the kind of juke patronage that warrants their appearance on the boxes despite what in some cases amounts to virtually years of inactivity at the retail sales level.

Most operators, admittedly, are not so foolish as to totally discount the importance of programming pop singles hits. It may be that 50 per cent or more of the programming on most boxes is aimed at the younger, rock-minded market. But many pop artists are of a sort of transitory nature. There is always a flock of them to choose from, but from one year to the next they may be as much as 50 per cent different than the last year's crop.

Nostalgia Pull

Meanwhile, somewhere between 20 and 30 per cent of the selections on the box are composed of records by artists who appeal thru nostalgia and familiarity to the strictly adult market, a market which can be considered as more stable in its tastes and considerably less fickle in artist loyalty than teeners.

By all odds, the most heavily programmed of the special inner circle of juke box pop favorites would be Glenn Miller, Artie Shaw, Benny Goodman and Tommy and Jimmy Dorsey. Most of the records of these bands found on boxes are between 15 and 20 years old. But there are many others. There are, for example, Stan Kenton, Lawrence Welk, the Andrews Sisters, Johnnie Ray, Jo Stafford, Les Paul and Mary Ford, Frankie Laine, Tony Martin, Rosemary Clooney, Vic Damone, Billy Eckstine, Guy Lombardo, Kay Starr, Fred Waring, Carmen Cavallaro and Vera Lynn. All these are big artists on the juke box scene and few of them had even a smell of a retail hit in at least several years. Yet their royalties on sales of disks to juke boxes alone can keep them in business for a long time to come.

A few other artists which are juke favorites manage to keep represented from time to time with hits. But whether they have an occasional hit seller or not seems to have little bearing on their continuing juke appeal. These include Sarah Vaughan, Guy Mitchell, Dean Martin, Ella Fitzgerald, Perry Como, Patti Page, the Ames Brothers, Teresa Brewer, David Rose and Percy Faith.

The artists who come along to achieve this kind of broad juke box acceptance are few and far between. Tommy Edwards, of M-G-M Records, appears to be one of them, according to the information now available. Edwards has had considerable success on singles recently. On the other hand, one of the newest to break into the choice grouping is Decca's Roberta Sherwood. Miss Sherwood has been singularly successful on the boxes with virtually no activity at all at retail, at least in the singles field.

Interestingly enough, in the country and rhythm and blues fields, the situation is a bit differ-

(Continued on page 69)

SIGN PAINTING MADE EASY!

LEARN SIGN PAINTING — HAVE YOUR own shop or make money on the road. Straley Lettering, 410 So. Western, Springfield, Ohio.

Instructions like this, equipment and supplies of all kind are sold thru The Billboard's Classified Section each week. "The Gathering Spot for Thousands of Buyers and Sellers Every Week."

RENAISSANCE ON FOR OLD-STYLE ITALIAN SONGS

By SAM'L STEINMAN

ROME — Italy's traditional serenade tunes have been dying out for some time, for the country's modern youth have more and more favored so-called "howlers," which generally describes the be - bops and rock 'n' rollers here. But since the recent San Remo Song Festival contest, when victory went to "Romantica," a more quiet ditty in the old Italian style written and sung at the Festival by Renato Rascel, romantic songs have had something of a revival.

Even the howler singers such as Domenico Modugno, Mina, Betty Curtis and others have tied their vocal chords to a quieter pitch. Song critics began to welcome the change. "Imagine trying to serenade a girl under her bedroom window with 'Ciao, Bambina, Ciao,'" wrote critic Carlo Manzoni. Manzoni said he nostalgically recalls the days of handsome Neapolitan mandolin strummers whispering warbles of love in rhyme and how the dusky-eyed signorinas leaned rapturously out of their bedroom windows enthralled.

"These serenades were meant for her ears alone," says Manzoni, "and it was rare that her sleeping parents heard them. If anyone tried to serenade a girl with 'Ciao, Bambina, Ciao,' they'd get a whole bucket of water on their heads at the first yell. It would open windows for a whole block around and fathers, mothers, uncles, aunts, grannies and grandaddys would hurl at this modern min-

(Continued on page 40)

Home Movie-Disk Tie Creates Wide Industry Interest

Tele-Records 8-MM. Sound-Film Versions of Disks Due by Christmas

By LEE ZHITO

HOLLYWOOD — Forthcoming marriage between the disk and movie media promises to deliver an exciting new offspring for home entertainment—8-MM. sound film versions of phonograph records, expected to hit the market in time for Christmas and for the music industry, this development promises a new source of sales for record dealers and manufacturers, increased earnings for artists, writers and publishers, and the opening of new vistas for the music industry in general.

Production Perfected

Mass production process has been perfected here by Tele-Records, Inc., and General Film Laboratories whereby 8 - MM. soundies for home use can be retailed at a price within easy reach of the disk collector. Tele-Records has been producing 16-MM. sound film versions of disks for record promotion use on television. Much of the know-how it has acquired during the past year and a half in this field is being applied in its production of the narrower-gauge soundies for the home market.

Tele-Records' prexy Alan Lane is negotiating with a number of key labels to acquire film rights to their disk releases. Among these, The Billboard learned, is a leading Eastern major whose execs are scheduled to be on the Coast this week for conferences with the Tele-Records group, and to preview T-R's sample reels.

Production method of the 8-MM. product is similar to that perfected by T-R in making the record promotion Telefilms. The sound portion is taken from the original master tape made for disk release. Artist is then filmed in action, lip-synching the lyrics. When film and sound merge on the film, the final effect is that of an actual sound-on-film production.

Sound motion pictures heretofore were available only in the 35-MM. form used in movie houses and in 16-MM. Both reproduce sound optically, that is by projecting a beam of light thru a sound track printed on the side of the film. Application of this principal to 8-MM. was not practical, and thus, until now, the narrow gauge film had remained mute.

8-MM. Finds Voice

In recent months 8-MM. has found its voice, and camera and projector manufacturers are hitting the market with sound equipment for narrow gauge movies. This has been made possible by adding magnetic "stripe" to 8-MM. film. This is comparable to magnetic tape recording and consists of a minute strip of a magnetically recorded ribbon inbedded on the edge of the film. (The principal was used successfully for years in the 16-MM. field, allowing projector owners to make their own "tape-on-film" recordings while home movies were being screened.)

Use of the magnetic strip gives 8-MM. film a quality of sound reproduction equal to good 16-MM. optical sound, The Billboard found in a demonstration of the new soundies. Thus, the coming 8-MM. film versions of disk re-

(Continued on page 40)

NEWS OF THE WEEK

Freebie Problem Crops Up Again With Manufacturers . . .

The freebie problem has cropped up again in various deals being made by manufacturers to kick off records. Cover records have acted as a stimulus. Page 2

N. Y. Jazz Night Clubs in Flux; Big Names Lift Summer Slump . . .

The New York jazz night club business has shown some startling changes this summer. A survey of the major niteries, and their individual businesses, shows that jazz audiences are becoming more impressed with the value of big name jazz recording artists. Page 4

EMI Acquires Top Rank of Britain; Stateside Entities Unaffected . . .

The Rank Organization of England this week sold its recording firm, Top Rank Records, to EMI. Move affects only the British entity, with the American Rank Record firm and the Top Rank International operation continuing unchanged. Status of British Rank artists, and commitments of American diskeries, pacted to British Rank company, seen in doubt. Page 3

Ionia Free Fair Casts Optimistic Light on 1960 Season for Annuals . . .

The Ionia (Mich.) Free Fair, one of the early major U. S. agricultural events, foretold a good season for the summer and fall harvest annuals. Despite rain, always a factor in outdoor show business, the fair expected to wind up its run well ahead of 1959. Page 45

DEPARTMENT AND FEATURES

Amusement Park Operation 49
Arena, Auditorium Newsletter 52
Audio Products 16
Bulk Vending 65
Carnival Confab 55
Circus Trouping 50
Classified Ads 61
Coin Machines 65
Fair-Exhibition Management 48
Final Curtain 53
Hot 100 34
Letter List 61
Merchandise 62
Music 2
Music Pop Charts—
Top LP's 26
Honor Roll of Hits 32
Hot 100 34
Tomorrow's Tops 35
Hot C. & W. 38
Hot R. & B. 42
Music Record Reviews—
This Week's LP's 27
Singles 35-37
Radio 2
Roller Rumblings 51
Routes 54
Show News 45
Talent on the Road 47
TV-Music-Radio 2

Dealer's Foot In Photo Door

HOLLYWOOD—Once a sufficient number of 8-MM. sound projectors have reached the consumer, a unique turnabout situation between disk and photo shops appears inevitable. Disk dealers can be expected to stock the filmed versions of disks, with record retailers taking on the new development as still another source of sales. Since all disk store traffic consists of music-minded buyers, addition of the new product will be a natural.

Heretofore, photo shops held a foot in the music industry's door with their sale of pre-recorded tapes and tape recorders. Thus, for the first time, the disk dealer will be able to move a little closer to the photo dealer's domain.

www.americanradiohistory.com

Return of Freebie Practice Blueprints Renewed Concern

Cover Deals in Part Responsible; Complicates Competition Problem

By BOB ROLONTZ

NEW YORK — It would appear that breaking record manufacturers of the freebie habit is like trying to steer an alcoholic away from a saloon. He knows that liquor is bad for him, but he can't stay away from it. Manufacturers are again acting that way about free records. They don't want to do it, and they know that it only complicates all of the current problems in the record industry, but anyone who thinks that freebies are dead better look again.

At the ARMADA meet in Atlantic City in June of this year, practically every manufacturer took the pledge to cut out freebies, and ractically every distributor agreed not to ask for them. Only a few have lived up to their pledge. For freebies today are almost as rampant as ever, and one-for-one and one-for-two deals are swinging in New York, Philadelphia and points west.

Freebies have swung back into the business partly because of the current cover situation. As noted in The Billboard last week (August 8) the decline of payola has made it necessary for manufacturers to break a record regionally, and by the time a record has broken thru in the East, for instance, there is time for another manufacuter to cover the disk in the West, or Southwest and get the cover started there. Since covers are almost identical to the original record, the cover label usually offers some sort of deal to get his record moving. Then the original label comes back with a counter offer—and the freebie battle is joined.

But once freebies are handed out to distributors and one-stops, for any reason, it would be naive to pretend that the same distributor and one-stop won't expect free records again on the label's next release, whether a cover or not. And so the cycle starts once more.

It is true that freebies no longer go to make up the loot that distributors used to use to pay off their local deejays, since payola

(Continued on page 20)

Brenda Lee Show Tour $'s Winner

CINCINNATI—The Brenda Lee package, with Dub Allbritten on the business end and the veteran Oscar Davis handling promotion, has been experiencing excellent business on a Southern tour which began July 30 at Jacksonville, Fla., according to a report received here from Davis Thursday (11).

At the opening stand the show attracted 27,000 paid in three performances, Davis says. Following Jacksonville, the unit made stops at Rome, Ga.; Savannah, Ga.; Atlanta, and Birmingham, all attracting satisfactory business. Lubbock, Tex., Tuesday night (9) gave the show two packed houses, according to Davis, and San Antonio Wednesday night (10) netted fair box office. Advance sales assured the package of two full houses in Beaumont, Tex., Thursday night (11).

On Saturday night the unit did a 7 o'clock show at the Northside Coliseum, Fort Worth, and then hopped to Dallas for two performances at the Sportatorium. The show concluded its tour in Shreveport, La., Sunday (14). Tour was arranged by X. Cosse and Marty Landau, Hollywood agents.

Appearing in the show in support of Brenda Lee were Johnny Preston, the Hollywood Argyles, Dorothy Burnette, Garry Miles and the Casuals.

Day Mulls Columbia, Capitol; World Tie

HOLLYWOOD—Doris Day, for the first time in her disk career sans a label tie, is considering signing separate pacts with individual recording companies in the various countries thruout the world. This would place Miss Day in the unique position of being able to determine her disk affiliation in each country.

From the time her Columbia contract expired last month, husband-manager Marty Melcher has been weighing proposals from U. S. firms while discussing deals with foreign labels. Melcher told The Billboard that he had entered into talks with Philips (Columbia's foreign affiliate), English Decca's Ted Lewis and E.M.I., Capitol Records' parent firm.

Melcher said he is intrigued with the prospect of setting Miss Day with different labels in the various countries. By doing this, Melcher explained, he could assure

(Continued on page 32)

Jubilee Lures Dealers With 1c Album Deal

NEW YORK — Jubilee Records has kicked off a special 1-cent deal for dealers on albums, which, in the words of its colorful prexy, Jerry Blaine, "enables the record dealer to beat the competition of any record club."

The physical promotion will be in effect from today (15) thru September 15. Jubilee's 1000 series LP catalog, monaural and stereo, ranging from comedy to jazz is being offered in two categories. With the purchase of an album in category "A", the dealer can purchase any album in column "B" for 1 cent more. The deal also applies to Dana Records, which claims to have the world's largest catalog of polka material. Over-all Jay Gee Music Corporation, parent firm of the labels, has more than 250 LP's in its catalog.

Weiss to Set WB 'Down Under' Issue

LONDON—Bobby Weiss, international director of Warner Bros. Records, has been in Germany, Denmark and Sweden, but was due back in London August 8 for talks with William Smith, managing director of the Australian Record Company, Sydney, to finalize the fall-winter output from the Warner catalog in Australia and New Zealand.

The Australian Record Company launched Warners in April and had quick success with the Everly Brothers' "Cathy's Clown" and Tab Hunter's "Apple Blossom Time," among others, reports Weiss.

In Britain, the Warner affiliate, Decca, has completed the copyright clearing of one of the label's major LP's, "Join Bing and Sing Along." Originally scheduled for July issue it has now been put back to September.

Reason for the delay was the need to clear each of the 33 titles on the album with the respective copyright holders thru American sources.

AGAC Annual Meeting Set

NEW YORK — The American Guild of Authors and Composers will hold its annual meeting at the Hotel Edison here, October 13. Seven members will be elected to the AGAC Council at the session.

Those running for the vacant council seats are: Marc Blitzstein, Jerry Bock, Johnny Burke, Leon Carr, Sam Coslow, Hal David, Walter Gold, Woody Harris, Herman (Pinky Herman) Pincus, Larry Holofcener, Bart Howard, Burton Lane, John Jacob Loeb, Bob Merrill, Lee Pockriss, Rhoda Roberts, Jack Segal, Stephen Sondheim, Charles Strouse, Leonard Whitcup and Eddie White.

AGAC spokesmen announced this week that 60 new members have recently joined the Guild, including Bud Freeman, Dizzie Gillespie, Ozzie Nelson, Henry Geller, Maurice Spitalny and Cy Walter.

E. B. Marks Protests British Ban on 'Laura'

NEW YORK — Herbert Marks, head of Edw. B. Marks Music Corporation, owner of the "Tell Laura I Love Her" copyright, has sent British Decca a cable protesting the latter's shelving of the Ray Peterson disk. British Decca execs described the song as "too tasteless and vulgar."

In a message to E. R. (Ted) Lewis, British Decca chief, Marks noted that the Decca action prejudiced the public's regard for the song and damaged the copyright. Marks demands a public retraction regarding the disparaging comments about the copyright. Failing such public retraction, Marks states he will have no alternative but to bring suit.

Here in the States, the Decca decision has caused a flurry of comment. It was pointed out that had Decca decided to shelve the disk, with no comment whatever, Marks would have had little reason to complain.

The question of judging taste and morality is also causing much controversy. Marks holds that the song has taste and morality; that the motivation of the action in the lyric is an ethical one: the boy

(Continued on page 32)

MONEY-SAVING SUBSCRIPTION ORDER

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

943

☐ Payment enclosed ☐ Bill me

Name_____

Occupation_____

Company_____

Address_____

City_____ Zone____ State_____

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

AND IT'S NOT A PUBLICITY STUNT

SAN FRANCISCO — One of the most popular excerpts from "The Button-Down Mind of Bob Newhart" is the driving instructor bit. So the Warner Bros. recording artist, who is appearing at the hungry i here, has enrolled in a local driving school. The move was not made to publicize the record. Newhart really never learned to drive an automobile.

Lowest Price Pkg. by Pye

LONDON — Pye Records this month launched the cheapest ever LP's in Britain. To celebrate the first anniversary of their Golden Guinea low-price series, the firm issued a two-disk album pricing it in mono at $4.20 (the stereo version is $5.60).

The unit price of the mono LP's are $2.10, well below the previous cheapest — from Gala, the leading low-price firm in Britain.

The Pye effort is "Down Drury Lane to Memory Lane" a collection of music of hit shows staged at the Theater Royal, Drury Lane in London, from "rose Marie" in 1925 to the current "My Fair Lady."

Eleven disks made up the new releases. They included Rudolf Friml conducting the 101 Strings in "Sugar and Spice" and Sir Adrian Boult with the London Philharmonic in Tchaikovsky's Fifth Symphony.

Pye's material for the Golden Guinea series comes from the Miller Organization.

SORD Direct Mail Protest Aids Dealers

HOLLYWOOD—Vista Records launched a direct-mail three-for-$1 pitch on Annette's earlier single releases, but before the week was over, the Disney label made the same offer available thru regular dealers. Action followed a protest registered by SORD's newly elected prexy, Howard Judkins.

Disney diskery chief Jimmy Johnson told Judkins his label was merely testing the appeal of the offer before extending it to dealers, but if record retailers want to handle it, the label would gladly comply with their wishes. Vista immediately informed its distributors of the availability of the special discount deal on past releases on Annette singles.

Plan is a unique means for a label to move back singles inventory. It was first pitched on the back sleeve of Annette's current single, "Pineapple Princess" b-w "Luau Cha Cha Cha." Sleeve contains a coupon and lists eight former Annette single couplings with the offer that a choice of any three will be sent postage free for $1. Back sleeve also carries a pitch

(Continued on page 20)

The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford

Editors

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

Managers and Divisions

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

Offices

Cincinnati 22, 2160 Patterson St.
L. W. Gatto
Phone: DUnbar 1-6450

New York 36, 1564 Broadway
George Connell
Phone: PLaza 7-2800

Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: CEntral 6-9818

Hollywood 28, 1520 North Gower
Sam Abbott
Phone: HOllywood 9-5831

St. Louis 1, 812 Olive St.
Frank B. Joerling
Phone: CHestnut 1-0443

Washington 5, 1426 G St., N.W.
Mildred Hall, Chief, News Bureau
Phone: NAtional 8-4749

Advertising Managers

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

Circulation Department

B. A. Bruns, Director.....Cincinnati
Send Form 3579 to
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, $15 in U.S.A. and Canada; $30 in all foreign countries. Subscribers, when requesting change of address should give old as well as new address. Published weekly. Second-class postage paid at Cincinnati and at additional entry office. Copyright 1960 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, $5; The Billboard International; Funspot, the monthly magazine of amusement management, and High Fidelity, the magazine for music listeners. 19

Printed by WORLD COLOR PRTG. CO., St. Louis

Vol. 72 No. 33

www.americanradiohistory.com

Bradley Modernizes Studio

NASHVILLE—Bradley Studio, this town's oldest and largest independent studio, has recently installed a modern new control board at a cost of $50,000.

Owen Bradley, decca a.&r. exec and partner in the studio with his brother Harold, said this week the studio has added the most advanced facilities available in order to help provide the sound the increasing number of recording companies and other customers coming to Nashville are looking for.

The new equipment was installed by Glenn Snoddy, Bradley Studio chief engineer, who said it is the most modern board in the South.

Bradley Studio regularly serves Decca, Columbia, M-G-M, Mercury, Capitol and other major labels as well as numerous smaller ones. Besides serving dozens of recording companies, the studio has long been established as a leading recording studio for commercial jingles.

Seeco Focus On Pop, Jazz

NEW YORK — Seeco Records, along the lines of a new policy calling for concentration on pop merchandise, listed a new release of 13 albums this week with six of these aimed strictly at the pop and/or jazz market. A distrib-dealer discount plan accompanies the release.

Getting the full-blown promotion treatment will be new pop albums by Larry Kert, star of "West Side Story," who sings songs of Leonard Bernstein; and French star, Lilo, in a new album of her typical routines. On the jazz front, there is a new set by Julius Watkins and Charlie Rouse, and an effort simply titled, "Cool Jazz." Also included is a live set by a group known as the "Saints and Sinners," and done by the La Plata Sextet.

King Debuts New LP Line

NEW YORK — King Records is bringing out a new line of albums, the King International Series. Syd Nathan, King president, acquired the product during his trip to Europe last February, at which time he made leasing arrangements on an exclusive basis with various labels. Nathan states the series will be a class line.

In order to debut the new line, King is offering a deal for this month; buy four and get one free. Initial release includes five packages. Nathan points out that it is not necessary to buy one of each in order to get the deal; rather, the purchaser can obtain the deal in various ways — buy four of one record and get the same disk free, etc.

BRITISH DISK SALES MAKE 4% GAIN FOR MAY

LONDON — A large increase in home sales outweighed falling exports to provide a bigger volume of business for the British record industry in May, according to official figures just released by the Board of Trade.

It was the second successive month when home sales had risen as exports fell. There was an over-all gain of 4 per cent compared with the same month last year.

Total sales in May, 1960, were worth $2,637,000. Of this, exports comprised $713,000—a drop of 12 per cent. Home sales increased by the same amount and totaled $1,924,000.

Dominating the production were 3,090,000 45's — both singles and EP's. This was about 36 per cent more than in May, 1959. There were 38 per cent fewer 78's produced —about 349,000.

LP's were up by 13 per cent to 1,377,000.

Audio Fidelity To Launch EP's Abroad

LONDON — Audio Fidelity is breaking its LP-only policy this fall to launch EP's in Britain and on the Continent. The move follows an "intensive market survey" by A-F President Sidney Frey.

Both mono and stereo disks will be issued. Like the LP's in the current A-F British catalog, they will be pressed here from mothers made in America. They will sell at between $1.95 and $2.10.

In October, A-F will make the initial release of Elektra here. They will include albums by Josh White and Theodore Bikel. Like future A-F issues, they will be released in LP and EP form—made in Britain from U. S. mothers.

EMI Takes Over Top Rank Label in United Kingdom

No Money in Deal; Name To Continue

By DON WEDGE

LONDON — The most sensational move in the British recording industry since EMI bought the majority interest in Capitol was revealed this week when the EMI chairman, Sir Joseph Lockwood, disclosed that his group had taken over the Top Rank label.

The official announcement that followed said that the deal was confined to the United Kingdom. Rank's U. S. companies, Rank Records of America, Inc., and Rank Records International, Inc., would (Continued on page 14)

LANDI IMPORTS NAPLES FESTIVAL

NEW YORK — Producer Eberto Landi, who brought the San Remo Music Festival to New York last spring, will bring the recently held Naples Song Festival to Brooklyn in September. It will be presented at the Academy of Music in Brooklyn on September 16, 17 and 18 and will feature top Italian pop vocalists who will sing unpublished Neapolitan songs. The Italian singers who will star in the show are: Aurelio Fierro, Enrico Fiuma, Daisy Lumini, Miranda Martino, Tullio Pane, Maria Paris, Emilio Pericoli and the conductor Carlo Esposito.

U. S. Branch Stays; Pacts Now Problem

By REN GREVATT

NEW YORK — News of the sell-out by the Rank Organization of London of its Top Rank record label to Electricial and Musical Industries, Ltd., was greeted here with some irritation and discouragement this week by a number of American music men.

Beyond this, there was considerable uncertainty voiced on such points as the future of the American Top Rank and Jaro International labels, the disposition of various artists pacted to Top Rank of England as far as the American release of their records is concerned and the release in England of records from a number of Stateside diskeries whose British release rights had been assigned to Top Rank. It has been pointed out that in some of these releasing agreements, the contracts were non-assignable; that is to say, in the event of a sale of the firm holding the agreement (Top Rank) the releasing rights were not assignable to another company (such (Continued on page 14)

Pastore Foresees Early Passage For Harris Bill

Solon Amendments Offer High Hopes of Congress Agreement

By MILDRED HALL

WASHINGTON—Senator Pastore looks for early passage of the Harris anti-payola bill, which also will allow free records to be aired without announcement, as a result of last week's Senate Commerce Subcommittee hearings calling for elimination of the controversial license suspension penalty provided in the original bill.

In added concessions to broadcasters, the Senate group under Chairman Pastore would reword the bill to make only "wilful or repeated" offenders liable, rather than the broader category of "negligent or intentional" in the House-passed broadcast reform bill. The forfeiture penalties left in the bill would have a 90-day limit on licensee liability. Also in the works is new wording to let the broadcaster protest reasonableness of the fines both at the FCC and in court, before being subject to the forfeitures of up to $1,000 a day permitted in the Harris bill.

Agreement Hope

During the rapid, one-day hearing, Pastore expressed high hopes for early agreement on the amended bill, between House and Senate, via conferences, or simply by House acceptance of the proposed Senate changes. The bill eases the sponsorship identification Sec. 317 of the Communications Act, makes payola a criminal offence, forbids quiz frauds, revises application procedures, limits payoff deals among station applicants, provides penalties of up to $1,000 a day for errant broadcasters, and would have provided 10-day suspensions. Unless the House insists on the original version, the amended bill is expected to be passed before the emergency summer session of Congress ends at its pre-Labor Day target date.

In last week's testimony, Federal Communications Commission Chairman Frederick Ford reluctantly agreed to dropping the suspension weapon, and went along with the need for more protective wording for the broadcaster in the forfeiture proviso. Statements opposing the disputed penalty provisions were entered by the three networks, NBC, CBS and ABC, also by spokesmen for the National Association of Broadcasters, the American Bar Association and the Communications Bar Association. Only the American Civil Liberties Union recommended retaining both types of penalties, to act as a "deterrent" to licensee wrongdoing of the kind revealed in the past year's Congressional probes.

Sensitive Area

On the matter of identification (Continued on page 20)

TALMADGE HELMS NEW COURSES FOR UA

NEW YORK — United Artists Records has come up with a lot of new policies and new operations plans since Art Talmadge took over the firm two months ago as record boss. And at the same time the label has come up with a new strong album and single product that is grabbing sales.

Among the new operations policy is the end of regular monthly album releases. The new plan encompasses releases of groups of albums whenever the firm feels distributors, dealers and consumers are ready for them, and each group of album is to be sold with a special discount or dating deal, and a dealer plan.

First group of albums to be released under this new policy is the firm's first group of five "sound" albums. Talmadge believes the sound album field is a very potent one, and is sure that the UA "Ultra Audio" LP's spearheaded by Terry Snyder, will turn into big sellers. Every exec in the firm will hit the road to plug these albums, from Talmadge and Dave Picker, to sales chief Andy Miele, and Jerry Raker, Norm Nelson, and Harry Goldstein. First Ultra Sound albums feature Snyder, Don Costa, (Continued on page 14)

Schwartz Bros. Deny FTC Payola Charges

WASHINGTON — Schwartz Bros., Inc., record distributors of this city, have denied Federal Trade Commission charges of payola to TV and radio deejays, and call the agency's complaint "vague and ambiguous." Joining in the company's answer, and asking dismissal of the FTC complaint, are officials Harry, James, Bertram H., and Stuart D. Schwartz.

FTC says undercover payola to deejays deceive the public and constitutes unfair business competion. Schwartz Bros. say the agency complaint does not show that the firm has engaged in any unfair method of competition.

Mercury Sets Field Meets on Fall Agenda

CHICAGO — Mercury Records, to introduce its fall sales program, will hold a series of distributor meetings on the West Coast, in the Midwest and in the East. The conclaves are set for Los Angeles, August 19 and 20; Chicago, August 21 and 22, and New York, August 26 and 27.

The forums have been designed, according to Mercury prexy, Irving Green, so that distributors, salesmen, regional deejay contact men and field deejay men can meet in conference on situations most closely relating to their own specific locations. "Mercury relies heavily upon the observations and opinions of the men in the field," said Green.

The meetings to be helmed by the diskery's top execs, will encompass slide and film presentations, display material and other visual aids. First day's agenda in each class will be devoted to the recording program and the support to be (Continued on page 10)

Acuff-Rose Getting Hotter

NASHVILLE—Acuff-Rose Publications, which has long been one of the hottest publishing firms in the country, continues to get hotter. Over the past few months they have published "Teen Angel," "I Can't Help It," "Cathy's Clown," "When Will I Be Loved," "Only the Lonely" and "Just One Time." Their upcoming releases look mighty strong, too. New Acuff-Rose songs include "Far, Far Away," with Don Gibson, "Let's Think About Living" with Bob Luman, "Midnight" with Katy Linden, "I Can't Stop Loving You" with Tommy Zang, "Come Back to Me," with Mark Dinning, and the Everly Brothers record, "So Sad."

Acusf-Rose's publishing activities are not confined to the U. S., but the firm now has representation thruout the world. In the U. S., Acuff-Rose chief Wesley Rose has added Jerry Teifer to handle the (Continued on page 10)

Atlantic 'Lee' Suit Dropped

NEW YORK — A court action recently brought by Atlantic Records against Triple X Records, regarding alleged infringements on a recording of the song "Who Shot Mr. Lee," by the Bobbettes, has been discontinued.

The action arose out of the fact that the fem group had originally recorded the song for Atlantic, which never released the record. They recently recorded the song again for Triple X, and the side promptly hit the charts. Atlantic had acted in view of its claim that the girls were forbidden to record the song for five years after the Atlantic disking. Atlantic had also charged song infringement on its original copyright of "Mr. Lee." The settlement was arrived at upon agreement to split the copyright between the Atlantic and Triple X pubbing firms.

Copyrighted material
www.americanradiohistory.com

N. Y. CLUBS FEEL PINCH

Afficionados Only Rise to Favorite Jazz Name Bait

By JACK MAHER

NEW YORK—Jazz night clubs here, which have all experienced rather uniform summer slumps in the past, are undergoing what may be considered a period of high fluctuation and change this season.

Where jazz groups play to almost barren houses in some areas of the city, other combos are near sellouts from the time their bookings are announced. From this near-total division of interest on the part of the jazz aficionados two very distinct points seem to emerge. First, that the jazz club no longer has a following of its own. The jazz-minded listeners no longer say: "Let's go to Birdland, the Half Note or the Five Spot." They say instead: "Let's see who's playing around town."

The second point, which follows logically from the first observation, is that name jazz attractions are more important than ever. It's becoming more and more obvious that the clubs which have done well during the summer, and all year-round for that matter, are the clubs that can afford the bigger jazz names.

Follow Disk Trend

In this sense, the jazz night club is following the same trend as the jazz record business. Jazz musicians with strong drawing power have had their reputations built thru recordings. In both record and night club instances, the jazz public seems to prefer established stars to newcomers.

In the forefront of the jazz clubs doing good-to-excellent business this summer is Max Gordon's Village Vanguard. The Greenwich Village club's success is the result of a planned strategy.

For the first time in his history as a jazz impresario, Gordon, with the assistance of his publicist, Dorothy Ross, planned out his entire summer bookings. It was decided that big names and much advance advertising were the answer to the expected summer slump. Bookings were arranged in the spring which would bring the new Gerry Mulligan band, Ahmad Jamal, J. J. Johnson, Kai Winding, Miles Davis, Charlie Byrd and the Mulligan band, again, into the club. Of these, only Byrd is not of the big name variety, but he has had much exposure thru recordings. Newcomers were used as alternate performers. Mailing lists were compiled and the entire summer program was sent out, placards were made up and displayed around the club, and magazine and newspaper advertising was intensified.

To compensate for the higher prices demanded by these acts, Gordon upped the week-night minimum, and moved the starting time forward. This allows the headline attraction to play three and four sets instead of the former two.

While Gordon admits that he's not making a great deal of money, despite many packed houses (the high pay scale demanded by these big names prohibits this), he has managed to "keep things moving," and has turned in some profit during the usually profitless summer.

Following this big name jazz line for the fall, Gordon has booked Chris Connor into the Vanguard after the Mulligan band for three weeks starting, September 20; the Ahmad Jamal Trio, again, for either two or three weeks (depending on the alternate bookings), and then the Modern Jazz Quartet.

Downtown Slump

The picture is not as bright among most of the other downtown New York clubs. Joe Termini, owner of both the Five Spot and the Jazz Gallery on the lower East Side, has more or less prepared for the slack season, and the summer has followed a pattern pretty much as he anticipated. The Five Spot, which has relatively small overhead and a steady Village-oriented crowd, continues to operate as an incubator for young or relatively unheralded jazz talents. But Termini has found that his larger and heavily overheaded Gallery needs big jazz names like Thelonious Monk, who is now appearing, to carry the burden of necessary outlay. Here again, however, the constantly rising price of such artists sometimes completely offsets any profits that might accrue.

Price and policy have also been instrumental in the slump felt by the Half Note, another downtown jazz spot. The club's continuing policy has always been one of booking unusual and seldom heard talents for long periods. The big name trend has hurt this club because its diminuitive size and modest prices prohibit large expenditures of capital. One act, for instance, whose stay should have been considered a success, in the words of the owners, "took all the profits with him."

The larger uptown clubs are experiencing the same kind of big-name demand. Basin Street East, which operated only on weekends during July because the big-name talent was not available, is now operating again on a full-week basis. The club has now even gone to some pop artists (Johnny Nash currently appearing with Gene Krupa and Diz Gillespie) and jazz stars. Booked for later performance are the Platters (August 18) and later on in the month Errol Garner. Birdland no longer draws mainly on a following, but must rely on the pulling power of big names like the Count Basie band. The Embers is unique in that it does

(Continued on page 6)

Am-Par, Five Other Firms Bow to FTC

WASHINGTON — Consent orders on payola charges by the Federal Trade Commission have been signed by Am-Par Records and five other record firms, which have agreed not to give payola to get record play on the air. Consents do not constitute admission of guilt, FTC points out.

Agreements last week were signed by Am-Par Record Corporation, and Pamco Music, Inc., of New York, together with officials Sam H. Clark, who was cited both individually and as an officer; Harry Levine, Edith Schaffer and Simon B. Siegel, who were cited only as company officials, and not as individuals; Specialty Records, Inc., of Hollywood, and its president, Arthur N. Rupe, who is also cited as general partner in Specialty Record Sales Company, of the same location; Nashboro Record Company, of North Nashville, and Ernest L. Young; Hull Records, Inc., of New York City, and officials William and Blanche Kaslin, also signed.

Distributors in consent agreements were Garmisa Distributing, Chicago; Garmisa, Inc., Wisconsin, in Milwaukee, with officers Leonard Garmisa, Edward Yalowitz, and Myron J. Schulz. Also signing was Portem Distributing, Inc., of New York City, and Gladys R. Pate, secretary.

FTC points out that it had charged Am-Par, Garmisa, Portem and Specialty with making pay-offs to other broadcast personnel in addition to radio and TV deejays. Specialty was charged with making payments to a radio station. FTC says such payments deceive the public about the popularity of the records and constitute an unfair trade practice.

FUTURE DIM

Newport Riots Slow Sales On Upcoming Jazz Shows

NEW YORK — This coming weekend may determine the effect of the jazz riots at Newport upon the success or failure of future al fresco jazz festivals. As things stand now the picture is not too bright. Advance sales of tickets for the forthcoming American Jazz Festival, which will be held in Detroit August 19, 20 and 21, are lagging. And it is understood that ticket sales for the forthcoming Randall's Island Jazz Festival, to be held at Randall's Island Stadium in New York the same weekend, are also none-too-bright. The Detroit fete is under the aegis of Ed Sarkesian, for PAMA, the George Wein, Al Grossman, Sarkesian association. The Randall's Island show is being produced by Frank Geltman.

The Newport riots, which got world-wide headlines, appear to have had the effect of hurting adult attendance and not really upping teen-age audiences. The riots at the English Jazz Festival, just a few weeks after Newport, put icing on the cake. It is understood that ticket sales for the Chicago and Philadelphia jazz fests, also sponsored by PAMA, are lagging too, indicating that the riots have cast a pall over this summer's outdoor jazz scene.

There is little doubt that the artists appearing at both the Randall's Island and the Detroit jazz fetes are strong. At Randall's Island, for instance, Miles Davis, Cannonball Adderly and Thelonious Monk are on the programs. Detroit also has its share of top-drawing jazz names. And prior to the outbreak of violence at Newport, both jazz critics and the attendees appeared to agree that the shows were the best ever in the seven-year history of the Newport extravaganza.

This year, for the first time, all of the PAMA shows were picked up for radio broadcast by the Studebaker-Lark corporation. If the attendance drops on the forthcoming Detroit, Chicago and Philadelphia shows, Studebaker may not be as anxious to pick up the shows again next season.

The Atlantic City Jazz Festival, held the same week as Newport, did mighty well this summer and more A. C. festivals are contemplated. And the Daily News Jazz Festival, held at Madison Square Garden in New York, also did well. But these shows were held before riots at jazz shows became fashionable. When the rock and roll shows erupted into violence a few years ago, they severely crippled this kind of musical spectaculars; the riots at Newport could have the same sort of debilitating effect.

STORE-TESTED PROFIT POINTERS FOR DEALERS

Food Tie Brings Home Wax Dealer's Bacon

By BURT HOFFMAN

Merchandising Manager
Sidbert Food Stores, Inc.

Strange bedfellows were made recently in a mutually beneficial record merchandising program involving a supermarket and a television and record shop. I was one of the principals, as operator and merchandising manager of Sidbert Food Stores, New York City, and Jack Lepzelter, owner of Video Radio Company, was the other.

It all began in July — a notoriously slow month — when I invited my good neighbor Mr. Lepzelter in for a cup of coffee — and a proposition.

"You know, Jack," I said, "I've discovered that about 75 per cent of my customers own hi-fi and stereo sets. I'll bet we can come up with something that'll command the attention of these record collectors to both our advantage."

Ideas were exchanged back and forth until the right gimmick was finally found: With every $5 grocery purchase, Sidbert would issue to our customers a discount certificate—redeemable only at Video Radio Company — on all hi-fi and stereo records. For example, a customer would be able to purchase a record regularly selling at $4.98 for only $2.98 — a tremendous savings.

The plan was an instantaneous success, helping pick up business at both stores. Here are the results:

At Sidbert's:

1. Customer traffic increased substantially with lots of new faces spotted.

2. One hundred and twenty-five discount certificates were handed out the first week; the second week, well over two hundred!

3. Normal $3 and $4 purchases were "stretched" to $5 by shoppers intent on getting their discount record certificates.

4. Helped to create much good will. Customers appreciated the record bargains.

5. The only expenses incurred were for window posters and hand bills announcing the promotion — both at nominal cost.

And here were the results at Video Radio Company:

1. Altho the discount record was sold at cost, the overwhelming majority of people who cashed in their certificates bought other records at the same time — at regular mark-up prices.

2. By "harnessing" the traffic of a high volume supermarket, hundreds of potentially steady customers were introduced for the first time to the small sales and service store.

3. Many big ticket items were purchased as direct result of the discount records' pulling power. In a two-week period the following additional sales were registered: Eight clock radios; four TV consoles; seven transistor radios; six air conditioners; five stereo-radio sets; four window fans; other stereo components for do-it-yourself enthusiasts.

4. No cost whatsoever for the promotion, since Sidbert paid for posters and handbills.

Yes, strange bedfellows indeed, were these two stores. However, each proprietor's sleep is much more relaxed these nights due to the soothing balm of increased volume and profits.

WINDOW DISPLAY in the Sidbert Food Store draws attention to the special merchandising program worked out with the neighboring Video Radio Company. Albums and sign at left tell of record deal, with food display at right.

Command Bows 4 New Albums

NEW YORK — Command Records, the ABC-Paramount subsidiary which started a whole new "sound" trend in the record industry, will release four new albums this month. Command Records, started by Enoch Light one year ago, was the first label to come up with a string of best-selling percussion records under the general title of "Provocative Percussion" and "Persuasive Percussion," Vols. I and II, which have turned into top-selling stereo sets in the business.

Key releases for Command for

(Continued on page 6)

SPIN APPEAL

'Golden Favorites' Repackaged

NEW YORK — Coral and Decca Records have combined to issue a set of six repackagings, under the joint tag, "Golden Favorites." Primarily these are made up of the memorable hits of the various artists involved, and, in at least a couple of cases, the idea can add up to plenty of profit for dealers and nostalgic spin-appeal for jocks.

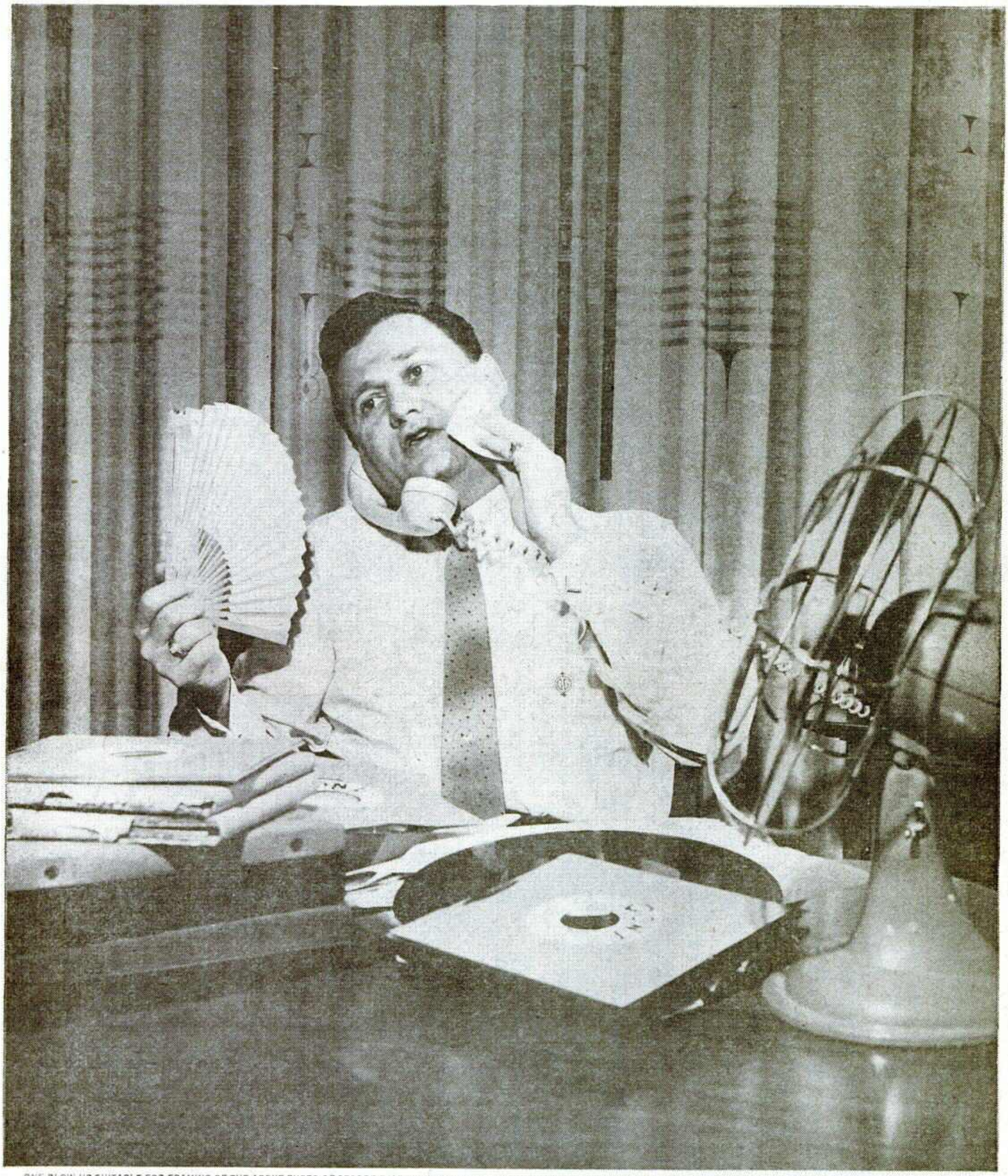
The Jackie Wilson golden favorites set is easily the most potent of the moment, considering the artist's current hit status. Herein are some of his biggest hits, like "Lonely Teardrops," "Reet Petite" and "To Be Loved." Ditto the McGuire Sisters' set with "Sugartime," "Picnic," "Something's Gotta Give," and numerous others. A Teresa Brewer "favorites" set should also find sales. Remainder of the six-set series consists of LP's of earlier hits by the Ames Brothers, Four Aces, and Lawrence Welk.

Packages are:

"Our Golden Favorites," the Ames Brothers, CRL 57338; "Our Golden Favorites," the McGuire Sisters, CRL 57349; "My Golden Favorites," Teresa Brewer, CRL 57351; "My Golden Favorites," Lawrence Welk, CRL 57353; "My Golden Favorites," Jackie Wilson, BL 54058; "The Golden Hits of the Four Aces," DL 4013.

Ren Grevatt.

www.americanradiohistory.com



ONE BLOW-UP SUITABLE FOR FRAMING OF THE ABOVE PHOTO OF GEORGE GOLDNER WILL BE GIVEN ABSOLUTELY FREE TO THE FIRST 6 DISTRIBUTORS ORDERING 50M OR MORE OF THE RECORD BELOW!

"I KNOW IT'S SUMMER, BUT **"SHORTNIN' BREAD" BY PAUL CHAPLAIN & HIS EMERALDS–HARPER RECORDS #100** IS SELLING JUST LIKE THIS WAS DECEMBER. IT'S THE ORIGINAL, AND JUST ABOUT THE HOTTEST RECORD IN THE COUNTRY."

HARPER RECORDS

DISTRIBUTED NATIONALLY BY GONE RECORDS
1650 BROADWAY, NEW YORK, N.Y.

This One
TRB2-PWC-EQLL
Copyrighted material
www.americanradiohistory.com

Design Blueprints Big Fall Program

NEW YORK—Cy Leslie, head of Design Records, in a bold move with the frankly stated aim of achieving "major status," has announced a broad program for the fall promotion period. This includes an increase of $1 on the price of compatible stereo LP's, a major ad campaign, a special one for three offer to consumers, and a new release of 20 albums.

All Design compatible albums will now sell for $2.98 instead of $1.98. The ad agency of Lee Myles Associates has been retained to prepare ad campaigns for Look, The New York Times, the Saturday Evening Post and the Reader's Digest. Ads in these and other mags have been set for two weeks at the end of October and the first week in November, and will include full and double page spreads in color. A co-op budget has also been earmarked for newspaper ads in 40 markets.

The special one for three offer includes coupons inserted in every Design compatible LP. Three coupons are redeemable for one free LP. The coupon has a place for the name and address of the store. Coupons must be mailed by the consumer to Pickwick Sales, Design's parent organization, for redemption. Design will send the selected LP by mail.

To back up the offer, which starts September 1, in addition to the national ads, a wealth of display material including streamers, banners and buttons for store personnel all designed by Eino Dahlstrom will be available. To qualify for the co-op ad budget, the store must feature a compatible window display for one week.

In connection with the promotion, a dealer contest brings to the dealer whose name appears most often in returned coupons, an all-expenses-paid two week trip to Mexico for two. A number of other prizes are also offered. Distributors who serves the winning dealers will get duplicate prizes.

Leslie, who announced a broad release of new LP's in all categories, described the promotion as "phase 2" of the campaign to introduce compatible disks. During phase 1, a six-month period during which the label undertook the low price of $1.98 to introduce the compatible feature, Leslie stated that a half million albums were sold. He added that the ad budget for phase 2 is $200,000.

BEAUMONT, Tex.—Bill Hall, local personal manager, has just closed a deal with Art Talmadge of United Artists for record releases of the following new artists: Jimmy Nall, Evansville, Ind.; Marlin Green, Town Creek, Ala.; Bobby Jo, Port Arthur, Tex.; Buddy Hughey, Florence, Ala., and Glenn Wells and the Blends, a local group.

Hall currently handles Johnny Preston and was the discover of the late J. P. (Big Bopper) Richardson.

Hall is also reported to have inked three more artists to the Mercury fold in a deal with Irving B. Green, Mercury president. The artists are Rod Bernard, Jivin' Gene, Benny Barnes and Johnnie Allen.

Hall's brother, John, has been named to supervise his two BMI firms, Nash Beau and Big Bopper Music. Mrs. Adrian Richardson, the Bopper's widow, continues to work for the two firms.

FCC Lets WORL Off Payola Hook

WASHINGTON — Altho Boston Station WORL was told in February that payola activities among its personnel indicated a hearing was in order before its license could be renewed, the Federal Communications Commission relented last week. The agency granted the renewal and permitted transfer of control of WORL from the Pilgrim Broadcasting Company to the Buckley-Jaeger Broadcasting Corporation, Massachusetts, for $300,000.

Commissioner Bartley was the lone dissenter in the decision to let the Boston station off the payola hook, in a July 29 vote, with Chairman Ford, Commissioners Lee and Cross okaying the deal, and new member King not participating. Commissioners Craven and Hyde were not present.

The chairman's vote would seem to indicate a softer attitude toward past transgressors like WORL, who answered the FCC's charges with denial of any wilful violation of the Communications Act which would make it subject to question at renewal. The FCC also held up license renewals of Boston area outlets WMEX, WILD and WHIL on payola evidence.

The FCC's holdup of WORL renewal was based in part on testimony by distributors Harry Carter, president of Music Suppliers, Inc., and Donald Dumont, of Dumont Record Distributing Company, who told of substantial payments to deejays, during the Harris Legislative Oversight Subcommittee hearings on payola, last February. The FCC also accused the station itself of accepting payments for record push.

HOT 100 ADDS 11

NEW YORK — The Hot 100 chart added 11 new sides this week. They are:

56. **My Heart Has a Mind of Its Own** (Aldon, BMI) — Connie Francis, M-G-M
79. **Chain Gang** (Kags, BMI) — Sam Cooke, RCA Victor
81. **You're Lookin' Good** (Conrad, BMI) — Dee Clark, Vee-Jay
83. **I Do the Shimmy Shimmy** (Thin Man, BMI)—Bobby Freeman, King
85. **Bongo, Bongo, Bongo** (Drive In, BMI)—Preston Epps, Original Sound
90. **Kookie Little Paradise** (Skidmore, ASCAP) — JoAnn Campbell, ABC-Paramount
94. **Honest I Do** (Maverick-Blue Indigo, BMI) — Innocents, Indigo
95. **Pineapple Princess** (Music World, BMI) — Annette, Vista
98. **Kookie Little Paradise** (Skidmore, ASCAP) — Tree Swingers, Guyden
99. **Last Dance** (Maraville, ASCAP) — McGuire Sisters, Coral
100. **How High the Moon** (Chappell, ASCAP) — Ella Fitzgerald, Verve

Command Bows

• Continued from page 4

August are a new Enoch Light and His Light Brigade set called "Pertinent Percussion Cha Chas." Another is the first set on the label by pianist Dick Hyman, whose LP is called "Provocative Piano." The two other LP's are "Bongos, Flutes and Guitars," with Los Andmiradores, and "Two Pianos and Twenty Voices," with Lew Davis' Ork and Chorus.

According to Light, sales orders on the records, prior to release, make this four-set LP release the biggest in terms of merchandise ordered in the history of Command-Grand Award Records. Command will provide promotional streamers, easel-backed album covers and a special demonstration record for dealer use. There will also be a big campaign on the new releases. The new albums, instead of being stark black and white as the original Command sets have been, now are in color. The reason for this is to keep one step ahead of the imitators, says Light.

Clubs Feel Pinch

• Continued from page 4

not depend on the relative value of its performers, but rather has become a fashionable eating place for those who desire swinging background music while they eat. The Roundtable, which has, since its opening, attempted to do the same sort of jazz and food bit, has not been as successful because of its huge size and burdensome overhead.

In the light of the growing big-name trend, it would seem to be most evident that New York's jazz clubs, and most jazz clubs across the country, will have to alter their thinking so as to emphasize bigger names and broader and more intensive promotions.

Copyrighted material
www.americanradiohistory.com

MR. DEALER: BEAT THE COMPETITION OF ANY RECORD CLUB

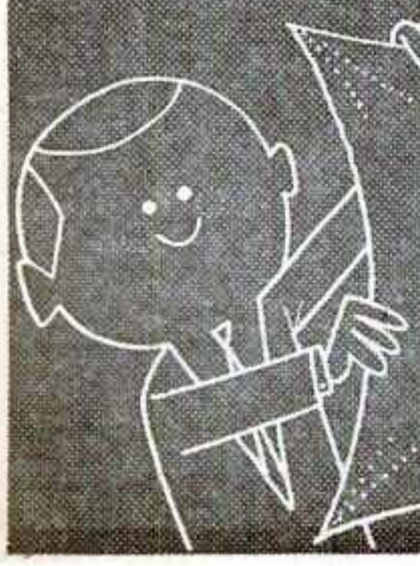
(Plan Effective August 15 through September 15)

1¢ SALE

JUBILEE and DANA

MONAURAL & STEREO ALBUMS

PURCHASE	RECEIVE SECOND ALBUM FOR
JUBILEE MONAURAL 1000 Series for $3.98	1¢
JUBILEE STEREO 1000 Series for $4.98	1¢
DANA MONAURAL 1200-8000 Series for $3.98	1¢
DANA STEREO 1200 Series for $4.98	1¢



STRETCH YOUR DOLLARS BY SAVING WITH
JUBILEE'S and DANA'S GREAT 1¢ SALE

Send for catalog to: Jay Gee Records 315 W. 47th St., N.Y. 36, N.Y.

Copyrighted material

www.americanradiohistory.com

BRITISH *Newsnotes*

By DON WEDGE
News Editor, New Musical Express

EMI fell in line with Decca and put up its single disk prices to 6s 4d (89 cents). Capitol and Mercury sides have been at this level for some time, but HMV, Columbia, M-G-M and Parlophone disks have retailed previously at 6s 0d (83 cents). Many EMI EP's are also dearer from this month—raised by the same margin to 10s 11 1-2d ($1.54). On the other hand, there have been substantial price reductions on some classical EP's.

American M-G-M has decided on U. S. release of "Kaniya" and its coupling, "The Water Carrier," by **Manuel and the Music of the Mountains.** It was made for EMI-Columbia by **Norman Newell,** who is also manager for M-G-M in Britain. **Arnold Maxin** picked up the U. S. rights to the disk before it was released here, an unusual step. Most disks have to make an impact here unless they are commissioned by an American label.

Granada-TV has scheduled September 14 as transmission date for the "Variety Show" which will star **Liberace.** It is being telerecorded August 26 at the end of the pianist's five-month British tour and is his only major TV date. . . . **Hoagy Carmichael** returns to Britain in late October for two appearances in BCC-TV's big Sunday night "Showtime" series. . . . **Mary Rodgers'** "Once Upon a Mattress" will be the first American stage musical of the season. It opens at the Adelphi September 22.

EMI group Chairman **Sir Joseph Lockwood** interrupted a gardening vacation to see off **Nat Cole** at London Airport. Cole had been here for a few days on the way to a Monte Carlo gala (and spent one night here on the way back). With the singer was his wife, three children and Capitol's **Dave Cavanaugh** and his wife. . . . There was a full-scale deejay and press party at EMI's headquarters to welcome Mercury's **Ernestine Anderson,** here for a five-week cabaret season. She ends her stay with the guest singing star spot in ATV's "Startime" September 7. . . . Blues singer **Little Brother Montgomery** is spending August in Britain, mainly in jazz clubs. . . . **Judy Garland,** currently here recording, will probably accept offers to stay for television dates and return later in the fall for a concert tour. Her husband-manager, **Sid Luft,** has joined the Capitol star in London.

Warner's international chief, **Bobby Weiss,** back in London after visiting his firm's German and Scandinavian licensees. He met **William Smith,** head of the Australian Record Company, Warner's affiliate, and also **Roy Lister,** British manager of the label, and other Decca officials for talks over the fall products.

Leeds Music's **Sal Chianti** arrived from New York for talks with the firm's British chief, **Cyril Simons.** . . . **Michael Nidorf** another visitor to ATV. . . . American Broadcasting Company TV prexy, **Ollie Treyz,** saw **Gerald Beadle,** head of BBC-TV, principally about using BBC facilities for the show **Bing Crosby** wants to film for ABC in Dublin at the end of September. . . . **Irving Chezar** spent a day in London on the way to the Continent, but is due for a longer visit when returning around August 20. **Eddie Fisher** is due in next week and planning recording in Spain, France and Italy as well as London during his stay.

First Top Rank record by **Michael Cox,** who hit big on his previous label, Triumph, with "Angela Jones," is scheduled for U. S. release. . . . Impresario **Larry Parnes** is planning something new in London Christmas attractions—a beat show for afternoons. . . . Singer **Jimmy Young** takes over TV producer **Jack Good's** two EMI-sponsored Radio Luxembourg shows. . . . The station started a new showcase for newly issued disks August 13. Called "Hit and Misses," listeners are asked to forecast which will appear in the Top 20 the following week. Tho not sponsoring it, EMI provides LP prizes.

Esquire, an indie label specializing in jazz, releases its 100th 12-inch LP this month. . . . The Mechanical Copyright Protection Society has again reminded British dealers of the need to get copyright clearance of all disks imported into the country for sale direct from overseas. . . . Selection Records, an indie folk and jazz label, has announced a repertoire deal with Folk Lyric Recording Company of America.

Campbell, Connelly and Radio Luxembourg have become partners in Ivy Music, a new publishing firm. They plan to use the exploitation facilities of the station in all its services as well as the one beamed at Britain. Among the directors are **Reg Connelly** and **Roy Berry** (of Campbells) and **L. M. R. Belin** and **Geoffrey Everitt** (of Radio Luxembourg). The company already has two records of its numbers, both written by the artists—"This Place Called Home" by **Dorothy Squires** and "High Tide, Low Tide" by **Steve Race.** The repertoire will also include American and Continental compositions.

Pye Records staged the first British film preview for dealers in London August 9. Subject was "Song Without End"—the Franz Liszt bio. Pye's interest comes from its tie with Colpix, which has the sound-track album. Pye is also issuing on August 19 a vocal version of the movie's theme by **Edmund Hockridge.** Film opens in London September 5.

Returning to New York in time for **Della Reese's** opening at the Copacabana, **Lee Magid** left behind a string of negotiations to launch the thrush here later in the year or next January. He was also meeting British singer **Lita Roza** in New York to discuss representing her in America. Magid is very keen to do a similar deal with **Anthony Newley,** one of Britain's brightest talents as an actor, singer and comedian, and had several talks with him during a three-week London stay.

Royal approval was given to **Lionel Bart's** new hit musical, "Oliver," August 3 when it was visited by **Princess Margaret** and **Tony Armstrong-Jones.** Decca issues the original-cast LP here next week. The only hit record from the production is **Shirley Bassey's** "As Long As He Needs Me" (Columbia), which this week moved up to No. 20.

The charts this week show a battle for top place between **Cliff Richard** (with "Please Don't Tease") and his own accompanying group, the **Shadows** ("Apache"). Both are on Columbia. "Apache," in moving to No. 2 has overtaken **Elvis Presley's** "Mess of Blues" altho this number's coupling, "Girl of My Best Friend" has, as a separate entry, risen 12 places to No. 13. . . . **Brenda Lee** (Brunswick) is also moving up—this week from No. 20 to 11. The **King Brothers'** "Mais Oui" has advanced five places to No. 16. . . . **Johnny Preston** proves the resilience of his appeal by returning to the charts with "Feel So Fine." **Fats Domino's** "Walkin' to New Orleans" is the only other newcomer.

EMI, back in full operation after the holidays, made 19 releases this week. They included **Lloyd Prices'** "Question" and **Ray Charles'** "Sticks and Stones" (both from ABC-Paramount on HMV); the **Nat Cole-Stan Kenton** reunion hit "My Love" and **Jeanne Black's** "Lisa" (Capitol); **Dinah Washington's** "This Bitter Earth" (Mercury); "Finger Poppin' Time" by **Hank Ballard** (from King), and Britisher **Johnny Angel's** cover of **Connie Stevens'** U. S. click, "Too Young to Go Steady" (both on Parlophone); M-G-M launched the **Connie Francis** U. S. hit, "Everybody's Somebody's Fool" b-w "Jealous of You."

Philips rush-released a cover version by its top artist, **Frankie Vaughan,** of **Jo Ann Campbell's** "Kookie Little Paradise." The original was issued two weeks ago on HMV but has so far failed to move. . . . Top Rank issued "Cool Water" b-w "It Happened Only Yesterday," by **Jack Scott.** . . . Decca was still vacationing and with the deletion of **Ray Peterson's** "Tell Laura I Love You" (RCA) had no releases.

Best-Selling Pop Records in BRITAIN

Week ending August 12, 1960
(Courtesy New Musical Express, London)

Last Week	This Week	
1	1	PLEASE DON'T TEASE—Cliff Richard (Columbia)
5	2	APACHE—The Shadows (Columbia)
4	3	MESS OF BLUES—Elvis Presley (RCA)
2	4	GOOD TIMIN'—Jimmy Jones (M-G-M)
3	5	SHAKIN' ALL OVER—Johnny Kidd (HMV)
8	6	WHEN WILL I BE LOVED—Everly Brothers (London)
7	7	BECAUSE THEY'RE YOUNG—Duane Eddy (London)
9	8	IF SHE SHOULD COME TO YOU—Anthony Newley (Decca)
6	9	LOOK FOR A STAR—Garry Mills (Top Rank)
14	10	TIE ME KANGAROO DOWN, SPORT—Rolf Harris (Columbia)
20	11	I'M SORRY—Brenda Lee (Brunswick)
10	12	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland (London)
25	13	GIRL OF MY BEST FRIEND—Elvis Presley (RCA)
17	14	PAPER ROSES—Kaye Sisters (Philips)
11	15	AIN'T MISBEHAVIN'—Tommy Bruce (Columbia)
21	16	MAIS OUI—King Brothers (Parlophone)
1	17	ROBOT MAN—Connie Francis (M-G-M)
13	18	WHEN JOHNNY COMES MARCHING HOME—Adam Faith (Parlophone)
18	19	WHAT A MOUTH—Tommy Steele (Decca)
23	20	AS LONG AS HE NEEDS ME—Shirley Bassey (Columbia)
15	21	MADE YOU—Adam Faith (Parlophone)
16	22	MAMA—Connie Francis (M-G-M)
19	23	LOVE IS LIKE A VIOLIN—Ken Dodd (Decca)
22	24	I WANNA GO HOME—Lonnie Donegan (Pye)
—	25	WALKIN TO NEW ORLEANS—Fats Domino (London)
—	26	FEEL SO FINE—Johnny Preston (Mercury)
26	27	ANGELA JONES—Michael Cox (Triumph)
26	27	TRAIN OF LOVE—Alma Cogan (HMV)
30	29	HANDY MAN—Jimmy Jones (M-G-M)
29	30	ELVIS IS BACK (LP)—Elvis Presley (RCA)

AUSSIE *Newsnotes*

By JOHN COLLINS
81 York Street, Sydney

July 24-31 saw one of the most successful shows ever brought to this country. It featured **Pat Boone,** local girl made good **Diana Trask** (M-G-M recording artist), **Dick Caruso** and the "ever-popular in Australia" the **Diamonds.** All these overseas artists arrived in this country July 24 and 25 and played Perth, Adelaide, Melbourne, Brisbane and Sydney. Every performance set a new attendance record for Australia.

This tour was under the banner of the **Lee Gordon** organization, which continues to find new artists of world note to bring here. Every national magazine published in the month prior and during the visit of this show featured either Boone or Diana Trask on its cover. **Jack Spina,** Boone's co-manager, was very impressed with all promotion organized for Boone in this country.

The Boone party included Pat's own arranger-musical director, **Mort Lindsey,** and world-famous, New York drummer, **Don Lamonde.** Lamonde spent any spare time he had available jamming with Australian musicians, and reported he found them, as a whole, in world class. Mort Lindsey spent his spare time doing promotion on his yet unreleased Dot LP, "The Great Sounds of Mort Lindsey and his Orchestra," which it is understood will be released in this country by E.M.I. in the near future.

Two minutes before Pat left his hotel to start his return journey to the States he spoke to his wife **Shirley,** asking her to meet him in Hawaii for a four-day stay. The reason for doing this, said Pat, was that he felt guilty about having a stay-over in the one place in the world Shirley wanted to see more than any other. They will probaby stay at the Hawaiian Village during the visit.

Australia has become the mecca of New Zealand artists who have made the grade in their own country. Rock 'n' roller **Johnny Devlin** started the ball rolling when he took this country by storm a year ago. He led a parade of names that included the **Maori Troubadours,** the **Maori Hi-Fives, Kahn Pinna, Steve Shaw** and **Vince Callaher,** who are all doing well with records and personal appearances.

Sydney and Melbourne record sales are recovering from the fall-off that hit them when TV first appeared here three years ago, but Perth, Adelaide, Brisbane and Hobart record distributors are feeling the pinch since the opening of TV stations in their areas recently. With a population of only 10,000,000 people, any fall-off in sales affects the whole industry, particularly since all American hit singles are released here, and also a great many LP's and EP's together with a large number of locally made disks.

Current tunes riding high in Australian charts include **Jimmie Rodgers'** "Just a Closer Walk With Thee," and the **Everly Brothers'** "Be Bop-a-Lula." The two novelty hits of the season — "Alley-Oop" and "Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini" hit the charts with a great smack, and they are both receiving excellent air-play.

Australia's top record seller **Col Joye** has just received a gold plaque for his three (equivalent to a million) sellers, "Bye, Bye, Baby," "Rockin 'n' Rolling Clementine" and "Oh, Yeah, Uh Huh," and is planning a two-State tour in September. His latest single release, "Moonlit Night," despite excellent air-play, did not make the No. 1 position.

Due to arrive Tuesday, August 2, was **Mike Merrick,** advance public relations man for **Harry Belafonte,** who is to play 10 days in Melbourne, followed by three in Sydney and two in Brisbane. **J. C. Williamsons** are handling the show in Melbourne, and **Lee Gordon** is handling both Sydney and Brisbane. The most unusual aspect of this tour is that there will be only one show a night instead of the usual two. It is reported that Lee Gordon has successfully negotiated with TV Station ATN7, Sydney, to show the award-winning Belafonte spectacular, "A Night With Harry Belafonte" before the opening of his show in Sydney August 22.

Overseas artists and acts are finding Australian TV a new medium for their talents. At present in this country are band leader **Bob Crosby** and English TV comics **Bill Maynard** and **Digby Wolfe;** shortly to arrive, **Diana Dors** and husband. All these acts are here for either GTV9 in Melbourne or ATN7 in Sydney. Crosby will be here about two weeks cutting a spectacular for national consumption, and doing a couple of charity appearances.

ITALIAN *Newsnotes:*

By SAM'L STEINMAN
Piazza S. Anselmo 1, Rome

Domenico Modugno and 18-year-old chantress **Mina** are starring in the rockingest of rock 'n' roll movies, now filming on the isle of Ischia. Provisional English title is "Papa Doesn't Want to Get Married." Mina has been acclaimed by almost every pop music critic in Italy as the best female pop singer this country has produced, and some even go so far as to say she out-sings, out-yells and out-acts Modugno.

Mina has led the Italian TV popularity poll ever since her successful appearance at the last San Remo Festival, in which her rendition of "E Vero" (Truly) came in third. Teen-agers, however, voted it their top favorite, over **Rascel's** "Romantica" and Modugno's "Libero," which finished one-two. A Naples newspaper has reported that a major Hollywood film company has signed the chirper to a heavy contract, but there's been no confirmation from Mina as yet.

The winner at the recent Pesaro International Song Festival was "Return to the Sun," sung by **Lia Scutari** and **Flo Sandons.** The former is a newcomer among pop singers, but Flo is widely known and sings in a variety of styles in several languages, including English, Spanish and French. Second place went to a widely ac-

(Continued on page 9)

By MARIO DE LUIGI
Musica e Dischi
Via Carducci 6, Milan

Riccardo Rauchi, whose group has been steadily gaining in popularity during 1960, has walked off with the "Lupa d'Oro" prize in Alassio. This is an important honor which previously has been won by many others who went on to become famous, one of the most recent being **Renato Carosone.**

Shirley Bassey, the lovely chantress who scored a tumultuous success last February at the Olympia of Milan, is due back again in Italy shortly. Shirley will participate in a special show to be staged on the Roff Garden of San Remo. The performance is to be picked up and aired via Italian TV.

Best-Selling Pop Records in ITALY

Week ending August 7, 1960
(Courtesy Musica e Dischi, Milan)

Last Week	This Week	
1	1	SCANDALO AL SOLE—Percy Faith (Philips)
4	2	IMPAZZIVO PER TE—Adriano Celentano (Jolly)
3	3	IL NOSTRO CONCERTO—Umberto Bindi (Ricordi)
10	4	NESSUNO AL MONDO—Peppino di Capri (Carisch)
2	5	SERENATA A MARGELLINA—Sergio Bruni (Voce del Padrone), R. Cori-F. Sandons (Durium)
6	6	STAIRWAY TO HEAVEN—Neil Sedaka (RCA)
7	7	MY HOME TOWN—Paul Anka (Columbia)
5	8	WORDS—Pat Boone (London)
8	9	PERSONALITA'—Caterina Valente (Decca)
15	10	OH, OH, ROSY—Rocco Granata (Bluebell), Marino Marini (Durium)
18	11	MUSTAFA—Staiffi (Vogue)
19	12	IL BARATTOLO—Gianni Meccia (RCA)
9	13	PUPPY LOVE—Paul Anka (Columbia)
16	14	STUCK ON YOU—Elvis Presley (RCA)
17	19	CINZIA—Tony Dallara (Bluebell)
—	16	IL CIELO IN UNA STANZA—Mina (Italdisc)
13	17	MORGEN—Eddie Calvert (Columbia)
—	18	ALZO LA VELA—Jenny Luna (Juke-Box)
—	19	WONDERFUL YOU—Jimmie Rodgers (Roulette)
—	20	NEL BENE E NEL MALE—Domenico Modugno (Fonit)

Copyrighted material
www.americanradiohistory.com

GERMAN *Newsnotes*

Southern Germany

By JIMMY JUNGERMANN

Producer, Bayerischer Rundfunk, Munich

Nils Nobach's new discovery is **Nino Robic,** 26-year-old brother of **Ivo (Morgen) Robie,** whose first disk is on the Electrola label — "Song of Volga." . . . **Herbert Von Karajan** is being called "The Dictator of Salzburg." He refused to permit photographers from all parts of the world to shoot pix during rehearsals of the Salzburg Festival. Said they, "Thank you, Karajan!" and left Salzburg. . . . Publisher **Lutz Templin** sold his hit tune "Kann Ein Gueck Denn so Vergeh'n" to the Roosevelt Music Corporation, New York. **San Fain** bought all rights except for German-speaking countries. Composer of the tune is **Peter (Morgen) Moesser;** the singer on the Polydor label is British born, now German singer **Cindy Ellis.**

The Ariola label has rushed out another version of "Itsy Bitsy Teenie Honolulu Strand Bikini" with **Jan & Kjeld. Laurie London** records same tune this week for Electrola, b-w **Charlie Niessen's** German version "Mandolino" of Italian hit "Concertino" by **Gorni Kramer.** Impressed by the terrific success of his tune in Germany, publisher **George Pincus** arrived in Germany to meet his partner **Paul Siegel** and prepare further activities in the "Itsy Bitsy" line.

German music publisher **Karl Heinz Busse** and Swiss Universal Edition have formed the Intervox Edition. **Hans Jaecklin's** Universal Edition has been publishing long-hair music by **Mahler, Schoenberg, Berg, Bartok,** etc. for 50 years. Joining forces with Munich's young and enthusiastic Busse they have already acquired several international hit tunes. Among them is **Werner Scharfenberger's** "Moonlight," **Adam Faith's** top hit "Someone Else's Baby," **Doris Day's** success number "Blue Train" and "Here We Go Again," Italy's "Lettera a Pinocchio," and **Kurt Weill's** "Threepenny Opera." The new UE-Busse set-up has office in Munich, Vienna and Zuerich.

Two favorite German tunes get the Dixie treatment, now very popular in Germany since **Papa Bue** started the vogue: "Trink, Bruederlein, Trink" and "In Muenchen Steht Ein Hofbraeuhaus." The recording date is this week in Munich for the Odean label. . . . Impressed by the cold and rainy summer weather all over Germany, Nuremberg housewife, **Conny Caup** wrote a song titled "When the Weather Forecast Promises Sunshine." The tune is getting good airing already, and people are singing it in the rain. . . . Another record of U. S. hit "Paper Roses" has arrived at the gramophone shops: **Lys Assia** sings on the Philips label, backed by **Herbert Beckh** and his Bayerischer Rundfunk Dance Ork. . . . Heliodor issues two U. S. standards sung by the **Skyliners:** "Pennies From Heaven" and "I'll Be Seeing You."

Ever popular **Sophie Tucker** has many, many friends in Germany. So Brunswick has re-issued her top tunes, "My Yiddish Momme" and "Some of These Days." The first is a special favorite of all request hours in German radio. . . . August is "Stereo Month" for Electrola. This label will issue 50 stereo LP's in August alone in the fields of opera, operetta, concert, jazz and dance music. . . . **Ray Noble's** 30-year-old tune "Goodnight Sweetheart" got a brand-new waxing. **Friedel Hensch** sings it on the Polydor label with German lyrics by **Bada** — "Schlaf, Mein Liebling."

German magazine Der Spiegel has issued a three-page story on the Oriental influence on hit tunes. "Laila" and "Mustapha" started this trend, according to the mag. Munich disk "Tempo" recorded another Oriental tune one week ago —"The Old Sheik of Istanbul." Munich ex-Carneval Prince **Gerd Fitz** sings it, while **Teddy Todd** and ork offer Oriental atmosphere. . . . Following the new Polydor United Artists setup, Polydor's Heliodor label re-issues two songs by **Marilyn Monroe** from the long-run movie "Some Like It Hot" — "I Wanna Be Loved By You" and "I'm Thru With Love."

AFN's current top tunes are "Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini," by **Brian Hyland;** "Everybody's Somebody's Fool," by **Connie Francis,** and **Paul Anka's** "My Home Town."

Northern Germany

By BRIGITTE KEEB

Music Editor, Automaten-Markt Braunschweig, Germany

Gerard Draenkow, formerly with Ariola Schallplatten, Guetersloh, has taken over his new job as sales director at Tempo Records, Munich, which had only been sold in warehouses up to now. His main aim is to expand sales to record retailers and coin machine wholesalers, most of which have a special record sales department for the juke box operators. . . . Philips has set the release of a juvenile record series containing the full works of the popular **Karl May.**

The Rome journalist's club has elected **Willy Hagara** "Knight of Light Music," a prize given every three months for the best pop music singer. . . . **Frank Sinatra** wants to come to Germany again, as he indicated during his recent trip to Berlin. **Norman Granz,** who also arranged the **Marlene Dietrich** tour, will manage Sinatra's trip thru Germany and other European countries. Planned date is the first half of November.

To the Eucharistic Congress in Munich, Ariola has released a record with the Pope's blessing speech, "Urbi et Orbi." . . . Coming up fast in German juke boxes, especially in G.I. hangouts, is **Paul Anka's** "My Home Town." Anka's last hit here was "Put Your Head On My Shoulder." The popular Danish singing couple, **Nina and Frederik,** have just recorded an excellent version of "My Home Town" on Metronome label here.

Most programmed tunes on the American Forces Network in the last half of July were: "Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini" **(Brian Hyland),** "I'm Sorry" **(Brenda Lee),** "Everybody's Somebody's Fool" **(Connie Francis),** "Greenfields" **(Brothers Four),** "Cathy's Clown" **(Everly Brothers),** "Please Help Me, I'm Falling" **(Hank Locklin),** "My Home Town" **(Paul Anka),** "Sixteen Reasons" **(Connie Stevens).** . . . Getting lots of play here in the juke boxes is the German version of **Anita Bryant's** "Paper Roses," available in four German recordings titled "Lieber Johnny, Komm Doch Wieder" ("Dear Johnny, Do Come Back Again").

Italian News

• *Continued from page 8*

claimed young Israeli singer, **Zimra Ornatt,** singing a lively tune titled "Hoppahey," which doesn't relly need translating. . . . An item in "Musichiere" magazine this week stated that Dominico Modugno is planning to establish a Modugno Record Company, which would foster and feature young and unknown "howler" rock 'n' roll singers. Graz, lots!

Best-Selling Pop Records in HOLLAND

Week ending August 12, 1960
(Courtesy Fonorama, Amersfoort)

Last Week	This Week	
2	1	MILORD—Corrie Brokken (Philips)
1	2	KOM VAN DAT DAK AF—Peter's Rockets (Imperial)
6	3	LAILA—Regento Stars (Tivoli)
5	4	SCHLAFE MEIN PRINZCHEN—Papa Bue's Viking Jazz Band (Storyville)
10	5	HE'LL HAVE TO GO—Jim Reeves (RCA)
7	6	BANJO BOY—Jan & Kjeld (CNR)
3	7	CATHY'S CLOWN—Everly Brothers (Warner Bros.)
—	8	LA BELLA—Rocco G. Ranata (Artone)
—	9	PLEASE DON'T TEASE—Cliff Richard (Columbia)
—	10	PAPIEREN ROZEN—Carla van Renesse (CNR)
16	11	UNTER FREMDEN STERNEN—Freddy (Polydor)
9	12	MUSTAFA—Bob Azzam (Barclay)
4	13	CATHY'S CLOWN—Blue Diamonds (Decca)
12	14	GOOD TIMIN'—Jimmy Jones (M-G-M)
—	15	TOO MUCH TEQUILA—The Champs (London)
—	16	LAAT ME LOS—Peter's Rockets (Decca)
14	17	HANDY MAN—Jimmy Jones (M-G-M)
15	18	STUCK ON YOU—Elvis Presley (RCA)
13	19	THREE STEPS TO HEAVEN—Eddie Cochran (London)
—	20	DOWN YONDER—Johnny's Hurricanes (London)

HOLLAND *Newsnotes*

By FRITS VERSTEEG

Fonorama, P. O. Box 26, Amersfoort, Holland

Corrie Brokken's version of "Milord" on the Philips label is in the No. 1 spot again here. In about two weeks, Corrie has sung this tune twice before the TV cameras. The appearances have caused quite a strong demand for the disk and have even brought Corrie a film offer from Germany. Remarkable fact: Only some two months ago, "Milord" was strictly banned by the five Dutch radio societies, the ban even extending to instrumental versions.

Gerry M. Oord's Bovema has launched a special campaign on behalf of the M-G-M label. All promotion folders, ads, etc., are to carry the heading: "M-G-M, the Cape Canaveral of the recording industry." And there's a reason for the popularity of the M-G-M line in Holland: **Connie Francis** disks become best sellers almost automatically, and for several weeks two **Jimmy Hones** disks have been in the Dutch Top Twenty. In the LP field, **Jerry Jerome's** "Business Man's Bounce" is widely regarded here as the hottest dance music LP to reach this country in the past three years.

Country and western music keeps gaining more fans in Holland. **Jim Reeves'** RCA recording of "He'll Have to Go" has now hit the No. 5 spot. Quite a seller was "Send Me the Pillow You Dream On," sung by a local talent named **Lydia,** while **Hank Locklin's** recording of this tune was also in demand. Inelco-Holland is now preparing a special c.&w. campaign.

Guus Jansen of Basart together with **Mr. Ooms** of Warner are putting their best efforts into promotion of the new Warner Bros. film, "Ocean's 11," starring **Frank Sinatra,** and **Dean Martin.**

BELGIAN *Newsnotes:*

By JAN TORFS

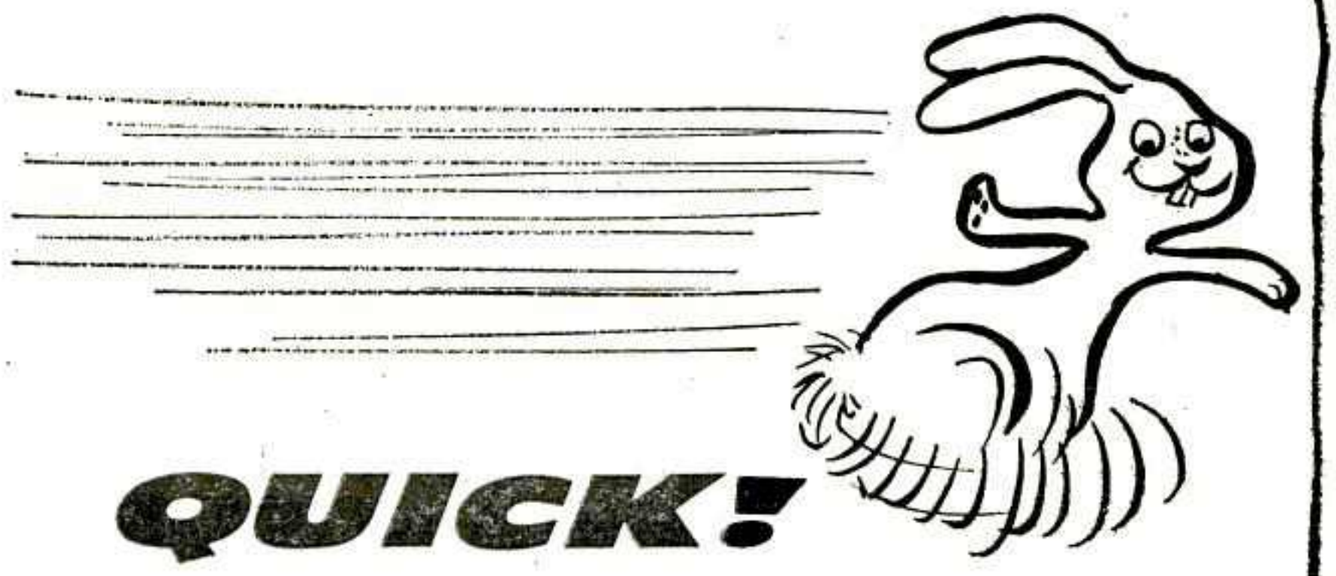
Juke Box Magazine Mechelen, Belgium

There have been some difficulties concerning the Belgian release of **Elvis Presley's** latest hit, "It's Now or Never," since this is a modified version of the Italian song "O Sole Mio." But the restriction has just been lifted and the disk is being rushed out. Its Belgian coupling will be "The Girl Next Door," since "A Mess of Blues" is already on sale here, backed with "The Girl of My Best Friend." Presley's album, "Elvis Is Back," has hit the top mark on local LP sales.

Peter and His Rockets, an unknown Dutch group, hit the Top Twenty here with their original "Kom Van Dat Dak Af" (Get Off That Roof). These are the first rockers who seem able to handle Dutch lyrics in a true rock 'n' roll style. . . . Another surprise hit in the Top Twenty (and a hit all over the country) is the German version of the American tune "Oh Why," titled "Sag Warum" and recorded by **Camillo,** a disk jockey on Radio Luxembourg's German programs.

Ivon De Bie, RCA a.&r. manager for Belgium, was on the Belgian coast last weekend making a live recording of the **Chakachas,** who are currently appearing at the Knokke Casino. . . . To promote **Caterina Valente's** new Decca effort "Zeeman," a free trip in a Cadillac to the singer's home in Llugano, Switzerland, is being offered to the winning buyer of the record.

Flemish thrush **Maria Linda** has been signed by RCA. Her first record, "Ay Ricardo," has been marked as a potential hit and the diskery is pushing it with juke box operators.



Billboard's 1961 Phono Directory, coming Sept. 19, will be packed with quick capsule information on every model in every line of phonographs manufactured in the U. S. — providing a wealth of practical material that tells dealers how to make the most of the outstanding sales and profit opportunities offered by today's phono equipment.

The Billboard
PHONO DIRECTORY ISSUE

ISSUE DATE: SEPT. 19
AD CLOSING: SEPT. 14

Copyrighted material
www.americanradiohistory.com

"MY TANI"
THE BROTHERS FOUR
Columbia
"YOU WERE BORN TO BE LOVED"
BILLY BLAND
Old Town
"LONESOME OLD TOWN"
JACK JONES
Kapp
"TERRY"S THEME"
BOBBY GREGORY WORLD OF STRINGS
Columbia
"SMILE"
JERRY LEWIS
Decca
"ARMEN'S THEME"
SI ZENTNER
Liberty
"I'LL TAKE ROMANCE"
from
GEORGE SHEARING'S
Capitol Album
"WHITE SATIN"

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

For Sale
COMPLETE BOSWORTH MUSIC AND VALENTINO SOUND EFFECTS LIBRARY OF 300 RECORDS IN PERFECT CONDITION.
ADDRESS OFFER TO
MRS. ANN GALLO
782 Eighth Ave., N.Y.C.
Circle 7-0394 (after 5:30 p.m.)

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

Dot Brass to Brief Distribs

HOLLYWOOD — Dot Records will deliver its fall program story in person to distribs in a triple-pronged push by its execs to simultaneously cover the country within a 12-day period. From August 15 to the 27th, three separate Dot teams will carry the Dot fall program message to all its 33 distribs.

Immediately prior to launching the drive, Dot prexy Randy Wood held meetings here Saturday (13) with his fieldmen and the firm's Hollywood-based execs.

One group of distribs will be covered by Webber Parrish, Dot Records Distributing Corporation veepee. Parrish will hit 13 key areas and will be accompanied by fieldmen Donn Sanders in the Western portion of his tour and Stan Levinson in Southern territories.

Dot marketing director George Urey will cover 12 distribs in the East and Midwest, accompanied by regional directors Sandy Harbin and Bob Greeson in their respective territories. Regional director George Istvan will cover eight market areas, accompanied by Lucille Van Arsdale thru the South.

Mercury Meets

• *Continued from page 3*

given product by the advertising and merchandising wings of the company. Second day's activities will feature individual conferences, with distributors and promotion men dealing with their own specific problems.

Mercury, in taking note of its current success in the singles field, according to the announcement, now intends to go all-out to establish leadership in albums as well. Part of the new emphasis on albums will be the introduction of a new international series and the development of a new type of sound specialty series.

All meetings will be attended by prexy Green; Irwin Steinberg, exec veepee and treasurer; Kenny Myers, veepee in charge of sales; David Carroll, who heads the Chicago a.&r. wing; and Wilma B. Cozart, veepee in charge of classical repertoire.

Mercury singles sales chief, Charles Fach, will attend Midwest and Eastern meets, as well as Merle Schirado, director of the art and merchandising department, and John Woolford, sales head for classical product. Marvin Wolfberg, controller, will take part in the Midwest sessions. In the East, the classical department will be represented also by Clair Van Ausdall and Harold Lawrence, while Clyde Otis, who heads the New York a.&r. division, and Belford Hendricks, of the New York a.&r. set-up, will also attend the Manhattan get-together.

Acuff-Rose

• *Continued from page 3*

East and Midwest, Mel Fores the South and Joe Lucas is in charge of national promotion.

Acuff-Rose also has its own record label, Hickory Records. At the present time the label is hot with Tommy Zang's waxing of "I Can't Stop Loving You." Wesley Rose acts as personal manager to the Everly Brothers and has also guided the careers of hit-makers Roy Orbison, Mark Dinning and Don Gibson.

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

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.

RECORDING, EDITING, MIXING AND MASTERING STUDIOS

Event Records
10 Hardy Rd.
West Brook, Maine

Hilltop Record Co.
509 W. Main St.
Ashland, O.

Musco Corp.
1014 W. 7th or Box 2568
Amarillo, Tex.

Arthur Smith Recording Studios
7224 Sardis Rd.
Charlotte 7, N. C.

Sonico Recording Studios
319 Seventh Ave., N.
Nashville, Tenn.

Stereo Sound Studios
Esoteric Sound Studios
238 E. 26th St.
New York 10, N. Y.

Use this form to place your order for copies of The Billboard Record Industry Source Book:

The Billboard Record Industry
Source Book & Directory
2160 Patterson Street
Cincinnati 22, Ohio

Please send me, by return mail and postage prepaid, ... copy(ies) of the 108-page Billboard 1960 Record Industry Source Book & Directory. Payment (50¢ a copy) in the amount of $ ..... is enclosed (payment must accompany order).

Mail to:

Individual's Name _____

Company _____

Address _____

City _____ Zone ___ State _____

NOTICE OF SALE

A.B.C. MUSIC CORPORATION
BOGAT MUSIC CORPORATION
BOURNE, INC.

NOTICE IS HEREBY GIVEN that pursuant to an Order of the Appellate Division of the Supreme Court, First Judicial Department, all of the issued and outstanding shares of stock of A.B.C. Music Corporation, Bogat Music Corporation and Bourne, Inc., will be sold in separate Parcels, or as a unit, at public auction in the Surrogate's Court, New York County, Room 510, Hall of Records, Chambers and Lafayette Streets, New York, N. Y., on October 14, 1960, at 2:30 o'clock in the afternoon.

A copy of the Terms of Sale, together with financial statements and other information concerning the Companies, may be procured from the undersigned Executors at the address indicated below. Dated: New York, N. Y.

The Court has fixed an aggregate upset price for all of the Parcels at $2,100,000.

Dated: New York, N. Y.
August 15, 1960.

MARY M. BOURNE
MARY ELIZABETH KEEDICK
JOSEPH TRACHTMAN
c/o HON. JOSEPH A. COX
Surrogate's Court
Hall of Records
31 Chambers Street
New York 7, N. Y.

THE ONLY ONE ON THE CHARTS!
THE ORIGINAL ON SAVOY #3020
RED RIVER DAVE
"STAR-SPANGLED BANNER"
#2--"THE BALLAD OF FRANCIS POWERS"
BIG HITS FROM OUR SISTER LABELS!
ANOTHER BIG HIT!
"IDA" b/w "GLOW WORM" World Wide #8000
THE BACK ROOM BOYS
"WAHOO" Sharp #110
ARNOLD BENNETT
SAVOY RECORD CO. NEWARK N.J.

A BUY FOR BOXES
NIGHT TRAIN
and
BEGIN THE BEGUINE
Vim 505
Buddy Lucas Band
VIM RECORDS 1619 Broadway N.Y.C.

PROMOTION MAN BACK IN OLD-TIME SADDLE

● ". . . This is because it allows a jock to make his own decisions . . . and it has restored much of the old relationship that used to exist between the promotion man and the jock, and the promotion man and the manufacturer . . ."

(From The Billboard page 1 story August 8 issue)

IF YOU want a promotion man for your label, artist, tune or talent whose close ties with disk jockeys were the basis of a five-page story in LOOK magazine and who Dave Dexter of Capitol calls "The 'old pro' in the business . . ." contact Tim Gayle!

Top-level public relations, publicity, distributor co-ordination, foreign contacts and local and national disk jockey promotion at sensible rates.

Clients, present and past, include such companies and names as Savoy Records, Steve Allen, Mark Warnow, Fred Waring, Monty Kelly, Larry Raine, Russ Morgan, Rudy Vallee, J. Fred Coots, Gayle Stevens, etc.

Personal, first-hand know-how and experience from making over 100 singles and having been responsible for starting sides and gaining action that resulted in their being taken over by Decca, London, Coral, Dot, Columbia, etc. Who else in the business can match this record?

Artists, Labels, Publishers & Writers—Get action for your material!

TIM GAYLE and Associates
565 Arlington Place, Chicago 14, Illinois
Diversey 8-2744 and FRanklin 2-2100

★ BILLBOARD
★ CASH BOX
★ VARIETY

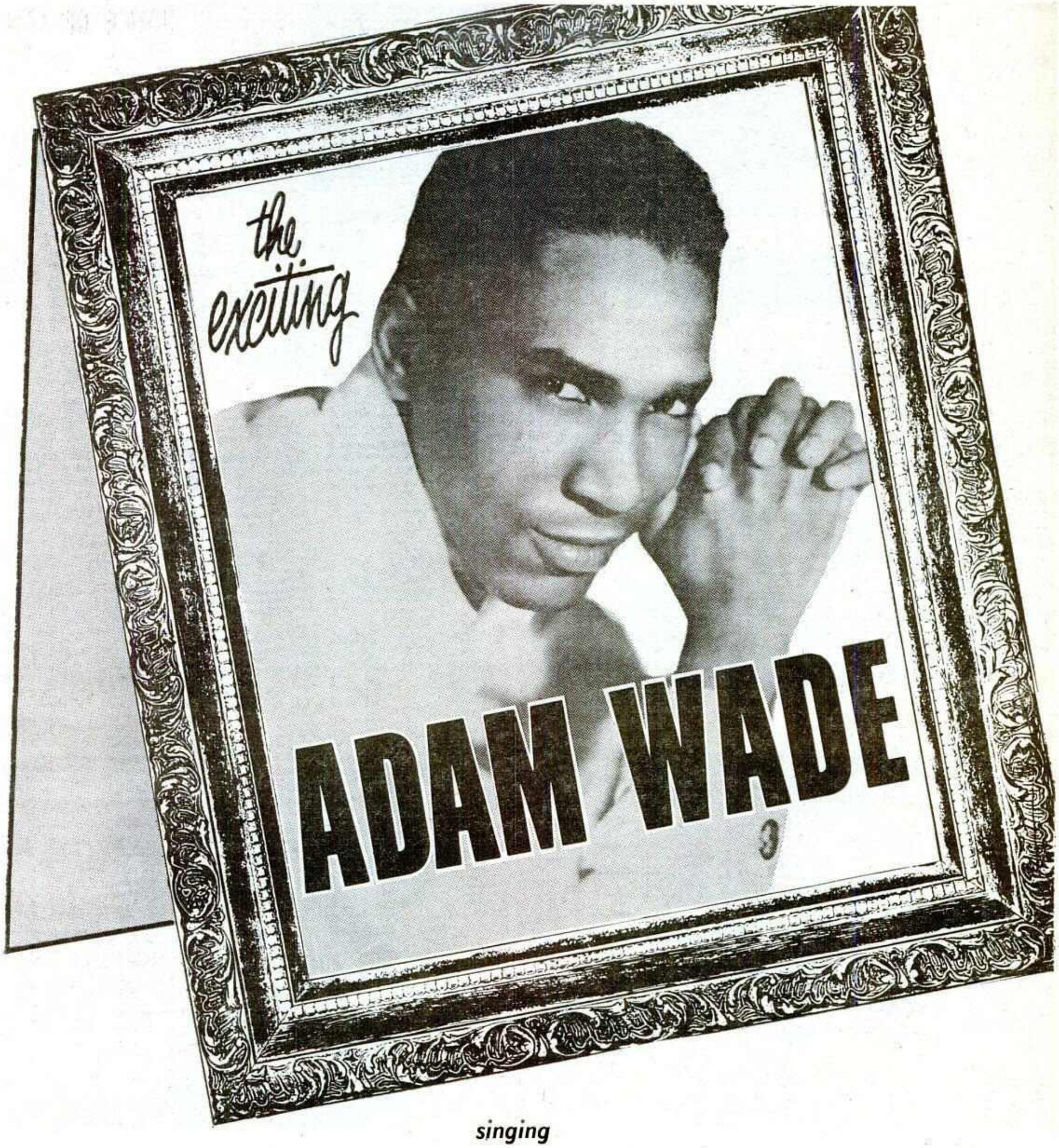
Billboard "Spotlight Pick"
Variety "Best Bet"
Cash Box "Best Bet"

THE MOST TALKED ABOUT MELODY....
FROM THE YEAR'S MOST TALKED ABOUT MOTION PICTURE

FERRANTE AND TEICHER with Their Orchestra & Chorus
Arranged and Produced by Don Costa
United Artists #UA 231
JACK LEMMON
Conducted and Arranged by Chuck Sagle
Epic #5-9399
BILLY VAUGHN and his Orchestra
Dot #45-16121
COMING . . . Helmut Zacharias and his Magic Violin
Decca

MILLS MUSIC, INC.
1619 BROADWAY • NEW YORK 19, NEW YORK • CHICAGO • LOS ANGELES

Copyrighted material
www.americanradiohistory.com



singing

THE BEAUTIFUL, POIGNANT AND POWERFUL BALLAD

SPEAKING OF HER

b/w

BLACKOUT THE MOON

COED #536

the stars are on . . . . COED RECORDS

Copyrighted material
www.americanradiohistory.com

the record continues to speak for itself

The Billboard AUGUST 8, 1960

THE NATION'S TOP TUNES

HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING AUGUST 14

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	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	By Vance-Pockriss—Published by Pocris (ASCAP)	5
2	2	I'M SORRY	By Self—Published by Champion (BMI)	9
3	5	IT'S NOW OR NEVER	By Gold-Schroeder—Published by Gladys (ASCAP)	3
4	4	ONLY THE LONELY	By Orbison-Nelson—Published by Acuff-Rose (BMI)	7
5	3	ALLEY-OOP	By Frazier—Published by Kavelin-Maverick (BMI)	9
6	11	BECAUSE THEY'RE YOUNG	By Schroeder-Gad-Costa—Published by Columbia Pict (ASCAP)	10
7	7	PLEASE HELP ME, I'M FALLING	By Don Robertson and Hal Blair—Published by Ross-Jungnickel (ASCAP)	7
8	6	LOOK FOR A STAR	By Antonio—Published by Harlene (ASCAP)	7
9	8	MULE SKINNER BLUES	By Jimmie Rodgers—Published by Peer Int'l (BMI)	8
10	10	TELL LAURA I LOVE HER	By Barry-Raleigh—Published by Marks (BMI)	6
11	9	IMAGE OF A GIRL	By Clarke-Rosenberg—Published by Eldorado (BMI)	5
12	12	EVERYBODY'S SOMEBODY'S FOOL	By Keller & Greenfield—Published by Aldon (BMI)	11
13	18	WALK, DON'T RUN	By Smith—Published by Forshay (BMI)	2
14	15	FEEL SO FINE	By Lee—Published by Nom-Bean (BMI)	3
15	—	TWIST	By Hank Ballard—Published by Lois Music (BMI)	1
16	17	FINGER POPPIN' TIME	By Hank Ballard—Published by Wisto (BMI)	4
17	16	WALKIN' TO NEW ORLEANS	By Domino-Bartholomew-Guidry—Published by Travis (BMI)	5
18	21	MISSION BELL	By Michael—Published by Benbow (BMI)	4
19	14	WHEN WILL I BE LOVED	By Felice—Published by Acuff-Rose (BMI)	6
20	20	PAPER ROSES	By Spielman-Torre—Published by Pondell (ASCAP)	14
21	30	THIS BITTER EARTH	By Otis—Published by Play (BMI)	3
22	19	CATHY'S CLOWN	By Don and Phil Everly—Published by Acuff-Rose (BMI)	15
23	23	TROUBLE IN PARADISE	By Smith-Kleen—Published by Winneton (BMI)	4
24	27	QUESTION	By Price-Logan—Published by Pri-Gam (BMI)	3
25	—	IN MY LITTLE CORNER OF THE WORLD	By Pockriss-Hilliard—Published by Shapiro Bernstein (ASCAP)	1
26	25	JOSEPHINE	By King-Bivens—Published by Feist (ASCAP)	4
27	—	A WOMAN, A LOVER, A FRIEND	By Sid Wyche—Published by Merrimac (BMI)	1
28	28	(YOU WERE MADE FOR) ALL MY LOVE	By Wilson-Mylen—Published by Pearl (BMI)	2
29	—	HEARTBREAK (IT'S HURTIN' ME)	By Thomas-Hoyles—Published by Pasco (BMI)	3
30	—	OVER THE RAINBOW	By Arlen-Harburg—Published by Leo Feist (ASCAP)	1

RECORDING AVAILABLE
(Best Selling Record Listed in Bold Face)

1. ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland, Leader 805.
2. I'M SORRY—Bo Diddley, Checker 913; Brenda Lee, Dec 31093; George Jackson, Atlantic 1024; Platters, Mer 71012.
3. IT'S NOW OR NEVER—Elvis Presley, Vic 7777.
4. ONLY THE LONELY—Roy Orbison, Monument 421; Johnny Western, Col 41700.
5. ALLEY-OOP—Dante and the Evergreens, Madison 130; Dyna-Sores, Rendezvous 120; Hollywood Argyles, Lute 5905.
6. BECAUSE THEY'RE YOUNG — Jimmy Darren, Colpix 142; Duane Eddy, Jamie 1156.
7. PLEASE HELP ME, I'M FALLING—Hank Locklin, Vic 7692; Rose Maddox, Cap 4347.
8. LOOK FOR A STAR — Deane Brown? Warner Bros. 5163; Dean Hawley, Dore 554; Garry Miles, Liberty 55261; Garry Mills, Imperial 564; Billy Vaughn, Dot 16106.
9. MULE SKINNER BLUES — Red Allen, Frontier Records 602; Rusty Draper, Mer 71634; Fendermen, Soma 115.
10. TELL LAURA I LOVE HER—Ray Peterson, Vic 7745.
11. IMAGE OF A GIRL—Safaris, Eldo 101.
12. EVERYBODY'S SOMEBODY'S FOOL—Connie Francis, M-G-M 12899.
13. WALK, DON'T RUN — Ventures, Dolton 25.
14. FEEL SO FINE—Johnny Preston, Mer 71651.
15. TWIST—Hank Ballard and the Midnighters, King 5171; Chubby Checker, Parkway 811.
16. FINGER POPPIN' TIME — Hank Ballard and the Midnighters, King 5341.
17. WALKIN' TO NEW ORLEANS—Fats Domino, Imperial 5675.
18. MISSION BELL — Donnie Brooks, Era 3018.
19. WHEN WILL I BE LOVED — Everly Brothers, Cadence 1380.
20. PAPER ROSES — Anita Bryant, Carlton 528.
21. THIS BITTER EARTH — Dinah Washington, Mer 71635.
22. CATHY'S CLOWN—Everly Brothers, Warner Bros. 5151.
23. TROUBLE IN PARADISE—Crests, Coed 531.
24. QUESTION — Lloyd Price, ABC-Paramount 10123.
25. IN MY LITTLE CORNER OF THE WORLD—Anita Bryant, Carlton 530.
26. JOSEPHINE—Bill Black's Combo, Hi 2022; Charlie Blackwell, Warner Bros. 5053; Wayne King Ork, Vic 0184; Johnny Maddox, Dot 15141; Russ Morgan Ork, Dec 27703; Lloyd Mumm, Omega Disk 150; Lawrence Welk and Champagne Music, Coral 65511.
27. A WOMAN, A LOVER, A FRIEND—Jackie Wilson, Brunswick 55167.
28. (YOU WERE MADE FOR) ALL MY LOVE—Jackie Wilson, Brunswick 55167.
29. HEARTBREAK (IT'S HURTIN' ME)—Little Willie John, King 5356; Jon Thomas, ABC-Paramount 10122.
30. OVER THE RAINBOW — Valerie Carr, Roulette 4098; Perry Como, Vic 0107; Demensions, Mohawk 116; Echos, Specialty 601; Judy Garland, Dec 25493; Dizzy Gillespie/A. Cromat, Verve 89193; George Shearing Quintet, M-G-M 12704; Big Dave Washington, Vic 7674.

VARIETY'S RECORD T.I.P.S.

August 10, 1960

(Tune Index of Performance & Sales)

This weekly tabulation is based on a statistically balanced ratio of disk sales, nationally, as reported by key outlets in major cities, and music programming by the major independent radio stations.

This Wk.	Last Wk.	No. Wks. On Chart	TITLE, ARTIST	LABEL
1	3	4	IT'S NOW OR NEVER — Elvis Presley	Victor
2	1	6	ITSY BITSY BIKINI — Bryan Hyland	Kapp
3	4	10	ONLY THE LONELY — Roy Orbison	Monument
4	2	10	I'M SORRY — Brenda Lee	Decca
5	5	9	IMAGE OF A GIRL — Safaris	Eldo
6	9	7	WALKIN' TO NEW ORLEANS — Fats Domino	Imperial
7	18	4	WALK, DON'T RUN — Ventures	Dolton
8	6	9	TELL LAURA I LOVE HER — Ray Peterson	Victor
9	15	7	FEEL SO FINE — Johnny Preston	Mercury
10	25	3	VOLARE — Bobby Rydell	Cameo
11	12	11	PLEASE HELP ME, I'M FALLIN' — Hank Locklin	Victor
12	7	10	MULE SKINNER BLUES — Fendermen	Soma
13	22	4	IN MY CORNER OF THE WORLD — Anita Bryant	Carlton
14	14	7	FINGER POPPIN TIME — Hank Ballard	King
15	11	14	EVERYBODY'S SOMEBODY'S FOOL — Connie Francis	MGM
16	76	3	THE TWIST — Chubby Checker	Parkway
17	17	8	JOSEPHINE — Bill Black's Combo	Hi
18	8	12	ALLEY OOP — Hollywood Argyles	Lute
19	23	5	ALL MY LOVE — Jackie Wilson	Brunswick
20	21	8	LOOK FOR A STAR — Garry Miles	Liberty
21	13	10	WHEN WILL I BE LOVED — Everly Bros.	Cadence
22	29	4	A WOMAN, A FRIEND, A LOVER — Jackie Wilson	Brunswick
23	20	9	MISSION BELL — Donnie Brooks	Era
24	16	13	BECAUSE THEY'RE YOUNG — Duane Eddy	Jamie
25	10	7	TROUBLE IN PARADISE — Crests	Coed
26	19	7	QUESTION — Lloyd Price	ABC-Par
27	39	3	DREAMIN' — Johnny Burnette	Liberty
28	30	7	DON'T COME KNOCKIN' — Fats Domino	Imperial
29	38	7	WHERE ARE YOU — Frankie Avalon	Chancellor
30	31	8	THIS BITTER EARTH — Dinah Washington	Mercury
31	37	10	THAT'S ALL YOU GOTTA DO — Brenda Lee	Decca
32	24	10	ONE OF US — Patti Page	Mercury
33	44	3	IN THE STILL OF THE NIGHT — Dion & Belmonts	Laurie
34	36	7	IS THERE ANY CHANCE — Marty Robbins	Columbia
35	—	2	OVER THE RAINBOW — Dimensions	Mohawk
36	43	6	BIG BOY PETE — Olympics	Arvee
37	49	3	DO YOU MIND — Andy Williams	Cadence
38	46	3	THEME FROM THE APARTMENT — Ferrante/Teicher	UA
39	42	7	SOMETHING ON YOUR MIND — Bobby Marchan	Fire
40	39	2	MY LOVE — Nat King Cole	Capitol
41	41	8	WAKE ME, SHAKE ME — Coasters	Atco
42	33	13	CLAP YOUR HANDS — Beau Marks	Shad
43	40	7	I'M GETTING BETTER — Jim Reeves	RCA Victor
44	68	2	WRECK OF JOHN B. — Jimmie Rodgers	Roulette
45	78	2	THE TWIST — Hank Ballard	King
46	45	6	LOOK FOR A STAR — Deane Hawley	Dore
47	34	8	IS A BLUEBIRD BLUE — Conway Twitty	MGM
48	32	12	A ROCKIN' GOOD WAY — Benton & Washington	Mercury
49	55	3	A MESS OF BLUES — Elvis Presley	Victor
50	86	2	IT ONLY HAPPENED YESTERDAY — Jack Scott	Top Rank
51	53	4	I SHOT MR. LEE — Bobettes	Triple X
52	65	8	LOOK FOR A STAR — Billy Vaughn	Dot
53	38	10	ALLEY OOP — Dante & Evergreens	Madison
54	58	3	THAT'S WHEN I CRIED — Jimmy Jones	Cub
55	62	7	ONE BOY — Joanie Sommers	WB
56	54	2	STICKS AND STONES — Ray Charles	ABC-Par
57	66	4	LONELY LITTLE ROBIN — Browns	Victor
58	74	6	NO — Dodie Stevens	Dot
59	63	9	RED SAILS IN THE SUNSET — Platters	Mercury
60	50	9	BONGO BONGO BONGO — Preston Eps	Original
61	52	6	HEARTBREAK — Joe Thomas	ABC-Par
62	77	4	HOT ROD LINCOLN — Charlie Ryan	4 Star
63	49	8	BAD MAN BLUNDER — Kingston Trio	Capitol
64	81	2	LISA — Jeanne Black	Capitol
65	51	15	THEME FROM THE UNFORGIVEN — Don Costa	UA
66	—	1	LITTLE BITTY PRETTY ONE — Frankie Lymon	Roulette
67	98	2	HAPPY SHADES OF BLUE — Freddy Cannon	Swan
68	83	2	NIGHT TRAIN — Viscounts	Madison
69	47	11	RUNAROUND — Fleetwoods	Dolton
70	72	2	TA TA — Clyde McPhatter	Mercury
71	—	1	NEVER ON SUNDAY — Don Costa	UA
72	64	3	OVER THE RAINBOW — Baysiders	Everest
73	75	4	TOO YOUNG TO GO STEADY — Connie Stevens	WB
74	89	2	TIPS OF YOUR FINGERS — Nick Noble	Coral
75	94	2	COOL WATER — Jack Scott	Top Rank
76	—	1	HELLO YOUNG LOVERS — Paul Anka	ABC-Par
77	87	9	BANJO BOY — Jan & Kjeld	Kapp
78	—	2	STORM CLOUDS — Buddy Knox	Roulette
79	67	11	BILL BAILEY, COME HOME — Bobby Darin	Atco
80	—	2	IF I LOOK A LITTLE BLUE — Lloyd Price	ABC-Par
81	69	7	MY TANI — Brothers Four	Columbia
82	37	13	MY HOME TOWN — Paul Anka	ABC-Par
83	—	1	YOU MEAN EVERYTHING TO ME — Neil Sedaka	Victor
84	61	13	I REALLY DON'T WANT TO KNOW — Tommy Edwards	MGM
85	80	4	CAT NIP — Dave (Baby) Cortez	Clock
86	57	17	CATHY'S CLOWN — Everly Bros.	WB
87	47	2	LONG VACATION — Ricky Nelson	Imperial
88	56	6	PLEASE HELP ME, I'M FALLING — Rusty Draper	Mercury
89	59	17	LOVE YOU SO — Ron Holden	Donna
90	—	1	KIDDIO — Brook Benton	Mercury
91	35	16	WONDERFUL WORLD — Sam Cooke	Keen
92	—	1	FAR, FAR AWAY — Don Gibson	Victor
93	—	1	DOWN THE STREET TO 301 — Johnny Cash	Sun
94	76	17	BURNING BRIDGES — Jack Scott	Top Rank
95	—	1	LAST DANCE — McGuire Sisters	Coral
96	—	1	YOGI — Ivy 3	Shell
97	93	11	MACK THE KNIFE — Ella Fitzgerald	Verve
98	—	1	HOT ROD LINCOLN — Johnny Bond	Republic
99	—	3	LET'S GO STEADY FOR SUMMER — Three G's	Columbia
100	73	14	ALL I COULD DO IS CRY — Etta James	Argo

THE NATION'S Top Ten

The Cash Box

JUKE BOX TUNES

(PLUS THE NEXT 25)

August 13, 1960

	Position Last Week
1—I'M SORRY—Brenda Lee Decca 31093	1
2—ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland Kapp 342; Buddy Hackett—Laurel 1014; Kittens—Alpine 64	4
3—ONLY THE LONELY—Roy Orbison Monument 421	2
4—IT'S NOW OR NEVER—Elvis Presley RCA Victor 7777	12
5—TELL LAURA I LOVE HER—Ray Peterson RCA Victor 7745	6
6—ALLEY-OOP—Hollywood Argyles Lute 5905; Dante & Evergreens Madison 130 (Dyna-Sores—Rendezvous 120, Pre-Historics—Edsel 779)	3
7—Please Help Me I'm Falling Hank Locklin RCA Victor 7692; Rose Maddox—Capitol 4347; Rusty Draper—Mercury 71634; Wakely & McManus—Shasta 137	9
8—JOSEPHINE—Bill Black's Combo Hi 202	11
9—IMAGE OF A GIRL—Safaris Eldo 101; Otis Williams King 5373	15
10—WALKIN' TO NEW ORLEANS—Fats Domino Imperial 5675	13

11) Feel So Fine
12) Everybody's Somebody's Fool
13) (You Were Made For) All My Love
14) Mule Skinner Blues
15) Because They're Young
16) A Woman, A Lover, A Friend
17) Look For A Star
18) A Rockin' Good Way
19) Finger Poppin' Time
20) Trouble In Paradise
21) When Will I Be Loved
22) Mission Bell
23) That's All You Gotta Do
24) Where Are You
25) This Bitter Earth
26) Volare
27) Big Boy Pete
28) The Twist
29) Walk Don't Run
30) Heartbreak (It's Hurtin' Me)
31) Question
32) Cathy's Clown
33) Theme From The Unforgiven
34) There's Something On Your Mind
35) Don't Come Knockin'

BMI 1940 1960

BROADCAST MUSIC, INC.
589 FIFTH AVENUE
NEW YORK 17, N. Y.

Copyrighted material

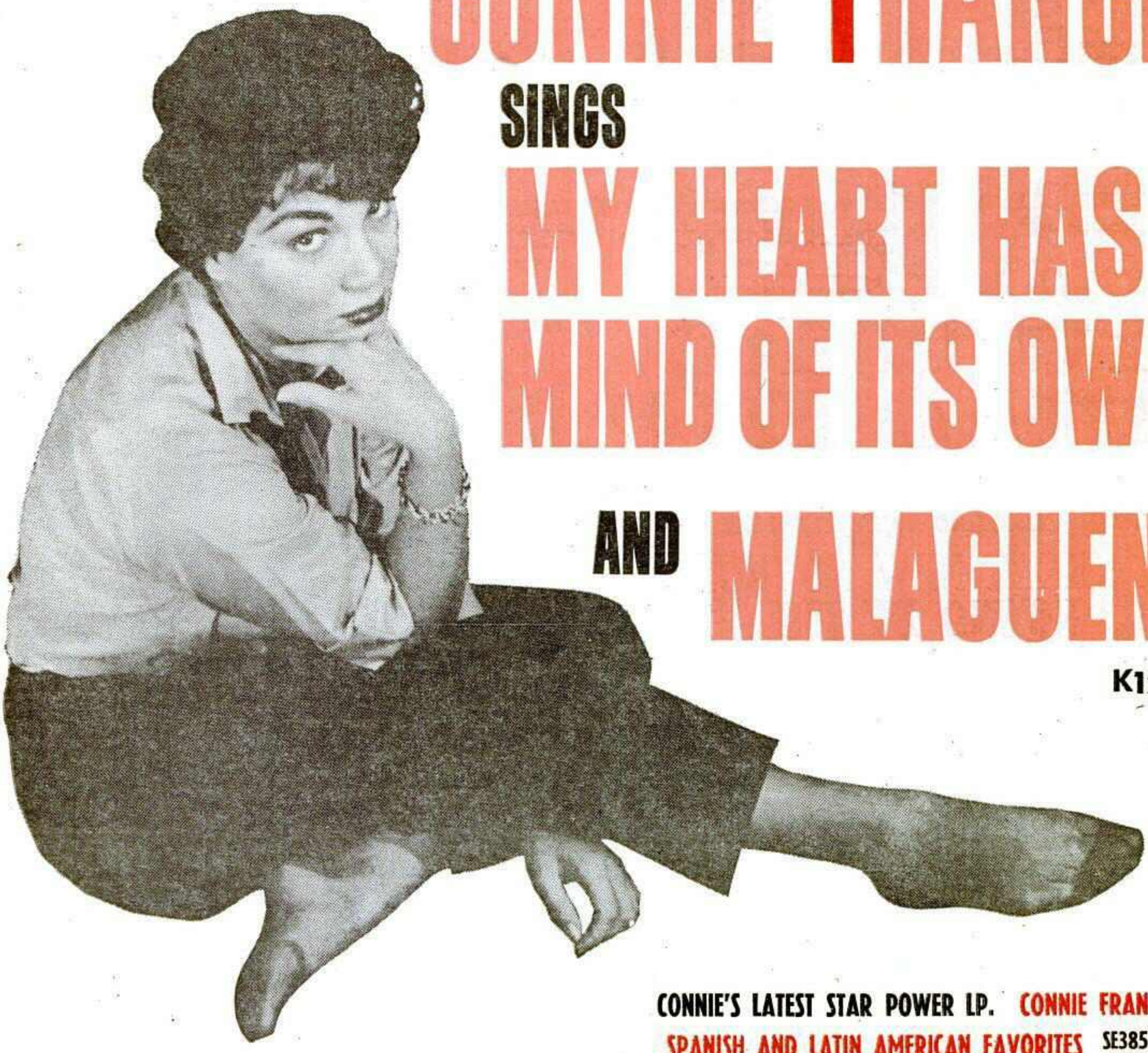
www.americanradiohistory.com

M-G-M Records PRESENTS

CONNIE'S 12th SMASH HIT IN A ROW

Attractively packaged in 4-color sleeve for impulse sales.

CONNIE FRANCIS SINGS MY HEART HAS A MIND OF ITS OWN AND MALAGUENA



K12923

CONNIE'S LATEST STAR POWER LP. CONNIE FRANCIS SINGS SPANISH AND LATIN AMERICAN FAVORITES SE3853 STEREO E3853 MONAURAL

Copyrighted material

www.americanradiohistory.com

Branch Stays; Pacts Problem

• Continued from page 3

as EMI) without the express permission of the American company.

Some of the American companies which have had exclusive releasing arrangements with Top Rank in England (not as a part of the Rank International combine) are Vanguard, Everest, Laurie, Ace, Swan, Dolton, VeeJay, Disneyland, 20th Fox and Gone and End.

A brief statement released in England regarding the transfer to EMI, indicated that the American Rank label was not affected by the change. Trade talk has it that American Rank budgets have been okayed for periods ranging from four more months to 10 more months, that is, either to December 31, 1960 or June 30, 1961. It is true that the successes of the American company to date have been achieved with American artists, with one exception, the Knightsbridge Strings.

What disposition would be made in the future of the Top Rank British hit artists such as Garry Mills, Craig Douglas and Bert Weedon as far as American release is concerned was not known. The current Garry Mills hit is now on Imperial in the States, while Douglas in the past has been released on Top Rank. Speculation has it, however, that in the future, some of these artists might be released on Capitol here, due to the Capitol-EMI tie.

Regarding the International Rank combine, it is understood that this goes on as before, except that EMI becomes the British outlet for the world-wide releasing set - up. The combine also announced this week new release arrangements with RCA Mexico, RCA Chile, Music Box in Greece and M. Kovalsky and Son, Ltd., in Israel.

The irritaiton voiced in some quarters here regarding the change in the Rank British picture races back to the beginning of the firm, when American music men hailed the move as a new outlet for product on the British scene. Until that time, EMI and British Decca had largely controlled release of product in England, since they alone, controlled the major distribution facilities. Stateside music men have always complained of the difficulties often encountered in getting exposure in England since there were always only two places to go. The Rank entrance on the scene was hailed here as a new and healthy competitive factor which could lead to better chances of exposure in the British market. Now that factor is seen as lost.

The Rank record scene has been characterized from the start by a continuing shuffle of personnel. The firm was gotten off the ground in Britain originally by Malcolm McGrady. McGrady in turn negotiated the start of the American wing with Bobby Shad at the helm. Within a few months, however, McGrady left Rank and was replaced by Bernard Ness. At about the same time, the American Rank label was folded for all practical purposes, when Shad was relieved of his duties. Following this, Norm Weinstroer, former sales chief of Coral Records, was engaged to reactivate the American Rank operation. Earlier this year, Weinstroer ankled the Rank scene and was replaced by a sort of junta, consisting of the British top man, Ness, and Harold Friedman, a consultant. Ironically, McGrady is now an exec at EMI, the firm which has acquired Rank.

Roulette Ups Singles Pace

NEW YORK — Roulette Records was active on the singles front this week with an interesting teaming of artists, a new pacting, and the acquisition of two new West Coast masters.

On the heels of a jazz concert at Madison Square Garden a few months back, at which time Sarah Vaughan and Joe Williams did several duets, the diskery has now released a single featuring the pair, plus the Count Basie band. Sides, according to Teddy Reig, jazz a.&r. chief, are "Teach Me Tonight" and "If I Were a Bell," from "Guys and Dolls."

The label also pacted chanter Jules Farmer to an exclusive pact. Farmer, who formerly was on Imperial, has his first single, "Out of Sight, Out of Mind," out this week. The two masters were both purchased from Jet Records. "Where Yo Is," by Fats Daddy Holmes, remains on Jet but will be distributed by Roulette, while "No More," by Lucia and Johnny transfers to Roulette.

Talmadge Helms

• Continued from page 3

Nick Perito, Ferrants and Teicher, and Al Caiola.

Seven more sound albums will be released in January, and in the late fall about 15 regular pop albums with vocalists and instrumentalists will be issued. Regular sets will feature Marv Johnson, the first UA album reuniting Steve Lawrence and Eydie Gorme. (Eydie leaves ABC - Paramount in October.)

UA currently has hot singles in the "Theme From the Apartment" with Ferrante and Teicher, and the theme from the flick "Never On Sunday" with Don Costa. The firm is flipped about the album from "The Apartment" which is now on release, and is readying the album from the flick "Never On Sunday" for immediate release. UA is going to package "The Apartment" albums in poly bags with a special hanger so that they can be hung on racks in movie house lobbies, preferably on the top of popcorn machines.

Talmadge stated that the firm had racked up $100,000 in billing on the firm's Summer Deal, and had just written $250,000 worth of business on the recently completed "Swinging Sixties" promotion, which included meetings with distributors in various sections of the country.

No $ in Deal; Name Continues

• Continued from page 3

continue in full operation. "The American recordings from their catalogs would continue to be released in Britain under the Top Rank label by EMI. It is felt that the extensive facilities available thru EMI will make more effective distribution," the joint statement said.

No money was involved in the deal. "We are simply taking over the assets and liabilities," Lockwood added. Unconfirmed reports suggest that Ranks ran about $1,500,000 into the red on the 18-month operation.

The deal has been under negotiation for some weeks. It is understood that final agreement was held up as EMI was not anxious to continue the Top Rank name which the rival group was insisting on.

On the surface the operation was a lusty one. Top Rank had a heavy advertising appropriation plus support thruout the 530 cinemas—Britain's biggest chain—and ballrooms within the group. They were also extensive users of Radio Luxembourg air time.

The Rank group's first intention was to enter the cut-price field selling thru their cinema and ballroom outlets. However, this policy was changed with the introduction of Malcolm McGrady as general manager in the summer of 1958.

(McGrady, however, left Rank last fall after being instrumental in setting up the world-wide cooperative and is now an executive of the parent Electrical and Musical Industries firm.)

Records that had been pressed for low - priced release were scrapped and the Rank group bought the wholesale outlet—Thompson, Diamond and Butcher—necessary to enter the retail market as most wholesale outlets are owned by one or other of the major British labels.

Launched in January 1959, Top Rank's first release, Harry Simeone's "Little Drummer Boy," was an immediate hit. They have developed British artists, particularly Craig Douglas, Bert Weedon and more recently Garry Mills.

Freddy Cannon and Jack Scott were two of their big American successes in the British market. Mills' "Look for a Star" is their only current chart entrant. (On Imperial in the U. S.)

Top Rank now becomes one of the labels in the EMI group (the others are HMV, Columbia, Parophone, Capitol, Mercury and M-G-M), under the control of EMI Records' managing director, L. G. Wood. The name will be kept, at least for the time being, because of existing commitments, but it may be changed later.

"YOU ARE MY GIRL"

A GREAT NEW NOVELTY SOUND BY THE 3 SCROOGES

(formerly The 3 Stooges)

EPIC

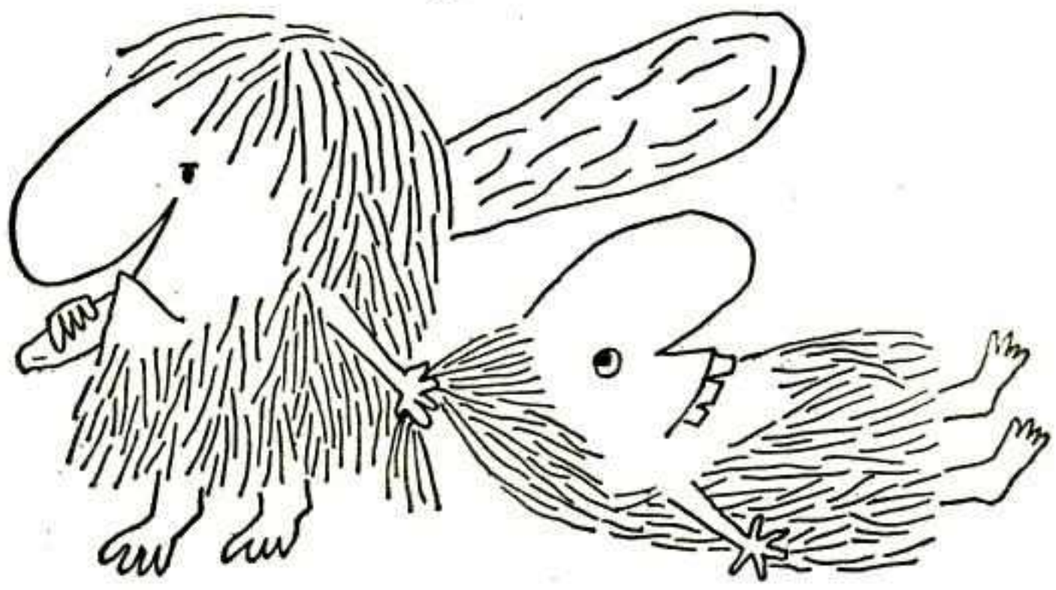
5-9402

*Copyright 1960 by Lou-Vin Pub. Co. Reprinted by permission of the publisher.

"Epic", Marca Reg. "CBS" T. M. Printed in U. S. A.

"I don't have to worry about other guys
You're so ugly and easy to despise"
But . . . "You Are My Girl"

"Frogs and snakes and grasshoppers too
They always seem to follow you"
*But . . . "You Are My Girl"**



www.americanradiohistory.com

THE APARTMENT

★A HIT FILM

The Box Office Smash!
Cash in on the tremendous publicity

★A HIT SINGLE

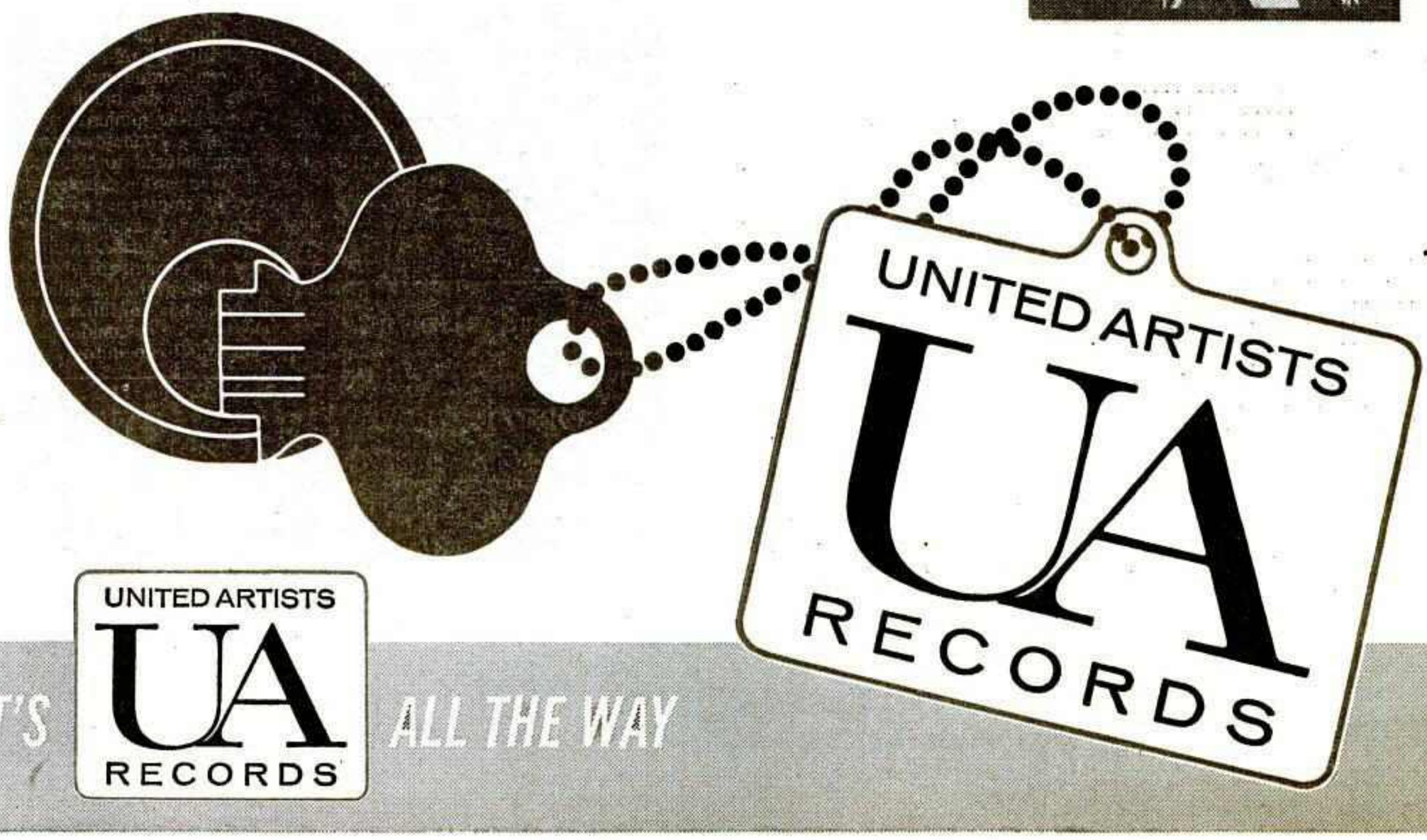
"THEME FROM THE APARTMENT"

FERRANTE & TEICHER with Orchestra and Chorus UA 231

★A HIT ALBUM

Original Sound Track Music

"THE APARTMENT" Mono **UAL-3105** Stereo **UAS-6105**



IT'S UNITED ARTISTS UA RECORDS ALL THE WAY

Copyrighted material
www.americanradiohistory.com

STORE-TESTED PROFIT POINTERS FOR DEALERS

School Bells Ring Dealer Registers

By ROBERT SCOTT

Very shortly, another school year will get under way—a year which will see some 3,572,410 Americans in college. According to the government, the college market is a rapidly expanding $4 billion market consisting of individuals whose basic needs — housing, food, etc. — are already taken care of. Their income, then, can be spent on luxury items, whether they be a 25-cent pack of cigarettes or a $250 tape recorder. Some 57 per cent of all college students last year, for example, owned their own cars. Another 41 per cent owned record players. And a whopping 78 per cent owned radios. And, according to a study prepared by College Radio Corporation, the average college student spends 37½ per cent more at retail than does the average American.

Granting that the college student has money, is he a potential customer for phonograph records, reproducing equipment, radios or tape equipment? Here are some more figures. In 1957, according to a survey released by the American College Panel, some 32.2 per cent of all college students had a phonograph on campus with them (29.3 per cent of the males surveyed; 37.7 per cent of the females). Figures released last year by the same group showed that the total was up to 36.8 per cent, with 35.9 per cent of the men and 38.5 per cent of the women surveyed having one. Slightly less than half bought the phonograph themselves. Another 21 per cent selected the phonograph, altho it was a gift. The remaining 33.8 per cent received it as a gift and did not pick it out themselves.

What about sales? College Research Bureau showed in a 13-college survey last year that 26.2 per cent belonged to one or another of the record clubs. The 1959 American College Panel study showed, in its 75-school study, that the average college student buys one single and one LP album each month.

Results of the 1959 American College Panel Study:

Number of Disks	Singles	Albums
Less than one per month	13.7%	18.2%
One per month	40.2%	50.7%
Two per month	23.1%	18.2%
Three per month	9.3%	7.4%

The following is a chart of musical preferences as charted by the American College Panel in which some students polled purchases in more than one specific category:

Category	All Students	Male	Female
Classical	36.8%	30.4%	51.8%
Opera	3.5%	3.8%	2.6%
Popular	34.2%	27.0%	51.2%
Jazz	22.3%	20.0%	27.7%
Show	6.0%	2.4%	14.2%
Semi-Classical	2.4%	1.4%	4.6%
Mood Music	0.8%	0.7%	1.0%
Folk	2.1%	1.8%	2.6%

Tapping the Market

How can the local dealer tap this market? There are two approaches. For the dealer located near a college has essentially a captive audience. There are 1,903 colleges and universities scattered across the United States, and many dealers are located near them. However, there is the dealer who is not located near a college. Now is the time for him to tap what there is of the college market in his area. A suburban Philadelphia dealer does it by sending a mailing out about this time of year to parents of June graduates of local high schools, advertising portable phonographs, and offering a gift of a few records with each purchase. Altho such dealers work at a handicap, this one manages to convince a number of students in his area to come home to buy records or equipment. New York's Sam Goody went even further in enticing students into his store; in exchange for free records, Goody bought time on college radio stations to urge students to order records from him by mail or to stop into his store when they come to New York.

For the dealer in a college town, there are a number of ways of beefing up college business. Discount Records, in Washington, D. C., and Belmont Record Shop in Hartford, Conn., have long hired college help. "There are several reasons why," says Bob Bialek of Discount Records. "First of all, it helps the kids. It gives them a chance to make some extra money. We try to get somebody who knows something about music and records, so he'll like what he's doing. Then his friends come to the store, and he can help make us a headquarters for the campus crowd." Bialek's location gives him no special edge over other Washington stores, but he sees his college business building nicely.

Break for Students

In addition to hiring student help, Belmont gives students a break. "We'll even let them buy on credit — if their parents sign for it. We apply that plan not only to college students, but also to high school kids who may want a 45 r.p.m. single. Our student help has generally turned out quite well, and we find it boosts sales."

Like Discount Records, Belmont is not within walking distance of Hartford's Trinity College. "We do a good college business, tho, because the kids know they can probably find what they're looking for here, and we make it easy for them to buy."

Perhaps the most direct way to reach college students, however, is thru the college newspaper or radio station. National advertisers, such as the RCA Victor Record Club, have experimented with both media, and apparently found them satisfactory. Others, such as Vanguard Records, Contemporary Records and others have run ads in college newspapers announcing new releases, with the obvious implication that students should go to the local record shop to buy them. Because of the high readership and generally low rates of college newspapers, they become an excellent advertising medium for the local dealer who wants to show pictures of equipment, talk about sales, or simply remind students where his store is located and what it sells.

(Continued on page 18)

EIA Data on FM Tests In

WASHINGTON — The Electronic Industries Association's National Stereophonic Radio Committee (NSRC) has completed its first series of FM radio tests. The tests, which officially ended August 1, tested the transmission and stereo reception of six stereo FM systems and also evaluated the compatibility of mono receivers to the broadcasts.

A special program of musical selections was pre-recorded on tape and was broadcast on an experimental transmitter. The experimental station was KG2XIU, using the facilities of KDKA in Pittsburgh. The signal was transmitted on the three levels: 1,000; 200, and 50 micro-volts input to receiver baluns.

Another set of tests which were to be conducted thru the facilities of WMMM at Fairmont State College, Fairmont, W. Va., were found to be unnecessary.

A. Prose Walker, chairman of the NSRC Committee, said that the tests were completed two weeks ahead of schedule and, after processing, the data for this phase should be ready before the October 29 FCC deadline.

Electro-Voice Adds Needle, C'tridge Base

BUCHANAN, Mich. — Electro-Voice, Inc., here, which has been making a determined bid to become a major factor needle and cartridge-wise, opens a new plant at Eureka, Ill., September 1, which will mark E-V's first separate needle and cartridge manufacturing arm. In addition to its present expansive needle-cartridge replacement line, Al Kahn, E-V prexy, this week announced that the new plant will manufacture the "Featheride" phono pick-up and cartridge, previously an exclusive with Webster Electric Company, Racine, Wis.

Kahn purchased parts, tooling, existing inventory, patents and distribution of the WE replacement arm and cartridge from D. J. Munroe, Racine firm's president. The replacement arm and cartridge line, which sells to servicemen at from $2.50 to $7.50, "provides us with the most complete line of cartridges and needles in the industry," Kahn said.

Emerson Ties With Granco

NEW YORK — A special meeting of the Granco Products Company, foremost maker of FM receivers, approved an agreement which allows the Emerson Radio & Phono Company to buy at least $3,000,000 worth of Granco radios annually and will handle consumer sales and merchandising for Granco.

Henry Fogel, president of Granco, said of the new development: "It greatly strengthens our financial and marketing position."

The new agreement specifies that Emerson is to receive an option to buy 540,986 shares of Granco stock, and will, in return, lend the company $217,500 over five years. The sales and marketing end of the transaction will be executed by the DuMont Emerson subsid of the Emerson outfit.

NEW AUDIO PRODUCTS

'Phantom Tape' Has Wings

A wing - speakered stereo tape machine being debuted by the Telectrosonic wing of Telectro Industries of Long Island City, N. Y., carries what the company calles a "phantom" third speaker channel. The machine also permits the user to record voice and instrument on one channel against previously recorded music on another channel.

Two six - inch dual - cone speakers are contained in the wings, while a third four by six-inch speaker is built into the front of the recorder itself. All three of the speakers reproduce thru one of the amplifiers for mono tapes.

Level meters are incorporated, and attachments allow for direct mono and stereo pickups from radio, TV or phonos. Two mikes are also included. The machine records at three speeds: 1⅞, 7½ and 3¾ inches per second. The units sell for $349.95.

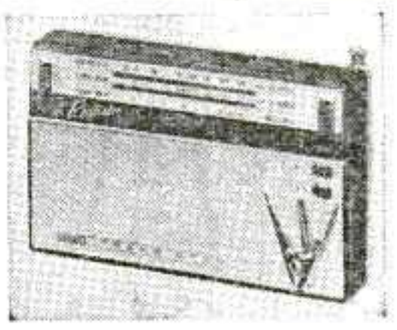
Turntable and Tone Arm 'Realistic'

Boston's Radio Shack has announced the entrance of a redesigned four - speed turntable, the Mark VIIIA, with a cartridge stereo arm. The Shack claims that the new table meets all wow requirements for broadcast industry use.

Special features include gold - plated fittings, steel motor shaft and heavy cast aluminum base. The arm is pivot - mounted on ball bearing races, while stylus pressure is adjustable thru the use of a counterbalance. The arm height is also adjustable. The tone arm will accept all standard cartridges.

A mounting board, 13 by 15 by 3½ inches, is available at no extra cost.

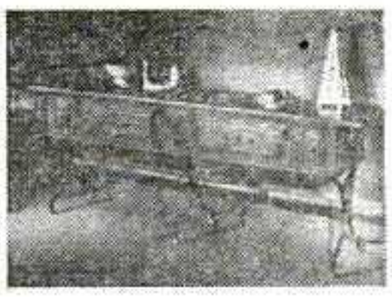
Three-Band Transistor Portable Radio



Another in the new "Realistic" products by the Radio Shack is a three - band transistor portable radio which operates on long, short and standard broadcast frequencies. It weighs only three pounds and has a telescoping antenna. Nine transistors bring it to life and a single nine - volt battery supplies the power. It is sold complete with earphone cord, and jacks for external speakers. Controls include tone, volume and three-way band selector.

More information can be obtained on the radio from the company which is headquartered in Boston.

A Stereo Hunt Board

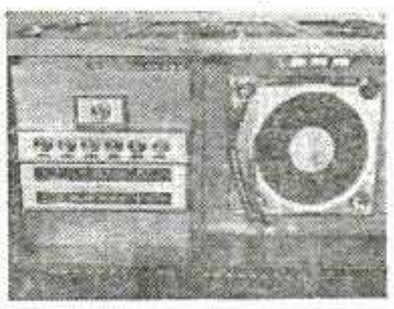


Included in the Pavanne assemblage of stereo and hi-fi music reproducers from the Capehart company is this Hunt Board which incorporates furniture styling by Tomlinson along with the firm's console sound equipment.

The "board" is executed in solid pecan and butternut woods and has charcoal - footed iron legs and brass hardware.

Included, too, is an eight-way speaker system, four-speed phono and FM - AM radio. The dimensions are 90 by 19 by 32 inches. The list price is $1,495.

Console Features 'Vibrasonic' Sound Conditioning



Motorola's version of the new sound conditioning for musical reproduction was debuted last week in eight of the firm's top - of - the - line consoles in Chicago. Each of the units, along with most of the other consoles in the company's new line, continues to use three amplifiers to supply the power for speaker stereo sound. (See The Billboard, August 8.) Shown here is the control panel of one of the consoles which the company says gives concert hall sound. The so-called "size of the hall" can be regulated with the turn of a knob on the control panel.

(Continued on page 18)

www.americanradiohistory.com

$500,000 BUYS YOU A LOT OF ACTION!

An unprecedented $500,000 says these six new singles will give you plenty of store action! And $500,000 never spoke with more authority than it does in the RCA Victor-Remington "Be a Hit at School" promotion! RCA VICTOR

GIANT AD CAMPAIGN kicks off on August 22nd with a color spread in LIFE Magazine, spotlighting these six top artists, plus a tie-in ad plugging their latest hit singles!

TARGET: TEENAGERS! Besides LIFE, schedule includes Family Weekly, Teen, Seventeen, Today, Parade, Ebony, This Week, Boys' Life, TV spots on "Gunsmoke," "Bonanza."

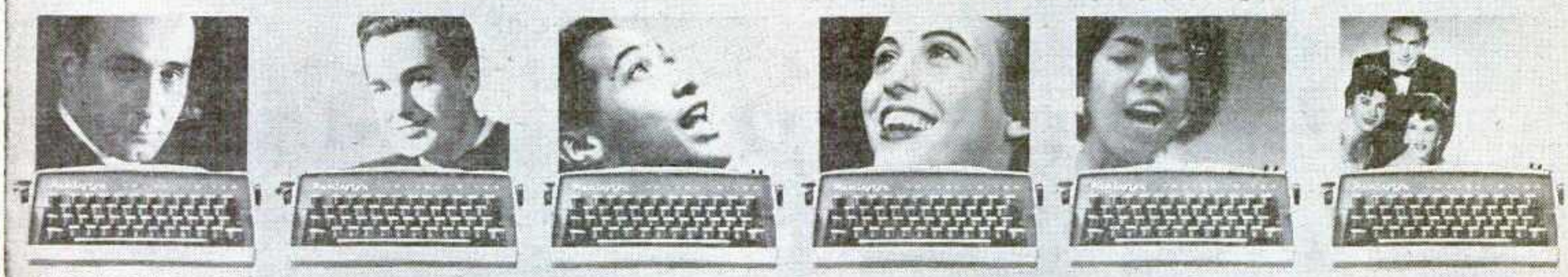
FREE PREMIUMS! Participating Remington Portable dealers will distribute a premium record produced especially for promotion — a Compact 45 sampling all six artists!

VALUABLE PRIZES For teenagers writing the best letters to these six RCA Victor recording stars, completing sentence: "I enjoy listening to your records because".

DISPLAYS! DISPLAYS! Artists will be featured in day-glo banners, easel cards, pennants, decals, plus 5,000 major four-color displays in Remington dealer windows!

WIN A PORTABLE! To qualify, set up window display for the "Be a Hit at School" promotion! See RCA Victor Record Distributor for contest rules, free display material!

GET IN ON THE ACTION! ORDER THESE SIX GREAT NEW SINGLES NOW!



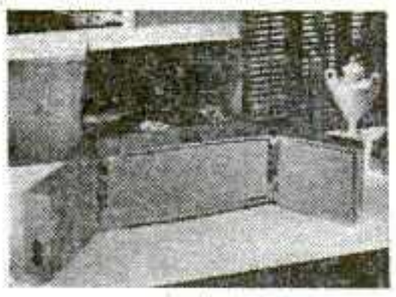
HENRY MANCINI/THE BLUES ■ BIG NOISE FROM WINNETKA—**NEIL SEDAKA**/YOU MEAN EVERYTHING TO ME ■ RUN SAMSON RUN—**SAM COOKE**/CHAIN GANG ■ I FALL IN LOVE EVERY DAY
JEANIE JOHNSON/JOHNNY MY LOVE ■ WISHING WELL—**DELLA REESE**/AND NOW ■ THERE'S NOTHIN' LIKE A BOY—**THE BROWNS**/WHIFFENPOOF SONG ■ BRIGHTEN THE CORNER WHERE YOU ARE

Copyrighted material
www.americanradiohistory.com

NEW AUDIO PRODUCTS

• *Continued from page 16*

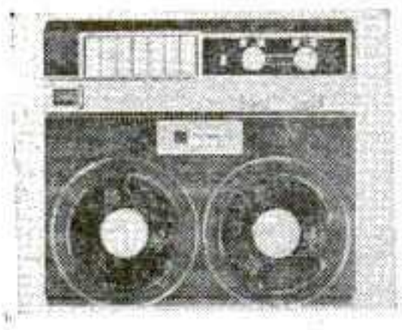
Portable Has Speaker on the Wing



Also a feature of the Motorola presentation in Chicago was a line of seven portables which accent slimmer lines in cabinet design. The design was accomplished by lowering the record changer so that a portion of its mechanism extends below the main cabinet. A perforated pod covers the mechanism.

This is the Model SH22 which comes in gold and brown and which has an automatic changer, three-amplifier sound system. Five speakers relate the information: an 8-inch woofer, two 5¼ - inch mid - range horns, and two 4-inch units. The SH22 sells at a suggested list price of $199.95.

Tape in Transport



One of the leading items in the new Bell instrument line, quartered in Columbus, O., is this new version of the Bell transport tape recorder and playback unit. This latest version has a three-drive motor at two speeds: 7½ and 3¾.

The dimensions are 15¼ by 13½ by 5 inches and the weight is something like 23 pounds.

New features claimed by the company are a standby key, new off key, level meters for each channel, a record interlock which safeguards against accidental erasure, mike inputs located on the master control panel and a stereo record - playback preamplifier that has both channels on a single chassis.

Cartridge Replacement Guide

Jensen Industries has just issued a phono cartridge guide with cross references for replacements for 35 brands of phono cartridges.

Tone Arm Does Work of Changer

An attachment designed to automatically place the tone arm in the leading grooves of a disk has been perfected by the Rek-O-Kut Company. In this sense the new device does everything a changer does except automatically drop disks.

The new unit can be attached to the firm's S120, S160, S220, and S260 tone arms and will sell at a suggested list price of $29.95. It will not appear, however, before the first of next year.

School Bells Ring Registers

• *Continued from page 16*

On the other hand, the college radio station is an ideal medium for selling sound and music. Many stations are willing to swap air time for free records, enabling local dealers to present one or more shows each week at nominal cost. Even if it's necessary to pay the card rate for time, college radio is quite inexpensive — even cheaper than the college newspaper. Radio can and should be used differently than newspaper advertising, particularly when you're dealing with college stations. The idea with radio, according to Phil Knowles of College Radio Corporation, which represents the bulk of the student-operated stations in the country, is to sell sound — new music, new releases, new artists. You can sell equipment, too — particularly if the station is FM — by demonstrating new recordings, comparing them with an old-timer by Paul Whiteman or Enrico Caruso.

There is a college market, and it's worth tapping. There are several approaches to getting your share. If yours is a mail-order business, why not go after students across the country as Goody did with his records-for-time program? Or you can adopt Belmont's hi-fi on credit program or the Philadelphia area retailer's mailing approach. Each of these, adapted to local conditions, should get you some college business in the next few weeks, more possibly at Christmas time. For the dealer near campus, there's nothing like intensive advertising in local media to acquaint students with your store and tell them what you have that's new. Not only is the cost low to begin with, but in most cases, you may use co-operative advertising allowances to help pay the bill. Finally, able student help not only solves a personnel problem; it's good public relations with other students.

New Davco Label Makes Its Debut

HILLIARD, Fla.—A new disk label, Davco Records, Inc., made its bow here last week with a release by Johnny Folkston coupling a tune co-written by Mae Boren Axton and Folkston, "Dance Little Leaves," and a Buddy Killen ballad, "You Said I'd Never Love Again."

The new diskery is headed up by local businessmen Frank Walker; his son, Hampton J. Walker, president of the firm, and a nephew, Wendell Walker. Folkston also has an interest in the business.

The Folkston platter was cut in Nashville with such musicians as Floyd Cramer, Hank Garland, Kelso Harston, Junior Husky and Buddy Harmon and backed by the Anita Kerr Singers.

Bell Expands Tape; Debs Components; Re-Sets Distribs

COLUMBUS, O.—Bell Sound, a division of Thompson Ramo Woolridge Inc., this week announced a switch to two-step distribution along with two complete new stereo component lines and an expanded stereo tape transport series. In going to independent distributors, Earl V. Sala, sales manager, noted that this will give dealers faster delivery, improved sales training, merchandising and promotional help and more facile and expanded credit.

In announcing three new stereo amplifiers, two matching stereo tuners and two stereo amp-tuners, Sala pointed out that the new Bell line is going from two-tone Metallic chassis finishes to a new style of walnut grain. vinyl steel cover, thus making for easier combination with existing furniture decor. He pointed out that the new Bell components will utilize color engineering in facilitating easier operation, with the four major controls against a panel of brushed gold, while minor controls are subordinated against a background of forest green.

The new stereo amp-tuners are the 44-watt Model 2445 at $329.95 and the Model 2425 at $229.95, boasting 30-watt peak. Bell offers in stereo amplifiers, the Model 2418, 30-watts, $109.95; the Model 2420, 34-watts, $129.95; and the Model 2440, 44-watts, at $179.95. Matching stereo tuners include the Model 2421 at $129.95 and the Model 2441 at $179.95.

The Bell stereo tape transport has been expanded feature-wise, so that the consumer may purchase seven different models with different heads and performance requirements, with prices ranging from $129.95 for a mono record playback deck to $369.95 for a transport, complete with stereo preamps, in portable carrying case which will record four-track and playback two or four-track prerecorded tapes.

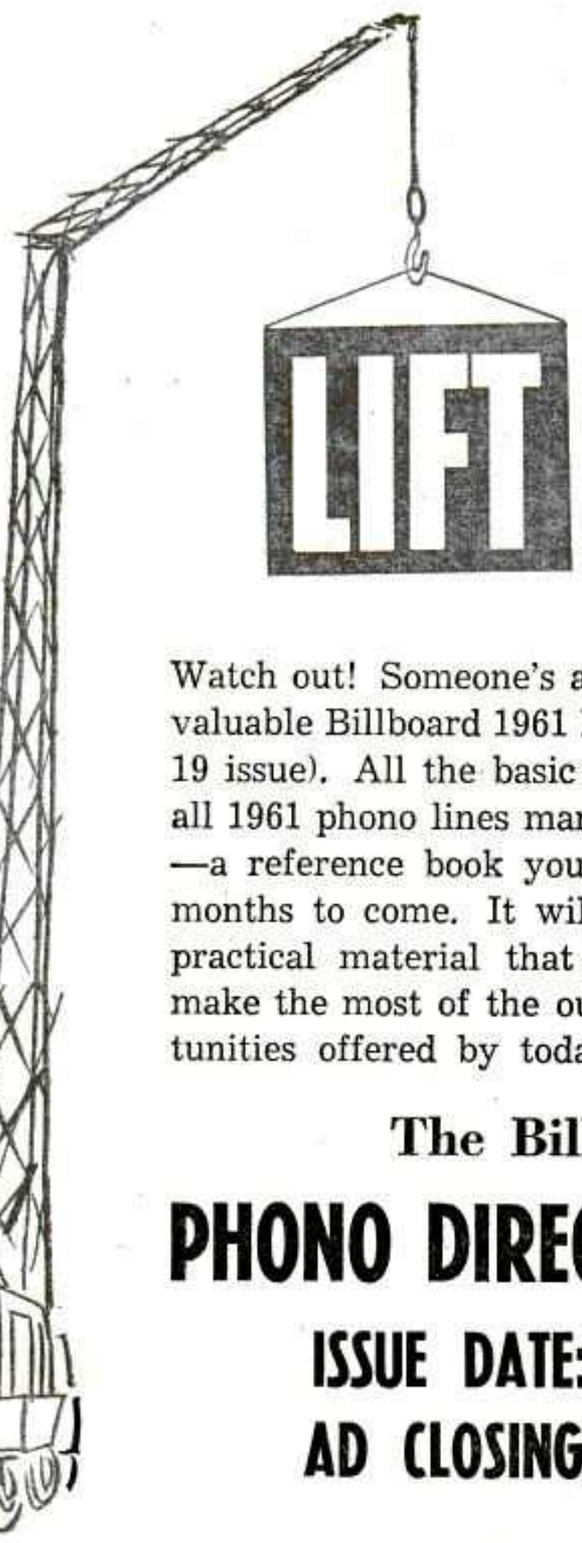
IT TOOK 73 YEARS TO BUILD YOUR 1961 COLUMBIA PHONOGRAPHS

When does the creative engineering of a new line of merchandise start—and how far does it go?

In the case of the new 1961 Columbia Phonographs, the "mental blueprints" began back in 1888 when Columbia manufactured the world's first modern phonograph. CBS Electronics engineers have been pioneering important phonograph contributions ever since. Just 7 years ago, Columbia dealers "had it made" with the hottest selling item in the industry—the famous Columbia "360". The thousands who bought this new compact concept of high fidelity have been selling "Columbia" to their friends ever since. They're with Columbia for *keeps*. And this kind of acceptance has set up and presold tens of thousands of new customers for the solid new stereo concept of *pure listening pleasure* created by Columbia this year. 73 years of *sound* experience are obvious in the 1961 Columbia line of 15 models that deliver "The Sound That Takes You There!"

Why sell gimmicks, gadgets, and more confusion when you can sell something *everyone* buys—Pure Pleasure at Popular Prices! Columbia Phonographs, CBS-Electronics, 405 Park Ave., New York 22, N. Y.

Another reason why COLUMBIA® means business in phonographs —BIG BUSINESS



Watch out! Someone's almost sure to lift your valuable Billboard 1961 Phono Directory (Sept. 19 issue). All the basic facts on all models of all 1961 phono lines manufactured in the U. S. —a reference book you'll be using for many months to come. It will provide a wealth of practical material that tells dealers how to make the most of the outstanding sales opportunities offered by today's phono equipment.

The Billboard

PHONO DIRECTORY ISSUE

ISSUE DATE: SEPT. 19

AD CLOSING: SEPT. 14

Copyrighted material

www.americanradiohistory.com

ANOTHER GUY MITCHELL RUNAWAY HIT!

MY SHOES KEEP WALKING BACK TO YOU

(3-41725 4-41725)
(SINGLE-33 SINGLE-45)

Following in the Footsteps of
"Heartaches By the Number"
ON COLUMBIA RECORDS...
THE PEOPLE'S CHOICE

Copyrighted material

www.americanradiohistory.com

Early Passage for Harris Bill

• Continued from page 3

on the free records and similar items "incidental" to a broadcast program, Pastore said this was a "most sensitive area." He insisted that the FCC spell out in rule-making the instances when a broadcaster would be violating the re-written sponsorship identification Section 317, when and if the Harris reform bill passes.

FCC Chairman Ford said that examples, in question and answer form, has been agreed upon by industry and Congressional spokesmen, and set forth in the House Legislative Oversight Subcommittee report, in connection with its payola hearings. He told Pastore that this list would be "lifted out" and the trade would be so well informed that it would have "no excuse" for failure to know how to obey the law on the matter of sponsorship announcements for free records or other items subject to payola or plugola taint. (Under the reworded Sec. 317, free sample records can go unannounced, but a massive donation of free records to a station from one source would call for identification, it was pointed out in the House report.)

The American Bar Association feared that some 600 stations with "challenges" against them on various payola grounds, or any licensee breaking one of FCC's "innumerable" rules, could be subject to the fines provided in the Harris bill, without being put on notice or given a chance to correct the violation prior to imposition, which could involve the whole three-year period before license renewal.

Pastore Assures

Pastore assured ABA spokesmen Bryce Rea Jr., and Donald C. Beelar that procedural safeguards would be written into the bill, and violations spelled out. He then invited the legalists to meet with others from the broadcast groups, and the FCC, to join with Senate subcommittee counsel Nicholas Zapple to do the writing — which Pastore wanted ready by last Friday (12).

American Federation of Labor Secretary Stanley L. Ballard asked the Senate Subcommittee to incorporate a crackdown on cheap foreign tracks, and require broadcasters to give local musical talent a chance on the air, as part of its duties in programming for community needs. Ballard wanted announcement required on foreign track "surreptiously" used in American film on television, which puts American musicians out of work and deceives the public. Pastore was sympathetic but said this aspect could not be tied in with the present bill. He endorsed the Morse legislation calling for foreign music track investigation, and hoped a full-scale study would be made in the next Congress.

Fast Hearing

Pastore put the one-day hearing thru on the double, taking testimony of eight witnesses, plus comments by their associate counsels, in one day. The Communications Subcommittee chairman insisted he was not trying to "cajole" anyone to the subcommittee point of view on amending the Harris bill, however, he would ask with irresistible persuasion: "Well, now, you can see, can't you, that if a man's license can be revoked, putting him out of business, and he can be fined, you don't need the suspension penalty as well."

Vincent Wasilewsky, NAB vice-president for government affairs wanted to go further, and suspend licensee liability for fines (if there must be forfeiture), while he argues FCC charges — as many had done when their use of free records on the air was held in violation of Sec. 317.

Pastore said this was going too far. Since under the rewording, only a "wilful" violation will be punishable under the law, "a prudent man will stop doing it," while the case is pending. Pastore believed. He grew a little impatient with the broadcasters when he demanded: "Why are you so fearful, anyway? The FCC has never revoked a license."

No one argued the point, but the silence was heavy with speculation about the future under the new hard-hitting chairman of the FCC: There is the Agency's new office of Complaints and Compliances probing into payola and other possible violations of any of the Commission's rules; the FCC's recent decision to affirm its right to at least compare programming plans based on local needs, with actual performance; and the generally stricter tendency of the Agency to stick to the letter of the law and demand broadcaster compliance, even in such "trivia" as the identification of sample records, disregarding business practices of 20 years' standing.

music sounds best on 4-track 7½ ips tape

Newhart Brit. TV Bow Set

LONDON—Warner Bros. Records are planning to bring over Bob Newhart for TV in the fall to help launch his No. 1 U. S. album seller, "The Button-Down Mind of Bob Newhart." Dates have tentatively been fixed for October 20 or November 10, with the former likeliest in view of the comic's heavy U. S. schedule.

Behind the project is Bob Weiss, Warner's international director. A keen believer in the value of suitable TV exposure, he had earlier tried to fix a short visit for Connie Stevens to launch her initial disk here.

Newhart is unknown in Britain, except for his recent U. S. chart reputation, and Weiss personally arranged the TV deal with Eddie Pola, Granada's variety director, late last month.

He has since been in transatlantic telephone and cable contact with Warner President James B. Conkling to clinch the date.

SORD Protest

• Continued from page 2

over Annette's signature offering youngsters the chance to complete their Annette collection via the "Terrific Deal."

Johnson feels this device will help stimulate sales of the current single as well as move old inventory. Offer at dealers will be the same: purchasers of the current Annette singles. Johnson said label will still come out ahead despite the price slash because royalties to publishers and artists will be proportionately reduced.

This is the first time in more than 15 years that singles have been sold at the three-for-$1 level.

Freebie Return

• Continued from page 2

has abated in most regions, and most of the swinging distributors have agreed not to give out payola in the future. But freebies accentuate the transshipping problem, keep up the price of records at the high price of 98 cents list, and give distributors records to give away to dealers to con them into reporting sales on disks to radio stations when the records are showing very little movement.

Distributors are also using the free disks to help defray the costs of the additional promotion that must be placed behind a big drive record, such as additional promotion men, longer hours, etc., and when a record dies they often sell the free disks to record-pack operations or to large-scale dealers who need records for their return privilege.

Most manufacturers know that in giving away records they are basically discounting the value of their product. And yet most manufacturers who will talk about it say: "Everybody else is doing it." This isn't entirely true, but it is true enough to cause renewed concern on the part of many tradesters about the value of freebies to the disk business.

on 20th FOX

ALL YOU HEAR IS BEAUTY

SMASH HIT!

100,000 NATIONAL SALES—FIRST 11 DAYS

Thanks to all the DJ's and Distributors

THE ORIGINAL

I WANT TO KNOW

B/W...BABY IT AIN'T RIGHT

SUGARPIE DESANTO

with the PEE WEE KINGSLEY BAND

VELTONE 103 originally on check 103

PRODUCED BY BOB GEDDINS

Producer of such hits as: Tin Pan Alley . . . Johnny Ace's Last Letter . . . Haunted House . . . Trouble Blues . . . You're the One . . . You got Me Whistlin' . . . Why Does Everything Happen to Me?

and now his BIGGEST HIT

I WANT TO KNOW

VELTONE

523-11th Street Oakland, Calif.

Phone TE 4-9490

www.americanradiohistory.com

madison RECORDS

1650 BROADWAY
NEW YORK, N.Y.

THE BELL NOTES

(I'VE HAD IT)

have another hit!

"SHORTNIN' BREAD"

MADISON 136

DANTÉ

(ALLEY OOP)

AND THE EVERGREENS

second straight smash!

"TIME MACHINE"

Produced by Alpert and Adler

MADISON 135

breaking wide open!

"GOODNIGHT, SWEETHEART, GOODNIGHT"

b/w VICKIE LEE

MADISON 134

The Untouchables

already a smash!

"NIGHT TRAIN"

MADISON 133

The Viscounts

Copyrighted material

www.americanradiohistory.com

Copyrighted material
www.americanradiohistory.com

MUSIC AS WRITTEN

New York

Pianist **Joseph Schwartz** leaves for Rio de Janeiro this week as part of the third Brazilian artist exchange. He will give concerts in Rio, Sao Paulo and Belo Horizonte.... The **Modern Jazz Quartet** will conduct classes and present concerts at the School of Jazz in Lenox, Mass., for two weeks starting August 15.... **Lee Hartstone** of London Records, is now in London at English Decca's home offices on a business trip. He will also visit English Decca affiliated companies in France, Germany and Belgium.... The **Facade Sisters,** teen-age duo, are appearing at the East Tincup, Colo. (near Denver), amusement park thru Labor Day.... The **Platters** open at Basin Street East in New York August 18 for nine days.... **Gene Krupa** and his quartet return to the Metropole in New York for three weeks starting August 29.

CANNONBALL ADDERLY and his quintet open at Basin Street East in New York August 25.... Buck Ram will handle the musical direction of the flick, "Night of the Key."... Henry Cohen, former general counsel to Decca Records, who passed away last week at the age of 54, leaves his wife, two children, and two grandchildren. N. B. Mayhams of Co-Ed Records has added 10 new agents-distributors to sell the label on college campuses. In Panama the Renaldo Denino Music Company is now handling the labe.... Jerry Blaine threw a cocktail party at the Park Sheraton Hotel in New York last week to introduce Cosnat Distributors' eight branch managers.... Benny Ross, vet music man, has left Southern Music to join the professional staff of Consolidated-Dorsey Bros. and Embassy Music Companies. When the Dorsey Bros. were actively running the Dorsey-Embassy firms, Ross was the general professional manager there. Welcome home, Benny.

Miles Davis held a special cocktail party for the press at the Penthouse Club in New York last Thursday (11).... **Bobby Heller** of the distributing Heller's of Philadelphia, escaped unharmed from an auto accident while en route from Philadelphia to Atlantic City last week.... The **Bill Evans Trio** bow into Birdland, New York, starting Thursday (11).

Mickey Scopp, veepee and general manager of the Big Three, leaves on Tuesday (16) for the West Coast for conferences with the firm's Hollywood branch. During the week Scopp will meet with film and TV studio execs on up-coming musicals.... Two Australian LP's on W. & G. Records, featuring musical arranger William Flynn, will soon be issued in Canada and the U. S. by Centrodisc of Canada.... Leroy Friedman has been named director of national manufacturing and engineering quality control for Columbia Records.... Bob McColgin has been named manager of manufacturing and engineering service at Columbia International.... Johnny and the Hurricanes are now with the GAC Teen Time Dance Party tour.... Danny Welton is set for a four-week stand in England in September.... Tops Records prexy Bob Blythe is off on a three-week trip to meet with distributors across the country.

Glad Records, the **Sid Schwartz** label, has moved to larger offices on Fifth Avenue in New York.... Folk singer **Jo March** (nee **Mapes**) has been signed by Elektra Records.... **Ramsey Lewis** and his Trio and the **Ralph Flanagan** Quartet open at the Embers in New York this week (15).... The **Monte Kay** office has signed thrush **Gloria Lynne.... Charlie Byrd** and his combo and the **Les McCann** Trio open at the Village Vanguard in New York on Tuesday (16).... **Erroll Garner's** stand at the Basin Street East in New York will start on September 15 and run for three weeks.... **John Paris** is the new promotion manager of Columbia Record Distributors' Cincinnati branch. Bob Rolontz.

Chicago

Jim Breyley, long-time major executive with Music Corporation of America here and now associated with the firm's Beverly Hills branch, married his one-time Chicago secretary, **Ethel Lowe,** recently in California.... **Duke Ellington** will write the score for the forthcoming movie, "Paris Blues," which starts filming in November in France, with **Dianne Carrol** vocalizing and acting.... The Cloister, North Side bistro, switched from comedy and vocalist policy to straight jazz August 22, with **Buddy Rich's** quintet.... **Eddie Howard** moves from his North Shore home here to permanent diggins in Arizona.... **Ray Mitchell,** the Milwaukee promoter, is eying the jazz concert business, with his first major bash set for the 8,000-seat Milwaukee Auditorium October 16, when he has Duke Ellington's band, **Dave Brubeck's** group and the **Dukes of Dixieland.** The package is the biggest jazz offering in years for Milwaukee.... Songwriter **Jimmy Sheldon,** who owns Overland Records, married **Phyllis Golmis,** non-pro, in Beverly Hills, Calif., August 11.

Vivian Carter, whose husband is Jimmy Bracken, an exec of VeeJay Records, is vacationing in Europe. She operates a record store in Gary, Ind., and has her own daily disk jockey show over WWCA, Gary.... Norman Music is the new VeeJay distributor in St. Louis, replacing Commercial Music.

The **Chess Brothers** have signed **Little Mac,** a new act, and **Tiny Topsy,** who had been with King Records.... **Diahann Carroll,** who expects to be a mother shortly, is set for a dramatic role in a motion picture, "Paris Blues."

Rumor has it that Norman Granz and Shelly Berman are setting up a management deal, similar to the one the Verve owner had with Ella Fitzgerald.... Disk jockey Bill Randle, WERE, Cleveland, is turning over some original masters on the late Big Bill Broonzy to Verve Records.

(Continued on page 24)

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING

Ventures Riding High With 'Walk, Don't Run'

The Ventures, comprised of Don Wilson, Bob Bogle, Nokie Edwards, guitarists, and Howie Johnson, drummer, range in age from 23 to 25 and come from Tacoma, Wash.

The group had its beginning when Wilson and Bogle started taking guitar lessons about two years ago. In February, 1960, after they had been playing in various clubs in Tacoma, the boys decided they needed two more musicians to round out the new musical ideas they were creating. Edwards and Johnson provided the sound required.

"Walk, Don't Run," on the Dolton label, is the group's first "venture" and it has rapidly climbed to the top 10 of the "Hot 100."

Safaris Swing With 'Image of a Girl'

The Safaris, Jim Stephens, Rich Lee, Marv Rose and Shel Briar, were all born and raised in Los Angeles.

Stephens, age 20 is the lead singer and plays the piano. Lee, 18, songwriter, wrote "Image of a Girl" and also plays the guitar. Rose, 18, is also a songwriter and Briar, youngest member of the group is only 17.

The boys have been together for about a year and have toured all over California. Currently they are planning an extensive Eastern tour.

Their hot single, "Image of a Girl," on the Eldo label, will be followed by an LP due for an early September release.

YESTERYEAR'S TOPS—

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

AUGUST 20, 1955

1. Rock Around the Clock
2. Yellow Rose of Texas
3. Ain't That a Shame
4. Learnin' the Blues
5. Unchained Melody
6. Hard to Get
7. Hummingbird
8. Blossom Fell
9. Cherry Pink and Apple Blossom White
10. Something's Gotta Give

AUGUST 19,1950

1. Mona Lisa
2. Goodnight, Irene
3. Sam's Song
4. Play a Simple Melody
5. Tzena, Tzena, Tzena
6. I Wanna Be Loved
7. Count Every Star
8. Bewitched
9. Third Man Theme
10. Bonaparte's Retreat

VOX JOX

By JUNE BUNDY

ANTI-CLIMAX DEPT.: Station WLEE, Richmond, Va., recently conducted a promotion tagged "First Official U. S. Expedition to Mars." Listeners were invited to vote for the WLEE deejay whom they would most like to send to Mars, and to say whether or not they would like to take the trip with him. Winner was deejay **Gene Loving.** He accompanied the winning couple and WLEE Program Director **Dave Lyman** to Mars—Mars, Pa. The town turned out to meet them July 29, following which they trekked to New York City to see a Broadway show. A special program on the promotion was aired over WLEE when the winners returned home.

THIS 'N' THAT: New York Journal American columnist Jack O'Brien recently noted, "The comedy record album craze is considered an inexplicable showbiz oddity, but perhaps it's because people miss their old radio comedy shows which disappeared in the TV era."... New York City Station WINS is co-operating with the New York City Youth Board in its dance programs. WINS deejays will act as emsees at eight live dance band programs this summer. Participating spinners include Jack Lacy, Stan Richards, Stan Z. Burns, Bruce Morrow and Murray Kauffman

TEXAS: Ken Collins, KXYZ, Houston, is opening a private club, The Speakeasy, and will incorporate a radio-TV club into "a club within the club," with special discounts.... **Jimmy Lewis** (veteran show business personality and Houston restaurant man), is joining deejay **Dick Dobbyn,** KXYZ, Houston, in a comedy-variety show, Monday thru Friday from 10:15 a.m. to 2:15 p.m.

New staffers at KELP, El Paso, Tex., include Al Kinsey Jr., ex-KALB, Alexander, La.; Charlie Russell, ex-KBRZ, Freeport, Tex.; Jason Carr, ex-KTMS, Texarkana, Tex. (he used name Tommy Alford); Gene Rohling, ex-KSET, El Paso, Tex.... Station KELP is strongly promotional minded, as witness the outlet's recent flock of contests. Contests include a "Klock" contest and a Sun-Tan contest. The clock contest involves the use of an eight-day clock, which is placed so that listeners can hear it ticking away in the background. Dialers are asked to estimate the day, time and minute when the eight-day clock will run out. Person coming closest to guessing the right time wins $100.

Time is also involved in the KELP Sun-Tan contest. Every 20 minutes a device-timer rings on the air, a single for sun-bathing listeners to turn over and obtain an even tan. Meanwhile, the station is asking fem listeners to use tape to print the call letters of KELP on their body, and enter a contest for the most effective call-letter "tattoo."... Station KNUZ, Houston, has installed what they call "3D Sound," a new sound system, which General Manager **Dave Morris** claims gives a "crisper and fuller" sound—a concert hall quality.

CHANGE OF THEME: Bill Quinn, formerly program director-deejay at WFBL, Syracuse, has joined WPRO, Providence, in the 7 p.m.-midnight nightly spot and the 1-6 p.m. Sunday time period.... Jay Maher has replaced Dick Johnson at WLOB, Portland, Me. Johnson is doing six months' service with Uncle Sam.... Rol Hopkins, same station, and his frau recently welcomed their second child, a boy.

Station WTOL-FM, Toledo, which began broadcasting this summer, utilizes the Programatic Broadcasting Service, an electronically controlled time-synchronized tape playback machine, which is used for music programs. The station features an adult music policy, and a special stereo series on Tueday and Thursday evenings from 7 to 8 p.m. and on Sundays from 9 a.m. to noon.

FEM BROADCASTERS: Honolulu's all-fem station, KNDI, now has 26 women on the payroll in executive and performing capacities. Manager of the station is Dorothy Abbott, formerly manager of WHER, Memphis, another all-fem station.... Also active in the disk field these days is 19-year-old Joyce (Pidgeon) Becker, who started her career a couple of years ago as Connie Francis' secretary. Miss Becker has opened her own offices in New York and is currently acting as press agent for Johnny and the Hurricanes, representing Kelly Troy and Corvette Records in the East, and writing a flock of columns for European fan mags and Screenplay magazine.

GIMMIX: Listeners to KOIL, Omaha, gain admission to a local movie house merely by saying "KOIL sent me." It's part of an over-all promotion for KOIL's 35th birthday. A KOIL deejay is present each night at the theater to greet KOIL fans and give away free single records and albums.... **Barney Keep,** KEX, Portland, Ore., recently ran a four-week contest, whereby he offered prizes for the best dog biscuit baker. No. 1 prize was a new range, freezer or dishwasher, with electric hot dog cookers as weekly awards. Judging was done by "a real live dog."

OPERATION DEATHWATCH: That's the title of a successful public safety promotion staged by KTRE, Lufkin, Tex., over the July 4 holiday. More than 5;000 persons visited the KTRE "Operation Deathwatch" coffee booth over the holiday weekend. The stand was set up to help prevent accidents by encouraging tired drivers to stop and rest. Refreshments, donated by local business firms, were served free to motorists stopping at the stand. An even bigger and better Operation Deathwatch coffe booth is planned for Labor Day weekend.

Copyrighted materia

www.americanradiohistory.com

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.

The BELL NOTES, who had a hit with I've Had It on another label, make their bow on Madison Records with a solid rhythmic version of the oldie, Shortnin' Bread — a Billboard Spotlight Pick. The Bell Notes consist of five young men, all of whom play one or more instruments and live in Long Island, N. Y. Carl Bonura is the founder of the group. Carl plays sax and sings Ray Ceroni, is the other half of the singing duo and is responsible for guitar. Lenny Giambalvo plays bass fiddle. Pete Kane and John Casey play piano and drums respectively.

The BROWNS, one of the top vocal trios, lend their unique voices to the favorite Yale University song, The Whiffenpoof Song. The Browns' interpretation is sweet and gentle with outstanding harmonizing by Jim Edward, Maxine and Bonnie. Add this to the list of listenable recordings produced by RCA Victor's Nashville a.&r. man, Chet Atkins.

JIMMY CLANTON sounds in hit form again on both sides of his new Ace Wax, Come Back, an appealing ballad done strictly in pop fashion with a flowing fem chorus on backing. Flip is Wait, a strong chanting job by Clanton with a gospel-based beat. Billboard picked it as a Spotlight Winner. Previous hits for the young singer from Baton Rouge, La., include Another Sleepless Night, Just a Dream, My Own True Love, and Go, Jimmy, Go. In the album department, Jimmy has a real swinger, Jimmy's Happy — Jimmy's Blue.

DANTE & THE EVERGREENS: The boys who had the cover hit version of Alley-Oop are the first out with a strong follow-up patterned on the same lines. Title is Time Machine, a cute tune using the same crazy spoken word technique as Alley-Oop. This new group waxing on the Madison label consists of Dante, 18, lead singer; Tony Moon, 19, vocal arranger; Frank Rosenthal, 19, bass singer and Bill Young, 18, second tenor.

BIRTHDAYS OF THE WEEK: August 15, Oscar Peterson, Hugo Winterhalter. August 16, Al Hibbler. August 18, Molly Bee, Johnny Preston. August 20, Jim Reeves, Jack Teagarden. August 21, Count Basie, Savannah Churchill, Art Farmer.

BOBBY DARIN's recent record shattering appearance at New York's Copacabana nitery has been put on wax by Atco Records. The sock personal magnetism and in-person drive of the young star has been fully captured in this exciting LP. Included in the album are Mack the Knife, That's All and several moving renditions of standard tunes. Atco will soon release an instrumental single by Bobby, Beachcomber b-w Autumn Blues. Bobby plays the piano on both sides and composed the instrumental. A fast road man, Bobby closes at the Greek Theater, L. A., where he's been appearing with George Burns on the 16th, and then heads for appearances in the Chicago area.

DUANE EDDY offers two fine guitar-playing sides on his newest for Jamie Records, Kommotion b-w Theme For Moon Children. Because of his successful appearance in the Columbia film, "Because They're Young," Duane has been signed for his next film, Gidget Goes Hawaiian. A new album is in the works for Eddy to be titled Because They're Young.

ARTHUR FIEDLER, well-known conductor, and his Boston Pops Orchestra, provide excellent programming on their RCA Victor album, Fiedler's All-Time Favorites. These are newly recorded versions of light, easy-listening selections first recorded by Fiedler and the Boston Pops more than two decades ago on 78 rpm. Among the tunes are: Sleeping Beauty Waltz, Light Cavalry Overture, and an Old-Timer's Night at the Pops, medley of The Bowery, Sidewalks Of New York, Daisy and After The Ball.

CONNIE FRANCIS: M-G-M is getting fast action on Connie's newest, Malaguena, a fast entry on Billboard's Bubbling Chart this week. Tune is the beautiful Spanish favorite written by LeConna. Flip is My Heart Has A Mind Of Its Own, penned by Howard Greenfield and Jack Keller, composers of her recent No. 1 record. Both tunes were waxed by Connie at the M-G-M diskery's recording studio in Hollywood where she is currently shooting her first film, Where The Boys Are. Connie opens at the Gatineau Country Club, Ottawa, August 25 for one week, the Sahara Hotel, Las Vegas, September 6, for four weeks.

BENJAMIN DAVID GOODMAN (the King of Swing) is featured on a new RCA Camden album titled Swing, Swing, Swing. It features most of the Goodman greats, Mercer, James, Krupa, Hampton, Stacy, Elman, Wilson, Martha Tilton, Helen Ward, etc., on sides recorded during the 1935-39 period; and spotlights some less known Goodman efforts: Chloe, Who, When A Lady Meets A Gentleman Down South. It was in 1934 that Mr. Goodman began to feel that his style of swing-jazz music was beginning to take hold. In the autumn of that year he finally made the top at the Palomar Ballroom in California and expressed his success this way: "It took 3,000 miles of traveling before we found people who were ready to take our music the way we wanted to play it."

The IVY THREE are Star Performers on Billboard's Hot 100 Chart this week for their fast climbing Shell Records release, Yogi. This is the first recording for the boys who started singing together as students at Adelphi College in Garden City, L. I. The group consists of Don Rubin, Charlie Cane and Artie Berk.

JOHNNY & THE HURRICANES, who have the instrumental rhythm to match their name, are on the scene with Revival, a swingy instrumental theme based on When The Saints Come Marching In. Flip is Rocking Goose —a two-sided Billboard Pick. GAC just added Johnny & the boys to their "Teen Time Dance Party" tour currently playing the Midwest. The boys are also scheduled to play the Rainbow Lounge, Wildwood, N. J., September 2-5 and the Michigan State Fair, Detroit, September 9-11.

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

JEANIE JOHNSON, a new singer making her bow on RCA Victor rates a Pop Talent Spotlight by Billboard for her first entry, Johnny My Love b-w Wishing Well. Now 17 and a pro since she was 12, Jeanie has a country pop style that could make her a success in either field.

DELLA REESE's continued disk success under the direction of Hugo & Luigi is evidenced by the release of her new RCA Victor single, And Now b-w There's Nothin' Like A Boy. Both tunes are done in Della's sure-fire, torchy, throbbing, dramatic style. Folks in the New York City area can hear Miss Reese at the Copacabana for three weeks beginning August 18.

BOBBY VEE, Liberty Records bright singing star, turns in a Billboard Spotlight Performance on his newest, Since I Met You Baby. Flip is Devil Or Angel. Bobby is 16 years old, born in North Dakota, currently residing on the West Coast.

PROMOTION DAYS & WEEKS: August 15 is Independence Day in India. August 16 Vermont celebrates Bennington Battle Day. . . . Revolutionary War battle victory on this day in 1777. August 19 is National Aviation Day, by Presidential Proclamation.

Be back in 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

BRONTOSAURUS STOMP—The Piltdown Men ..... Capitol
COME BACK—Jimmy Clanton ..... Ace
IF SHE SHOULD COME TO YOU—Anthony Newley ..... London
MALAGUENA—Connie Francis ..... M-G-M
MY HEART HAS A MIND OF ITS OWN—Connie Francis ..... M-G-M
MY SHOES KEEP WALKING BACK TO YOU—Guy Mitchell ..... Columbia
RAMBLING—The Ramblers ..... Addit
SHORTNIN' BREAD—Paul Chaplin and His Emeralds ..... Harper
SPEAKING OF HER—Adam Wade ..... Coed
THE OLD OAKEN BUCKET—Tommy Sands ..... Capitol
THEME FROM THE APARTMENT—Ferrante and Teicher ..... United Artists
WAIT—Jimmy Clanton ..... Ace

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

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

MUSIC AS WRITTEN

• *Continued from page 23*

Gene Ammons, tenor sax man, opens a five-day stand at the Sutherland Lounge, beginning Wednesday (17). He has just completed a week at the Regal Theater's stage. Sharing the bandstand with Ammons are **Fortunatas Ricard,** trumpet; **Jodie Christian,** piano; **Lewis Taylor,** drums; **Leo Blevins,** guitar, and **Nate Stewart,** bass. Ammons' latest album is "The Twister" on Prestige. **Maynard Ferguson's** Big Band opens at the Sutherland, Sunday (21). A.T.C.

Cincinnati

Lawrence R. Carey, 54, music librarian at Station WLW here, dropped dead of a heart attack August 4. A trombonist and bassist, Carey had played with bands here and on the West Coast before joining WLW 16 years ago. . . . **Lou Epstein,** manager of the Jimmie Skinner Music Center here, vacationed in New York last week before embarking on a cruise to Southern waters. En route East, Epstein stopped off in Cleveland for a visit with **Dick Pike,** former local deejay now conducting his own radio and TV segs on WJW in the Northern Ohio city. . . . Swing singer **Mark Murphy** opens Thursday (18) at the Racquet Club, Dayton, O., for a fortnight's stand. . . . **Robert B. Rietman,** for the last six years radio sales and commercial manager at WCPO here, has been appointed manager of WZIP, Cincinnati's "good music" station. In his new position, Rietman will be in charge of all departmental operations, with emphasis on better programming of music, local news and community service.

Station WSAI resumed its weekly "Teen Dream Town" show, with Dave (Wild Child) Steere piloting, at Shillito's downtown department store Saturday (13). Seg is on 1-2 p.m., with a different guest each Saturday. First guest in under the new sked was Fraternity Records' John Gary, who made a special plane trip in Saturday morning from Windsor, Ont., where he is current at the Metropole Supper Club. "Teen Dream Town" club members had voted Gary's new release, "Forget It," as the Sound of the Week. Flip side is "The Bell Rings." Following the shot on "Teen Dream Town" program, Gary made an appearance on Bob Braun's record hop aired over WLW from McAlpin's department store in the Western Hills Shopping Center. Fraternity president, Harry Carlson, chartered a special plane to hustle Gary back to Windsor in time for his Saturday night show. Bill Sachs

Nashville

Louisiana Governor **Jimmy Davis** came to town last Monday (8) to record an album at the Bradley Studio. Session was directed by **Owen Bradley** for the Decca label. . . . Others who appeared at Bradley's last week for sessions under Owen's direction included a duet etching Wednesday (10) by **Kitty Wells** and **Roy Drusky,** with the latter recording solo Thursday (11). . . . **Don Law** also booked several dates into the Bradley Studio for Columbia last week, including **Norma Jean, Johnny Horton, Freddie Hart** and **Lester Flatt** and **Earl Scruggs.** . . . **Bobby Sykes** cut a session for Epic Records at Bradley's last week, **Billy Grammer** was in for Everest, **Jesse Lee** ("Little Space Girl") **Turner** cut a session for Rank Records under **Paul Cohen's** direction, and M-G-M's **Helen and Dolores** waxed a session.

Nashville's Freddie North was on the Dick Clark TV'er Friday (12), promoting the top side of his new University release, "Okay, So What," penned by Robert Riley, who co-authored the hit, "Walkin' in the Rain." . . . Tree Music's Buddy Killen infoes that Shirley Collie's new Liberty release, "Didn't Work Out, Did It," published by Tree, looks as tho it's headed for big things. . . . Chet Atkins has had a busy schedule at the local RCA Victor studio recently. Newcomer to the label, Roger Miller, cut a session Wednesday (10). Jim Reeves cut a single session last week, Harvie June Van also recorded recently, and Jimmy Driftwood was in for album sessions for RCA Victor last week, along with Floyd Robinson, who did a single etching for the label. . . . Gene Nash was at the RCA Victor Studio last week to record the entire score of his new musical revue, "Stock and Trade." . . . Cy Coben was in from New York and Jersey last week to visit old friend Chet Atkins. . . . Chattanooga songwriter Carole Smith was in for a visit, too.

Anita Kerr moved into a new home last week then left town for couple of weeks' vacation. . . . **Billy Walker** heads for Dallas August 20; **Ray Price** for the Myersdale, Pa., Fair August 25, and **Ernest Tubb and the Texas Troubadors** are currently playing a Midwestern tour. All were booked by **Hal Smith,** of Curtis Artists Productions. . . . **Lucky Moeller,** of the Jim Denny Artists Bureau, infoes that there's unusually fine response to country music at fairs this year, where bureau is booking, among others, **Minnie Pearl, Kitty Wells, Johnny and Jack, Webb Pierce,** the **Duke of Paducah** and **George Hamilton IV.** . . . **Jimmy Edwards'** new RCA Victor release is "Silver Slippers" and "What Do You Want From Me," both from Tree Music. . . . New side by Decca's **Bob Beckham** is "Nothing Is Forever," published by Cedarwood Publishing Company. Pat Twitty

Maxin Inks French Duo

NEW YORK — Arnold Maxin, much traveled M-G-M Records prexy, and well known as having made the international scene, has come up with an interesting new Gallic act for the label. Following successes with the great French star, Maurice Chevalier, Maxin has now pacted a stunning pair of Parisian teen-agers known as Les Soeurs Villette, Elaine and Regina.

Aged 17 and 15, the sisters were discovered backstage at a Paris night club earlier this year by George Wiener, another music man known for his interests abroad. Wiener found the pair accomplished as Spanish guitarists, jugglers, dancers and singers and when they came to the States later for an Ed Sullivan show appearance, Wiener, who manages them here, brought them to Maxin's attention. Their first disk will be out shortly.

Copyrighted material
www.americanradiohistory.com

WE WISH!

"RAMBLING"

by THE RAMBLERS

A-1257

the Original!

b/w

"DEVIL TRAIN"

ADDIT RECORDING CORP. 1107 Broadway, New York 10, N.Y. AL. 5-2448

Copyrighted material

www.americanradiohistory.com

FOR WEEK ENDING AUGUST 14

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	**BUTTON-DOWN MIND OF BOB NEWHART** Warner Bros. W 1379	14
2	2	**SOLD OUT** Kingston Trio — Capitol T 1352	17
3	4	**THE SOUND OF MUSIC** Original Cast — Columbia KOL 5450	35
4	3	**ELVIS IS BACK** Elvis Presley — RCA Victor LPM 2231	15
5	9	**EDGE OF SHELLEY BERMAN** Verve MGV 15013	4
6	15	**PAUL ANKA SINGS HIS BIG 15** ABC-Paramount LP 323	7
7	11	**CAN CAN** Sound Track — Capitol W 1301	16
8	6	**ENCORES OF GOLDEN HITS** Platters — Mercury MG 20472	23
9	7	**LANZA SINGS CARUSO—CARUSO FAVORITES** Mario Lanza-Enrico Caruso — RCA Victor LM 2393	13
10	17	**WOODY WOODBURY LOOKS AT LOVE AND LIFE** Stereoddities MW 1	24
11	8	**FAITHFULLY** Johnny Mathis — Columbia CL 1422	31
12	10	**PERSUASIVE PERCUSSION** Terry Snyder and the All Stars. Command LP 800	18
13	—	**STRING ALONG** Kingston Trio — Capitol T 1407	1
14	19	**REJOICE DEAR HEARTS** Brother Dave Gardner — RCA Victor LPM 2083	8
15	5	**MR. LUCKY** Henry Mancini — RCA Victor LPM 2198	21
16	12	**ITALIAN FAVORITES** Connie Francis — M-G-M E 3791	28
17	16	**THEME FROM A SUMMER PLACE** Billy Vaughn — Dot DLP 3276	22
18	18	**SIXTY YEARS OF MUSIC AMERICA LOVES BEST** Assorted Artists — RCA Victor LM 6074	38
19	30	**LAUGHING ROOM** Woody Woodbury — Stereoddities MW 2	10
20	13	**SENTIMENTAL SING ALONG WITH MITCH** Mitch Miller — Columbia CL 1457	8
21	20	**PARTY SING ALONG WITH MITCH** Mitch Miller — Columbia CL 1331	39
22	21	**MY NAME IS JOSE JIMENEZ** Bill Dana — Signature SM 1013	3
23	14	**BEN-HUR** Rome Symphony Orch./Savina — M-G-M IE1	17
24	31	**GRAND CANYON SUITE** Morton Gould — RCA Victor LM 2433	5
25	23	**THIS IS DARIN** Bobby Darin — Atco LP 33-115	24
26	27	**RAY CHARLES IN PERSON** Atlantic LP 8039	3
27	33	**GENIUS OF RAY CHARLES** Atlantic LP 1312	26
28	25	**OUTSIDE SHELLEY BERMAN** Verve MGV 15007	38
29	28	**FIRESIDE SING ALONG WITH MITCH** Mitch Miller — Columbia CL 1389	27
30	32	**LATIN A LA LEE** Peggy Lee — Capitol T 12090	19
31	—	**LOOK FOR A STAR** Billy Vaughn — Dot DLP 3322	1
32	29	**SONGS TO REMEMBER** Mantovani — London LL 3149	4
33	36	**CONNIE'S GREATEST HITS** Connie Francis — M-G-M E 3793	14
34	38	**NEW ORLEANS** Pete Fountain — Coral CRL 57282	7
35	—	**BONGO, BONGO, BONGO** Preston Epps — Original Sound LP 09	1
36	26	**BROTHERS FOUR** Columbia CL 1402	18
37	37	**TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO** Morton Gould — RCA Victor LM 2345	13
38	40	**HE'LL HAVE TO GO** Jim Reeves — RCA Victor LPM 2223	10
39	—	**YOUNG AT HEART** Ray Conniff — Columbia CL 1489	1
40	22	**WHITE SATIN** George Shearing — Capitol T 1334	4

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	1	**INSIDE SHELLEY BERMAN**, Verve MGV 15003	69
2	2	**SOUTH PACIFIC**, Sound Track, RCA Victor LOC 1032	125
3	3	**HEAVENLY**, Johnny Mathis, Columbia CL 1351	48
4	11	**HERE WE GO AGAIN**, Kingston Trio, Capitol T 1258	41
5	5	**FROM THE HUNGRY I**, Kingston Trio, Capitol T 1107	79
6	7	**MY FAIR LADY**, Original Cast, Columbia OL 5090	228
7	6	**SOUTH PACIFIC**, Original Cast, Columbia OL 4180	324
8	8	**SING ALONG WITH MITCH**, Mitch Miller, Columbia CL 1160	110
9	9	**JOHNNY'S GREATEST HITS**, Johnny Mathis, Columbia CL 1133	120
10	4	**BELAFONTE AT CARNEGIE HALL**, Harry Belafonte, RCA Victor LOC 6006	41
11	12	**KINGSTON TRIO AT LARGE**, Capitol T 1199	61
12	18	**THE MUSIC MAN**, Original Cast, Capitol WAO 990	129
13	10	**KINGSTON TRIO**, Capitol T 996	61
14	14	**OLDIES BUT GOODIES**, Assorted Artists, Original Sound 5-001	48
15	15	**MORE SING ALONG WITH MITCH**, Mitch Miller, Columbia CL 1243	83
16	17	**STILL MORE SING ALONG WITH MITCH**, Mitch Miller, Columbia CL 1283	63
17	20	**HYMNS**, Tennessee Ernie Ford, Capitol T 756	162
18	13	**GIGI**, Sound Track, M-G-M 3641 ST	111
19	23	**COME DANCE WITH ME**, Frank Sinatra, Capitol T 1069	73
20	19	**FILM ENCORES, VOL. I**, Mantovani, London LL 1700	125
21	16	**MORE JOHNNY'S GREATEST HITS**, Johnny Mathis, Columbia CL 1344	56
22	21	**GYPSY**, Original Cast, Columbia OL 5420	48
23	—	**FLOWER DRUM SONG**, Original Cast, Columbia OL 5350	68
24	—	**PORGY AND BESS**, Sound Track, Columbia OL 5410	55
25	25	**ONLY THE LONELY**, Frank Sinatra, Capitol W 1053	82

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	2	**SOLD OUT** Kingston Trio — Capitol T 1352	16
2	4	**MR. LUCKY** Henry Mancini — RCA Victor LSP 2198	21
3	5	**THEME FROM A SUMMER PLACE** Billy Vaughn — Dot DLP 25276	20
4	6	**LANZA SINGS CARUSO—CARUSO FAVORITES** Mario Lanza-Enrico Caruso. RCA Victor LSC 2393	14
5	7	**CAN CAN** Original Cast — Capitol SWAO 1321	4
6	8	**GRAND CANYON SUITE** Morton Gould — RCA Victor LSC 2433	5
7	12	**BEN-HUR** Rome Symphony Orch./Savina — M-G-M IE1	13
8	11	**NEW ORLEANS** Pete Fountain — Coral CRL 7-57282	25
9	23	**PORGY AND BESS** Sound Track — Columbia OS 2016	26
10	9	**FAITHFULLY** Johnny Mathis — Columbia CS 8219	28
11	19	**FLOWER DRUM SONG** Original Cast — Columbia OS 2009	23
12	10	**SENTIMENTAL SING ALONG WITH MITCH** Mitch Miller — Columbia CS 8251	4
13	16	**TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO** Morton Gould — RCA Victor LSC 2345	29
14	13	**LATIN A LA LEE** Peggy Lee — Capitol ST 1290	8
15	—	**TILL** Roger Williams — Kapp KX 1081	20
16	17	**STILL MORE SING ALONG WITH MITCH** Mitch Miller — Columbia CS 8009	29
17	18	**CONTINENTAL ENCORES** Mantovani — London PS 147	26
18	29	**ONLY THE LONELY** Frank Sinatra — Capitol SW 1053	27
19	14	**KINGSTON TRIO** Capitol ST 996	22
20	24	**THIS IS DARIN** Bobby Darin — Atco SC 115	15
21	20	**MORE SING ALONG WITH MITCH** Mitch Miller — Columbia CS 8043	27
22	25	**IT'S THE TALK OF THE TOWN** Ray Conniff — Columbia CS 8143	16
23	—	**FIORELLO!** Original Cast — Capitol SWAO 1321	27
24	15	**CONNIFF MEETS BUTTERFIELD** Ray Conniff — Columbia CS 8155	27
25	26	**GUNFIGHTER BALLADS AND TRAIL SONGS** Marty Robbins — Columbia CS 8158	27
26	28	**BILLY VAUGHN PLAYS MILLION SELLERS** Dot DLP 25119	24
27	—	**LET'S DANCE AGAIN** David Carroll — Mercury SR 60152	22
28	—	**NEARER THE CROSS** Tennessee Ernie Ford — Capitol ST 1005	27
29	—	**WITH THESE HANDS** Roger Williams — Kapp KS 3030	20
30	27	**AMERICAN SCENE** Mantovani — London PS 182	20

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	—	**PERSUASIVE PERCUSSION**, Terry Snyder and the All Stars, Command RS 800 SD	30
2	2	**SOUND OF MUSIC**, Original Cast, Columbia KOS 2020	32
3	1	**SOUTH PACIFIC**, Sound Track, RCA Victor LSO 1032	65
4	—	**PROVOCATIVE PERCUSSION**, Enoch Light and the Light Brigade, Command RS 860 SD	30
5	3	**MY FAIR LADY**, Original Cast, Columbia OS 2015	65
6	4	**BELAFONTE AT CARNEGIE HALL**, Harry Belafonte, RCA Victor LSO 6006	39
7	9	**HERE WE GO AGAIN**, Kingston Trio, Capitol ST 1258	41
8	5	**GIGI**, Sound Track, M-G-M SE 3461 ST	65
9	8	**HEAVENLY**, Johnny Mathis, Columbia CS 8152	47
10	10	**KINGSTON TRIO AT LARGE**, Capitol ST 1199	50
11	6	**COME DANCE WITH ME**, Frank Sinatra, Capitol SW 1069	65
12	17	**MUSIC MAN**, Original Cast, Capitol SWAO 990	54
13	7	**BLUE HAWAII**, Billy Vaughn, Dot DLP 25165	46
14	13	**TCHAIKOVSKY: PIANO CONCERTO NO. 1**, Van Cliburn, RCA Victor LSC 2252	53
15	12	**SING ALONG WITH MITCH**, Mitch Miller, Columbia CS 8043	36
16	11	**KING AND I**, Sound Track, Capitol SW 740	52
17	15	**QUIET VILLAGE**, Martin Denny, Liberty LST 7122	39
18	—	**EXOTICA, VOL. I**, Martin Denny, Liberty LST 7034	30
19	14	**MORE JOHNNY'S GREATEST HITS**, Johnny Mathis, Columbia CS 8150	37
20	16	**TABOO IN HI FI**, Arthur Lyman, HI FI SR 806	35

Copyrighted material
www.americanradiohistory.com

BASED ON SALES

IN STORES & RACKS

BEST SELLING CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

1. **LANZA SINGS CARUSO—CARUSO FAVORITES**
   Mario Lanza-Enrico Caruso, RCA Victor LM 2393
2. **GROFE: GRAND CANYON SUITE**.....Morton Gould, RCA Victor LM 2433
3. **RODGERS: VICTORY AT SEA, VOL. 1**
   RCA Victor Symphony Orchestra, (Bennett), RCA Victor LM 1779
4. **SIXTY YEARS OF MUSIC AMERICA LOVES BEST**
   Assorted Artists, RCA Victor LM 6074
5. **TCHAIKOVSKY PIANO CONCERTO NO. 1**
   Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
6. **SCHUMANN: CONCERTO IN A MINOR**.....Van Cliburn, RCA Victor LM 2455
7. **RODGERS: VICTORY AT SEA, VOL. 2**
   RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
8. **RACHMANINOFF: PIANO CONCERTO NO. 3**
   Van Cliburn, Symphony of the Air, (Kondrashin), RCA Victor LM 2355
9. **THE LORD'S PRAYER**..The Mormon Tabernacle Choir (Condie), Columbia ML 5386
10. **TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
    Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054

STEREOPHONIC CLASSICAL ALBUMS

1. **TCHAIKOVSKY: PIANO CONCERTO NO. 1**
   Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
2. **GROFE: GRAND CANYON SUITE**.....Morton Gould, RCA Victor LSC 2433
3. **TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**
   Morton Gould Orchestra, RCA Victor LSC 2345
4. **LANZA SINGS CARUSO—Caruso Favorites**
   Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
5. **RODGERS: VICTORY AT SEA, VOL. 1**
   RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
6. **TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
   Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
7. **OFFENBACH: GAITE PARISIENNE; KHATCHATURIAN: GAYNE BALLET SUITE**
   Boston Pops (Fiedler), RCA Victor LSC 2267
8. **SCHUMANN: CONCERTO IN A MINOR**.....Van Cliburn, RCA Victor LSC 2455
9. **GROFE: GRAND CANYON SUITE**
   The Philadelphia Orchestra (Ormandy), Columbia MS 6003
10. **RODGERS: VICTORY AT SEA, VOL. 2**
    RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226

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

MONOPHONIC

1. **Soul of Spain, Vol. 1**
   101 Strings .....Somerset P 6600
2. **Ebb Tide**
   Frank Chacksfield..Richmond M 20078
3. **Good Housekeeping Reducing Off the Record**
   .....Harmony HL 7143
4. **John McCormick Sings Irish Songs**
   .....RCA Camden CAL 407
5. **Soul of Spain, Vol. 2**
   101 Strings .....Somerset P 9900
6. **Perry Como Sings Just for You**
   .....RCA Camden CAL 440
7. **101 Strings Play the Blues**
   .....Somerset P 5800
8. **101 Years of Familiar Songs**
   101 Strings .....Somerset 2 RS
9. **You Do Something to Me**
   Mario Lanza ..RCA Camden CAL 450
10. **Silver Screen**
    101 Strings .....Somerset P 7000

STEREOPHONIC

1. **Soul of Spain, Vol. 1**
   101 Strings ....Stereo Fidelity SF 6600
2. **Ebb Tide**
   Frank Chacksfield ..Richmond S 30078
3. **Soul of Spain, Vol. 2**
   101 Strings ....Stereo Fidelity SF 9900
4. **Hawaii in Stereo**
   Leo Addeo Ork .....
   .....RCA Camden CAS 510
5. **East of Suez**
   101 Strings ....Stereo Fidelity SF 11200
6. **Silver Screen**
   101 Strings ....Stereo Fidelity SF 7000
7. **The Music Man**
   Various Artists .....Lion SL 70091
8. **101 Years of Familiar Songs**
   101 Strings .....Stereo Fidelity 2 RS
9. **Quiet Hours**
   101 Strings ....Stereo Fidelity SF 10200
10. **101 Strings Play the Blues**
    101 Strings ....Stereo Fidelity SF 5800

BEST SELLING
POP EP'S

1. **Sing Along With Mitch**
   Mitch Miller ....Columbia EPB 11601
2. **He'll Have to Go**
   Jim Reeves ....RCA Victor EPA 4357
3. **Hymns**
   Tennessee Ernie Ford .....
   .....Capitol EAP 1-1818
4. **Nearer the Cross**
   Tennessee Ernie Ford .....
   .....Capitol EAP 1-1005
5. **For the First Time**
   Mario Lanzaa ..RCA Victor EPA 4344
6. **Because They're Young**
   Duane Eddy .....Jamie J-304
7. **Faithfully**
   Johnny Mathis ...Columbia EPB 14221
8. **Spirituals**
   Tennessee Ernie Ford .....
   .....Capitol EAP 1-818
9. **Kingston Trio at Large**
   .....Capitol EAP 1199
10. **Gunfighter Ballads and Trail Songs**
    Marty Robbins ...Columbia EPB 13491

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

PERTINENT PERCUSSION CHA CHAS

Enoch Light & Light Brigade. Command RS 814 SD. (Stereo & Monaural) — Here is another album from Enoch Light's Command label, and one that could be the biggest seller yet. It features the Light Brigade playing cha chas in stylish, gutty, swinging fashion. The sound is superb and the arrangements are bright and attractive. Smart cover and extensive liner notes make this album a must for stereophiles and hi-fi bugs.

Classical

CHOPIN: PIANO CONCERTO NO. 2 IN F MINOR, OPUS 21; NOCTURNE IN D FLAT, OPUS 27, NO. 2

Ann Schein; Vienna State Opera Orchestra (Goossens). Kapp KDC 6001 — The exceptional reputation gained by the very youthful Miss Schein has been earned almost exclusively from her four previous disks. In the short space of about a year, Kapp has thus developed a dynamic new classical personality whose records reach a wide audience. Miss Schein's latest release should prove among her most popular, in view of its popularity among keyboard concertos, and because its poetic romanticism is made to order for her style. This recording, made in Vienna, also contains a popular Chopin nocturne as a bonus. Attractive jacket shot of the pianist makes this good display merchandise.

SPANISH MUSIC OF THE RENAISSANCE

New York Pro Musica (Greenberg). Decca DL 79409. (Stereo & Monaural) — Here is a de luxe package in the full sense of the word. Done in book-fold packaging, the liners (inside and out) contain detailed notes on the rarely performed material, plus lyrics in Spanish and English. The record itself contains the usual outstanding performance of this top-notch group, with impeccable harmonies and phrasing. There is delightful pacing, too, with the various numbers employing mixed vocal quartets, plus soloists backed by lutes, recorders, etc. A handsome performance all the way done with great taste.

HANDEL: L'ALLEGRO ED I PENSEROSO

Orchestra and Chorus (Waldman). Decca DXA 165—A class package, beautifully recorded and sung. Based on the twin poems of Milton, the musical composition follows in theme the contrasting moods and themes evoked by the Milton literature. The packaging is in exquisite taste, the two disks being boxed and set in sleeves which are ornamented by water color reproductions done by the 18th Century artist and poet, William Blake. There are scholarly notes by Emanuel Winternitz.

International

MARTHA SCHLAMME AT TOWN HALL

Vanguard VSD 2063. (Stereo & Monaural) — One of the most gifted and versatile of the folk artists currently in the public eye, Miss Schlamme differs from most others who specialize in one kind of music. She seems able to perform music from any nation with equal facility. Her newest release finds the Viennese thrush providing ample variety for her wide following, with lovingly sung songs from Mexico, Israel, England, Russia, Germany, Austria, Spain, Ireland, Italy and South Africa, as well as American and Yiddish songs and Negro spirituals. A variety of moods as well as languages distinguishes the collection.

Country & Western

PLEASE HELP ME, I'M FALLING

Hank Locklin. RCA Victor PM 2291 — A very tasteful package, leading off with Locklin's hit, "Please Help Me, I'm Falling," and including "Livin' Alone" and "Blues in Advance." Locklin has always been a fine performer. In this album he has the advantage of Chet Atkins' production techniques, which are impeccable in taste. On the basis of his current pop hit, bearing the same title as this set, the album can attract a lot of dual-market interest.

(Continued on page 29)

ALBUM COVERS OF THE WEEK

60 YEARS OF "MUSIC AMERICA HATES BEST" — Spike Jones and Orchestra, Liberty LST 7154. A real cute cover on a take-off of another good display item for novelty counters or windows.

MAKE EVERYBODY HAPPY — MJT Plus 3, Vee Jay LP 3008. A very attractive cover depicting a very attractive gal. Design by Emmett McBain; photo by Ted Williams. Prime display item for jazz counters.

Copyrighted material
www.americanradiohistory.com

From England . . . a truly great talent

ANTHONY NEWLEY

England's hottest disc star, with

5 STRAIGHT TOP HIT RECORDINGS

- I've Waited So Long
- Why
- Personality
- Do You Mind
- Idle On Parade

LEADING ROLES IN 40 MOVIES

co-starring with such stars as Victor Mature, Anne Aubrey, Robert Taylor, William Bendix

STARRING ROLES IN STAGE PRODUCTIONS

FEATURED PERFORMANCES IN TV SPECTACULARS

FEATURED VARIETY STAR

Newley is now being discovered in the U.S.A. through such great releases as

IF SHE SHOULD COME TO YOU

45-1929

The Music Reporter
NUMBER 1 HITS!
Most commercial singles of the week, destined to dominate the charts.
★ ANTHONY NEWLEY
"IF SHE SHOULD COME TO YOU"
Hollis-BMI

MUSIC VENDOR
HIT PICKS OF THE WEEK
IF SHE SHOULD COME TO YOU (Hollis Music, Inc., BMI) - Anthony Newley - LONDON 1929

The Cash Box
Pick of the Week
"IF SHE SHOULD COME TO YOU (Le Hollis)" (2:30)

The Billboard
★★★★
VERY STRONG SALES POTENTIAL

IDEAL FOR TASTEFUL PROGRAMMING

Newley's sensational new LP

LOVE IS A NOW AND THEN THING

Gone With The Wind; Some Other Spring; The Thrill Is Gone; What's Good About Goodbye; Love Is A Now And Then Thing; When Your Lover Has Gone; It's The Talk Of The Town; I Guess I'll Have To Change My Plans; Speak Low; This Time The Dream's On Me; Ask No Questions; I Get Along Without You Very Well. LL 3156

LONDON® RECORDS
539 W. 25th St., N. Y. 1, N. Y.

Copyrighted material
www.americanradiohistory.com

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

• *Continued from page 27*

Folk

THE WEAVERS AT CARNEGIE HALL, VOL. 2

Vanguard RS 9075 — The noted folk group was recorded at Carnegie Hall, April 1, 1960. There are 18 selections, giving a very good reflection of the group's talent. Songs derived from the hill country, from spiritual and gospel sources, blues and from far away lands are included. Some are "Born in East Birginia," "Bill Bailey," "Marching to Pretoria." The female voice of Ronnie Gilbert adds a wonderful touch to the singin' and pickin'."

Sound

BRAZEN BRASS

Henry Jerome and His Orchestra. Decca DL 74056. (Stereo & Monaural) — This is one of the cleverest and brightest albums recently issued in the "Sound" school. It features scintillating performances of pop and jazz tunes, stylishly arranged by Dick Jacobs, and recorded mighty well, too. The tunes include "Stompin' at the Savoy," "Glow Worm," "Bugle Call Waltz" and "Over the Rainbow." The way they are played should interest stereo and hi-fi bugs, and it's a very pleasant listening experience even for the novice. Strong wax that should become a steady seller.

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 Disk Jockey Programming

THE MUSICAL WORLD OF COLE PORTER

Starlight Symphony (Ornadel). M-G-M E 3843 — Here's a rich programming source for pretty-music stations. An attractively packaged double-fold set of nostalgic mood music, it spotlights 19 of Cole Porter's best songs, ranging from "My Heart Belongs to Daddy," and "Begin the Beguine," to "All of You," and "I Love Paris." Lushly romantic instrumental wax.

Children's

MUSICAL MULTIPLICATION

Bobby Limb and Orchestra. Key P 664 — Originally issued as singles, this remarkable series which makes it fun to learn the multiplication tables, now is packaged in one convenient LP. Australian comic Bobby Limb uses catchy musical jingles to help the kids retain the tables. Each table has an answer-back segment in which the student responds with the answers. Tables go up to 12. Highly recommended item for the oncoming school openings. However, the disk comes packaged only in a paper sleeve.

OH DOCTOR!

Classics of Medical Wit & Humor. Album CR-306. Hilarious New Record about medical profession . . . and patients, too. OH DOCTOR! captures the pungent humor of the 'Bedside Manner' along with the meaty flavor of medical shop-talk. The medical profession uses a language all its own . . . and uses it unblushingly. Send $4.98 to:

Quantity buyers, write.
CR-406: 45 rpm airplay edition available.
D. J.'s, write.

champagne RECORDS

THE FABULOUS STYLE OF THE EVERLY BROTHERS

CADENCE RECORDS

HEAR EVEREST

101 Strings

The World's First Stereo-Scored Orchestra

★ ★ ★ ★ VERY STRONG SALES POTENTIAL

POPULAR ★★★★

★★★★ A CHORUS OF LOVE FROM THE MEN OF THE ROBERT SHAW CHORALE (SHAW)

RCA Victor LM 2402 — Altho the cover features a provocative modern pin-up, the album istelf has a charming old-fashioned flavor. The Shaw Chorale — in fine, full vocal form — sings songs of nine different nationalities — the Spanish traditional "La Tarara," Scotland's "Auld Lang Syne," Italy's "Marianina," America's "My Bonnie,' etc. Romantic wax with solid sentimental appeal for gift purchasers.

★★★★ THE BIG VOICES — THE BIG BANDS — THE BIG SONGS — THE BIG SOUNDS

The Ray Ellis Orchestra and Chorus. M-G-M XE 3842 — Ray Ellis, one of the more competent arrangers on the scene today, has taken a flock of the great tunes identified generally with the era of swing, some of them made famous by bands and others by vocalists and vocal groups, and arranged them with the modern band and chorus sound in mind. Its listenable for background purposes and it also figures as good dance music. A sample of songs would include "Jersey Bounce," "Skyliner," "It's a Wonderful World" and "Tuxedo Junction." A lot of spinnable material here.

★★★★ THE BEST OF PERRY LEE

(2-12"). Decca DXB 164 — This handsomely packaged, double-fold LP should have strong appeal for Peggy Lee wax collectors. The thrush — now with Capitol — has never been hotter as a nitery attraction. Altho these sides were cut some time ago, they feature some of her best-known items — "Lover," "Black Coffee," "Baubles, Bangles and Beads," "I Don't Know Enough About You," etc. Backing is provided by Victor Young, Sy Oliver and others.

★★★★ CLYDE McPHATTER'S GREATEST HITS

M-G-M E 3866 — Altho McPhatter didn't have a really big best seller during his M-G-M pact (he recently went with Mercury), he is in excellent voice on this package. His personable, vital style is showcased on "Think Me a Kiss," "The Masquerade Is Over," "I Told Myself a Lie," etc. Solid backing by Ray Ellis ork.

★★★★ STEVE AND EYDIE

Steve Lawrence and Eydie Gorme. Coral CRL 57336 — Mr. and Mrs. Steve Lawrence (Eydie Gorme) have done well saleswise with their duo-LP's for ABC-Paramount, and Coral should also do some business with this collection of old sides cut a few years ago. Only four of the sides are duo-vocals — "Make Yourself Comfortable," "Besame Mucho," etc. — the rest are solo stints — Miss Gorme's "Tea for Two," Lawrence's "Where or When," etc. Both artists register strongly vocally. Solid deejay item.

★★★★ GREAT GOLDEN HITS

Billy Vaughn. Dot DLP 25288. (Stereo & Monaural) — Maestro-arranger Vaughn casts aside his familiar harmony saxophone trade-mark in favor of original scorings of some of the great, big band hits of the swing era. The authentic feelings of such as Artie Shaw's "Dancing in the Dark," Charlie Barnet's "Cherokee," and Glenn Miller's "Little Brown Jug," for example, are faithfully captured. Fans of that era of music will find a lot of satisfaction here.

★★★★ THIS AND THAT

Pat Boone. Dot DLP 25285. (Stereo & Monaural) — These are not the best sides Pat Boone has ever recorded but the singer is still hot enough for this album to appeal to his many fans. Songs include a fine version of "Wait for Me, Mary," and "It's Been a Long, Long Time," "Spo-Dee-O-Dee," and "Didn't It Rain." Backings are listenable and unobtrusive.

★★★★ HARRY JAMES — TODAY

M-G-M E 3848 — Here's a solid package for stations and jocks with big band formats. The James ork has a swinging, fresh sound with imaginative arrangements by Ernie Wilkins and Bob Florence of such great old swing themes as "Undecided," "Satin Doll," "Rockin' in Rhythm," "Take the 'A' Train," "King Porter Stomp," etc.

★★★★ TOMMY EDWARDS IN HAWAII

M-G-M E 3838 — A well-produced package of tunes associated with Hawaii. Material includes native tunes, as "Aloha Oe,' American-derived standards, such as "My Little Grass Shack," and a couple of originals by vocalist Edwards and Leroy Holmes, ork and chorus director.

★★★★ DAVE (BABY) CORTEZ

Clock CLP 331 — Cortez projects dynamic enthusiasm, not only is his organ playing but also in his vocals, including "Talk Is Cheap," and "How I Need You." His first hit is here, "The Happy Organ," and other blues-based ork material, such as "The Boogie Organ."

★★★★ THE WORLD'S MOST POPULAR PIANO CONCERTOS

The World of Strings Orchestra. Harmony HS 11035. (Stereo & Monaural) — Should prove strong and popular merchandise. Attractive cover does an effective sell on the contents, which include best-known themes from the Rachmaninoff "Concerto No. 2," the Tchaikovsky "Concerto No. 1," the "Grieg Concerto," "Rhapsody in Blue," and "Warsaw Concerto" and concerto-styled arrangements of Chopin's "Polonaise No. 6," Tchaikovsky's "Symphony No. 5," and the "Cornish Rhapsody." The approach is similar to that of Capitol's highly successful Hollywood Bowl material.

★★★★ ROMANTIC FAVORITES

The World of String Orchestra. Harmony HS 11041. (Stereo & Monaural) — The arrangements used by this string-heavy ensemble make effective use of two-channel stereo effect in playing a group of selections which lend themselves to such an ensemble. The public has shown a strong leaning toward the big string effect, and that popularity may carry over to this low-priced aggregation. Selections include "Blue Tango," "April in Portugal," "Ebb Tide" and "Lisbon Antigua."

★★★★ COMMUNITY SING: FOLLOW THE BOUNCING BALL

Norman Leyden Orchestra and Chorus. Camden CAS 619. (Stereo & Monaural) — Here's a mighty fine sing-along set that can do a lot of business among the $2.98-minded buyers. Maestro Leyden has put together a fine group of nostalgic oldies and scored them neatly for a mixed chorus, backed up by accordion, ukulele, etc. "When You and I Were Young Maggie," "I Wonder Who's Kissing Her Now," and "In the Shade of the Old Apple Tree," are samples of the memorable fare. A set well worth its price.

CLASSICAL ★★★★

★★★★ MOZART: SYMPHONY NO. 41 IN C MAJOR: "JUPITER," K. 551; AND OVERTURES TO THE MARRIAGE OF FIGARO, DON GIOVANNI, THE MAGIC FLUTE

Vienna State Opera Orchestra (Prohaska). Vanguard SRV 118SD. (Stereo & Monaural) — A first-rate performance of Mozart's "Jupiter" Symphony, with the added bonus of excellent readings of overtures to "The Marriage of Figaro," "Don Giovanni" and "The Magic Flute." At the price of $2.98 for the Stereolab disk and $1.98 for monaural, this LP is a top-notch buy. The recording is clean and bright.

SPOKEN WORD ★★★★

★★★★ LOVE AND LAUGHTER

Betty Walker. Coral CRK 57328 — Betty Walker is one of the theater's and the movies' top character actresses, and she is also an engaging comedienne who has made a TV career out of her "Ceil" routine on the telephone. Here she is heard talking to "Ceil" in her Brooklyn-Jersey City accent, as well as in other characterizations, some with comic Davy Karr. She is at her best when she talks to "Ceil" and tells of her troubles as a wife, mother and novice car driver. Much that is funny is here.

LATIN AMERICAN ★★★★

★★★★ RECUERDOS DE LA HABANA

Orq. Casino De La Playa. Panart LP 3067. (Stereo & Monaural) — The Orquesta Casino De La Playa is one of the noted older Cuban dance bands of the late 1930's. Panart reorganized the band for this album, and it is certainly a worthwhile effort. Oldsters will get a kick out of the rhythms and arrangements which pre-date the cha-cha craze. Vocals are by Carlos Diaz, who was not the original singer.

CHILDREN'S ★★★★

★★★★ A CHILD'S INTRODUCTION TO FRENCH

Paul Barnes. Golden GLP 57—It's not certain how much French can be learned by the kiddies from this set, but certainly, they will be entertained. Many of the tunes are done in a sort of "repeat after me" technique with various male and female voices employed in the vocals. The songs have to do with such categories as "food and toys," "common sayings," "geography," "objects in house," etc. It's language teaching done in sugar-coated form and it's charmingly performed. Kids can have fun with this.

★★★★ HANK KETCHAM'S DENNIS THE MENACE SONGS

Golden GLP 59—The fans of the TV and cartoon character should enjoy the special lyrics (written to familiar p.d. melodies ranging from nursery rhymes to "On Top of Old Smoky") based on the lovable brat, Dennis the Menance. Tunes are chanted by young sounding lad, with sprightly backing. Titles include "I'm Home," "Margaret," "I Hate Liver," etc.

(Continued on page 43)

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

THE BIG SOUNDS
are on **BLUE NOTE**

DONALD BYRD
FUEGO BLP 4026
Byrd in Hand— BLP 4019
Off to the Races— BLP 4007

LOU DONALDSON
THE TIME IS RIGHT BLP 4025
Blues Walk— BLP 1593
With the Three Sounds BLP 4012

BLUE NOTE Records, Inc.
43 West 61st St., New York 23, N. Y.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

high fidelity
THE MAGAZINE FOR MUSIC LISTENERS

ADVANCE TRADE NEWS

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

www.americanradiohistory.com

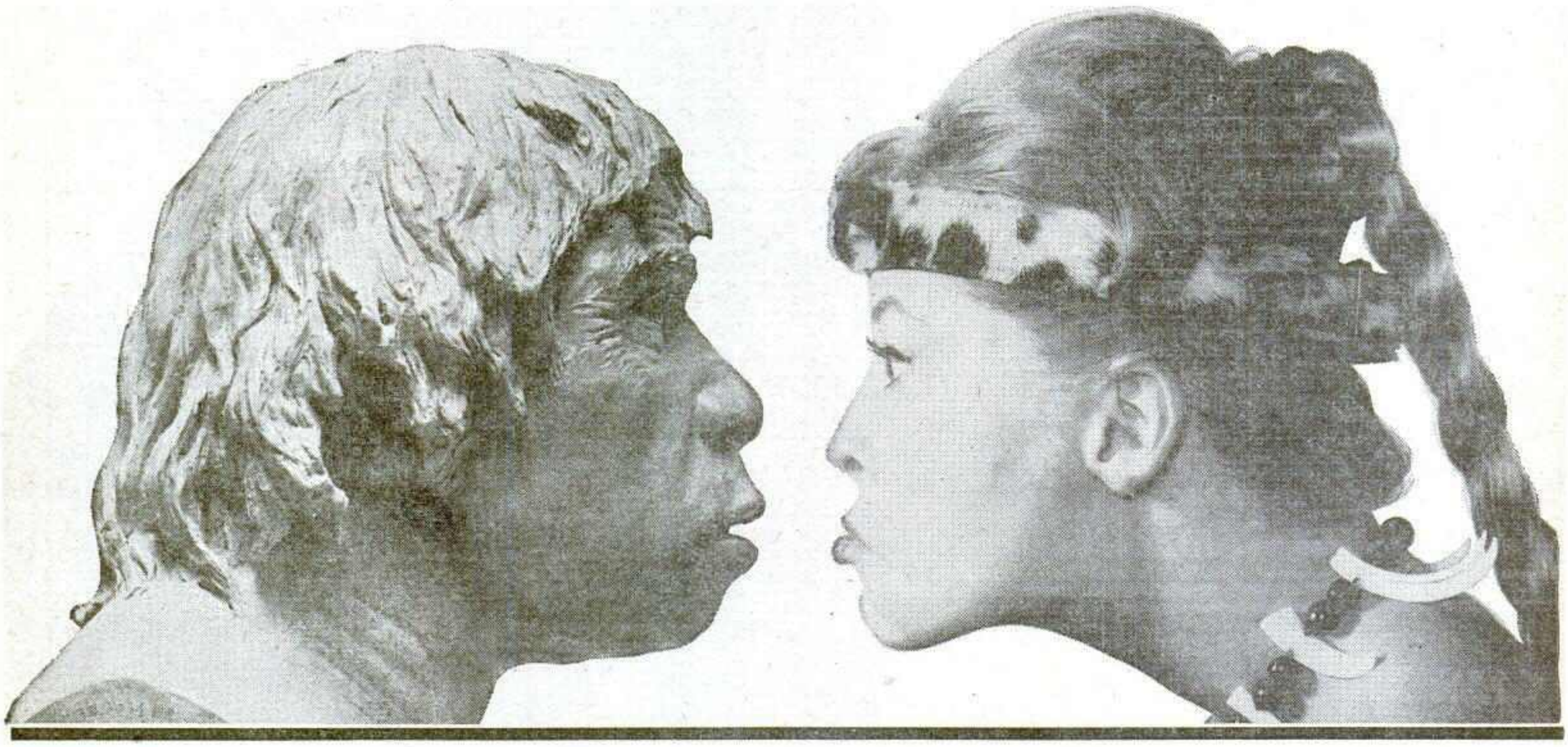
SALES...FANTASTIC!

NOW...100%

"BRONTOSAURUS STOMP"

By The Piltdown Men

Capitol Record No. 4414



Write, Wire, or Phone Your Nearest

Copyrighted material
www.americanradiohistory.com

AIRPLAY... SENSATIONAL!

EXCHANGE

"THE OLD OAKEN BUCKET"

Tommy Sands

Capitol Record No. 4405

Capitol Branch or Distributor

Copyrighted material
www.americanradiohistory.com

THE NATION'S TOP TUNES

HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING AUGUST 21

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	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	By Vance Pockriss—Published by Pincus (ASCAP)	6
2	3	IT'S NOW OR NEVER	By Gold-Schroder—Published by Gladys (ASCAP)	4
3	2	I'M SORRY	By Self—Published by Champion (BMI)	10
4	4	ONLY THE LONELY	By Orbison-Nelson—Published by Acuff-Rose (BMI)	8
5	5	ALLEY-OOP	By Frazier—Published by Kavelin-Maverick (BMI)	10
6	8	LOOK FOR A STAR	By Anthony—Published by Harlene (ASCAP)	8
7	13	WALK, DON'T RUN	By Smith—Published by Electron (BMI)	3
8	10	TELL LAURA I LOVE HER	By Bany-Raleigh—Published by Marks (BMI)	7
9	11	IMAGE OF A GIRL	By Clasky-Rosenberg—Published by Eldorado (BMI)	6
10	7	PLEASE HELP ME, I'M FALLING	By Don Robertson and Hal Blair—Published by Ross-Jungnickel (ASCAP)	8
11	6	BECAUSE THEY'RE YOUNG	By Schroeder-God-Costa—Published by Columbia Pics (ASCAP)	11
12	17	WALKIN' TO NEW ORLEANS	By Domino-Bartholomew-Guiery—Published by Travis (BMI)	6
13	15	TWIST	By Hank Ballard—Published by Lois Music (BMI)	2
14	16	FINGER POPPIN' TIME	By Hank Ballard—Published by Wisto (BMI)	5
15	12	EVERYBODY'S SOMEBODY'S FOOL	By Keller & Greenfield—Published by Aldon (BMI)	12
16	—	VOLARE (NEL BLU DI PINTO DI BLU)	By Modugno-Parish—Published by Robbins (ASCAP)	1
17	18	MISSION BELL	By Michael—Published by Bamboo (BMI)	5
18	—	THEME FROM THE APARTMENT	By Deutsch—Published by Mills (ASCAP)	1
19	9	MULE SKINNER BLUES	By Jimmie Rodgers—Published by Peer Int'l (BMI)	9
20	14	FEEL SO FINE	By Lee—Published by Nash-Beau (BMI)	4
21	21	THIS BITTER EARTH	By Otis—Published by Play (BMI)	4
22	25	IN MY LITTLE CORNER OF THE WORLD	By Pockriss-Hilliard—Published by Shapiro-Bernstein (ASCAP)	2
23	27	A WOMAN, A LOVER, A FRIEND	By Sid Wyche—Published by Merrimac (BMI)	2
24	28	(YOU WERE MADE FOR) ALL MY LOVE	By Wilson-Myles—Published by Pearl (BMI)	3
25	23	TROUBLE IN PARADISE	By Smith-Khent—Published by Winneton (BMI)	5
26	26	JOSEPHINE	By King-Bivens—Published by Feist (ASCAP)	5
27	19	WHEN WILL I BE LOVED	By Everly—Published by Acuff-Rose (BMI)	7
28	24	QUESTION	By Price-Logan—Published by Pri-Gan (BMI)	4
29	30	OVER THE RAINBOW	By Arlen-Harburg—Published by Leo Feist (ASCAP)	2
30	30	DREAMIN'	By DeVorzon-Ellis—Published by Sherman-DeVorzon (BMI)	1

RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

1. **ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI—Brian Hyland, Leader 805.**
2. **IT'S NOW OR NEVER—Elvis Presley, Vic 7777.**
3. **I'M SORRY**—Bo Diddley, Checker 913; **Brenda Lee, Dec 31093;** George Jackson, Atlantic 1024; Platters, Mer 71032.
4. **ONLY THE LONELY—Roy Orbison, Monument 421;** Johnny Western, Col 41500.
5. **ALLEY-OOP—Dante and the Evergreens, Madison 130;** Dyna-Sores, Rendezvous 120; **Hollywood Argyles, Lute 5905.**
6. **LOOK FOR A STAR** — Jericho Brown, Warner Bros. 5161; **Dean Hawley, Dore 554; Garry Miles, Liberty 55261; Garry Mills, Imperial 564; Billy Vaughn, Dot 16106.**
7. **WALK, DON'T RUN — Ventures, Dolton 25.**
8. **TELL LAURA I LOVE HER—Ray Peterson, Vic 7745.**
9. **IMAGE OF GIRL—Safaris, Eldo 101.**
10. **PLEASE HELP ME, I'M FALLING—Hank Locklin, Vic 7692;** Rose Maddox, Cap 4347.
11. **BECAUSE THEY'RE YOUNG**—Jimmy Darren, Colpix 142; **Duane Eddy, Jamie 1156.**
12. **WALKIN' TO NEW ORLEANS—Fats Domino, Imperial 5675.**
13. **TWIST—Hank Ballard and the Midnighters, King 5171; Chubby Checker, Parkway 811.**
14. **FINGER POPPIN' TIME—Hank Ballard and the Midnighters, King 5341.**
15. **EVERBODY'S SOMEBODY'S FOOL—Connie Francis, M-G-M 12899.**
16. **VOLARE (NEL BLU DI PINTO DI BLU)**—Pier Angeli, Roulette 4104; Dalida, Verve 10146; Barney Kessel Trio, CTP 365; Rosa Linda, Challenge 59016; Mort Lindsey Ork, Dot 16102; Charles Magnante, Grand Award 1019; Domenico Modugno, Dec 30677; **Bobby Rydell, Cameo 179.**
17. **MISSION BELL — Donnie Brooks, Era 3018.**
18. **THEME FROM THE APARTMENT—Ferrante and Teicher, United Artists 231;** Jack Lemmon, Epic 9399.
19. **MULE SKINNER BLUES** — Red Allen, Frontier Records 602; Rusty Draper, Mer 71634; **Fendermen, Soma 113.**
20. **FEEL SO FINE—Johnny Preston, Mer 71651.**
21. **THIS BITTER EARTH — Dinah Washington, Mer 71635.**
22. **IN MY LITTLE CORNER OF THE WORLD—Anita Bryant, Carlton 530.**
23. **A WOMAN, A LOVER, A FRIEND—Jackie Wilson, Brunswick 55167.**
24. **(YOU WERE MADE FOR) ALL MY LOVE—Jackie Wilson, Brunswick 55167.**
25. **TROUBLE IN PARADISE—Crests, Coed 531.**
26. **JOSEPHINE—Bill Black's Combo, Hi 2022;** Charlie Blackwell, Warner Bros. 5053; Wayne King Ork, Vic 0184; Johnny Maddox, Dot 15142; Russ Morgan Ork, Dec 27703; Lloyd Mumm, Omega Disk 150; Lawrence Welk and Champagne Music, Coral 65511.
27. **WHEN WILL I BE LOVED — Everly Brothers, Cadence 1380.**
28. **QUESTION — Lloyd Price, ABC-Paramount 10123.**
29. **OVER THE RAINBOW**—Valarie Carr, Roulette 4038; Perry Como, Vic 0107; **Demensions, Mohawk 116;** Echos, Specialty 601; Judy Garland, Dec 25493; Dizzy Gillespie / A. Cromer, Verve 89193; George Shearing Quintet, M-G-M 12309; Big Dave Washington, Vic 7628.
30. **DREAMIN'—Johnny Burnette, Liberty 55258.**

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

Doris Day Mulls

• Continued from page 2

Miss Day of being on the strongest label in each land since no label enjoys the same prominence in all countries. The record business has become global in its scope, Melcher added, and it may be wise for talent today to take that into consideration.

In developing that concept further, Melcher said that record sales now have taken on the same pattern of motion pictures during the prewar era. At that time Hollywood reaped half of its profits from foreign sales. In Miss Day's case, Melcher said, her sales abroad have more than equaled her domestic sales.

Melcher indicated renewal negotiations had been going on for some time with Columbia, but said deals are being discussed with other American majors. He singled out Capitol Records as being prominent in bidding for Miss Day's talents. (Capitol a.&r. exec Francis Scott earlier confirmed reports that he was actively negotiating for the songstress.) Melcher said Capitol's interest in Miss Day was further intensified by EMI's eagerness to bring her into its fold for the global market.

If Miss Day fails to renew with Columbia she will be departing from the label where she had launched her disk career and where she had remained from its start 15 years ago. She first appeared on Columbia wax as band vocalist with the Les Brown aggregation, and caught the nation's ear with Brown's top-selling "Sentimental Journey" in 1945.

If history repeats itself Miss Day will remain with Columbia. At past contract renewal points it appeared that the songstress and the label would part ways, but just when it seemed that an impasse had been reached in the negotiations, differences were resolved and Miss Day remained in the Columbia fold.

E. B. Marks

• Continued from page 2

needed money to get married and entered a stock car race, where he is killed in an accident.

A Marks exec pointed out that in American country and western music, and in Latin American literature, there is a broad tradition of death themes and so-called morbidity themes.

LONDON — The American hit version of "Tell Laura I Love Her" by Ray Peterson on RCA is not being issued here. Decca reversed its original decision twice before finally abandoning the release. Copies had already been pressed, some say as many as 20,000, which are now being scrapped.

Decca dropped the release from the schedule in the face of heavy criticism about its theme concerning the death of a stock-car driver. It followed several deaths in serious auto racing accidents which has caused a lot of feeling in Britain.

Last month Decca first decided not to issue the side. This was opposed by RCA thru Arnold Klein and the visiting Mike Collier. Decca then felt that it would be suitable if delayed and the disk was set for August 12 issue.

This has now been abandoned, but there are two cover versions available — John Leyton on Top Rank and Ricky Valance on EMI-Columbia. Both artists are making their disk debuts. Their versions are sure of plays on their labels' sponsored Radio Luxembourg programs. Generally sides by new artists need support from the independent BBC deejays. Whether they will play the disk enough to put it in the charts is doubtful.

ATCO's BRIGHT NEW STARS!

Great Vocal Discovery!

RON JACKSON

Treasure Of Love

AND

High Noon

6176

Runaway Blues Hit!

BABY LLOYD

Wait And See

AND

I Need Love

6175

By Popular Demand!

NINA & FREDERIK

Listen To The Ocean

AND

Nine Hundred Miles

6174

Copyrighted material

www.americanradiohistory.com

AMERICA'S MOST VERSATILE YOUNG SHOWMAN

BOBBY DARIN

In A Fabulous Piano Hit!

BEACHCOMBER

AND

Autumn Blues

Atco 6173

With Orchestra Conducted by Shorty Rogers

ATCO RECORDS

Copyrighted material
www.americanradiohistory.com

FOR WEEK ENDING AUGUST 21

The Billboard HOT 100

STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.
[S] Indicates that 45 r.p.m. stereo single version is available.
Indicates that 33⅓ r.p.m. stereo single version is available.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE / Artist, Company / Record No.	STEREO	WEEKS ON CHART
1	3	3	14	**IT'S NOW OR NEVER** — Elvis Presley, RCA Victor 7777		5
2	1	2	5	**ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI** — Brian Hyland, Leader 805		7
3	2	1	1	**I'M SORRY** — Brenda Lee, Decca 31093		12
4	4	4	2	**ONLY THE LONELY** — Roy Orbison, Monument 421		10
5	7	18	39	**WALK, DON'T RUN** — Ventures, Dolton 25		5
6	10	13	13	**WALKIN' TO NEW ORLEANS** — Fats Domino, Imperial 5675		9
7	15	14	17	**FINGER POPPIN' TIME** — Hank Ballard and the Midnighters, King 5341		14
8	11	49	—	**TWIST** — Chubby Checker, Parkway 811		3
9	8	7	8	**TELL LAURA I LOVE HER** — Ray Peterson, RCA Victor 7745		10
10	6	6	7	**IMAGE OF A GIRL** — Safaris, Eldo 101		11
11	27	30	48	**VOLARE (NEL BLU DI PINTO DI BLU)** — Bobby Rydell, Cameo 179		5
12	18	24	20	**MISSION BELL** — Donnie Brooks, Era 3018		10
13	9	8	9	**PLEASE HELP ME, I'M FALLING** — Hank Locklin, RCA Victor 7692		13
14	24	26	49	**(YOU WERE MADE FOR) ALL MY LOVE** — Jackie Wilson, Brunswick 55167		6
15	23	41	50	**IN MY LITTLE CORNER OF THE WORLD** — Anita Bryant, Carlton 530		6
16	5	5	3	**ALLEY-OOP** — Hollywood Argyles, Lute 5905		12
17	13	9	6	**MULE SKINNER BLUES** — Fendermen, Soma 1137		13
18	14	15	25	**FEEL SO FINE** — Johnny Preston, Mercury 71651		9
19	29	34	80	**A WOMAN, A LOVER, A FRIEND** — Jackie Wilson, Brunswick 55167		6
20	12	11	4	**EVERYBODY'S SOMEBODY'S FOOL** — Connie Francis, M-G-M 12899		15
21	20	20	21	**TROUBLE IN PARADISE** — Crests, Coed 531		10
22	16	16	18	**LOOK FOR A STAR** — Garry Miles, Liberty 55261		9
23	36	85	96	**THEME FROM THE APARTMENT** — Ferrante and Teicher, United Artists 231		4
24	26	31	27	**THIS BITTER EARTH** — Dinah Washington, Mercury 71635		9
25	17	17	12	**BECAUSE THEY'RE YOUNG** — Duane Eddy, Jamie 1156		13
26	19	22	23	**QUESTION** — Lloyd Price, ABC-Paramount 10123		8
27	25	58	65	**OVER THE RAINBOW** — Demensions, Mohawk 116		7
28	41	59	86	**DREAMIN'** — Johnny Burnette, Liberty 55258		4
29	22	23	19	**JOSEPHINE** — Bill Black's Combo, Hi 2022		8
30	21	12	11	**WHEN WILL I BE LOVED** — Everly Brothers, Cadence 1380		12
31	28	19	24	**LOOK FOR A STAR** — Billy Vaughn, Dot 16106		9
32	51	40	53	**A MESS OF BLUES** — Elvis Presley, RCA Victor 7777		4
33	30	21	22	**DON'T COME KNOCKIN'** — Fats Domino, Imperial 5675		8
34	32	32	45	**WHERE ARE YOU** — Frankie Avalon, Chancellor 1052		10
35	33	10	10	**THAT'S ALL YOU GOTTA DO** — Brenda Lee, Decca 31093		11
36	31	33	41	**IS THERE ANY CHANCE** — Marty Robbins, Columbia 41686		9
37	44	39	35	**ONE OF US (WILL WEEP TONIGHT)** — Patti Page, Mercury 71639	[S]	11
38	46	66	78	**IN THE STILL OF THE NIGHT** — Dion and the Belmonts, Laurie 3059		5
39	35	29	26	**LOOK FOR A STAR** — Garry Mills, Imperial 5674		9
40	37	43	62	**BAD MAN BLUNDER** — Kingston Trio, Capitol 4375		4
41	59	—	—	**KIDDIO** — Brook Benton, Mercury 71652		2
42	93	—	—	**HOT ROD LINCOLN** — Johnny Bond, Republic 2005		2
43	38	37	37	**IS A BLUEBIRD BLUE** — Conway Twitty, M-G-M 12911		10
44	58	76	—	**RED SAILS IN THE SUNSET** — Platters and Tony Williams, Mercury 71656		3
45	42	28	28	**ALLEY-OOP** — Dante and the Evergreens, Madison 130		12
46	49	42	38	**HEARTBREAK (IT'S HURTIN' ME)** — Little Willie John, King 5536		11
47	55	61	63	**TA-TA** — Clyde McPhatter, Mercury 71660		5
48	43	36	29	**LOOK FOR A STAR** — Dean Hawley, Dore 554		9
49	48	55	60	**HEARTBREAK (IT'S HURTIN' ME)** — Jon Thomas, ABC-Paramount 10122		8
50	39	57	55	**HOT ROD LINCOLN** — Charlie Ryan, Four Star 1733		12
51	63	79	—	**HELLO, YOUNG LOVERS** — Paul Anka, ABC-Paramount 10132		3
52	53	52	57	**I SHOT MR. LEE** — Bobbettes, Triple-X 104		7
53	45	35	40	**THERE IS SOMETHING ON YOUR MIND** — Bobby Marchan, Fire 1022		10
54	60	68	75	**ONE BOY** — Joanie Sommers, Warner Bros. 5157		7
55	62	78	89	**LISA** — Jeanne Black, Capitol 4396		4
56	—	—	—	**MY HEART HAS A MIND OF ITS OWN** — Connie Francis, M-G-M 12923		1
57	80	—	—	**YOGI** — Ivy Three, Shell 720		2
58	84	—	—	**LITTLE BITTY PRETTY ONE** — Frankie Lyman, Roulette 4257		2
59	86	73	—	**I LOVE YOU IN THE SAME OLD WAY** — Paul Anka, ABC-Paramount 10132		3
60	47	44	34	**I REALLY DON'T WANT TO KNOW** — Tommy Edwards, M-G-M 12890		13
61	95	53	61	**TWIST** — Hank Ballard and the Midnighters, Kings 5171		5
62	64	77	—	**MY LOVE** — Nat King Cole, Capitol 4393		3
63	57	56	51	**WAKE ME, SHAKE ME** — Coasters, Atco 6168		9
64	76	95	—	**IT ONLY HAPPENED YESTERDAY** — Jack Scott, Top Rank 2055		3
65	75	—	—	**NEVER ON SUNDAY** — Don Costa, United Artists 234		2
66	65	48	56	**HEY, LITTLE ONE** — Dorsey Burnette, Era 3019		11
67	34	25	15	**A ROCKIN' GOOD WAY** — Dinah Washington and Brook Benton, Mercury 71629	[S]	13
68	54	27	16	**MY HOME TOWN** — Paul Anka, ABC-Paramount 10106		13
69	87	—	—	**YOU MEAN EVERYTHING TO ME** — Neil Sedaka, RCA Victor 7781		2
70	40	67	58	**STICKS AND STONES** — Ray Charles, ABC-Paramount 10118		8
71	78	98	—	**WRECK OF THE "JOHN B"** — Jimmie Rodgers, Roulette 4260		3
72	77	91	93	**BIG BOY PETE** — Olympics, Arvee 595		7
73	61	47	46	**RUNAROUND** — Fleetwoods, Dolton 22		13
74	67	54	66	**PLEASE HELP ME, I'M FALLING** — Rusty Draper, Mercury 71634		5
75	81	—	—	**ANYMORE** — Teresa Brewer, Coral 62119		2
76	72	86	—	**FAR FAR AWAY** — Don Gibson, RCA Victor 7762		3
77	74	88	94	**MIO AMORE** — Flamingos, End 1073		5
78	89	92	—	**IF I CAN'T HAVE YOU** — Etta James and Harvey, Chess 1760		3
79	—	—	—	**CHAIN GANG** — Sam Cooke, RCA Victor 7783		1
80	50	60	69	**MY TANI** — Brothers Four, Columbia 41692		7
81	—	—	—	**YOU'RE LOOKIN' GOOD** — Dee Clark, Vee-Jay 623		1
82	90	—	—	**BRIGADE OF BROKEN HEARTS** — Paul Evans, Guaranteed 210		2
83	—	—	—	**(I DO THE) SHIMMY-SHIMMY** — Bobby Freeman, King 5373		1
84	96	—	—	**BLUE VELVET** — Statues, Liberty 55245		2
85	—	—	—	**BONGO, BONGO, BONGO** — Preston Epps, Original Sound 09		1
86	83	93	95	**HAPPY SHADES OF BLUE** — Freddy Cannon, Swan 40578		4
87	70	69	59	**CLAP YOUR HANDS** — Beau-Marks, Shad 5017		14
88	82	100	98	**NIGHT TRAIN** — Viscounts, Madison 133		5
89	68	38	30	**WONDERFUL WORLD** — Sam Cooke, Keen 82112		15
90	—	—	—	**KOOKIE LITTLE PARADISE** — Jo-Ann Campbell, ABC-Paramount 10135		1
91	—	—	—	**DO YOU MIND** — Anthony Newley, London 1918		2
92	66	50	43	**I'M GETTIN' BETTER** — Jim Reeves, RCA Victor 7756		9
93	97	99	—	**DEVIL OR ANGEL** — Bobby Vee, Liberty 55270		3
94	—	—	—	**HONEST I DO** — Innocents, Indigo 1055		1
95	—	—	—	**PINEAPPLE PRINCESS** — Annette, Vista 362		1
96	71	84	70	**DO YOU MIND** — Andy Williams, Cadence 1381		7
97	99	—	—	**NO** — Dodie Stevens, Dot 16103		2
98	—	—	—	**KOOKIE LITTLE PARADISE** — Tree Swingers, Guyden 2036		1
99	—	—	—	**THE LAST DANCE** — McGuire Sisters, Coral 62216		1
100	—	—	—	**HOW HIGH THE MOON** — Ella Fitzgerald, Verve 10220		1

Copyrighted material
www.americanradiohistory.com

& 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

HOT ROD LINCOLN .....Johnny Bond
(Four Star Sales, BMI) Republic 2005

***HELLO, YOUNG LOVERS .....Paul Anka**
(Williamson, ASCAP)
I LOVE YOU IN THE SAME OLD WAY
(Spanka, BMI) ABC-Paramount 10132

***MY HEART HAS A MIND OF ITS OWN...Connie Francis**
(Aldon, BMI) M-G-M 12923

YOGI .....Ivy Three
(Saxon, BMI) Shell 720

LITTLE BITTY PRETTY ONE .....Frankie Lymon
(Recordo, BMI) Roulette 4257

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. DELIA GONE .....Pat Boone, Dot
2. A FOOL IN LOVE .....Ike & Tina Turner, Sue
3. ALL I COULD DO WAS CRY.....Joe Tex, Anna
4. THE SAME ONE .....Brook Benton, Mercury
5. NOBODY KNOWS YOU WHEN YOU'RE DOWN AND OUT .....Nina Simone, Colpix
6. GEE, BUT I'M LONESOME.....Ron Holden, Donna
7. I CAN'T HELP YOU, I'M FALLING TOO ....Skeeter Davis, RCA Victor
8. I CAN'T STOP LOVING YOU....Tommy Zang, Hickory
9. CANDY SWEET .....Pat Boone, Dot
10. MALAGUENA .....Connie Francis, M-G-M
11. LONELY GUY .....Gallahads, Del-Fi
12. I'M WITH YOU .....Five Royals, King
13. MY LOVE FOR YOU .....Johnny Mathis, Columbia
14. OVER YOU .....Arron Neville, Minit
15. DRIFTING TEXAS SAND .....Webb Pierce, Decca

HOT 100: A TO Z

A Mess of Blues 32
A Rockin' Good Way 67
A Woman, a Lover, a Friend .. 19
Alley-Oop (Dante and the Evergreens) 45
Alley-Oop (Hollywood Argyles) .. 16
Anymore 75
Bad Man Blunder 40
Because They're Young 25
Big Boy Pete 72
Blue Velvet 84
Bongo, Bongo, Bongo 85
Brigade of Broken Hearts 62
Chain Gang 79
Clap Your Hands 87
Devil or Angel 93
Do You Mind (Newley) 91
Do You Mind (Williams) 96
Don't Come Knockin' 33
Dreamin' 28
Everybody's Somebody's Fool .. 20
Far, Far Away 76
Feel So Fine 18
Finger Poppin' Time 7
Happy Shades of Blue 86
Heartbreak (It's Hurtin' Me) (John) 46
Heartbreak (It's Hurtin' Me) (Thomas) 49
Hello, Young Lovers 51
Hey, Little One 66
Honest I Do 94
Hot Rod Lincoln (Bond) 42
Hot Rod Lincoln (Ryan) 50
How High the Moon 100
(I Do the) Shimmy-Shimmy 83
I Love You in the Same Old Way 59
I Really Don't Want to Know .. 60
I Shot Mr. Lee 52
If I Can't Have You 78
I'm Gettin' Better 92
I'm Sorry 3
Image of a Girl 10
In My Little Corner of the World 15
In the Still of the Night 38
Is a Bluebird Blue 43
Is There Any Chance 36
It's Now or Never 1
It Only Happened Yesterday .. 64
Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini 2
Josephine 29
Kiddie 41
Kookie Little Paradise (Campbell) 90
Kookie Little Paradise (Tree Swingers) 98
Last Dance, The 99
Lisa 55
Little Bitty Pretty One 58
Look for a Star (Hawley) 48
Look for a Star (Miles) 22
Look for a Star (Mills) 39
Look for a Star (Vaughn) 31
Mio Amore 77
Mission Bell 12
Mule Skinner Blues 17
My Heart Has a Mind of Its Own 56
My Home Town 68
My Love 62
My Tani 80
Never on Sunday 65
Night Train 88
No 97
One Boy 54
One of Us (Will Weep Tonight) 37
Only the Lonely 4
Over the Rainbow 27
Pineapple Princess 95
Please Help Me, I'm Falling (Draper) 74
Please Help Me, I'm Falling (Locklin) 13
Question 26
Red Sails in the Sunset 44
Runaround 73
Sticks and Stones 70
Ta-Ta 47
Tell Laura I Love Her 9
That's All You Gotta Do 35
Theme From the Apartment .. 23
There Is Something on Your Mind 53
This Bitter Earth 24
Trouble in Paradise 21
Twist (Ballard) 61
Twist (Checker) 8
Volare (Nel Blu Dipinto Di Blu) 11
Wake Me, Shake Me 63
Walk, Don't Run 5
Walkin' to New Orleans 6
When Will I Be Loved 30
Where Are You 34
Wonderful World 89
Wreck of the "John B" 71
Yogi 57
You Mean Everything to Me 69
(You Were Made For) All My Love 14
You're Looking Good 81

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.

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 P. O. Box 292, Times Square Station, New York 36, N. Y.

Pop

THE BROWNS

BRIGHTEN THE CORNER WHERE YOU ARE (Robbins, ASCAP) (1:59) — THE WHIFFENPOOF SONG (Miller, ASCAP) (2:19) — The trio has a wonderful coupling, highlighted by a bright, stylish reading against a standout brass backing on the famous revival song. Flip is a smooth, creamy reading of the most revered song of Yale, which can get plenty of play in the months to come. **RCA Victor 7780**

THE FENDERMEN

DON'T YOU JUST KNOW IT (Ace, BMI) (2:16) — The instrumental-vocal combo is just coming off a strong hit in "Mule Skinner Blues," and this reprise of an earlier Huey Smith smash, which is handled with crazy sounds and laughter, can repeat. Watch it. Flip is "Beach Party" (Celann, BMI) (2:00). **Soma 1142**

ETTA JAMES

MY DEAREST DARLING (Arc, BMI) (2:45) — The thrush has had a healthy comeback to the charts lately and this side may well be the best of her recent outings. It's a strong ballad with a fine, lush, but rocking backing and a standout performance. Flip is "Tough Mary" (Arc, BMI) (2:20). **Argo 5368**

BOBBY DARIN

BEACHCOMBER (Adaris, BMI) (2:15) — AUTUMN BLUES (Adaris, BMI) (2:15)—Bobby Darin is exposed for the first time as a pianist in a pair of non-vocal sides. He plays interesting boogie work on the top against solid, string backing by Shorty Rogers. Flip is equally good in a similar vein. Both have a feeling of the Rose-Previn "Like Young," hit. **Atco 6173**

BOB LUMAN

LET'S THINK ABOUT LIVING (Acuff-Rose, BMI) (2:03)—The talented WB chanter has gotten hold of a mighty cute piece of material by Boudleaux Bryant, which takes issue with the current songs of tragedy and death. It's done in sprightly fashion and it could easily step out. Flip is "You've Got Everything" (Acuff-Rose, BMI) (2:25). **Warner Bros. 5172**

DON HOSEA

JOHN HENRY (Rolyn, BMI) (2:30) — Here's a new chanter with a mighty sharp novelty rendition of the folk favorite. Interspersed with gag explanatory bits are some pounding rock passages, against a driving piano figure. If exposed this has a real chance. Flip is "Misery" (Rolyn-P.I.O.M., BMI) (1:45). **Rita 1010**

LARRY WILLIAMS

I HEAR MY BABY (Arc, BMI) (1:55) — OH BABY (Arc, BMI) (2:14) — Williams has his best outing here since his "Short Fat Fannie" days. On top, he shouts in great style against a wild rhythm backing. The flip delineates a cute little wiggle on his favorite chick. Both have a strong chance. **Chess 1764**

HOLLYWOOD ARGYLES-BOB PAXTON

GUN TOTIN' CRITTER CALLED JACK (Kavelin-Maverick, BMI) (2:57) — The boys follow up their smash hit "Alley-Oop" with a strong reading of another listenable novelty in the same vein. Could also be big. Flip is "Bug Eye" (Kavelin-Westfield) (2:24). **Lute 5908**

ADAM WADE

SPEAKING OF HER (Winneton, BMI) (2:07)—BLACK OUT THE MOON (George Paxton, ASCAP) (2:36) — The singer comes thru with two more fine readings of two ballads, either of which could be a hit. He sings them with much feeling and the backings are fine, too. **Coed 536**

RICKY NELSON

YES SIR, THAT'S MY BABY (Bourne, ASCAP) (1:56) I'M NOT AFRAID (Acuff-Rose, BMI) (2:35) — Nelson has a pair of fine sides with good contrast. On top is a rockin', swingin' version of the standard while the flip is a pretty ballad by Felice Bryant, which is handled in soft, crooning tones. **Imperial 5685**

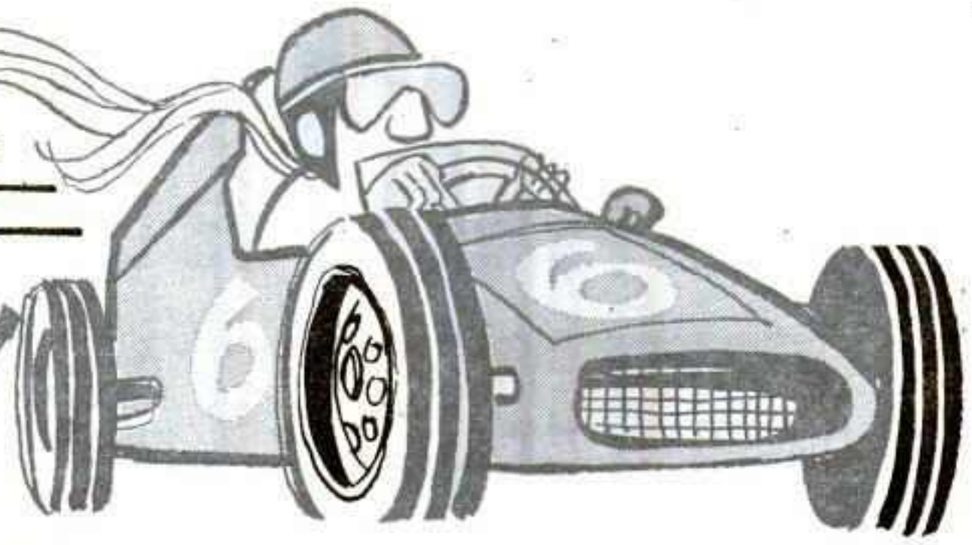
KITTY KALLEN

COME LIVE WITH ME (Carbaugh, ASCAP) (3:01)—A lovely tune is handed a first-rate performance by the thrush and the backing is very attractive. Could be a big one for the pert singer. Flip is a ballad, "Be True to Me" (Peer, BMI) (2:59). **Columbia 41769**

(Continued on page 37)

Copyrighted material
www.americanradiohistory.com

ACE FOR ACTION-ACTION-ACTION



JIMMY CLANTON

AMERICA'S MOST CONSISTENT HITMAKER SINGS

COME BACK

WAIT

ACE #600

coming up strong!

BOBBY MARCHAND
HUSH YOUR MOUTH
b/w
QUIT MY JOB
Ace #595

Getting the Plays-Getting the Sales
GEE BABY
JOE & ANN
Ace #577

Breaking in Philadelphia
SOMETHING SPECIAL
ROLAND STONE
Ace #593

A Great New Vocalist
DON'T GET AROUND MUCH ANYMORE
FIFI BARTON
Ace #590

Ace's Best Selling Albums:
JIMMY CLANTON
JIMMY'S HAPPY-JIMMY'S BLUE
LP 1007-1008

FIFI BARTON
ONE IS A LONELY NUMBER
LP 1009

ACE RECORDS FOR ACTION

Copyrighted material

www.americanradiohistory.com

Reviews of THIS WEEK'S SINGLES

SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all records reviewed this week.

• *Continued from page 35*

Pop Novelty

DAYTON ALLEN

DR. ALLEN REPORTS — SAFARI — Dayton Allen is a new comic with an album soon to be released on Grand Award. On this single taken from the album the comic comes up with two funny monologs, one about how to study medicine, the other about an African safari. He should make a name for himself in the record field with these bright sides. **Grand Award 1037**

Country & Western

THE OSBORNE BROTHERS

LONELY, LONELY ME (Acuff-Rose, BMI) (2:06)— BLAME ME (Tree, ASCAP) (2:04) — The boys turn in two fine readings here of country ballads. They sing the two weepers with a hill sound and the sides could be strong sellers in the country field. **M-G-M 12930**

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

GEORGE SHEARING QUINTET

HONEYSUCKLE ROSE (Joy, ASCAP) (2:25) — This is an unusual disking for George Shearing and one that could gain many spins. It features the pianist in a Fats Waller type reading of the Waller standard, with the Billy May band in the backing. Flip is "Blue Malibu" (Bayes, BMI) (2:10). **Capitol 4418**

Pop Talent

GEORGIA LEE

KISS ME, MISS ME (Leeds, ASCAP) (2:45) — HE CRIED ON MY SHOULDER (Sigma, ASCAP) (2:50) — Georgia Lee is a girl who can belt out a tune with the best of them and she does a capable job on these two ballads. Either could step out to establish her as an artist to reckon with. **Decca 31135**

★ ★ ★ ★
VERY STRONG SALES POTENTIAL

POPULAR ★★★★

TOMMY COLLINS

★★★★ **Keep Dreaming** — CAPITOL 4421 —Country-based tune penned by Tommy Collins, is sung with warmth by the composer, aided muchly by the chorus and backing. Should get both pop and country action. (Central, BMI) (2:41)

★★★★ **Summer's Almost Gone** — A lovely new tune about the passing of summer receives a first-rate performance from Collins over bright support. Two good sides. (Central, BMI) (2:25)

ELLA FITZGERALD

★★★★ **How High the Moon** — DECCA 31142 — Ella's unique version of "How High the Moon" sounds as fine today as when first waxed on Decca many years ago. The side is a jazz and pop classic and it should get a trillion spins. (Chappell, ASCAP)

★★★ **Smooth Sailing** — This was one of Ella's great sides when she used to record for the Decca label. It features her scat-singing and strong organ backing. For the many Ella fans, and good jock programming. (Wayne, BMI)

ROBERT AND JOHNNY

★★★★ **We Belong Together** — OLD TOWN 1086 — A slow, pulsing ballad reading by the duo. Song has the feeling of "Blue Moon," and the second chorus employs a spoken series of repeating phrases behind the solo vocal. Can step out. (Maureen, BMI)

★★★ **In the Rain** — An upbeat rocker blues, well chanted by the pair. Flip may have more initial impact. (Maureen, BMI)

PASADENA POLYTECHNIC SCHOOL GLEE CLUB

★★★★ **The Whole Year 'Round** — WARNER BROS. 5168 — Here's an example of line-out singing as has been frequently done by folk groups like the Weavers. The tune has a lot of philosophic overtones and considerable charm. This could go with exposure. (Montclare, BMI) (2:44)

★★★ **Three Rings** — The Glee Club has the sound of a mass of Patiences and Prudences. The young gals have a nice piece of material and they're nicely assisted by guitars. Side is different enough to attract spins. (Montclare, BMI) (2:30)

LARRY VERNE

★★★★ **Mr. Custer** — ERA 3024 — A satire based on Custer's battle at the Little Big Horn. The chanter is weak-kneed and doesn't want to fight. Some novelty and laughs. (Bamboo, BMI) (2:59)

★★★ **Okeefenokee Two-Step** — Country-flavored item describing the dance of the title. Again, of novelty value. (JAF, BMI) (2:22)

CARL PHILLIPS

★★★★ **Summer Vacation** — K-ARK 607 —An infectious rock blues by Phillips. He has the rural sound and he's well backed by the rhythm combo. Good, steady beat, and an interesting seasonal message. (Ashna, BMI) (2:01)

★★★ **Salty Dog Blues** — A good, rousing country blues. Has the traditional sound and it figures as good country jockey and juke box wax. The boy is good, too. (Peer Int'l, BMI) (1:55)

FRANKIE FORD

★★★★ **You Talk Too Much** — IMPERIAL 5686 — The chanter bows on the label with a first-rate performance of a very attractive hunk of material that has an intriguing beat. Good wax here. (Ron, BMI) (2:21)

★★★ **If You've Got Troubles** — Frankie Ford, lately of the Ace label, has a sharp reading of an old-fashioned r.&b. type side. It moves and could pull coins. (Travis, BMI) (2:05)

THE GALAXIES

★★★★ **The Big Triangle** — CAPITOL 4427 — The boy-girl group engage in some tricky counter-melody singing in the opening and then move into some interesting harmonies in this tale of the eternal situation. Mighty cute idea, well put over. (Beechwood, BMI) (2:36)

★★★ **Until the Next Time** — The boy takes the lead on a slow ballad, assisted by the background harmonies of the two gals. It's a pretty sound and it's dreamy enough for the romancers. (Fairway, BMI) (2:03)

PENNEY PARKER

★★★★ **There's a Big Wheel** — GUARANTEED 212 — A nice swingin', upbeat rhythm number. The drum is heavily accented in Salvation Army style and the gal belts out the message. This debut can get a lot of play. (Acuff-Rose, BMI) (1:44)

★★★ **Heartache Weather** — The thrush turns in a pleasant reading of this end-of-the-summer ballad. She sings with considerable gusto and she's worth a hearing. (Shapiro-Bernstein, ASCAP) (2:30)

THE CHANTONES

★★★★ **Tangerock** — TOP RANK 2066— The group turns in smartly arranged tune in a slow and saucy, stroll-like rhythm. It has novelty overtones in its spoken bits and it could easily go in today's market. (Pincus, ASCAP) (1:58)

★★★ **Don't Open the Door** — A cute rocker novelty done with style by the group. A crazy chick chorus is heard in support. This, too, has a chance. (Shapiro-Bernstein, ASCAP) (2:29)

★ ★ ★
GOOD SALES POTENTIAL

POPULAR ★★★

TAB SMITH

★★★ **In a Mellow Dream**—KING 5386—Tab Smith gets some mellow sounds out of his horn on this listenable instrumental item. For Smith followers and jockey programming. (Lois, BMI) (2:50)

★★★ **Drivin' the Blues**—A rocker with Tab Smith blowing well. The backing, featuring organ, rocks, too. (Lois, BMI) (2:42)

THE CADILLACS

★★★ **That's Why**—JOSIE 883—A rocker. Arrangement is marked by horns and violins. Lively and can grab some coins. (Benell-Jess, BMI) (1:55)

★★★ **The Boogie Man**—A bluesy novelty in a graveyard setting. It's in slow tempo, with well-marked rhythm. Violins of the funky sort spark the arrangement. (Benell-Jess, BMI) (1:55)

CLAY ROBBINS

★★★ **I Know You Miss Me**—KING 4672 —Clay Robbins, a singer with a way with a ballad, comes thru in smart fashion here on a listenable new tune, aided by smart support from combo and chorus. Good wax. (Stebrita, BMI) (2:33)

★★★ **Angel Lips and Devil Eyes**—Attractive rocker is sung with warmth by the chanter over typical—but good—ork support. Two nice sides. (Stebrita, BMI) (2:10)

GEORGIE TORRENCE AND THE DIPPERS

★★★ **(You've Been) So Good to Me**—KING 5376—Frantic vocalizing by Torrence and group on gospel-flavored, fast moving ditty. Both sides have dual market appeal. (Stebrita, BMI) (2:10)

★★★ **Go Away (Far Away)** — Emotional delivery by Torrence and group on feeling-ful bluesy theme. (Stebrita, BMI) (2:19)

JOHNNY OLIVER

★★★ **What Went Wrong** — MERCURY 71662—A pretty ballad, done with style by Oliver, who has a touch of Brook Benton in his voice. Backing has a lush quality and features strings and voices. A listenable effort (St. Louis, BMI) (2:40)

★★★ **If Ever a Man Needed Someone**—A pleasant melody with old-fashioned touches. It's done to a mild rock rhythm. An agreeable side which can do as well as the flip. Two spinnable efforts. (Actual, BMI) (2:23)

MANTOVANI AND HIS ORK

★★★ **Song Without End**—LONDON 1927 —From the film of the same title based on the life of Franz Liszt, comes this popular ditty taken from Liszt's "Un Sospiro." Good programming here. (Columbia, ASCAP) (2:26)

★★★ **In the Spring**—A light, delicate tune gets the full treatment of the Mantovani strings on this well-made disk. Worth spins. (Leeds, ASCAP) (2:46)

BOB AND LARRY

★★★ **I Never Dreamed** — KING 5381— Melodic theme is wrapped up in effective duo stint by team. Dual market side. (Thin Man, BMI) (2:10)

★★★ **Tell Me You Love Me**—Plaintive duo chanting on tender country-flavored ballad. (Thin Man, BMI) (2:10)

OWEN BRADLEY

★★★ **Adventures in Paradise** — DECCA 31134—Here is an expression of the theme music from the TV film series. The instrumental job has the touch of the Pacific islands, with interesting percussion and pleasant melodic contest in guitars and organ. Soft, relaxed listening. (Robbins, Ltd., PRS) (2:45)

★★★ **Pagan Love Song**—The oldie is given a typical Islands type of treatment with steel guitars and junglish percussion. Nice background listening. Two spinnable sides. (Robbins, ASCAP) (2:05)

GENE McDANIELS

★★★ **The Facts of Life**—LIBERTY 55265 —A pretty ballad. McDaniels sings it with carefully turned phrasing and diction. A very nice side. (Famous, ASCAP) (2:19)

★★★ **Green Door** — A smart, swinging version of the old hit. McDaniels displays a lot of vocal class, and he's backed with an orchestration that showcases him with riffy figures. (Trinity, BMI) (2:20)

TRI-DELLS

★★★ **Little Do I Know**—ELDO 104—A rockaballad. Smooth chanting. Arrangement is marked by a percussion figure. (Eldorado, BMI) (1:46)

★★★ **Baby I Love You So**—Another rockaballad, similar in sound and style to the flip. (Eldorado, BMI) (2:13)

MILT GRAYSON

★★★ **One More Once**—COLUMBIA 41754 —Grayson's stylized vocal and the modern-sounding backing will be of interest to jazz and other jocks looking for out of the ordinary material. (33-7")

★★★ **Lost in Loveliness**—Grayson's vocal has a lot of class, and resembles Billy Eckstine's here. This ballad is done to a subtle, unobtrusive backing. (33-7")

TWINTONES

★★★ **Bumpity Road to Love**—BANNER 60203—A rhythm side, with a nostalgic flavor deriving from the type of performance rather than the tune. (Magic Circle, BMI) (2:33)

★★★ **Most of All** — A pretty ballad, touched with country flavor, done in relaxed style (Magic Circle, BMI) (2:05)

AUBREY CAGLE

★★★ **Come Along Little Girl**—GLEE 1001 —Rockabilly side. Tune is a blues. Steps right along. Derivative in style, but okay. (Faye, BMI) (2:10)

★★★ **Blue Lonely World** — A country weeper. Generally in the traditional style, with a honky-tonk rhythm behind the chanter. (Faye, BMI) (2:20)

FRANK FAFARA

★★★ **Miss You, Dee**—MCI 1026—A ballad with a touch of folk quality. Chanter does a good vocal, without gimmicks, to a plucked string backing. (Desert Palms, BMI) (2:20)

★★★ **Lovemaker, Loverbreaker**—In contrast to flip, this has more of a rocking beat, but it's in excellent taste thruout. (Desert Palms, BMI) (2:30)

BUFFALO REBELS

★★★ **Donkey Walk**—MARLEE 0095—A blues-oriented instrumental with good, funky sound and unusual horn passages. (Shan-Todd, BMI) (1:47)

★★★ **Buffalo Blues** — Blues instrumental. Very satisfying performance, with a relaxed rhythm and plenty of soul. (Shan-Todd, BMI) (2:12)

BUDDY LUCAS BAND

★★★ **Night Train**—VIM 505—Interesting new instrumental version of the swinging standard. Standout sax and trumpet work. Sock jockey and juke side. (Frederick, BMI) (2:25)

★★★ **Begin the Beguine**—Virile sax and trumpet solo work marks this solid instrumental version of the great Cole Porter standard. Also strong wax for r.&b. and r.&r.-minded jukes and jocks. (Harms, ASCAP)

JIMMY DALLAS

★★★ **Hurtin' in My Heart** — DECCA 31133—A medium beat bouncer by Dallas, who sings with a country touch. Chanting is backed by effective guitar picking. A spinnable side. (Bee Gee, BMI) (2:32)

★★★ **My Kind of Love**—Here's a nice medium tempo ballad, done to a shuffle rhythm in the guitar. Two listenable sides by an effective artist. (Bee Gee, BMI) (2:35)

TAFT JORDAN

★★★ **Indian Summer**—MERCURY 71661 —A clean and pretty trumpet solo by the veteran horn man of the Victor Herbert classic. He's supported by nice banks of strings. Lazy feeling here and it makes for a spinnable side. (Harms, ASCAP) (2:24)

★★★ **Young Man With a Horn**—Shades of Harry James here as Jordan blows a pretty solo on the familiar tune. Chorus and strings fill in nicely in the backing. Two nice jockey sides for summer programming. (Leo Feist, ASCAP) (2:28)

WILLIE JONES-LIZA SMITH

★★★ **Somewhere** — BIGTOP 3058 — The singer turns his attention to a ballad here and handles it with warmth while a second track features Liza Smith in exciting manner. Strong side. (Vicki, BMI) (2:37)

WILLIE JONES

★★★ **Mary**—Willie Jones, a singer in the Donnie Elbert-Clyde McPhatter tradition, bows on the label with a wild reading of a bright rocker that swings. Could get action. (Vicki, BMI) (1:50)

RICKI SCOTT

★★★ **Darling, Darlin'**—X-CLUSIVE 1001 —A rockaballad with a modified triplet arrangement. Scott does a good vocal, with a chorus in the background. (Bermason, BMI) (2:31)

★★★ **I Didn't Mean It**—This side is more in the rockabilly vein, with a driving rhythm behind the vocalist. A funky guitar adds effect. (Bermason, BMI) (1:55)

JERRY LEE LEWIS

★★★ **Hang Up My Rock and Roll Shoes** —SUN 344—Jerry Lee Lewis comes thru with a sock reading of the Chuck Willis tune on this wild waxing. It moves, man, and it could get Jerry Lee some action. (Rush, BMI) (2:38)

★★★ **John Henry** — The traditional tune is handed a sock reading by Lewis on this listenable waxing. It could get some coins. (Knox, BMI) (2:27)

THE TURBANS

★★★ **Diamonds and Pearls** — ROULETTE 4281 — The Turbans sell this rockaballad neatly on their first outing for the label. Interesting side. (Lode, BMI) (2:14)

★★★ **Bad Man** — Bright rocker is sold with a beat by the boys. Listenable. (Shalimar, BMI) (2:35)

THE SIX TEENS

★★★ **So Happy** — FLIP 350 — Trudie and Jimmie are the featured vocalists on this boy-girl quesiton and answer item. Cute, and some coins could result if exposed. (Limax, BMI) (2:24)

★★★ **That Wonderful Secret of Love** — Trudy Williams is the lead singer on this pretty ballad and she performs the tune with feeling, while strings aid her in the backing. (Limax, BMI) (2:43)

SANDY NELSON

★★★ **Lost Dreams** — IMPERIAL 5672 — A slow, pulsing blues instrumental, with a piano lead. A listenable effort by the combo which rates juke attention. (Reeve, BMI) (2:10)

★★★ **Bouncy** — The upbeat side. This features guitar and drums in the lead, and it's also worth a hearing. (Travis, BMI) (2:04)

MARILYN MICHAELS

★★★ **Tell Tommy I Miss Him** — RCA VICTOR 7771 — This is the answer record

(Continued on page 39)

Copyrighted material
www.americanradiohistory.com

WANTED

Killer Joe
the JAZZTET
ARGO 5366

SCHOOL DAYS
and
GONNA BE WAITIN'
Charlie Rich
Phillips International #3560
639 Madison Memphis, Tenn.
SAM C. Phillips International Records

Both Moving Up on All Charts
"THE PICTURE"
Savoy #3021
RAY GODFREY
"LITTLE ANGEL"
(Come Rock Me to Sleep)
Savoy #3022
TED SELF
SAVOY RECORD CO NEWARK N.J.

GOING GREAT!
DON'T START ME TALKING
JOHNNY DARROW
Sue #728
SHORTENIN' BREAD
KING COLEMAN
(The "MASHED POTATO" MAN)
Symbol #909
SUE RECORDS 725 Riverside Drive Suite 4C, New York, N. Y.

HEADED FOR #1!
THE TWIST
CHUBBY CHECKER
Parkway #811
PARKWAY RECORDS
1405 Locust St.
Philadelphia, Pa.

ANNETTE'S GOLD ONE
PINEAPPLE PRINCESS
/LUAU CHA CHA CHA
F-362
From
"HAWAIIANNETTE" BV-3303
Buena Vista Records

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Pat Boyd, fem c.&w. deejay at WMAX, Grand Rapids, Mich., holds forth with her **Country Rhythm Boys (Larry Lee, George Moore, Kenny Pope** and **George Hawkins)** at **Dick DeVries'** Birdland Ballroom, Grand Rapids, each Saturday night. **Don Holly,** Skippy recording artist, guested with the combo last Saturday (13). . . . **The Gays** will plug their new Decca release, "Bol Weevil" b.w. "It's Lamp-Lighting Time in the Valley," when they make a return guest shot Saturday (20) on 'Jubilee U. S. A.," Springfield, Mo. . . . **Johnny Horton's** new Columbia album, "Johnny Horton Makes History," made up of his past hits plus his seven new history songs, promises to be the hottest package he has ever made. The cover, printed in four colors, pictures Johnny in a British admiral's uniform. **Tillman Franks,** Horton's manager, is distributing the four-color photos at all of Johnny's personals and is supplying deejays with all they may need for their record hops. Write Tillman at 604 Commercial Building, Shreveport, La.

The Oklahoma Wranglers (Guy, Skeeter and Vick Willis), who recently rejoined "Grand Ole Opry," have succeeded in setting up their respective families in new homes in Nashville. In addition to their regular stint on the "Opry," the lads are being kept busy cutting jingles in Nashville, working TV in Chattanooga and making personals thru the South. . . . Happy Hearts Records will stage its annual talent show at the new Wayne High School Auditorium, Wayne, Mich., August 27. The event kicks off the firm's fall recording programs.

Attention, **John Clendennen! Mrs. Jo Walker,** secretary of the Country Music Association, is anxious to contact you. She has your application for membership in the CMA and your money order covering same. However, you failed to give the city and State when listing your street address as 3507 West 73d Avenue. . . **Mel Price** has been inked for a September 11 appearance at Pine Hedge Ranch, Franklin, Pa. . . . **Tony Senn,** who spent the last several months in New Mexico, has returned to Montgomery, Ala., where he is appearing at the High Hat Club. He signed a pact August 5 with **Harry McDowell** to record on the latter's McDowell label. . . . **Clyde Perdue,** former manager for **Hank Williams** and now handling the managerial reins on **Tony Senn,** is mourning the death of his brother, **Guy,** who died suddenly several weeks ago.

Stu Davis, whose newest on the Canadian London label is "Rope Around the Sun," is the feature of a new Friday night CBC network show beamed at 8:30 p.m., CST. . . . Promoter Bill Lynch has set Tennessee Ernie Ford and a supporting cast for an appearance at Maple Leaf Gardens, Toronto, in September.

Faron Young's newest Capitol single, just released, couples "Is She All You Thought She'd Be" and "There's Not Any Like You Left," the latter from his own pen. . . . **Stan Korb,** Canadian country singer, has just cut his first two sides for the Cool label, "Give Me Your Love" b.w. "Janie," both written by **Danny Harrison.** Korb hails from Winnipeg. . . . **Carlton Haney,** producer of the "New Dominion Barn Dance," Richmond, Va., has inked **Roy Acuff and His Smokey Mountain Boys** for a guest shot on the show August 20, with **Carl Smith** set for that slot August 27.

With the Jockeys

"Country Music Time," three-hour Saturday night feature on WTAQ, Chicago, has proved popular with both sponsors and listeners, with the result that plans are afoot to extend the show's running time to four hours in the near future. The first 90 minutes of the show features Pecos Jack James, a new addition to the WTAQ staff, formerly of KIUN, Pecos, Tex., and KVFC, Cortez, Colo. Art Schlaman is featured on the final 90 minutes, with Maxine Johnson, long associated with country music, serving as producer and director. . . . Harold Flanagan, a.&r. director of the United Broadcasting Company's KTCS, Fort Smith, Ark., reports that Tom Walker, who joined the KTCS staff a year ago, continues to pull heavy response with his night-time c.&w. program. George Glover is KTCS program director. Flanagan's daughter, Linda, was a finalist in the Pet Milk Company's "Grand Ole Opry" Talent Search in 1959.

Veteran country music jockey, **Hugh Cherry,** who joined the staff at KFOX, Long Beach, Calif., in April, making the shift from KITO, San Bernardino, Calif., operated by the same parent company, emseed a gospel concert at the Long Beach Municipal Auditorium recently, featuring the **Statesmen** and **Blackwood Brothers** quartets. The two groups played the same auditorium to hefty business in January. "I am quite happy on the Coast," writes Hugh. "I have Southern California's Hillbilly Beach Pad right on the beach at Seal Beach, Calif. Nothing between me and Hawaii but 2,000 miles of Pacific, a hundred feet of sand, a sidewalk and a pane of glass. Quite a change from Cincinnati or Nashville. Quite pleased about the renewed popularity of country music in Southern California and the rest of the country."

"We've been having trouble recently in obtaining records," writes Ace Ball, who for the last 38 months has been associated with KHEM, Big Spring, Tex., as record librarian and deejay. "We've been country and gospel all that time and have no plans to change. We subscribe to most of the major record companies' record services but still don't get all the country records we need. Among those we don't have are the latest releases by Ernest Ashworth, Hank Snow, Marty Robbins, the Browns, Jean Shepard, Donny Young, Webb Pierce and Jan Howard."

Gene Norell, who last week went into his fourth month with his "Saturday Night Country Music Jamboree," heard Saturdays, 7 p.m.-midnight, on WRIG, Wausau, Wis., says that the show's success has been such that he will soon be programming a heap of c.&w. music daytimes on the same station. He says that his Saturday country music seg has built into the biggest night of the week for the station, both from a listener and sponsor standpoint. . . . **Jimmy Key,** of New Keys Music Company, P. O. Box 861, Columbia, Tenn., has deejay samples available on **Jimmy Newman's** new one on M-G-M, "A Lovely Work of Art," and **Paul Davis'** Doke record of "One of Her Fools." Drop him a line.

The Billboard HOT C&W SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING AUGUST 21 — TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	24
2	2	3	3	ALABAM, Cowboy Copas, Starday 501	7
3	3	2	2	ONE MORE TIME, Ray Price, Columbia 41590	20
4	4	5	6	SOFTLY AND TENDERLY (I'LL HOLD YOU IN MY ARMS), Lewis Pruitt, Decca 31095	7
5	9	9	7	THAT'S MY KIND OF LOVE, Marlon Worth, Guyden 2033	13
6	5	10	13	I'M GETTING BETTER, Jim Reeves, RCA Victor 7756	5
7	8	4	4	EACH MOMENT (SPENT WITH YOU), Ernest Ashworth, Decca 31085	11
8	14	18	12	THE PICTURE, Roy Godfrey, Savoy 3021	8
9	6	7	10	A LOVELY WORK OF ART, Jimmy Newman, M-G-M 12894	9
10	12	14	19	LOVE HAS MADE YOU BEAUTIFUL, Merle Kilgore, Starday 497	5
11	10	11	9	TIP OF MY FINGERS, Bill Anderson, Decca 31092	9
12	7	6	5	ABOVE AND BEYOND, Buck Owens, Capitol 4337	24
13	—	—	—	CRUEL LOVE, Lou Smith, KRCO 105	1
14	13	15	18	MILLER'S CAVE, Hank Snow, RCA Victor 7748	5
15	11	13	17	ANYMORE, Roy Drusky, Decca 31109	6
16	17	16	21	THE LONG WALK, Bill Leatherwood, Country Jubilee 539	6
17	20	19	29	I KNOW ONE, Jim Reeves, RCA Victor 7756	4
18	15	12	11	WHO'LL BUY THE WINE, Charlie Walker, Columbia 41633	14
19	21	27	—	BUT YOU USE TO, Laverne Downs, Peach 735	4
20	27	23	20	LITTLE ANGEL (COME ROCK ME TO SLEEP), Ted Self, Savoy 3022	13
21	16	8	8	LEFT TO RIGHT, Kitty Wells, Decca 31065	18
22	30	30	—	THIS OLD TOWN, Buddy Paul, Murco 1018	3
23	18	21	23	BABY ROCKED HER DOLLY, Frankie Miller, Starday 496	13
24	22	20	22	TOO MUCH TO LOSE, Carl Belew, Decca 31086	10
25	23	25	—	SHE'S JUST A WHOLE LOT LIKE YOU, Hank Thompson, Capitol 4386	3
26	24	17	16	MULE SKINNER BLUES, Fendermen, Soma 1137	6
27	19	22	14	HONKY TONK GIRL, Loretta Lynn, Zero 107	9
28	—	28	—	ONE OF HER FOOLS, Paul Davis, Doke 107	3
29	26	—	—	FAR, FAR AWAY, Don Gibson, RCA Victor 7762	2
30	—	—	—	WASTED LOVE, Red Herring, Country Jubilee	2

Just Released and Hot!
IT'S TOO LATE BABY
EDDIE WILLIAMS
EXCELLO 2180
MISS YOU SO
ROSCOE SHELTON
EXCELLO 2181
NASHBORO RECORDS
Nashville, Tenn.

JIMMIE RODGERS
•
"THE WRECK OF THE JOHN B."
R-4260
Roulette Records

Prepare for aghast at IGOR'S BLAST
All are invited to:
"IGOR'S PARTY"

BOB BECKHAM
sings
NOTHING IS FOREVER
31132
Decca Records

Copyrighted material
www.americanradiohistory.com

RCA Radio, TV, Move to Indianapolis

INDIANAPOLIS — The announcement of Radio Corporation of America that its radio and TV division and the RCA Sales Corporation would be moved from Cherry Hill, N. J., to this Hoosier capital brought elation to Indianapolis civic and industrial leaders this week.

RCA facilities for the making of home instruments were moved to Indianapolis and nearby areas years ago. Moving the New Jersey offices will eliminate the 700 miles between headquarters and the center of production, it was explained.

Presently RCA is one of Indianapolis' largest industries. Other RCA plants are in Bloomington and Monticello, Ind., and at Cambridge, O.

A considerable number of the 800 labor force now at Cherry Hill will be transferred to Indianapolis, an RCA spokesman said.

The moving will be gradual. Completion of it is expected by the middle of 1961.

WANTED

Killer Joe
the JAZZTET
ARGO 5366

The Latest by the Greatest
FABIAN
sings
KING OF LOVE
#1055
Chancellor
Distributed by AM-PAR Record Corp.

A GREAT NEW SINGLE
DION AND THE BELMONTS
"In The Still Of The Night"
LAURIE 3059
LAURIE RECORDS, INC.
NEW YORK CITY

The Big Seller!
"LOUISIANA"
THE TIFANOS
TIFCO 45-822
TIFCO RECORDING CORPORATION
TIFTON, GEORGIA PHONE 242

• Reviews of New Pop Records

• Continued from page 37

to "Tell Laura I Love Her," and the thrush tells how much she misses her love since he passed away. Interesting side. (E. B. Marks, BMI) (2:35)

★★★ **Everyone Was There But You** — The young thrush bows on the label with a poignant performance of a rockaballad. She has a good sound. (Wemar, BMI) (2:25)

NOREEN AND DONNA
★★★ **If You Would Only Be Mine** — CARLTON 532 — A nice, lazy waltz by the gals. Tune has an old-fashioned touch and it's pleasantly thrushed by the pair. (Jimmy Wakely, BMI) (2:27)

★★★ **Lonely Fool** — A pretty ballad reading by the fem duo. It's in slow tempo and its appealingly performed to strings and guitar backing. Gals rate a listen. (David Jones, BMI) (2:18)

TINA AND MERLE
★★★ **Post Office** — KING 5393 — Tina and Merle handle this happy novelty with spirit as they sing about the fun of playing post office. Cute wax that could get some coins. (Mar-Kay, BMI) (2:23)

★★ **I Can't Help You (I'm Falling, Too)** —New follow-up to the hit "Please Help Me, I'm Falling," is sung pleasantly by the boy-girl duo. Flip has more to offer. (Ross-Jungnickel, ASCAP) (2:33)

ELMER BERNSTEIN
★★★ **"From the Terrace" Love Theme** — CAPITOL 4426 — This is title theme music from the 20th Fox picture. It's pretty, liquid and highly melodic. Piano takes a concerto type lead in front of a full ork complement. (Miller, ASCAP) (2:27)

★★ **"From the Terrace": Mary, Mary** — More attractive theme material from the same picture. It's listenable but the flip may have more immediate appeal. (Miller, ASCAP) (2:25)

AL HENDRIX
★★★ **I Need You** — LAGREE 701 — Tender ballad receives an intimate vocal from the chanter over triplet backing. Good listening here. Side has a chance. (Johnstone-Montei, BMI) (2:33)

★★ **Young and Wild** — Hendrix, who is rather derivative, sells htis wild rocker with spirit and the backing is in the groove. Some coins here. (Johnstone-Montei, BMI) (2:10)

SONNY WILSON
★★★ **The Great Pretender** — SUN 341 —Sonny Wilson sells the old Platters' hit with spirit aided by a chorus and rhythm combo. Listenable side. (Panther, ASCAP) (2:51)

★★ **I'm Gonna Take a Walk** — The chanter tells that he's leavin' town 'cause his baby's been runnin' around. (Hi Lo, BMI) (2:08)

JOHNNIE AND JOE
★★★ **Over the Mountain: Across the Sea** —CHESS 1654—This was a hit disking for Johnnie and Joe a few years ago. It is being reissued due to the recent waxings of the tune on other labels. May get some action. (Arc, BMI)

★★ **My Baby' Gone, On, On**—This reissue features the duo on a semi-rocker. It has a pleasant old-fashioned sound. (Arc, BMI)

DAVID BAILEY
★★★ **Time Out For Tears** — BANNER 6020 —A country-flavored ballad, chanted in pop style, with the arrangement featuring a tenor sax and a bouncy beat. Nice. (Magic Circle, BMI) (2:07)

★★ **My Share of Heartaches**—A rockaballad with triplet arrangement. Bailey's vocal has a chick chorus behind it. (Magic Circle, BMI) (3:30)

VI PETTY
★★★ **Kiss Me Goodnight**—NOR-VA-JAK 1325—The thrush sings a pretty waltz. Has a Viennese melodic quality, with dreamy organ in the background. Very tasteful. (Mitchell, ASCAP)

★★ **True Love Ways**—A dreamy ballad. The thrush has a fine quality—soulful without affection. (Nor-Va-Jak, BMI)

DOUG BOWMAN
★★★ **Al's State Line**—CHAPARRAL 2094 —A wild side, blues-oriented, with crowd sounds. Gets funkier as the guitars come in. Pop side. (Bowman) (2:29)

★★ **Poor Fool's Dream**—A weeper in the traditional country style. Fair. (Bowman) (1:53)

★★★ **Lover's Dreamland** — COLUMBIA 41762 — If Glasser sold this attractive item with more excitement the side might have had real possibilities. As it stands now it is a nice recording that just misses. (Camarillo, BMI) (2:02)

★★ **Time Can Change** — Glasser handles this indifferent ballad in warm style and the backing is smooth. (Camarillo, BMI) (2:24)

WINGED VICTORY CHORUS
★★★ **War of Love** — 20TH FOX 217 — The Winged Victory Chorus comes thru with a listenable reading of a ditty in football march style that may interest the college set. (Sunbeam, BMI) (2:10)

★★ **Battle of Alley Oop** — This is the story of a battle between Tarzan and Alley Oop but it doesn't have too much excitement. (Sunbeam, BMI) (2:17)

JOE SIMON
★★★ **It's a Miracle** — HUSH 103 — Ingratiating warbling stint by Simon and fem chorus on attractive r.&r. theme with lighthearted beat. (Morhits, BMI) (2:08)

★★ **Land of Love** — Bouncy rhythm tune based on nursery rhyme, is accorded appealing vocal by Simon and chorus. (Morhits, BMI) (2:29)

DICK NEELEE
★★★ **Blue on Blue** — RCA VICTOR 7765 — A real listenable instrumental which features harmony saxes against a persistent rhythm piano figure. Has a bluesy quality. (Skidmore, ASCAP) (2:07)

★★ **Birmingham Rag** — A nice bit of bouncy rag rhythm in the style of the '20's. Horns and piano are again heard in the lead spots. (Shapiro-Bernstein, ASCAP) (1:55)

AUSTIN BROTHERS
★★★ **Between the Lines** — K-ARK 610 —The duo turn out some pleasant country harmonies on this traditional side. Effort features a good bit of the hill sound with its weepy fiddles and guitar breaks. Can get real spins. (Ashna, BMI) (2:20)

★★ **How Can I Tell** — A three-beat plaint, again with the traditional sound predominating. Nice harmony outing. (Ashna, BMI) (2:01)

LORI PARKER
★★★ **Try a Little Tenderness** — CORAL 62222 — The standard is sung without too much excitement, but the backing is out of the usual. Could get spins. (Robbins, ASCAP) (2:50)

★★ **Remember Me** — Remember her to Jimmy, sings the thrush on this okay side. (Jack Gold, ASCAP) (2:41)

AL KASHA
★★★ **No Matter Where You Are** — BRUNSWICK 55168 — A ballad in slow, relaxed tempo. Chanter does a nice reading. (Merrimac, BMI) (2:42)

★★ **Teardrops Are Falling** — The frantic, high-pitched chorus gives a novel touch to this rocker, as does the percussion. (Merrimac, BMI) (2:20)

HAPPY LADS QUARTET
★★★ **Come Wet Your Mustache With Me** —NEWTONE 2103—Close harmony of the old style. Group sounds something like the Jesters. Material is amusing and lighthearted. (Georgeoff, ASCAP) (2:50)

MID-WESTERN ORCHESTRA
★ **Hawaii by Moonlight** — Very weak side here. Flip is more potent. (Georgeoff, ASCAP)

LORI ROGERS
★★★ **Johnny Johnny** — YALE 236 — Cute tune is handed a touching reading by the lass over bright support. It's about a boy and girl who have broken up and now are almost getting back together again. (Shawn, ASCAP) (2:02)

★ **I Watch the Rain** — The thrush tried hard here but little happens. (Shawn, ASCAP) (1:57)

★★
MODERATE SALES POTENTIAL

TOWNSEL SISTERS
★★ **I Know** — HICKORY 1125 — The girls perform this neat novelty with spirit over a simple arrangement. (Alpep, BMI) (2:03)

★★ **Will I Ever** — Interesting ditty is sung in fair manner by the lassies. (Acuff-Rose, BMI) (2:00)

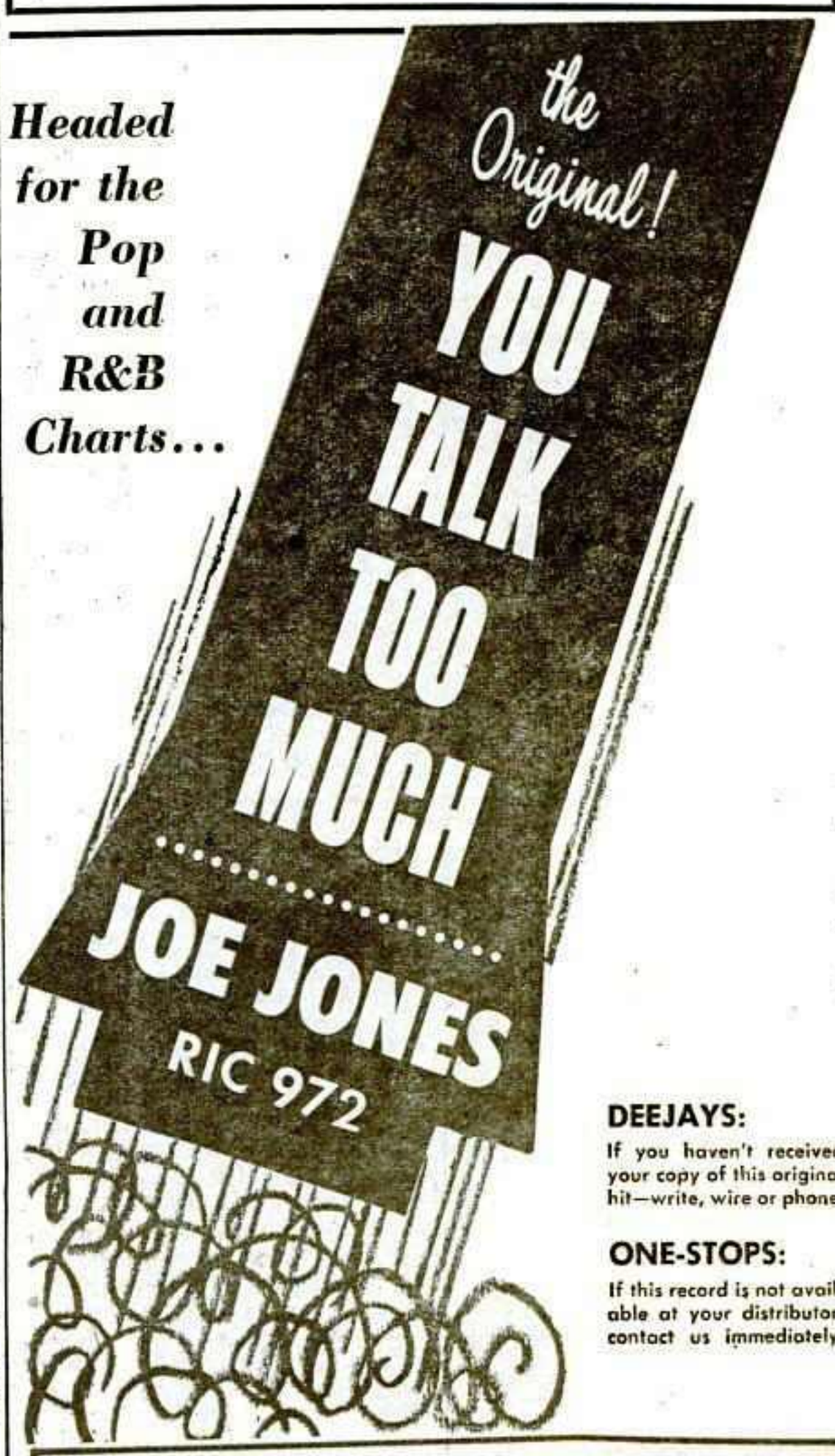
(Continued on page 40)

BOB HELLER
Phila's Flying Record Distrib says:
"ATTENTION, DEEJAYS—
BE SURE TO SPIN THIS YEAR'S BRIGHTEST RECORD . . ."
"WHAT WAS IT"

by
EDDIE REYNOLDS
Dixie 838

Deejay copies available. Write to
DIXIE RECORD CO.
518 EAST SEYMOUR SHAWNEE, OKLAHOMA

Headed for the Pop and R&B Charts...



DEEJAYS:
If you haven't received your copy of this original hit—write, wire or phone.

ONE-STOPS:
If this record is not available at your distributor, contact us immediately.

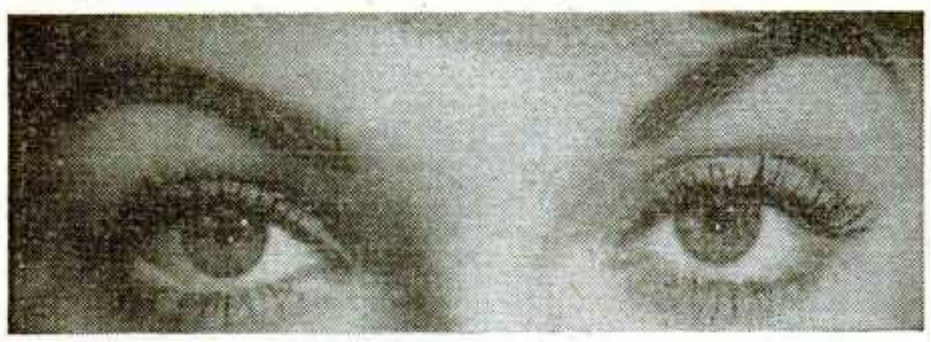
RIC RECORDS, INC. 630½ Baronne St. New Orleans 12, La. JAckson 2-3224

Copyrighted material
www.americanradiohistory.com

BIG! BIG! BIG!
"COLD COLD HEART"
By
DON CHERRY
M-557
DISTRIBUTED BY United Telefilm Records, Inc. UNITED TELEFILM LTD.
MORTY CRAFT, PRESIDENT • 701 SEVENTH AVENUE • NEW YORK 36 • JUDSON 6-1050

SMALL SINGLE RECORD CO.'S "BE ALERT" JAZZ & SPECIALTY ALBUM PRODUCERS
Don't let your releases get lost or overlooked by a distributor operating under the shadow of Major Producers.
We are announcing the formation of
ALERT RECORD DIST. CO.
• Specializing in services for the small record companies in Cleveland and the Northern Ohio area.
• Our top sales and promotion personnel, with 15 years' experience, will insure exposure and sales.
We are now accepting a limited number of lines. Call or write today—
FRANK BERRY, Gen. Mgr., ALERT RECORD DIST. CO.
9536 Laird Ave., Cleveland 2, Ohio ATlantic 1-8859

DYNAMITE!
A Great New Release
DAVID BAILEY
singing
"TIME OUT FOR TEARS" | "MY SHARE OF HEARTACHES"
and
Banner 60202
Distributors: Some choice territories still available. Write, wire, phone.
BANNER ENTERPRISES, INC. 643 Shreveport Rd., Minden, La. Phone: FR 7-2047


Watch for the girl with the story in her eyes

TWIN-ers!
'SO GOOD'
RUBEN FORT
anna 1117
'ALL I COULD DO WAS CRY'
(Pts. 1 & 2)
JOE TEX
anna 1119

THE ORIGINAL! A SMASH! YOGI
BY THE IVY THREE
SHELL #720
DISTRIBUTED BY: AMY RECORDS 1650 BROADWAY, NEW YORK, N.Y.

LP'S
$2.47—$3.10—$3.71
1812 WEST CHICAGO AVE., CHICAGO 22, ILLINOIS (HUmboldt 6-5204)
6920 S. HALSTED, CHICAGO 21, ILLINOIS (RAdcliffe 3-3144)
SINGER ONE STOP
45's—65¢ Free Strips

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

• Reviews of New Pop Records

• Continued from page 39

THE VILLETTE SISTERS
★★ **I Gave Him Back His Ring** — M-G-M 2928 — The girls sell this neat little rocker with a French accent and it's cute. It's their debut on the label. (Wemar, BMI) (2:28)

★★ **The Rainbow** — The girls try hard on this side but the flip has more interest. (Wemar, BMI) (2:14)

SAM EARLY
★★ **Do You Love Me** — APT 25041 — A rocker with a beat is handed a listenable go by the chanter. (Sherlyn Pent, BMI) (2:21)

★★ **You Are the Greatest of Them All** — Early sells this ballad with some spirit, but not enough. (Sherlyn Pent, BMI) (2:27)

RONNY SMITH
★★ **I Started Out Walkin'** — IMPERIAL 2663 — A neat little rocker is sold stylishly here by Smith over a neat little beat by the combo. Worth spins. (Travis, BMI) (2:10)

★★ **I Hear You Knocking** — Ronny Smith tries hard on the old Smiley Lewis hit but it's a weak rendition. (Commodore, BMI) (1:58)

BOB SANDERSON
★★ **Real Love** — 20TH FOX — Bright rocker is handled in zingy fashion by the chanter over backing with a beat. (Kenneback, ASCAP) (2:24)

★★ **My Hands** — Bob Sanderson, a lad with a warm singing style, sells this tender ballad pleasantly here. (Kenneback, ASCAP) (1:46)

BOBBY BREEN
★★ **Theme From a Summer Place** — NRC 055 — Ex-kid movie star Breen still sings sweet tenor style on a pleasant lyric version of the pretty instrumental theme. Some spin value on chatter angle. (Witmark, ASCAP) (2:26)

★★ **Hawaii Calls** — Romantic ballad is accorded okay reading by Breen. (Sanly Joy, ASCAP) (2:10)

COOK BROS.
★★ **Always Together** — ARCADE 158 — Attractive vocal duo work on pretty ballad with country-flavor blended with Latin tempo. (Valley Brook, ASCAP) (2:35)

★★ **Teenage Love Affair** — Wistful chanting by brothers on teen-appeal ditty. (Seabreeze, BMI) (2:31)

CARA STEWART
★★ **Love Me Forever** — SPIN 967 — Miss Stewart sings prettily in Western style to a three-beat ballad. Side employs echo and dual-track effects and a traditional fiddle and piano background. (Cedar Lane, BMI)

★★ **Let's Dream** — A relaxed three-beat ballad. The gal has a sound quality and on this side she's backed by guitar and fiddles. (Ethel Bert, ASCAP)

JULES BLATTNER
★★ **Till I'm With You (Once Again)** — K-ARK 609 — Blattner has a style derivative of Presley. The tune bears a strong resemblance to "Till I Waltz Again With You," done in rocking fashion. (Ashan, BMI) (2:00)

★★ **Lonesome** — A medium tempo rock blues. Fair wax in shouting rockabilly style. (Ashna, BMI) (2:01)

THE DYNAMICS
★★ **The Girl by the Gate** — DECCA 31129 — The Dynamics sing about a girl in San Juan. Fair side. (Republic, BMI) (2:43)

★★ **At the End of Each Day** — Pleasant rockaballad is sold in nice style by the lads while a large string ork backs them sweetly. (Mode, ASCAP) (2:35)

"BOUNCING" CORNELL BLAKELY
★★ **Tell Me More** — CARRIE 1503 — Exuberant warbling by Blakely on swingy r.&r. ditty. (J. Hen, BMI) (2:30)

★ **Just Promise Me** — Okay reading by chanter on relaxed blues-ballad, but flip is better side. (J. Hen, BMI) (2:56)

Jazz

★★★★

LES McCANN, LTD.
★★★★ **Vacushna** — WORLD PACIFIC 823 — An interesting blues piano interlude by McCann and rhythm combo. The basic theme has a spiritual quality. Fine jazz-oriented jockey wax. (West Coast, ASCAP) (2:54)

(Continued on page 42)

• 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	Weeks on Chart
1.	BECAUSE THEY'RE YOUNG (Columbia)	1	9
2.	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI (Pincus)	2	5
3.	PAPER ROSES (Pambill)	3	12
4.	MR. LUCKY (Southgale)	5	17
5.	THEME FROM THE APARTMENT (Mills)	13	4
6.	CATHY'S CLOWN (Acuff-Rose)	8	11
7.	MISTY (Octave)	6	15
8.	TELL LAURA I LOVE HER (Marks)	12	3
9.	HE'LL HAVE TO GO (Central Songs)	7	25
10.	THEME FROM A SUMMER PLACE (Witmark)	4	27
11.	THE SOUND OF MUSIC (Williamson)	11	27
12.	EVERYBODY'S SOMEBODY'S FOOL (Aldon)	14	2
13.	IN MY LITTLE CORNER OF THE WORLD (Shapiro-Bernstein)	—	1
14.	IT'S NOW OR NEVER (Gladys)	—	1
15.	LOOK FOR A STAR (Harlene)	—	1

HOME MOVIE MUSIC EXPANDS DISK OUTLOOK

• Continued from page 1

leases could do justice to the recorded sound, provided the future releases are on a par with the sample reels used during the demonstration.

The market is now being hit by 8-MM. sound projectors produced by various manufacturers. During the past several months, Fairchild Camera has waged an intensive consumer advertising campaign on behalf of its 8-MM. sound equipment. Fairchild, first to jump into the narrow gauge sound field, has used two-page, four-color ads in the major mass circulation consumer mags. Last week, Eastman Kodak kicked off its ad campaign on an 8-MM. magnetic strip projector with a four-color page in the new Esquire. Other goliaths in the home movie field such as Bell & Howell reportedly will take the same plunge in time to reap Christmas sales. Also, according to camera trade indications, Japanese manufacturers stand poised to flood the U. S. market with low-cost versions of 8-MM. sound projectors.

Projector manufacturers are eagerly welcoming the 8-MM. musical soundies for they see in this a further lure to stimulate their equipment sales. Heretofore, they could attract to buyers only with the appeal of recording both sight and sound on film. Once low-cost entertainment fare is made available in the 8-MM. film form, the sound projector becomes a more valuable and versatile home entertainment device. With name disk artists available in film form, projector manufacturers visualize a greatly accelerated sale of their equipment.

According to T-R's Lane, his firm is able to produce black and white, 8-MM. sound film versions of disks to list at $1.49 per selection (i. e. one side of a record). Same in color would cost $2.50. As a mass market for this product develops, prices could be reduced to a closer proximity of what disks themselves cost.

Price will permit T-R to cover production plus all royalties, including artists and publishers. In addition to providing a new source of revenue, Lane, in his pitches to the diskeries, is stressing the importance of the visual media as a promotional tool in stimulating disk sales and cementing the careers of photogenic artists. Thus, according to Lane, the record companies who are among the first to make their releases available for filming will reap untold benefits for themselves and for their artists.

Plans call for filmed versions to be made of the strong side of singles and particularly salesworthy tracks taken from albums. Consumers will be able to splice together the various soundies in their collection, thereby building their own musical film "albums." Simplicity of film splicing will allow them to change their "albums" by substituting new reel acquisitions for old, and rearranging the contents of their various "album" reels to suit their own changing tastes.

Strobach Bows Own Distrib Firm

MIAMI — C. Sandy (Beach) Strobach, formerly with Brooke Distributors here, has opened his own operation, Record Distributors, Inc. Strohbach is specializing in LP lines and is looking for Latin lines. Need for the latter, he notes, is indicated by the rapidly increasing Latin population in Florida. Strohbach now handles Verve, Design, Cricket, Musicdisc, Fiesta, Montilla and other product.

RENAISSANCE ON FOR OLD-STYLE ITALIAN SONGS

• Continued from page 1

strel any throwable object to hand."

This revival has brought out from Italian record companies a spate of old-time singers and tunes such as Spadaro — a real old-timer — in an LP titled "Songs of Florence" and two others titled "Neapolitan Mandolins" and "Neapolitan Classics." RCA Italiana leads the field in revival of the serenade-warbles. Besides the above they have also cataloged "Tour of Rome," "One Night in Rome, "Song of Rome," "Memories of Rome," "Tour of Naples," "Tour of Venice," "Songs of Venice," "One Night in Venice," and a host of others, with a favorite in this field, Mario Lanza, singing "Neapolitan Songs" and "Mario Lanza in Naples."

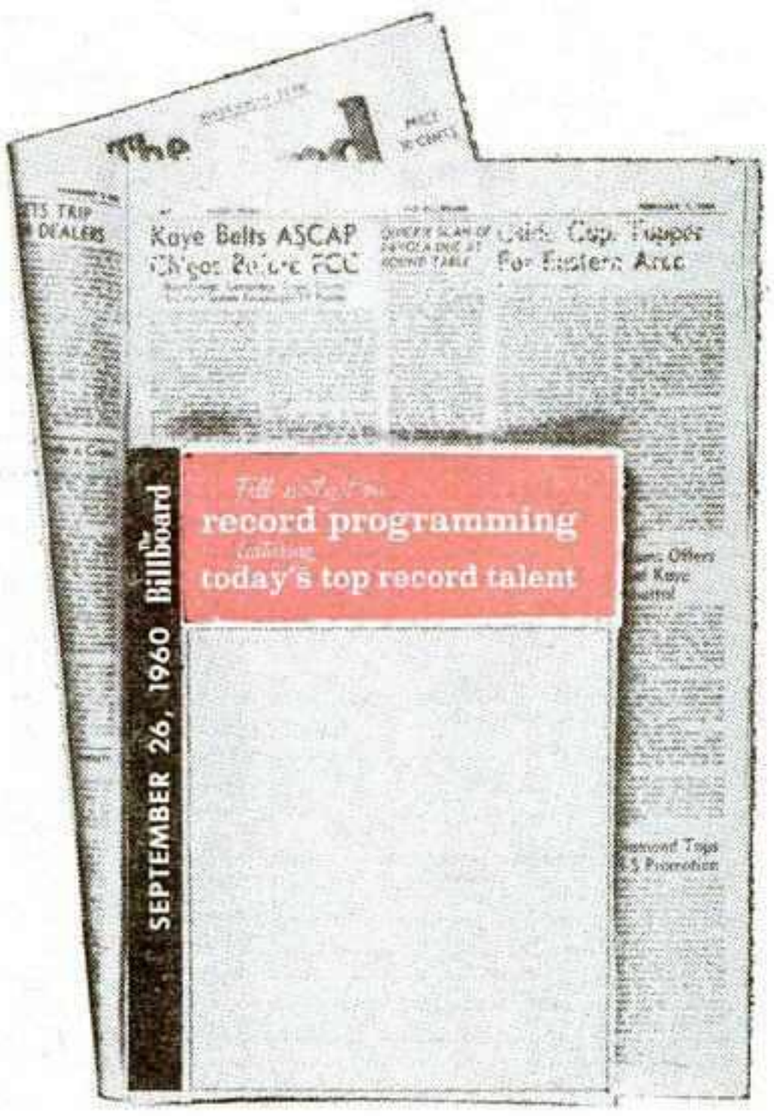
Copyrighted material
www.americanradiohistory.com

announcing

Billboard's Big...

Fall spotlight on
record programming
featuring
today's top record talent

the timing was never better



Yes, Billboard's September 26 Programming and Talent issue is timed for active use during the hottest record sales period of the year . . . the big fall selling season leading up to the great Christmas sales bonanza.

And when you add the fact of genuine interest and long-term readership by the music and entertainment columnists of top newspapers and magazines . . . by television producers . . . by motion picture executives . . . by talent buyers and bookers in all entertainment fields . . . and by the whole record distribution industry . . . you've got an exciting, top-interest advertising value that can't be beat!

Be sure you're represented in a big way, with a big, dominating ad message.

and the value never bigger!

RESERVE AD SPACE NOW!

NOTE EARLY AD CLOSING: THURS., SEPTEMBER 15

(The slick-stock format and two-color printing operation makes the early closing *essential*. No deadline extensions possible.)

The Billboard

NEW YORK • 1564 Broadway • PLaza 7-2800 CHICAGO • 188 W. Randolph • CEntral 6-9818 / HOLLYWOOD • 1520 North Gower • HOllywood 9-5831

Copyrighted material
www.americanradiohistory.com

2 HOT NEW SINGLES

SMASH INSTRUMENTAL
"SLOP TIME"
and
"GATE'S TUNE"
by the one and only
"GATEMOUTH BROWN"
Peacock 1696

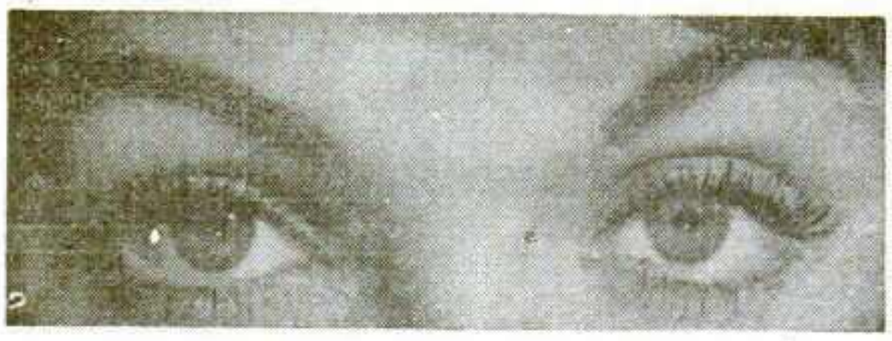
A DEBUT SMASH
• LITTLE BUCK
singing
"LET IT BE NOW"
and
"I'LL FOLLOW YOU"
Duke 324

DUKE-PEACOCK RECORDS, INC.
2809 ERASTUS ST. HOUSTON 26, TEXAS

Prepare for aghast at IGOR'S BLAST
All are invited to:
"IGOR'S PARTY"

Headed Up the Charts
"YOU'RE LOOKING GOOD"
DEE CLARK VEE JAY 355
on Billboard's Hot R&B Sides chart!
"I KNOW"
THE SPANIELS VEE JAY 350
"HALF AS OLD"
DONNIE ELBERT VEE JAY 353
Veejay Records, 1449 S. Michigan, Chicago 5

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


Watch for the girl with the story in her eyes

• Reviews of New Pop Records

• Continued from page 40

★★★★ **Fish This Week** — More flashy piano material by the McCann group. This side is more on the upbeat side. Also spinnable jock side. (West Coast, ASCAP) (2:38)

★★★

THE JAZZTET
★★★ **Mox Nix** — ARGO 5366 — The Art Farmer-Benny Golson group essay some listenable upbeat material that moves and occasionally drives. (Andante, ASCAP) (2:33)

★★★ **Killer Joe** — This begins with a spoken description of the low-type cat by Benny Golson then moves to the musical interpretation of the character by the group. A bit on the out side but there's a lot of beat here. (Andane, ASCAP) (3:00)

SUN RUN AND HIS ARKESTRA
★★★ **State Street**—SATURN 0015 — A bright instrumental jazz riff is played in modern style by the Sun Run crew on this new slicing. Could do well on jazz boxes and could snag some pop spins, too. (Enterplan, BMI) (3:30)

★★ **Space Loneliness** — This is a trifle weird. It's a modern jazz item that evokes other-world loneliness. Flip is more potent. (Enterplan, BMI) (4:33)

Rhythm & Blues

★★★★

CLARA AND RUFUS
★★★★ **Cause I Love You**—SATELLITE 102—A fetching shouting blues, with boy and girl spelling each other in chant and response pattern, to a backing featuring a punctuating, honking horn. (East, BMI) (1:45)

★★★ **Deep Down Inside**—Another blues, slower in tempo, and with a lot of soul. Again, the accompaniment features sax and tenor. Very satisfying indeed. (East, BMI) (2:20)

★★★

LITTLE JUNIOR PARKER
★★★ **That's Just All Right** — Duke 326 — Little Junior Parker sings his sad way thru this woeful, and bluesy effort, backed by a chorus. Good item here for the boxes, both r.&b. and pop. (Lion, BMI)

★★★ **I'll Learn to Love Again** — Listenable ballad is sung with feeling by the chanter over good, down-home backing. Nice side. (Lion, BMI)

WOODROW ADAMS
★★★ **Sad and Blue** — HOME OF THE BLUES 109 — Adams comes thru with a listenable performance of a funky blues effort. (Sar-Lib, BMI) (2:39)

★★★ **Something on My Mind** — A real down-home blues side features Woodrow Adams on his first for the label from Memphis. Could get some Southern action. (Sar-Lib, BMI) (3:04)

STERLING HARRISON
★★★ **Working on Your Heart**—VIM 511 —Enthusiastic, emotional delivery by Harrison on infectious rhythm ditty. Pop as well as r.&b. market appeal. (Lowell, BMI)

★★ **I Do Believe** — Fervid shouting by Harrison on bouncy rhythm-novelty with frantic tempo. (Lowell, BMI) (2:11)

★★

ERNIE K-DOE
★★ **Ain't It the Truth** — MINIT 614 — An r.&b. type weeper ballad. Fem chorus joins in with K-Doe in telling the sad tale. Piano triplets in pounding style give it a gospel feeling in spots. (Minit, BMI) (2:42)

★★ **Hello, My Lover** — More strongly r.&b. slanted material in slow tempo. Good rhythm backing is heard together with chorus. (Minit, BMI) (2:49)

SMILEY LEWIS
★★ **Ain't Goin' There No More** — IMPERIAL 2553—Here's a good hunk of New Orleans rhythm material by Smiley Lewis. Dave Bartholomew is a co-writer on the side. Lewis gives it considerable shouting drive. (Travis, BMI) (2:11)

★★ **Last Night**—A slow, slow blues with a big backing by the band. Lewis shouts this one out forthrightly. (Arc, BMI) (2:24)

Country & Western

★★★★

JEAN SHEPARD
★★★★ **For the Children's Sake** — CAPITOL 4423 — The gal gives her usual gutsy performance on a ballad of tragedy in which she's trying to hide her broken marriage from the kids. Daddy's sticking around just for the children's sake. Side can garner a lot of action from the traditionalists. (Fairway, BMI) (2:30)

★★★ **Lonely Little World** — A nice ballad rendition by the gal, with similar tempo to the flip. The material on the other side is stronger, however. (Pamper, BMI) (2:17)

JEAN SACKETT
★★★★ **The Man My Son Should Call Daddy**—SKIPPY 118—This is in the vein of Hank Williams' "My Son Calls Another Man Daddy." This could get many spins. Jean Sackett's plaintive warbling is very good. (Cedarwood, BMI) (3:09)

★★ **I Had My Fortune Told**—The sad story of infidelity found out is the subject matter here, with the gypsy as the bad news bringer. Spins for this one should come in those areas that normally thrive on this kid of material. (S & M, BMI) (2:59)

★★★

CARL BELEW
★★★ **The End of Time** — DECCA 31140 — A weeper is handed a first-rate reading by the chanter over backing that has a pop-country flavor. (Wallace Fowler, BMI) (2:43)

★★★ **My Baby's Not Here** — Carl Belew sells this uptempo effort about his lonely nights, with spirit, over pop-styled backing. Good wax. (Four Star, BMI) (2:16)

CECIL SURRATT AND SMITTY SMITH
★★★ **Liza Jane** — KING 5383 — The oldie is played with a country beat, but with pop flavor, by the duo on this instrumental side. (PD) (2:00)

★★★ **Do You Mean the Words You Say** —Warm ballad receives a listenable performance from Cecil Surratt here. (Lois, BMI) (2:45)

CECIL SURRATT AND SMITTY SMITH
★★★ **Liza Jane**—KING 5383 — Fancy guitar work highlights this sprightly instrumental treatment of bright country theme. (2:00)

(Continued on page 44)

The Billboard HOT R&B SIDES

FOR WEEK ENDING AUGUST 21

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	4	A WOMAN, A LOVER, A FRIEND, Jackie Wilson, Brunswick 55167	6
2	3	10	—	FOOL IN LOVE, Ike and Tina Turner, Sue 730	3
3	2	7	18	WALKING TO NEW ORLEANS, Fats Domino, Imperial 5675	6
4	26	—	—	THE TWIST, Chubby Checker, Parkway 811	2
5	5	12	8	QUESTION, Lloyd Price, ABC-Paramount 10123	6
6	10	16	16	FINGER POPPIN' TIME, Hank Ballard and the Midnighters, King 5341	12
7	15	—	—	IT'S NOW OR NEVER, Elvis Presley, RCA Victor 7777	2
8	4	5	9	I'M SORRY, Brenda Lee, Decca 31093	7
9	6	2	1	THIS BITTER EARTH, Dinah Washington, Mercury 71635	9
10	16	29	30	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI, Brian Hyland, Leader 805	4
11	12	18	13	HEARTBREAK (IT'S HURTIN' ME), Little Willie John, King 5356	8
12	7	4	5	THERE'S SOMETHING ON YOUR MIND, Bobby Marchan, Fire 1022	10
13	21	—	—	TELL THE TRUTH, Ray Charles, Atlantic 2068	2
14	30	—	—	MY LOVE, Nat King Cole, Capitol 4393	2
15	8	3	2	STICKS AND STONES, Ray Charles, ABC-Paramount 10188	8
16	—	—	—	TA TA, Clyde McPhatter, Mercury 71660	1
17	11	15	12	PARTIN' TIME, B. B. King, Kent 346	6
18	19	11	10	BIG BOY PETE, Olympics, Arvee 595	9
19	20	—	—	ONLY THE LONELY, Roy Orbison, Monument 421	2
20	27	33	22	THE TWIST, Hank Ballard and the Midnighters, King 5171	4
21	17	8	3	HEARTBREAK (IT'S HURTIN' ME), Jon Thomas, ABC-Paramount 10122	7
22	—	—	—	IF I CAN'T HAVE YOU, Etta and Harvey, Chess 1760	1
23	—	—	—	NOBODY KNOWS YOU WHEN YOU'RE DOWN AND OUT, Nina Simone, Colpix 158	1
24	9	6	6	A ROCKIN' GOOD WAY, Dinah Washington-Brook Benton, Mercury 71629	13
25	14	14	14	WAKE ME, SHAKE ME, Coasters, Atco 6168	8
26	29	27	19	IF YOU'RE LONELY, Annie Laurie, De Luxe 6189	6
27	18	21	28	THE TEACHER, Falcons, United Artists 229	4
28	28	—	—	MADISON TIME, Ray Bryant, Columbia 41628	17
29	22	22	29	THINK, James Brown and Famous Flames, Federal 12370	12
30	—	—	—	VOLARE (NEL BLU DI PINTO DI BLU), Bobby Rydell, Cameo 179	1

NEW RELEASE!
REDD FOXX
"SLY SEX"
DTL #295
EP #296-297
DOOTO REG. U.S. PAT. OFF.

The New
FRANKIE FORD Record!
"IF YOU'VE GOT TROUBLES"
b/w
"YOU TALK TOO MUCH"
#5686
IMPERIAL RECORDS
6425 Hollywood Blvd.
Hollywood 28, Calif.

NIGHT THEME
a MARK II instrumental
#5-1001
WYE. RECORDS
WARWICK, R. I.

JAMIE
THE LATEST BY THE GREATEST!
DUANE EDDY
KOMMOTION
b/w
Theme from Moon Children
Jamie #1163
GUYDEN RECORDS 1330 W. Girard Ave. Phila 23, Pa. CE 2-3338

Copyrighted material
www.americanradiohistory.com

RICH BOY, POOR BOY
The Knockouts
5018
SHAD RECORDS

LATEST RELEASE
JOHNNY NASH
sings
(LOOKS LIKE) THE END OF THE WORLD
b/w
WE KISSED
#10137
ABC-PARAMOUNT
FULL COLOR FIDELITY

PRESSINGS
talk to
DISKMAKERS
1626 Federal Street
Philadelphia, Pennsylvania
DE 6-5151

TOMMY ZANG
With A BANG!
I CAN'T STOP LOVING YOU
His Biggest yet!
HICKORY 1122

HIGH QUALITY MATRIX PLATING
Masters, Mothers, Stampers and Converts.
Specializing in Nickel Stampers.
All speeds.
Prices given on request.
SHAW PLATING CORP.
P. O. Box 259 Cincinnati 19, Ohio

The Big Hits Are On Today's Hit Trademark
Mercury RECORDS

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

RECORD PROCESSING AND PRESSING
45 R.P.M.—33⅓ R.P.M., any quantities.
Complete Record Service.
Includes Labels—Processing—Masters.
Send your tape—we do the rest!
SONGCRAFT 1650 Broadway New York 19, N. Y.

• Reviews and Ratings of New Albums

• Continued from page 29

FOLK ★★★★

★★★★ LOVE SONGS
Leon Bibb. Vanguard VSD 2067 (Stereo & Monaural)—A singer with a haunting voice and a feeling for his material, Leon Bibb has gained increasing recogniiton as a folk artist in recent months, playing top clubs in New York and elsewhere. In his third LP for Vanguard, he sings humorous, tender and bawdy ballads, all of which have romance as a common theme. He does especially fine work on "Down in the Valley," "Shenandoah," "Jackie Rover," "I Know Where I'm Going" and "The Bird Song." Folk fans should be alerted to this one.

LOW-PRICED SACRED ★★★★

★★★★ HYMNS BY JIMMY DEAN
Harmony HS 11042. (Stereo & Monaural)—The well-known c.&w. personality performs 10 numbers from his scared repertoire accompanied by a soft-voiced choir and organ. Most of the items are handled in low-keyed reverence but in several cases — as in "Leaning on the Everlasting Arms," there's a bright feeling of exuberance. Stereo is fine here, and the Dean fans will like the whole idea.

SEMI-CLASSICAL ★★★★

★★★★ THE MELODIES OF ROBERT STOLZ
Robert Stolz and His Orchestra. M-G-M E 3851 — Robert Stolz, the contemporary line between the Vienna of Lehar, Kallman and Straus, conducts a group of his own compositions on this new waxing. And, having conducted the first performances of some of the great operettas of Lehar and Straus, he handles the orchestra in warm, sentimental Viennese fashion. The tunes range from "Two Hearts in Three-Four Time," to "Your Eyes," "A Breath of Scandal," and "Don't Say Goodbye." A fine album for operetta fans.

★★★★ THE GREAT LEHAR
Robert Stolz and His Orchestra. M-G-M E 3858 — Robert Stolz and his orchestra perform some of the tunes that made Lehar famous during the early decade of the 20th Century, on this attractige new album. Selections from Lehar operettas are here, from "Land of Smiles," "The Count of Luxembourg," "The Merry Widow," "Gypsy Love," "Frederica," as well as "Gold and Silver Waltz," and "Yours Is My Heart Alone." Fine wax, especially for the older set.

WANTED

Killer Joe
the JAZZTET
ARGO 5366

JAZZ ★★★★

★★★★ EARLY IN THE MORNING
Lorez Alexandria. Argo LP 663 — Lorez Alexandria is a jazz singer from Chicago whom The Billboard picked as a new talent to watch last year. On this new recording she is heard with the Ramsey Lewis Trio and some of the cats from the Count Basie crew. The chantress shows off a good deal of her individual jazz and pop styles on this new disk and indicates that she has grown vocally since her single records last year. She sells "Early in the Morning," "Good Morning Heartache," "Trouble Is a Man" and "Rocks in My Bed" with style.

★★★★ HEY, IT'S JAMES MOODY
Argo LP 666 — The sounds here produced by Jack Tracy are fresh, and the approach, tho modern, is not extremely far out. The performances will appeal to a wide segment of the jazz buyers. Moody here plays tenor and flute, backed by a rhythm section of guitar, bass and drums. Piano is used when Eddie Jefferson vocalizes on a couple of sides. "Summertime," "Stella By Starlight" and an unusual piece of writing titled "Tali" are included. There are discerning notes by Leonard Feather.

★★★★ A NIGHT AT THE VANGUARD
The Kenny Burrell Trio. Argo LP 655 — Burrell and his little group turn out a heap of good sound on this live program taped at Manhattan's Village Vanguard. The lad, who has been identified with rock type pop as well as jazz, shows his versatility here, too, in efforts ranging from the moody soft side to swinging all-out improvisation. At times the group generates the kind of blowing excitement of a big band. Numbers include "Will You Still Be Mine," "Soft Winds," "Just A-Sittin' and 'A-Rockin'." A solid package.

INTERNATIONAL ★★★★

★★★★ GALA RUSSE
Don Cossack Choir. Decca DL 10026 — Serge Jaroff directs the Cossacks in a typical program of folk music from the Motherland, much of it identified with the legendary Cossacks themselves. There is much emotion and pride in this singing and it's surely difficult not to get a feeling of the spirit of these fearless riders of the steppes. The material consists of marching songs, folklore and the songs sung by the regiments when they are on the march. This group has an important following and thus, this addition to the Don Cossack repertory can be solid long-term merchandise.

★ ★ ★
GOOD SALES POTENTIAL

POPULAR ★★★

★★★ PERCUSSION ESPANOL
Various Artists. Times S-2006—A package of colorful and sparkling performances, catching the emotional intensity of Spanish music and derived from various Spanish sources. Al Caiola did the arrangements, and they have much showmanship and brilliance. Included are "Malaguena," "Granada," "La Paloma," etc. Packaging is very attractive—in book style, with strikingly simple cover.

★★★ PLEASE SAY YOU WANT ME
Various Artists. Epic LN 3702—An intriguing collection of material very popular a couple of years ago—and already pleasantly nostalgic. Lollian Briggs' "I Want You to Be My Baby," Screamin' Jay Hawkins' "I Put a Spell on You" and sides by Chuck Willis, Big Maybelle, the Schoolboys, Little Joe and the Thrillers are included.

★★★ BLOW YE WINDS
U. S. Coast Guard Academy Singers. M-G-M E 3861—The U. S. Coast Guard Academy Singers, are a better-than-average male choral group and they handle a collection of sailor chanties here with spirit and gusto, and show off a stylish delivery, too. The songs range from "Nancy Lee" and "Home Boys Home," to "Away to Rio" and "Shenandoah." Good wax for followers of sea chanties.

LOW PRICED POPULAR ★★★

★★★ MORE HAWAII IN HI-FI
Leo Addeo and his Ork. Camden CAS 594 (Stereo & Monaural)—Songs of the Islands are a basic element in this deck, but there are some outlander tunes sprinkled in, such as "Near You," "Song of India," "Sheik of Araby" and "Third Man Theme." All get the sliding guitar treatment. The Leo Addeo ork does a good rhythmic job, with the guitars sufficiently buttessed by saxes, organ and other mainland instruments to lend a solid pop touch to the final product.

★★★ OLD FASHIONED MELODY PIANO
The Barristers. Harmony HS 11038 (Stereo & Monaural)—A total of 31 favorite old tunes get a two-piano treatment of a type familiar to most homes in an earlier period, but on a far more skillful scale. The stylings are reminiscent of that other time, in that they are fresh and simple, altho the technique is certainly advanced. The contents are similarly pleasing, including a batch of marches, a healthy collection of George M. Cohan songs, and such oldtimers as "Tavern in the Town," "Merry Widow," "My Gal Sal" and "The Bowery."

★★★ TRUMPETER'S LULLABY
Ralph Marterie. Wing MGW 12155—Marterie presents a combination of trumpet showcase numbers and dance offerings, with the full band behind him. Among the former are "Trumpet Soliloquy" and "A Trumpeter's Lullaby," while the latter group includes "It's the Talk of the Town" and "Summer Love." Set can do business particularly at the low price.

★★★ CHA CHAS AND MERENGUES
Rick Cortez and his Orchestra. Harmony HS 11040 (Stereo & Monoaural)—Here's a good buy at the $2.98 stereo tag, which includes a group of well-scored and nicely performed pop tunes of another day, all set

(Continued on page 44)

SLEEPER BREAKING IN MILWAUKEE!
Ringo #111
BACON FAT
featuring
The TRIADS
ardco
Allied Record Distributing Co.
1041 N. La Palma Ave.
Hollywood 38, Calif.

GUARANTEED
you'll be hearing from
PENNEY PARKER

BREAKING POP!
On all trade charts and headed for the
TOP!
A FOOL IN LOVE
IKE & TINA TURNER
SUE #730
Already sold over 100,000
SUE RECORDS
725 Riverside Drive, New York, N. Y. WA 6-8800
DeeJays and Librarians: Contact us immediately if you haven't received your sample copies.

WINNERS!
A "DEAREST DARLING" ETTA
"ALL I COULD DO WAS CRY" JAMES
argo 5368
A "I HEAR MY BABY" LARRY WILLIAMS
chess 1764
A "I GOTTA FIND MY BABY" CHUCK BERRY
chess 1763
A the original "OVER THE MOUNTAIN" JOHNNIE & JOE
chess 1654
A rising on all charts "IF I CAN'T HAVE YOU" ETTA & HARVEY
A BILLBOARD PICK
chess 1760
chess prod. corp.
2120 S. Michigan,
Chicago 16
(CA 5-2770)

Copyrighted material

www.americanradiohistory.com

• Reviews and Ratings of New Albums

• Continued from page 43

to the rhythms of the cha cha or the merengue. The band sounds is snappy and clean on such as "Teach Me Tonight," "'Taint What You Do," "Domino" and "I'll Remember April." Attractive fems on the cover can help sell it.

★★★ **THAT'S MY DESIRE**
Frankie Laine. Wing MGW 122202—This album could properly be called a collector's item and at the low price, it's a bargain. It features Laine at the start of his career, singing "That's My Desire," "By the River Sainte Marie," "We'll Be Together Again" and "May I Never Love Again." He handles them easily here, in the warm style that brought him fame.

★★★ **CABARET DAYS**
Sophie Tucker. Wing MGW 12213—This album features Sophie Tucker singing some of the songs that she has made famous, and ones that made her famous, from "After You're Gone" and "Some of These Days" to "I'm Living Alone and I Like It" and "Nobody Loves a Fat Girl." She sings most of them, and talks others, and is accompanied by a male group plus bright piano and rhythm work. Good wax for her many fans.

★★★ **SING ALONG BY THE FIRESIDE**
Hugo and Luigi. Wing MGW 12207—This is a pleasant-enough sing-along, featuring many of the familiar oldies from the turn of the century and performed nicely by the Hugo and Luigi Singers. "Home Sweet Home," "Grandfather's Clock," "In the Gloaming," "Daisy," "And the Band Played On," etc., are here as are many others. The lyrics to them all are printed on the back of the envelope.

★★★ **MUSIC FROM MR. LUCKY**
Richard Maltby. Camden CAS 60 (Stereo & Monaural)—This is a bright album featuring music by Henry Manci from the "Mr. Lucky" TV show. Songs include "Mr. Lucky," "One Eyed Cat," "Softly," "My Friend Andamo," and others from the show. The Maltby ork performs them with spirit and the arrangements take advantage of stereo. Listenable wax.

★★★ **MY FAIR LADY**
The Somerset Orchestra; Boris Mersson. Perfect PS 14031 (Stereo & Monaural)—Here is a pleasant low-priced package of melodic instrumental treatments of "My Fair Lady" tunes. There are many "My Fair Lady" score albums on the market, but this one should attract sales on the basis of colorful cover and pleasing ork work.

★★★ **MUSIC FOR LOVERS**
Nick Noble. Wing MGW 12184—A program of pleasant re-release material in the legit, crooning baritone fashion. Noble working with nice, full ork backings, offers "I'm Thru With Love," "Just One More Chance," "A Cottage for Sale," etc. Nice listening at the price.

CLASSICAL ★★★

★★★ **THE ROYAL ARTILLERY BAND DISPLAY: SUPPE' OVERTURES AND FAMOUS OPERATIC MARCHES**
Band of the Royal Regiment of Artillery (Hays). Vanguard VRS 9071—Tho there is much competition in this field with well-rounded repertoire on important labels, this, too, can gain a measure of accepatnce thru quality alone. The recording is crisp and clean and the band performs a number of highly favored items. The repertoire includes "Light Cavalry Overture," "Grand March," from Tannhauser, "Poet and Peasant Overture" and the "Racoczy March." Set can be sold.

★★★ **HAYDN: QUARTET IN D MAJOR OP. 64, NO. 5; SCHUBERT: QUARTET NO. 14 IN D MINOR; TCHAIKOVSKY: QUARTET NO. 1 IN D MAJOR; PROKOFIEV: QUARTET NO. 1, OP. 50**
The Kroll Quartet. Epic BSC 108 (2-12") (Stereo & Monaural)—The four quartets offered in this de luxe boxed package constitute outstanding examples of the art from different periods and in different styles. The Kroll Quartet returns to disks after a lengthy hiatus with able interpretations of each work. Heaviest competition is on Schubert's "Death and the Maiden" quartet, but it's moderate on the Haydn and relatively light on the Prokofiev and the Tchaikovsky, the latter containing the famed "Andante Cantabile." A meritorious collection, made more lifelike in stereo.

INTERNATIONAL ★★★½

★★★ **GIRANDO PER L'ITALIA (JOURNEY THRU ITALY)**
Vesuvius LP 1302 — This musical journey thru Italy was recorded by the Italian label Durium. It features some of Italy's top pop stars singing current pop hits. The singers include Nella Colombo, Aurelio Fierro, Enza Dorian, Ruggero Cari, and Gianni Arnone. The songs are romantic and geographical, dealing with Venice, Rome, Milan, Naples, Florence, Bologna, and lovely Positano. Good wax for romantics and tourists.

★★★ **SABRA—THE YOUNG HEART OF ISRAEL**
Ron and Nama. Elektra EKL 187 — The fresh young voices of Ron and Nama, backed by guitar, flute and percussion, join engagingly in a charming set of songs of the sabras, or native-born Israelis. One need not understand a work to get the feel of these songs about life, love and work. The two singers understand each other perfectly and blend their styles effectively. Disk sales can be helped by the duo's nitery and TV appearances.

LOW PRICE SOUND ★★★

★★★ **ACTION STEREO**
Harmony HL 11043. (Stereo & Monaural)—The dramatic power of stereo seldom fails to excite and entertain those newly exposed to it. With new stereo phonos constantly being sold, this kind of demo disk has lots of potential buyers. Included are excellent sound reproductions with vivid two-channel effects of such items as a horse race, thunderstorm, sports car, bowling, fire engine ride, harbor sounds, target shooting, ping pong game, various vehicular sounds and trains. A good low-cost stereo demo disk.

★★ MODERATE SALES POTENTIAL

POPULAR ★★

★★ **STAGESTRUCK**
Ralph and Buddy Bonds. Epic LN 3710—This is the fourth disk by the Bonds Brothers, playing twin Baldwin organs. As indicated by the title, it offers a dozen selections from top Broadway musicals of recent seasons. Their ability to play against each other, or for one to provide backing while the other moves around with the melody, tends to give the set considerably more interest than a solo organ alone could have, makes good mood listening, too. Included: "Mack the Knife," "Bewitched," "The Party's Over."

LOW PRICED POPULAR ★★½

★★ **SWING THE MASTERS**
The Crew Cuts. Wing MGW 12195—The Cuts have a program of former album and singles material taken from the Mercury catalog, all of which is based on classical and operatic themes. Sample tunes would include "Isle of May," "Mostly Martha" and "Carmen's Boogie." The renditions have a rather dated quality, but the ardent fans of the group may wagt this.

★★ **HONKY TONK PIANO**
Three Fingers Callahan. Perfect PS 14030 (Stereo & Monaural)—There's a lot of this type of piano pounding around. The songs are arranged in medley fashion, so that the number of titles is very considerable, ranging over much nostalgic material. Included are "Red River Valley," "Kathleen Mavourneen," "Auld Lang Syne," "Bill Bailey," etc.

★★ **BEST LOVED SONGS OF GERMANY**
Herbert Hoffmann Choir. Perfect PS 14027 (Stereo & Monaural)—A well-produced package of authentic performances, recorded in Germany by a mixed chorus. No gimmicks, just good voices and pleasant material. Titles are on back cover in German and English. A good buy at the price, and should be carried in German-speaking neighborhoods.

★★ **POLKAS**
Captain Stubby and the Buccaneers. Harmony HS 11037 (Stereo & Monaural)—Lively, danceable material, with vocals. "Too Fat Polka," "The Sweet Potato Polka," "Liechtensteiner Polka," etc., typify the material.

CLASSICAL ★★

LUIGI DALLAPICOLLA: FIVE FRAGMENTS OF SAPPHO; TWO ANACREON SONGS; GOETHE-LIEDER; CHRISTMAS CONCERTO; FIVE SONGS.
Instrumental Ensembles (Dallapicolla and Prausnitz). Epic BC 1088 (Stereo & Monaural)—These works were written over a span of about 15 years by Dallapicolla, one of the outstanding exponents of the 12-tone school of composition. His growing ability to inject genuine emotion into his work is clearly shown here. Tho limited in interest to connoisseurs and collectors of the genre, these are important works in today's picture. Soprano Elizabeth Soederstroem and baritone Frederick Fuller offer accurate interpretations of the composer's intentions

COUNTRY & WESTERN EP ★★

★★ **RAMBLIN' RED BAILEY**
(1-EP). Peach 500 — Here's an okay grouping of four country songs done in the traditional manner by Bailey. The artist focuses on weepers thruout, with such titles as "We're Both to Blame," and "Somebody Else Will Pick My Roses." Fair wax for strictly rural areas.

• Reviews of New Pop Records

• Continued from page 42

★★★ **Do You Mean the Words You Say?**—Surratt warbles pleasantly on relaxed country ballad. (Lois, BMI) (2:45)

DEL REEVES
★★★ **I Watched You Walk Away**—PEACH 739—Country performance with an interesting pop-styled rhythm. Reeves in fine voice (Yonah-Twin Oaks, BMI) (2:20)

★★★ **You Must Be an Angel** — Bright, jumping country maetrial with pop rythm figures and unusual mandolin-like undertones. (Twin Oaks-Yonah, BMI) (1:59)

TOMMY FLOYD
★★★ **Talkin' Blues**—PRAISE 777—A fine recitation performance of Ernest Tubb's amusing song, with a final touch of pathos, of the hardships that come of learning to play the guitar. (2:35)

★★ **Sorrow**—A folk ballad of the kind usually associated with the American Southwest. Floyd's guitar playing here has a Spanish touch. (2:30)

ADRIAN ROLAND
★★★ **It Takes More Than Awhile**—ALL-STAR 7207—A touching song in the country vein. Like the flip, it's essentially in the traditional vein, but with a chorus integrated into the arrangement. (Tex, BMI) (2:04)

★★ **Imitation of Love**—A c.&w. ballad, essentially a weeper in the traditional vein, but with a chorus giving a big sound. (Tex, BMI) (2:00)

GINGER AND JOHNNY
★★★ **Butterfly Love**—ARCADE 159—Appealing vocal team work by duo on bouncy country theme with good lyrics. (Valley Brook, ASCAP) (2:25)

★★ **(Ya Gotta) Sing for the Ladies**—Cheerful reading by Johnny on amusing novelty. (Valley Brook, ASCAP) (2:05)

LORETTA LYNN
★★★ **Heartaches Meet Mr. Blues**—ZERO 110 — Effective bluesy theme with good lyrics is handed good multi-track thrushing stint. (Tri-Lite, BMI) (2:03)

★★ **New Rainbow** — Sincere piping by canary on okay country item. (Tri-Lite, BMI) (2:46)

LEON PAYNE
★★★ **Blue Side of Lonesome**—D 1150—A weeper waltz done in the traditional style. For the die-hard old-line country fans, here's a fine performance in that vein. Backing is on the thin side. (Glad, BMI) (2:55)

★★ **Things Have Gone to Pieces**—Here's the tragic story of a man whose wife has passed on. He's left with all the problems of bringing up the children. Payne seems at home with the weeper material. (Glad, BMI) (2:30)

BOB WILLIAMS
★★★ **Hot Rod Race** — SPIN 989 — Bob Williams tells of a hot rod race on this exciting new waxing. If exposed it might have a chance. It builds all the way. (Cedarland, BMI)

★ **Precious** — The chanter handles a weak ballad pleasantly. (Cedarland, BMI)

★★

KENNY KILGORE
★★ **Heartaches Are Just Memories** — UBC 1101 — An okay weeper ballad rendition of a tune which bears a resemblance to "Heartaches by the Number." (Deb, BMI) (2:53)

★★ **That's All Right** — The rhythm side. Okay performance of weak material. (Deb, BMI) (2:10)

PAUL DAVIS
★★ **When You Fail**—DOKE 107—Heartfelt vocal by Davis on plaintive weeper. (Pamper, BMI) (2:10)

★★ **One of Her Fools**—Same comment. (Newkeys, BMI) (2:02)

DON HOLLY
★★ **Someone Like You** — SKIPPY 117—Good sound and strong voice combine for a good performance from Holly who is backed on both sides by the Kiamichi Mountain Boys. (S & M, BMI) (1:59)

★ **Unfaithful Love**—Weak side is sung in so-so style. (S & M, BMI) (2:52)

Sacred

★★★

HAPPY RHYTHM QUARTET
★★★ **Every Hour and Every Day**—RIDGECREST 1101 — A fast three-beat rhythm characterizes this devotional effort. The group generates pleasant harmonies in their reading, accompanied by piano. (Gospeltone)

★★★ **I Wanna Go There**—A snappy upbeater with a suggestion of the hand-clapping rhyhtm. Boys again turn in a first-rate job of vocalizing.

LIBERTY HILL TRIO
★★★ **Save by the Grace of God**—RIDGE CLIMBER 1401—This group has the true hill sound in their interesting harmonies. Strong fare for the traditional minided with a lot of feeling shown here. (Peer Int'l, BMI)

★★★ **Waiting for the Call to Come**—A lot of gutty, down-to-earth bluegrass sound by the group here on another good side. Fance guitar support has a lot of flavor. (Peer Int'l, BMI)

THE WAYLIGHTERS QUARTET
★★★ **Sunday By and By**—RIDGECREST 1102—A happy hand-clapper by the male group with the lyrics flying thick and fast in rhythmic style. Piano accompanies. Boys have a good feeling for this field.

★★ **Swing Low, Sweet Chariot**—A slow and thoughtful reading of the spiritual.

SLUGGS BROTHERS QUARTET
★★★ **Jesus, My Best Friend**—BEVERLY 749—A gospel-styled side in three-quarter time that should please a good many devotees of this kind of music. Good lead works here. (Don Carlos, BMI) (2:54)

★★ **When I Get Home**—This side has the same gospel quality, but with a heavier country feeling. (Don Carlos, BMI) (2:05)

★★

JERRY GENTLE AND THE GOSPEL RAMBLERS
★★ **Springtime In Heaven** — RIDGE CLIMBER 1402—A bright country rendition about the hereafter. Adequately performed by Gentle and the singing group.

★★ **Our Home Will Be Lonesome Tonight**—Lyrics are about a death in the family, sung with feeling by the group.

THE GOBEL FAMILY
★★ **I've Been Happy Since the Day He Set Me Free**—RIDGECREST 1105—Edna Gobel takes the solo vocal turn on this traditional sacred styled fare. Fair wax for this market. (Peer Int'l, BMI)

★★ **It'll Be You**—On this side Edna Gobel and her sister Sharon take a high-pitched, nasal type vocal. Similar chances to the flip. (Peer Int'l, BMI)

If you're a man who takes pride in his work, you're a man who reads his businesspaper carefully. Cover to cover. Advertising as well as editorial pages. Why? Because—as a man who gets a kick out of doing a great job—you know there's no better place to get so many good, practical ideas you can put to work with extra profit to yourself, and your firm, than in . . . your businesspaper.

PHOTO ON LOCATION BY EHRENBERG

Where there's business action, there's a businesspaper

The Billboard

One of a series of advertisements prepared by the ASSOCIATED BUSINESS PUBLICATIONS

ABP BUSINESS PAPER LEADERSHIP — ABC AUDITED PAID CIRCULATION

CALIFORNIA'S welcome to the world

SANTA MONICA'S Miramar 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. Donnelly, Gen. Mgr.

Across the U.S.A. and in HAWAII
MASSAGLIA
CREST OF GOOD LIVING
JOSEPH MASSAGLIA, JR., President

MASSAGLIA HOTELS
• SANTA MONICA, CALIF. Hotel Miramar
• SAN JOSE, CALIF. Hotel Sainte Claire
• LONG BEACH, CALIF. Hotel Wilton
• GALLUP, N.M. Hotel El Rancho
• ALBUQUERQUE, Hotel Franciscan
• DENVER, COLO. Hotel Park Lane
• WASHINGTON, D.C. Hotel Raleigh
• HARTFORD, CONN. Hotel Bond
• PITTSBURGH, PA. Hotel Sherwyn
• CINCINNATI, O. Hotel Sinton
• HONOLULU Hotel Waikiki Biltmore

World-famed hotels
Teletype service—Family Plan

SPECIAL
APR. 20 to DEC. 19
FREE GIFTS • RADIO • PARKING
AIR CONDITIONED • DANCING
& ENTERTAINMENT NIGHTLY
HONEYMOON CLUB

the Atlantis HOTEL POOL CABANA CLUB
ON THE OCEAN at 27th ST.
Miami Beach
$3 DAILY PER PERS. DBLE. OCC. EUR. PLAN
$6.50 DAILY PER PERS. DBLE. OCC. INC. MEALS
Incl. Oceanview Rms. Incl. Oceanfront Rms.
75 of 152 Rooms

MINSTREL COSTUMES & ACCESSORIES
Circulars Free
DANCE & CLOWN COSTUMES
For all occasions get in touch with
THE COSTUMER
238 State St. Phone: FR 4-7442. Schenectady, N. Y.

Copyrighted material
www.americanradiohistory.com

IONIA FAIR RUNS AHEAD OF 1959

Rain Causes Attraction Shuffle; Cetlin & Wilson Eye New Record

By HERB DOTTEN

IONIA, Mich. — Weather and business were mixed thru Thursday (11), fourth day of the six-day Ionia Free Fair but, with forecasts of good weather for the two traditionally big closing days, Manager Al Williams forecast the event would finish ahead of last year in all money-producing operations.

Rain pelted the fair Tuesday (9) and cut back attendance and business. It forced the rodeo to work the second of its two matinees on an extremely muddy track to a light crowd. And it proved impossible to rework the track for horse races the following afternoon which caused a shift in programming with the grandstand thrown open free for a special showing of acts only.

Tuesday's rain also cut sharply into the turnout for the night grandstand show. Cool weather on three of the other four nights also served to prune night attendance.

Midway business, however, was excellent for the Cetlin & Wilson Shows. Higher daily grosses on other days more than offset the inroads of Tuesday's rains, and indications were that the show would finish with the biggest ride and show gross in history here.

Fair's receipts from parking also were up sharply tho the fair's attendance, due to the weather, lagged. An increase from 50 to 75 cents for parking accounted for the higher receipts.

Barnes Revue Bows

As usual, this was the break-in point for the Barnes-Carruthers No. 1 revue, produced by Sam J. Levy Sr. The weather wasn't in the revue's corner but the show impressed because of its sparkling costumes, production numbers, tasteful sets, some of its acts and Frankie Masters, who worked in front of his orchestra.

Acts that will be with the revue thru the fair route are Seven Sons of Morocco, acro; Evy and Everto, unicycle; Jack Kodell, magic with pigeons; Jack Marshall, comedy; Janik and Arnaut, snake-charmer dance; Martelli Trio, comedy adagio, and Phyllis Miles, vocals. Jimmy Byrnes and his 11-year-old daughter, in their tap-dancing-comedy bit, were in for this date only. Final number of the show was Benny and Betty Fox, well-known high act.

As a plus here, the fair booked in two pairs of country and western singers, Jimmy Dickens and Carl Smith the first three nights and Stonewall Jackson and Marvin Rainwater the final three nights. This was something of an experiment and did not come off well because there was too much country and western for a fast-paced revue.

Customers, however, were generally pleased by the total offering. Outstanding in the show were Janik and Arnaut in the sock snake charmer dance. And Frankie Masters worked a Bikini bit with a five-year and six-year old girl, both from Ionia, who came on in the abbreviated bathing suits to sing with Masters.

Fireworks, presented by Tony Vitale, were outstanding, with the aerial pieces notable for their spectacular Japanese numbers.

Cristiani Idle At Canton, O.; Detroit Next

CANTON, O.—Cristiani Bros. Circus laid off at the Tony Diano circus ranch here last week. The show was idle August 8-12 and was to open in Detroit Saturday (13) for a run that is to extend to August 21.

The layoff was designed to permit some reorganization, it was reported. There also was some sprucing up for the Detroit and Ohio State Fair dates.

HARRY KAHN'S LONG-RANGE BOOKING PAYS

WAPAKONETA, O. — Harry Kahn, veteran secretary-manager of the Auglaize County Fair here, claims some kind of record for a long-range booking and he's happy about the whole thing.

Back in 1958 he signed Aut Swenson's Thrillcade for the 1960 fair, an almost unheard-of deal. Thursday night (11) Kahn saw his foresight rewarded. The Thrillcade troupe of stunters racked up the second biggest record in the 107-year history of the fair.

The 3,000-seat grandstand was packed, standing room only space was sold and the infield had hundreds of standees.

Billings Fair Romps Ahead In All Depts.

BILLINGS, Mont.—Aided by good weather, the Midland Empire State Fair was running ahead of 1959 in all departments the first four days of the six-day run.

Harry Fitton, veteran manager, reported attendance for the period thru Thursday (11) was up 4 per cent; the grandstand was slightly ahead; rides and shows, brought in by Siebrand Bros. Shows, had a whopping 20 per cent bulge, and pari-mutuels were up 2 per cent.

Main attractions, along with the Barnes-Carruthers revue and the Zumwalt rodeo, were Alice Lon, who was in the first three afternoons and evenings, and Rex Allen, who was the headliner the last three days of the run.

Middletown's Fair Dilemma: Grandstand

Free Shows Score At N. Y. Annual, Paid Ones Fail

MIDDLETOWN, N. Y. — Everything in the book was thrown at Orange County Fair patrons last week, as officials sought the solution to grandstand woes. On the fringe of New York's metropolitan area, and in the heart of summer resort territory, the event has always been plagued with a rough combination of city - country patrons.

For the first five days thru Thursday (11) fairgoers had their choice of Joe Bodrie's Animal-O-Rama, Dave Brubeck jazz concert, stock car racing, auto thrill show. Still to come were Antonio Rocca and a wrestling card, more auto racing, and TV's Johnny Ringo.

Ben Strong, president, said everything went fine so long as the "free" sign was out. Bodrie's show, booked in thru Klein's Attractions, drew a full grandstand (6,000) when offered free on kids' day, Monday (8). That night, as a paid attraction, the results were poor.

(Continued on page 53)

Fair Records Fall For Norwich, N. Y.

NORWICH, N. Y. — A record attendance was a foregone conclusion at mid-week for the 113th Chenango County Fair. The event opened in the morning for the first time, Monday (8), to start the surge. Previously, the official opening had been 5 p.m. There was a first-time Monday matinee talent show.

Len Tyler, manager, said 10,000 people streamed thru the gates opening day. There were 20,000 estimated for Tuesday and 23,000 Wednesday. Last year's total was 63,000 persons for the week.

Johnny Cash Clicks

A happy surprise was the overwhelming response to the appearance of Johnny Cash, the Monday-Tuesday grandstand feature. The grandstand seats 2,500 but standing room was sold at $1 a head and the four shows all drew packed houses. Tuesday night house totaled 4,200 spectators, paying $1 and $1.50. Children paid 50 cents. Tyler booked the act thru Stu Carnell, Cash's manager. Santa Fe Rangers supported the feature act.

Loki and Her Hawaiian Revue, a Ray Beaudet attraction, followed the next two nights, then "Riverboat Follies," showed Friday. Saturday was to feature an all-day horse show for the first time. Also entertaining were Bettina, aerialist, and the Spring Garden Band.

Until five years ago the fair rarely topped 20,000 visitors for the entire week, and the one-day attendance record was 9,700. Tyler has experimented with attractions and promotional devices, and has instituted improvements with the co-operation of fair President Mel Osborne.

Harness racing was held Thursday and Friday. Tyler obtained the starting gate and the starter from Vernon Downs pari-mutuel track.

Sharing in the big week was the Coleman Bros. Shows midway which has played the fair for several years. Tyler complimented Dick Coleman and his aids, sons Bob and Tody, for the appearance and co-operation received.

Earlier Date Winner for Afton Fair

AFTON, N. Y. — The move forward to mid-July was more than successful for the annual Afton Fair and Agricultural Show. Previously a late-July fair (opening last year July 27) it was advanced to July 18 this season.

Guy Marvin, manager, said the move pulled Afton away from a congestion of fairs in the State, making it one of the early dates. Vegetables were slightly below par in quality compared with those of previous fairs held later in the month, but there was in increase in livestock and horses exhibited.

The firemen's parade was rained out and rerun two days later. Every unit responded for the rehashed event except the company from Unadilla, which was called to a fire.

CLEARFIELD FAIR BEATS 1959 GATE

Weather Okay After Sat. Blowdown; Paul-Ford Duo Packs Grandstand

CLEARFIELD, Pa. — A pre-opening blowdown was surmounted after all-night work, and the Clearfield County Fair got rolling Monday (1), none the worse for wear. At week's end, Saturday (6), the attendance total easily topped that of last year.

It was one of the best fairs in years. All entertainment units enjoyed highly successful stands, and the exhibit departments burgeoned with entries. The new all-steel Butler building, 200 by 60 feet, was occupied solely by cattle after being shared by livestock and horses in 1959.

Horses were quartered in a long shed. Tents in use, which suffered the blowdown Saturday (31), were 217 by 42 feet and two units, each 117 by 42 feet. Long hours were spent repairing the damage and retagging hundreds of exhibits. One of the State's leading poultry shows is conducted at Clearfield.

For the second straight year the fair passed school-age children into the grounds free, and held the line at 50 cents for adults at the gate. Anderson Patrol was given considerable leeway in applying the gate charge, resulting in youths up to 17 getting free-gated.

Last year's fair pulled 85,000 paid and a total attendance exceeding 125,000. The figures are expected to be revised upward when the accounting is completed. Philosophy is that the liberal admission price is a strong attendance lure, and that any money entering the grounds in patrons' pockets or purses will be spent anyway.

The fair compacts a host of units in its 42 acres. The James E. Strates Shows crammed its midway in, with the exception of the menagerie tent.

In addition to continuing its last year's "first," the free gate, Clearfield started another one in the form of a free kids' show. An 11 a.m. performance by GAC-Hamid acts Tuesday (2) pulled a full grandstand. Johnny Woods emseed the week-long revue, supervised for the agency by Lee Barton Evans. Revue features were the Kirby Stone Four, Wednesday, and Les Paul and Mary Ford in two shows Saturday. Manager William F. Anderson said they were exceptionally received by full grandstands. There are 3,000 chair seats and 2,000 bleachers. Jack Kochman's

(Continued on page 53)

Lakehead Ex Races Ahead Of '59 Count

FORT WILLIAM, Ont. — The Canadian Lakehead Exhibition was hitting a good pace here last week and thru Thursday (11), fourth day of the six-day run, attendance totaled 59,500 compared with 52,600 for the same period a year ago. Weather, with the exception of a spot of rain on Thursday night, was good thruout.

Bill Walker, manager, said that the advance sale of bargain tickets this year was off from a year ago, but the patrons were making up for it at the gate. Thursday's turnout, for instance, was 12,000 compared with 7,800 last year when rain hurt the day.

Tight economic conditions were blamed for a decrease in grandstand receipts. Rush seats were selling okay, but the reserves were not going too well. Show was a GAC-Hamid lineup of acts, including Jerry Murad and the Harmonicats, Elkins Sisters, Bauers, and the Ebony Brothers. The fair held two mammoth bingo games in its grandstand on two afternoons. The results were just fair, but Walker said possibly next year they would score better. Helping the grandstand were the giveaways of six cars, one each evening.

Royal American Shows were up a hefty 14 per cent on rides and shows.

Exhibits hit a new high this year with a total of close to 7,000. Records were set in both agriculture and fancy work.

Copyrighted material

www.americanradiohistory.com

Detroit's Giant Cobo Hall Opens Sunday for Florists' Convention

DETROIT—First activities were held in Detroit's new $54,000,000 Cobo Hall last week, as legal threats to its opening were removed. An unsuccessful bidder for the labor contract, Dearborn Machinery Movers, had sought an injunction against the city to prevent its awarding the five-year contract. Agreement was reached before Circuit Judge Carl M. Weideman, allowing the city to approve a labor contract for 30 days, with the basic case itself to be heard hereafter.

This removed threats to preparations for the national convention of the Florists' Telegraph Delivery Association, opening Sunday as the first major event in the new hall. The trade show in connection with this will have about 200 booths, but will occupy only a fraction of one of the four 100,000-square-foot exhibit halls, Stephen F. Kish, manager for the Civic Center Commission, said.

The exhibit hall structure itself will be completed September 15, Kish said, confirming that the entire Cobo Hall section would be ready for the National Auto Show in October. Work on the attached Convention Arena is scheduled for completion March 22. This part of the project will not be required for the auto show.

The first event in the new building was a luncheon sponsored by the Detroit Convention and Tourist Bureau Monday (8) for about 100 persons, representing some 70 organizations which have signed up for forthcoming conventions and shows in the building.

Figures brought out at the luncheon emphasized the future potential of the new structure. Conventions already booked will bring about 750,000 people to Detroit, with their spending estimated at $56,000,000. Local earnings from convention business are expected to jump to over $30,000,000 a year, with about two-thirds of this business attributed to Cobo Hall in the future. Bookings now set will make it possible for the hall to operate in the black during the first two years. Major events now set for a number of years ahead are the American Society of Tool and Manufacturing Engineers show every second year and the National Metal Congress every fourth year. The Monday luncheon, an invitational affair, was dwarfed in the riverfront dining room seating 3,500 people.

The first semi-public event in the new building followed Tuesday (9), when all Kiwanis Clubs of the area united for a luncheon meeting.

AUT SWENSON ADDS AIR CAR TO STUNT SHOW

BOWLING GREEN, O. — Veteran auto stunt owner - producer Aut Swenson has come up with a new addition to his Thrillcade—an air car that has no wheels and floats on a cushion of air.

The new car which some automotive engineers see as the successor to the present-day automobile, is being billed by Swenson as the X-1 Experimental Air Car and special day - glow cards have been printed to herald its appearance

The car will perform at fairs in Alta and Eldora, Ia.; Marshfield, Wis.; Huron, S. D., and Lincoln, Neb.

At recent dates Swenson has also featured Maryse Begary, the Kantor-Hannell Troupe, and the Troys, Jimmy Nella, Kay and Kim.

Lincoln, Ill., Fair Tops '59 By 5 Per Cent

LINCOLN, Ill. — Sparked by strong attractions and generally good weather, the Logan County Fair closed its six-day run here Friday (11) with a 5 per cent increase at the gate and grandstand.

Wilbur Layman, long-time secretary, said much of the increase was due to strong attractions. Included was the Red Foley show, which opened the fair Saturday night (6) and drew good crowds. A GAC-Hamic revue, featuring Myron Florin, the Manhattan Rockets and Peter Palmer ork plus acts, did strong business the following night. Gabby Hayes and the White Horse Troupe did well as added attractions for the ever-popular horse show.

Heth Shows played the midway for the first time and scored big winnings.

Elect Froehde President of Pomona Fair

POMONA, Calif. — Fred C. Froehde was named president of the Los Angeles County Fair to succeed the late C. B. (Jack) Afflerbaugh Monday (8). At the same time, Dr. J. Kenneth Afflerbaugh, son of the late fair president, was named a director to fill the board vacancy.

Froehde, of Covina, was formerly first vice-president and chairman of the board. Raymond J. Arbuthnot of LaVerne was advanced from second vice-president to first, with Hugh W. Stiles, this city, replacing him as second veepee.

Froehde became a director in 1926. At the time he was city engineer. Later he retired and since then has been active in civic affairs. Arbuthnot was elected to the board in 1953 and Stiles has been a member since 1945.

Afflerbaugh, one of the founders, served in the dual capacity of president and general manager. His death created three vacancies—that of president, general manager, and a member of the board. With Phil D. Shepherd recently named manager, all of the vacancies are now filled.

PROGRAM SET

Minn. State Fair Eyes Million Mark

ST. PAUL—The 99th annual Minnesota State Fair will offer new attractions and added room for its anticipated crowd of 1,000,000 persons between opening Saturday, August 27, and closing Labor Day, September 5.

America's biggest agricultural exposition has increased its premium offerings to almost a quarter of a million dollars. Another record total of exhibitors is expected to participate in the 42 departments of the 1960 fair.

The fair's parking facilities have been increased by 10 per cent to accommodate better the record attendance expected. Extra space brings the capacity to 25,000 cars. Two new entrance gates also have been installed to improve traffic conditions.

Nearly $100,000 has been expended on improvements to the fair's facilities. Besides the new gates, visitors will see an elaborate rock garden in front of the Agriculture-Horticulture Building which replaces the famed floral American flag planted there for many years. Other improvements include new roofs, new electrical installations and new paved streets.

The entertainment program will be built around its night grandstand show, 10 afternoons of motor events, the Royal American Shows' midway and the Hippodrome horse show.

The night grandstand show will be presented from a stage built over the race track some 50 feet closer to the audience. It will feature Frankie Masters and his orchestra, 13 variety stage acts, three colorful production sequences with 26 singers and dancers, three aerial acts and a fireworks program.

Included in the show will be Maderas Di Mi Terra, well-known Guatemalan musical group, and David Nelson, of the TV Nelson family, who will perform as part of the Flying Viennas. The coronation of Princess Kay VII of the Milky Way will be an added attraction opening night.

The auto racing program again will be managed by Frank Winkley, under sanction of the IMCA. It will offer speedway car races on August 27, 30 and 31 and September 4. Late model stock car races booked for August 29 (100 laps), September 1 (200 laps), September 2, (sprints and thrill show), September 3 (100-minute marathon) and September 5 (North Star 350-lap race). Midget autos will be in action in conjunction with a thrill show on August 28.

Horse shows are scheduled seven nights and five afternoons. English-style shows will be held the nights of August 28 thru September 2 and the afternoons of August 27, 28 and September 2. Western-style shows are scheduled for two days, afternoon and evening of September 4 and Labor Day afternoon.

Two Children's days are planned. The first will be held on the usual day, Monday, August 29, with a special program for children on September 2. Both Children's days will be built around a free morning grandstand program headlined by recording stars and performers from stage, screen and television.

The open-class livestock shows—draft horses, dairy and beef cattle, sheep and swine—will be held the first six days of the fair. They will be followed by the 4-H Club and FFA livestock shows on the final four days. Chickens, ducks, geese and turkeys will be shown the first five days, followed by exhibitions of pigeons, rabbits and 4-H poultry during the final half of the fair.

Johnny Ringo Pans Gold at Outdoor Dates

HOLLYWOOD — Don Durant, who plays the title role in the "Johnny Ringo" television series, will earn between $25,000 and $30,000 at outdoor personal appearances between August 24 and September 23.

During that period, Durant will make a minimum of 14 dates running from one to five days. Booked for a flat fee, Durant will open in New Orleans at the East Jefferson Lion's Club Rodeo and finish up at the Utah State Fair. With a few days still open, Durant has a chance of boosting the gross even higher.

So. Fla. Fair Renames Allen, Other Execs

WEST PALM BEACH, Fla. — William Lamar Allen has been re-elected secretary-manager of the South Florida Fair and Exposition and the Palm Beach County Expositions, Inc., W. A. Boutwell Sr., president of both organizations, announced.

Others renamed were Boutwell, president; Fred G. Yount, A. B. Crouch and C. W. Garner, first, second and third vice-presidents respectively, and John W. Turrentine, treasurer.

Allen reported that the 1960 financial statement, prepared by a local firm of accountants, showed that holdings had increased from only a few dollars in the fall of 1956 to $453,296.42 as of March 31, 1960. Included are buildings valued at $240,927.17, paving, lighting and other improvements in the exhibit area and an $85,000 race track and grandstand.

Total revenue from the 1960 fair and operations was up 29 per cent over the previous year and attendance was up over 8 per cent.

Dates for the 1961 fair are January 27-February 4, Allen announced.

Bedford Fair's Turnout On Par With Last Year

BEDFORD, Pa. — Attendance at the Bedford Fair held up nicely thru Thursday (11), with all segments doing well. The fair's grandstand sported a new look, having its back covered with imitation stone facing. The job eliminates the annual paint job, Manager Dick Eichelberger reports.

Also on view was a new exhibition hall, actually a converted and refurbished horse barn, and it was sold out far in advance of fair week. Things got moving Monday (8) with the Parisian Hell Drivers as a grandstand feature. Coming on kids' day, it pulled a full and enthusiastic house, many of them 50-cent children's admissions, whose buyers had never seen a stunt unit.

Jack Kochman's Hell Drivers showed Wednesday. On the midway the Reithoffer Shows played for the first time here, putting down a much larger spread than had been the case in 1959. The midway gross, as a result, was much greater than last year's.

Monday-Tuesday turnouts were limited somewhat by excessive heat; it turned pleasantly cool Thursday. Wednesday was a rainy day. The fair continued its GAC-Hamid revue policy, this time supplementing it with "Dancing Waters." There were nightly fireworks offered.

Livestock crammed all available space, with 862 head compelling the use of several horse barns for cattle display. It was the biggest influx of cattle ever seen in Bedford. Fair delegations attended from Butler, Clearfield, Huntington, and Hughesville, Pa., and Cumberland, Md.

Knoxville, Ill., Fair Registers 5% Gate Increases

KNOXVILLE, Ill.—The Knox County Fair closed its six-day run here Saturday night (6) with an attendance increase of 5 per cent, Wendell Farris, secretary, disclosed last week.

Top grandstand business of the week was racked up by two nights of big car racing brought in by National Speedways, with overflow crowds at both events. Harness racing was presented on two afternoons and two evenings borrowing the auto race organization's light plant for the after-dark events. Other popular attractions were a beauty contest, and a WSM variety show featuring Minnie Pearl and Pee Wee King.

The John Gallagan-owned Imperial Shows racked up big grosses at Friday's kiddie day, and the show was signed to again provide the midway attractions in 1961.

Business on Upswing For Wagner Stunters

BOONVILLE, N. Y. — Buddy Wagner's Auto Capades unit scored well here Tuesday night (2) despite inclement weather and a sprinkling of rain during both afternoon and night performances. The day's gross was off $100 from last year's, a surprising result in view of the weather.

The Wagner stunters moved here from a two-night stand at the fair in Whitney Point, N. Y., where full houses were recorded Sunday and Monday (31-1). Monday's turnout was far greater than expectations.

Tompkins County Fair, Ithaca, N. Y., produced the best stunt show gross in several seasons on July 26. Newcastle, Pa., and Washington C. H., O., followed.

The unit is booked for 42 shows in 43 days thru August, the best routing it has achieved in years. A second show, managed by Buster Keller, will be fielded in September when additional American Motors Rambler equipment will be added.

Current staff includes Dick Cobb, track manager; Denny Dearborn, Bobby Lynch, Tex Gordon, Rocky Westfall, Buddy Grable, Leon Walker, Lucky Saunders and Rocky Curtis, all stunters, with Buster Keller as general agent and Ray Wagner in charge of advance promotion.

Copyrighted material
www.americanradiohistory.com

Regina Ex Passes Up '59 Figures In All Departments Except Mutuels

REGINA, Sask.—When the curtain came down Saturday (6) on the six-day Provincial Exhibition here, the gate attendance was 150 better than last year and increases had been recorded in all departments but the pari-mutuels.

The gate figure was 214,001, compared with 213,851 a year ago; the grandstand drew an over-all total of 59,720, as against 53,333 in 1959, an increase of 6,387, and the pari-mutuel figure stood at $778,319, a decline of $53,056. Horse racing continued until Wednesday (10).

Of the grandstand attendance, 37,684 viewed the evening show, a boost of 5,073 over 1959. The race crowd, 22,036, was up 1,314.

Popularity of the GAC-Hamid revue, headed by the Harmonicats, illusionist Richiardi and the Manhattan Rockets, was definitely box-office factor. Show had been previewed in The Regina Leader-Post and was covered again on opening night. As well, it had been favorably received around the circuit and was discussed plenty by Regina fairgoers.

Biggest Day

Wednesday (3) was the big one for the fair. The gate, at 47,076, was the biggest in the history of the event, and afternoon and evening grandstand turnouts were up from last year. Royal American Shows also reported its best day ever for Regina.

Threatening weather in the afternoon and rain at night held attendance to 26,883 on Thursday, a decline of 4,328. Some grandstand acts were canceled because of the rain, but 5,835 payees were on hand, only 717 below last year. Pari-mutuel play was off $17,487.

Friday saw 40,468 go thru the gates after the annual Travellers' Day parade. Altho the figure was 1,462 better than in 1959, race attendance was down 143; the evening show, at 8,037, was down 132, and pari-mutuels were off $14,663.

Saturday's gate was 40,511, an increase of 178; the day's grandstand total was 10,713, a drop of 896 from last year, and pari-mutuels, at $175,243, were down $21,565. The evening grandstand drew 6,291, off 339.

Pari-mutuel play slipped every day but Monday, when a $6,500 increase was recorded.

Shrug Off Rain

The gate was off nearly 2,000 on opening day and the evening show was ahead about 2,600. Tuesday, despite heavy rain in the afternoon, the gate was up 1,394, and the evening grandstand was ahead 1,783 on the day.

Features included the annual Monday morning Children's Day parade; crowning of a Saskatchewan Wheat Queen; a Tuesday night parade of farm machinery in front of the grandstand, with a tractor giveaway; a livestock parade Thursday; the Travellers' Day parade Friday, and light horse judging on the final two days. As well, the RCAF's Golden Hawks jet aerobatic team performed over the grounds and city each evening, and on the last night there were giveaways of two Kinsmen club cars and a Shriners' display home.

Press coverage was heavy all the way, with The Leader-Post handling the fair from an office on the grounds. Local radio stations also gave the fair a good play.

Visiting officials attending the mid-summer meeting of the Western Canada Association of Exhibitions Thursday morning complimented President Don S. MacDonald and Manager T. H. McLeod on the appearance of the grounds and the smoothness with which the fair operated.

DETROIT FAIR COMPLETES TALENT BILL

DETROIT — Donald L. Swanson, manager of the Michigan State Fair, last week announced the confirmation of some names for the Coliseum show and the addition of others for the two-part program.

Confirmed are Pat Boone and the Lennon Sisters, who headline the bill the first four days, September 2-5.

Set for the final three days, September 9-11, are Brian Hyland, Brenda Lee, Jeanne Black, Johnny Horton, Brothers Four, Johnny and the Hurricanes, Steve Gibson and the Redcaps, and Little Anthony and the Imperials.

Two shows a day are scheduled with extra twilight matinee on the first Saturday and Sunday. No matinee is set for September 9.

EDGAR BERGEN ALL WEEK

Bloomsburg Gets Pearl, Lon, 'Trio'

GOSHEN, N. Y. — Details for the Ward Beam grandstand show at the Bloomsburg (Pa.) Fair have been completed and the production will offer such artists as Alice Lon, Edgar Bergen, Minnie Pearl, and the Gunsmoke Trio, plus variety acts. Bergen and his ventriloquist dummies will appear nightly.

Fair and show dates are September 26 thru October 1. Opening performance will be Monday night (26) with Minnie Pearl and her hillbilly unit fronting the Beam "It's Wonderful" show. Tuesday, Wednesday and Thursday nights will offer Alice Lon as the star.

On Friday and Saturday nights there will be two shows — at 7 and 9 — featuring Chester, Kitty and Doc from the "Gunsmoke" TV series.

To back the show, Beam has a "Dancing Waters" unit; the 24-girl Canadettes dancing line, billed as coming direct from the Canadian National Exhibition; Ming and Ling, oriental comics; Dolinoff and the Raya Sisters, the Gutis, and Paul Koehler. Afternoon acts will be the White Horse Troupe and Tonito, tight-wire act off the Ringling circus.

Beam has a number of fairs booked since the end of the winter conventions. Fifty-one fairs will be played under his contracts. The White Horse Troupe is also booked for the Kentucky State Fair, Canadian National Exhibition and Danbury (Conn.) Fair, plus nine weeks of two-to-four-day stands.

Romona Park Business Runs Under 1959's

DETROIT—Business continues a little under last year for Romona Park at Utica, 25 miles northeast of Detroit, according to owner Elmer F. Cote. While early-season adverse weather conditions hurt some, the basic reason for the decline was that Cote was declining commitments for picnics for some months during the winter.

He had apparently concluded negotiations to sell the park, but the deal fell thru after several months, during which he was unable to make definite bookings and the 1960 business is suffering accordingly.

This marks the first season of park operation only at Romona for Cote, former carnival and show operator who at one time had four units out, and had his carnival on the road for a number of engagements last year. He suffered from a blood clot and some resultant difficulty in walking, and decided to stay off the road after 52 years and confine his activity to the park operation.

AGVA Starts Balloting on Natl. Leaders

NEW YORK — Election of national officers and national board members is under way for American Guild of Variety Artists (AGVA). Choices are being made for president, three vice-presidents, recording secretary and treasurer (all one-year terms), and 15 national board members (three-year terms). Eligible voters are those whose dues are paid for the period ending July 31, 1960, and in "good standing" as of August 15.

Ballots must be received at the post office provided for that purpose, by September 17 at 9 a.m. Honest Ballot Association of New York City is supervising the election.

Joey Adams, president, is seeking re-election and is opposed by Penny Singleton. Others seeking national office are: first vice-president, Johnny Woods (incumbent) and Paul Valentine; second vice-president, Joe Campo (incumbent) and Russell Swann; third vice-president, Candy Candido (incumbent), Charlie Brett, Joaquin Garay, Billy Lee, Nick Lucas, Dick Martin, Pat Patton and Buddy Walker.

Also, recording secretary, Sally Winthrop (incumbent), Peter Chan and Linda Compton; treasurer, Joe Smith (incumbent), unopposed.

BRUBECK AT THE FAIR; NO PIANO

MIDDLETOWN, N. Y. — They all laughed when jazz great Dave Brubeck sat down to play, and no wonder: there was no piano. When he arrived Tuesday (9) at the Orange County Fair it turned out both he and fair President Ben Strong had assumed the other would bring the piano. The misunderstanding caused no little consternation. Strong finally got one from the State Armory for the night show, but the matinee had seen Brubeck sitting at an instrument borrowed from one of the exhibits: a church organ.

TALENT ON THE ROAD

Dallas Inks Godfrey, Allen; Memphis Fair Lists Talent

Arthur Godfrey and movie-TV cowboy Rex Allen will be the name lures at the 1960 State Fair of Texas horse show. The Redhead will appear with his palomino, Goldie, at the Series I performances on October 7, 8 and 9 and will present an exhibition of dressage riding. The Series 1 events feature gaited saddle horses, fine harness and walking horses, roadster and parade horses and hunters and jumpers. Allen will appear with his horse, Ko Ko, at the quarter horse show which is Series II and goes off on October 14, 15 and 16. Allen has starred in 32 feature-length motion pictures for Republic and has his own TV Western series, Frontier Doctor. Allen will also be back in Texas next winter, having been signed for the Houston Fat Stock Show, February 22-March 5, and the Sand Hills Hereford and Quarter Horse Show and Rodeo in Odessa, January 2-7. His musical trio, Men of the West, will also be at Houston. . . . Jimmy Dean and the Tommy Dorsey orchestra featuring Warren Covington, will be headliners in the grandstand show at Hillsdale (Mich.) County Fair, September 25-October 1.

Bill Wynne, general manager of the Mid-South Fair, Memphis, is probably using more talent of all kinds this year than at any other run of the 104-year-old event. For instance, the rodeo will have Dale Robertson, TV cowboy, plus the Zoppe Zavatta Family and clowns Charley Davis and Junior Meeks. The Ricky Nelson Show, playing two matinees and two night shows in the indoor arena, will have Ricky plus the Browns, vocal; Collins Kids, comedy Western duo; Johnny O'Brien, emsee; Half Brothers, jugglers; Maryse Begary, aerialist, and Charlie Spivak and his ork. Set to do two shows daily in the commercial exhibit buildings for Krogers are Randy Brown, emsee and paddle ball artist; Gordon Terry, country and western singers, and Norma Brock and the Keynoters, girl vocal trio. And then there's the Coca-Cola big top circus which will have the Torelli Sisters and their dogs, ponies and monkeys plus other acts yet to be booked. And for a Far East flavor there'll be Jimmy Hetzer's Japanese Spectacular, which will be in the indoor theater.

Don Rice, Woo Woo Stevens and Ginny Tiu are set for September 28 at the Central Washington Fair, Yakima. And for the Southeastern Washington Fair, Walla Walla, it'll be Carazina and the team of Ashley and Klein. . . . Henry Doyle Haynes and Kenneth Charles Burns, better known as Homer and Jethro, will be in the free grandstand at the Carroll County Fair, Milledgeville, Ill., on August 14. And along with the singing comics will be Leon McAuliff and his musical aggregation. . . . Red Nichols and His Five Pennies follow Hildegarde into Freddie's in Minneapolis and then on September 6 Mort Sahl is due for a 10-day stint. Ella Fitzgerald moves back in for one week on October 3, followed by Myron Cohen, one week; George Shearing, two weeks. Other future bookings include Alan King, Andy Williams, Gene Krupa and Vic Damone.

Charlie Byrnes

Fairs Build for Ted Mack, Hawkshaw Hawkins Shows

Chase City (Va.) Fair talent the week of October 10-15 includes Don Rogers and Delores, unicycle juggling and ventriloquism; Karen Nyce, acrobatics; Corri and Elsa, novelty, and organist Jessie Griffith. . . . At Lucas County Fair, Toledo, Ward Beam has a combination show featuring the Lennon Sisters for two days. He also has Palmyra (N. Y.) Fair with Ted Mack and His Original Amateur Hour for two days, Hawkshaw Hawkins Show and Prince Hara Magic Show, each for one day. At Carlisle, Pa., it will be two days of ice show, two days of Ted Mack. At Walton, N. Y., three days of ice show. . . . Bob McKinley's Rodeo and "Dancing Waters" play the Canfield, (O.) Fair, and Wooster, O., has both Hawkshaw Hawkins and Ted Mack, booked by Beam.

Carmel Quinn is booked into Chemung County Fair, Elmira, N. Y., this Wednesday thru Saturday (17-20) with GAC-Hamid's revue. Sunday thru Tuesday (14-16) features Conway Twitty. Kid shows Tuesday and Wednesday feature Peter Breck of TV's "Black Saddle" show. Jack Kochman's Hell Drivers round out the week on Saturday.... At the Saint John (N. B.) Exhibition there is an Al Martin program consisting of two shows. August 24-27 features Norbu, human gorilla; Ben Dova, comedy; Kenny and May, foot juggling; Jean LaFlote, rhapsody on wheels; Barnara Morris, seals. August 29 thru September 3 has the Kilroys, trampoline; Wells and the Four Fayes, novelty; Edna and Leon, balancing, and a bear act. Jerry Toman is emsee.

Irwin Kirby

York's Space Sales Top '59

YORK, Pa. — Concession space for the York Inter-State Fair is being sold at a much faster clip than last year, the board of managers has been told. To this point there have been 307 contracts made, compared with 266 last season, representing $96,937, compared with $87,522.

John M. Rudisill, general manager, remains in York Hospital, where he has been a patient since July 18. Horace B. Faber, president, presided at the meeting. Fair week is September 13-17.

WEST CANADA BUSINESS OFF

SASKATOON, Sask.—Two circuses in Western Canada have played to disappointing business. They are King Bros. Circus and Carson & Barnes Circus. In some instances they have been in opposition. Both have lost important money since coming to Western Canada. A number of people left Carson & Barnes to join such shows as Sterling Bros. and James-Christy in the States. There also were reports of a few King Bros. people making changes.

Copyrighted material

www.americanradiohistory.com

Chippewa Falls Fair In Black Despite Rain

CHIPPEWA FALLS, Wis.—Despite persistent rains that washed out four complete night grandstand shows, the Northern Wisconsin District Fair closed its eight-day run here Sunday (7) on the black side of the ledger.

Ralph Davis, serving his first year as secretary of the sturdy event, said the lengthened run, especially the two Sundays, helped immeasurably. Prior to this year the fair ran Tuesday thru Sunday. This year it was Sunday thru Sunday.

Davis, with incomplete figures, estimated attendance was about 5,000 ahead of 1959 and it would have been substantially larger had the weather co-operated. Olson Shows took advantage of the extra days and its ride and show gross was up 12 per cent.

The GAC-Hamid night grandstand show was well received but battled the elements. On the final weekend, the Earl Newberry-Leo Overland thrill show was in for four shows, but lost the Saturday night performance to rain. The Saturday afternoon and two Sunday shows did well, Davis said.

Every inch of commercial exhibit and concession space was sold this year and a large number of space buyers signed up to come back in 1961.

Davis, who is a well-known harness race announcer, was scheduled to work fairs at Huron, S. D.; Sturgeon Bay, Wis., and Ironwood, Mich.

GIVE TO DAMON RUNYON CANCER FUND

WEST TEXAS FAIR

ABILENE, TEXAS

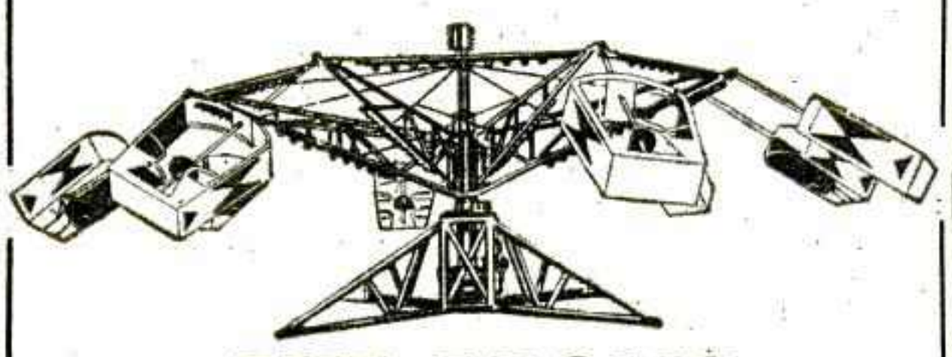
Sept. 12-17, 1960

Still Available, Concession Locations on Independent Midway

1959 Paid Admissions Over 100,000

Contact
JOE COOLEY, Manager
P. O. Box 2281
Phone: ORchard 4-7241

NEW THRILL RIDE!!



THE FROLIC

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

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

SEND TODAY

For our ILLUSTRATED CATALOG on other Rides, also Fun Houses, Concession Trailers, etc.

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

THE STANDARD OF THE AMUSEMENT RIDE BUSINESS

TILT-A-WHIRL

America's Most Dependable Family-Type Ride

- Simple Operation
- Consistent Money-Maker
- Never Goes Out of Style
- More Value for Your Money

Ask the Amusement Operators Who Have Them.

All orders filled on a first-come, first served basis. For complete information Write, Wire, Phone.

Sellner Mfg. Co.
P. O. Box 306, Faribault, Minn.
Phone: EDison 4-5584

FOR SALE

MOON ROCKET, in excellent condition, used in park, electrically driven, neon signs, etc. Need room for new ride.

SHOOTING GALLERY, in excellent condition, Mangels, park type, 19' wide, 10' high; Duck Pond, 14' by 6'; heavy side plates and baffles, loader, guns and miscellaneous accessories.

Both may be seen in operation through Labor Day.

SHAHEEN ENTERPRISES
Salisbury Beach, Mass.

GOOD LUCK TO GOLDIE

DAYTON, O. — Goldie Scheible, secretary-manager of the Montgomery County Fair, doesn't think horse shoes are so lucky.

The veteran fair exec was taking a busman's holiday as a spectator at the recent Shrine horse show held on the fairgrounds. Seated by the rail, she was struck on the leg by a shoe thrown by one of the competing horses. First aid was given.

Valparaiso, Ind., Fair Up 10 Per Cent

VALPARAISO, Ind.—The Porter County Fair wrapped up its six-day run here Saturday (6) with an increase in receipts of close to 10 per cent. This compares with last year's income when the entire area was hit by the steel strike in nearby Gary.

Rain cut into attendance on several occasions during the week, but all grandstand attractions went on as scheduled. The Joie Chitwood thrill show was in on Tuesday night and did well. The following evening Minnie Pearl and Pee Wee King, plus a queen crowning, drew a good turnout, and the usual popula harness pony judging was well received on Thursday evening. Frosty Frolics, the Paul LeDuc show, had a good house on Friday, and horse pulling with the national championship lightweights featured did well on the final evening.

James H. Drew Shows, on the midway for its 12th year, racked up sharp increases due in part to the better economic situation and also more promotion of usually light daytime patronage.

GARBRICK RIDES

42 Ft. Ferris Wheel
36 Ft. Ferris Wheel
20 Ft. Chair Swing
16 Ft. Chair Swing
FLYING SAUCER Merry Mixer

Trailer Mounted Kiddie Rides

GARBRICK MFG., INC.
Lewis H. & Lewis A. Garbrick
Centre Hall, Penna.
Phone: EMpire 4-1403

19 HOLE
GOOFY-GOLF®

A PREFABRICATED MINIATURE COURSE a la FIBREGLASS. STRONGER, TOUGHER THAN CONCRETE — CAN BE ASSEMBLED AND READY TO OPERATE WITHIN A WEEK.

WHY—let valuable ground go to waste? WHY—are most miniatures poorly located? BECAUSE they are built of concrete and can't be moved—are forced to accept cheaper locations.

This course has MORE EYE APPEAL and MORE PLAY APPEAL than ANY OTHER COURSE in the country. PROVED from North to South—East to West.

18 Fairways & Greens—19th Hole Special—Large Putting Surface, each with Tantalizing Tried and Proved Obstacles. Large Road Sign—Caddy House—Lighting and all Accessories. EVERYTHING in ONE COMPLETE UNIT. Manufacturers and Suppliers of all types of Fibreglass and Metal Obstacles. Adaptable to any existing course.

Cash or Terms

Write or Call NOW—for information and help with planning.

PHILLIPS AMUSEMENTS, INC.
206 S. Robinson St., Bloomington, Illinois

SMITH and SMITH RIDES

ADULT FERRIS WHEEL
ADULT CHAIRPLANE
KIDDIE SPACE PLANE
TRAILER-MOUNTED AUTO RIDE
ATOMIC JET FIGHTER
KIDDIE CHAIRPLANE
SPEED BOAT RIDE
"5 & 5" GO-KARTS

Write for complete information or phone LYceum 2-4732.

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

FAIR-EXHIBITION MANAGEMENT

Four Exhibitors File Suit Against Chicago Stock Show

CHICAGO—Four youths, whose steers were disqualified at the 1959 International Live Stock Exposition, have filed suits in Federal District Court and Superior Court here, seeking $1 million in damages.

The plaintiffs were among 16 exhibitors—14 in the junior show and two in open competition—whose steers were barred from competition. The disqualifications were made under a new rule, imposed for the first time last year, which was designed to prevent unethical tampering with cattle to improve their appearance.

The suits deny that the steers were unethically or improperly fitted and charge that the exposition, in disqualifying the animals, had damaged the youths' reputations.

The rule in part, states: "Unethical fitting within the meaning of this rule will be deemed to consist of any method altering the natural conformation of any part of the animal's body, evidenced by the presence of abnormal tissue or foreign substance."

The steers owned by the plaintiffs were among five which were slaughtered after the exposition and subjected to laboratory tests at the University of Illinois College of Veterinary Medicine. Results of these examinations, released by Stillman J. Standard, State director of agriculture, upheld the contentions of the exhibitors that they had not engaged in unethical practices.

Tennessee State Posts $45,000 Premiums, Purses

NASHVILLE—According to announcement by L. E. Griffin, secretary-manager, the 1960 Tennessee State Fair, to be held here September 19-24, will offer $45,000 in premiums and purses.

"Already we are getting the grounds in shape for the fair," Griffin said. "We're doing some painting and some maintenance work on the buildings. The grass has been cut several times, but will have to be cut several more times before the fair opens."

Griffin added that premium lists had been mailed to more than 3,000 persons across the United States who regularly enter exhibits in the fair's various departments.

"Cash awards," he continued, "will be made for mules, beef cattle, Jerseys, Holsteins, swine, sheep, poultry, jacks, jennets and rabbits.

"Demands for exhibition space where manufacturers display their newest products is extremely heavy this year. Concession space practically is all gone," he said.

The 1960 fair, the 55th annual exhibition for Tennessee, will have a separate building set aside for farm youth of Tennessee to display products and exhibits. The agriculture hall will include displays of dairy products, tobacco, horticulture, corn and small grains.

The Goodings Amusement Company will provide the midway entertainment. There will be automobile races on Wednesday, Thursday, Friday and Saturday afternoons.

Shreveport Space Sales Big; St. Paul Adds Space for Horses

CHICAGO—Around the State fair circuit—Joe Monsour, secretary-manager of the Louisiana State Fair, Shreveport, reports that interest by commercial and industrial firms for exhibit space is at a new peak. The number of firms reserving space for the October 21-30 event is 33 per cent above the same time last year and a majority of the exhibitors are planning new and unique displays. . . . Word from the Minnesota State Fair, St. Paul, is that increased facilities will be added to take care of an expected record number of entries for the horse show, according to Dr. A. L. Harvey, superintendent. New construction west of the main horse barn will provide stalls for an additional 90 draft horses. Some 150 animals from top exhibitors thruout the country are expected in the draft horse show. An increasingly popular feature of the horse division on the last two days of the fair, September 4-5, will be three Western pleasure horse performances. Another specialty will be cutting horse competition under rules of the National Cutting Horse Association. . . . Forty new exhibitors are included in 183 firms which have already signed up to display their wares at the Iowa State Fair, Des Moines, according to Lloyd B. Cunningham, secretary. . . . Wisconsin's firemen will have their day at the Wisconsin State Fair, West Allis. For the first time firemen from thruout the State will demonstrate at the fair how they handle blazes. Firemen's Day at the fair will be Friday, August 26. . . . A simulated disaster area will be an important part of the Armed Forces Center at the Pacific National Exhibition, Vancouver, B. C. Army squads will demonstrate rescue operations at set times daily. National survival will be the theme of the displays.

Memphis Pushes Improvements

MEMPHIS—Work is progressing at top speed to complete two major improvements on the grounds of the Mid-South Fair.

Approval has been given by city officials to annex a nine-acre tract adjacent to the plant. This will be used for parking during the fair and is now being graded and hard-surfaced.

Now under construction, and to be completed before the fair opens September 23, is a 21,000-square foot cattle barn and livestock arena. The building will be all-steel and cost close to $72,000, to be shared 60 per cent by the city and 40 per cent by the county.

The structure will include housing for an additional 150 head of cattle and provide a much-needed auxiliary judging arena.

Copyrighted material

www.americanradiohistory.com

AMUSEMENT PARK OPERATION

Pontchartrain Treat Awaits NAAPPB Summer Meet Guests

TODAY (15) IS THE announced deadline for advance reservations for the two-day summer meeting of the National Association of Amusement Parks, Pools and Beaches at New Orleans. The meeting will be at Pontchartrain Beach August 23-24. Host member is Harry J. Batt, and he has scheduled a program that will have the group visiting his park, the French Quarter, Antoine's restaurant, and other high points in New Orleans. The group will be entertained at Batt's Bali-Ha'i restaurant at the park. A visit to the park recently revealed a beautifully landscaped and maintained fun zone, with such highlights as Batt's unique miniature golf course, Around the World in 18 Holes. There are 12 finely displayed rides that include the Wild Maus, a combination of U. S. and German components plus an unusual block system of braking and controls. Another feature is the new and elaborate Adventure in Space. Pontchartrain's attractions include both a pool and beach of major proportions. Headquarters for the NAAPPB group will be the Roosevelt Hotel in heart of New Orleans.

Tom Parkinson

Trampolines Get Endorsement; Holland Plans Bigger Chain

TRAMPOLINE CENTERS ARE beneficial in the opinion of the gym coach at the State University of Iowa at Iowa City. He was quoted in an article by The Des Moines Register recently, and he said that the centers marked a switch from spectator sports to participating sports. . . . And The Newark (N. J.) Evening News predicts that while trampoline craze has reached there this summer, it won't reach full power until next season. . . . In Denver a new corporation is S.S.S. Trampoline Sales, owned by Billy L. Sheats, Charles L. Sanger and Dan B. Sewell. . . . In Australia go-kart racing is quite popular. It began in 1949 when two men brought the idea back from the U. S. . . . H. Glenn Holland, head of Santa's Village, was quoted by the financial staff of The Los Angeles Times as saying he envisions his chain of parks as one of the things needed to occupy the added leisure of the public in the future. He expects to expand the chain. . . . The New York Herald Tribune European edition has arranged with Tivoli Park in Copenhagen for a girl vender to sell its papers there daily. . . . The Cook County zoning board of appeals is to hear the case of Douglas E. Palm, who wants to build a Kiddieland at South Holland, Ill., in Thornton Township. The plan is opposed by a man who wants to build a motel nearby. . . . Officials at Blackpool, England, are in the throes of seeking to buy or force the sale of property on the Golden Mile there where a major redevelopment is planned.

Train Moves 6,678 in Day; Butlin Pays Big Dividends

WITH FOUR NEW cars added to its fleet, the miniature railroad at San Antonio's Brackenridge Park has a capacity of 216 persons. At peak hours one of the two trains leaves the station every six minutes. The line's best day was July 4 with 6,678 passengers. . . . English park and holiday camp operators, Butlin's Ltd., are to pay a 50 per cent dividend for 1959 business. A subsidiary, Butlin Properties, is to pay a 70 per cent dividend. . . . Osceola Picnic Grounds has been incorporated at Peekskill, N. Y. . . . Rochester, N. Y., has a new corporation for trampoline operation, Jumping Johnnie, Inc. . . . Promotions at Pacific Ocean Park include a fall fashion show Wednesday (17), International Folk Dancing program Sunday (14), and Antique Auto Day, also Sunday (14). . . . At Norfolk, Ocean View Park is winding up its Miss Ocean View contest for the season Sunday (21), and Seaview Beach is staging a special day for the area August 18 and will have cash give-aways. . . . Midway of the State Fair Park in Dallas has been featuring performances by the Chandler Marionettes. . . .An anonymous donor has given $10,000 to the national park service to conduct a survey into the possibility of creating a national park in Wisconsin's glacial moraine district. . . . Rockaway's Playland recently staged a bathing beauty contest for grandmothers.

TV Personality Building Park at Anchorage, Alaska

ALASKA IS TO HAVE A new amusement park. Dick Rand, who appears on television there as KoKo, a clown, will operate Koko's Circus Land at Anchorage. In a circus theme, it will include an Allan Herschell G-16 train, Kiddie Cars, Sky Fighter, and Coaster; Ewart basket Ferris Wheel, and 20-car Lusse Skooter. The site is in the heart of the city and is leased from the Anchorage Sportsmen's Asociation. They are building a Sports Arena on the site later. The association also plans an indoor swimming pool and a bowling alley. . . . At Oklahoma City, James C. Burge has opened a new park, Hawaiian Village, at Windsor Hills Shopping Center. The center opened a week earlier than the park. The amusement area was built by Burge's company, Theme Parks, Inc.

1-PAY IDEA MONDAYS AT AGAWAM PARK

AGAWAM, Mass. — The one-pay policy has been adopted for Riverside Park in efforts to boost Monday grosses. Ed Carroll, owner, is providing "bonus badges" costing $1 for kids and $1.50 for adults (increasing from $1 at 7 p.m.) for which the buyers can ride to their heart's content. The plan will be retained during August.

Enchanted Forest Gets Federal Loan

CHESTER, Ind.—Word was received here Monday (8) that the Small Business Administration, a federal agency, had approved a loan of $150,000 to the Enchanted Forest Amusement Park of this city. The loan was made with private lender participation. The park employs 22 persons.

Windsor Spot Needs Adult Attractions

WINDSOR, Ont.—Business has been a little under expectations so far in the first season for Boofland, new television theme park located south of Windsor, according to Philip Vishin, park manager. The major problem appears to be a scarcity of attractions to encourage adults to stay around while their youngsters enjoy the kiddie attractions.

Crowds have been good, and they tend to stay about an hour, and then go on. With more adult attractions, the park will aim to hold its audience longer next year, it is planned.

Boofland now has seven rides and 20 free attractions for children. The latter include features like Mother Goose, Reindeer and Sled and the Children's Zoo. About five acres of park have been developed, with about 10 more to be added for 1961. Planned new attractions include a midget car racing track, Ferris Wheel, shooting gallery and swimming pool, and a picnic ground of about four acres.

The park is being developed by two television personalities from Station CKLW-TV of Windsor, which also reaches the Detroit metropolitan area. They are Larry Sands and Jerry Booth. The latter is known to youngsters around here as a television clown, Jingles of Boofland, and this theme is used in park decor and attractions.

Roy Richwine, Park, Track Operator, Dies

MECHANICSBURG, Pa. — Roy E. Richwine, owner and director of Williams Grove Park and Speedway near here, died at his home at the park August 9. He was 71 years old. Death was due to pneumonia which followed two kidney operations earlier this year.

Richwine had operated the amusement park since 1928. He built the speedway on an adjoining farm in 1939. The amusement park operator had been active in Republican politics for a time, and some years ago he served as comptroller of the Pennsylvania State Highways Department. His son, Roy Jr., will continue management of the park and raceway.

Santa's Village Names New Director to Board

LOS ANGELES—Lawrence G. Kiely, Beverly Hills insurance executive, has been named to the Santa's Village board of directors, H. Glenn Holland, president of the theme park chain, announced here Thursday (4).

Kiely, who has been with Travelers Insurance Company for 33 years, is in charge of branch office administration for eight offices in this area. He previously was with the company in St. Paul, Toledo and San Francisco and has been here for 13 years. He recently retired from the active Army Reserve as a colonel. He was an artillery battalion commander in Europe in World War II and chief of staff of California infantry division.

The corporation has operations in Skyforest and Santa Cruz, Calif., and Dundee, Ill.

The biggest profits come from the best rides

FINANCE PLAN AVAILABLE

Merry-Go-Rounds • Miniature Trains • Boat Ride • Kiddie Auto Ride • Portable Roller Coaster • Jolly Caterpillar • Sky Fighter • Helicopter • Mad Mouse • Mite Mouse • "1865" Locomotive • Brownie Tractor • Roadway Ride • Rodeo • Twister • Tank Ride • Buggy Ride • 18 Car Cat • Record Player • Merry-Go-Round Records • Tapes • Ride Timers • Canvas.

ALLAN HERSCHELL CO., INC. • EST. 1880
NORTH TONAWANDA, N. Y.
"THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES"

BUY NOW - SAVE MONEY!
For Sale—Used Rides

SATELLITE JET
Model 1959. Complete with 100HP Schrann compressor. World globe on top designed and built by Artkraft-Straus.

ROTO JET
Used 2 seasons. Complete with 50HP Schrann compressor and center tower. (Both completely factory overhauled.)

HOT ROD CARS
36 used cars.

JR. HOT ROD
Complete. Used only at the Canadian National Exhibition for 16 days.

CORTINA BOB
Used two seasons. Completely factory overhauled.

ROUND-UP
In excellent working condition.

PARATROOPER
Used two seasons. Newly painted.

GERMAN CAROUSEL
27 feet. Equipped with motorcycles, autos, fire engine, etc., etc. Capacity: 32 riders.

ALLAN HERSCHELL CATERPILLAR
Late model, stainless steel cars.

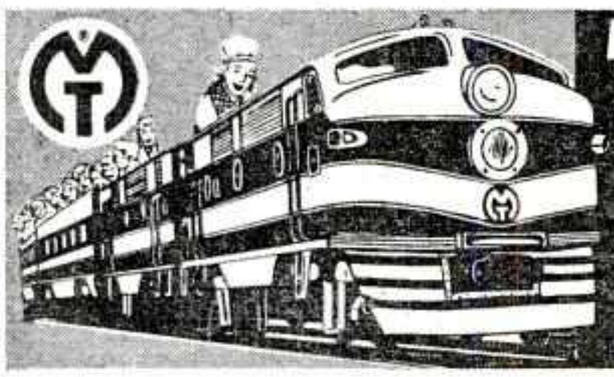
INQUIRE: MORGAN C. HUGHES
220 WEST 42D ST., NEW YORK 36, N. Y. Wisconsin 7-3370

MERRY-GO-ROUNDS
1960 Jumping Carousels. Kiddie size, 20 ft.; teen-age, 30 ft.; adult, 32 & 36 ft. sizes; Kiddie Rides. The Ferris Wheel, Auto, Airplane, Pony Cart, Boat Rides. Music Boxes, Ticket Booths. We also custom build.
THEEL MFG. CO.
Ph.: MU 2-4351
Lawrence & Spruce Sts.
Leavenworth, Kansas

1960 WINNERS
BIG ELI Fourth of July Contests
(Contest No. 1 for BIG ELI Wheels)

Rank	Owner or Operator	Wheel	Receipts
1st	Robert Choate	#5	$1000.00
2nd	Otto Stephen	#5	899.75
3rd	A. E. Forcier	#5	821.75
4th	Wm. L. Zabel	#5	800.00
5th	Browning Bros.	#5	757.50
6th	Albert Handel	#5	697.00
Average Receipts per Wheel			$ 829.33

The No. 5 BIG ELI continues to be a leading profit earner. Plan now for a modern BIG ELI Wheel. Request full information and Price List A-74 on BIG ELI Wheels TODAY.
Full Contest reports in July-August BIG ELI NEWS. Ask for your free copy.
ELI BRIDGE COMPANY
800 Case Avenue Jacksonville, Illinois



MINIATURE TRAINS
5 famous diesel models . . . "1865" steam type and the new Trackless Train
Write for FREE details
MINIATURE TRAIN DIV.
ALLAN HERSCHELL CO
North Tonawanda, N. Y.

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

Copyrighted material
www.americanradiohistory.com

Ringling Business Good Tho Day Lost

OMAHA—Ringling - Barnum Circus lost a day to rain here, the first such loss since it began playing a few open-air engagements four years ago. The storm came Friday (5), when wind blew down the dressing tent and rain deluged the Ak-Sar-Ben stadium.

Business on Saturday and Sunday at Omaha was big, however, and the show reportedly drew a total of 26,000 people and perhaps $48,000. Storm forced refund of about $7,000 more. Weather was bad Saturday night, when about 9,500 persons were on hand. The cannon act was omitted and one spec was omitted because the wardrobe still was wet from the previous night's blowdown.

Show arrived Wednesday (3) and departed Monday (8) aboard its new train.

Trevor Bale, efuestrian director and announcer, also has taken on the job of presenting the wild animal act. He was trainer of this act about three years ago and returns this time to succeed Hans Nauman, who worked it last year and thru Atlanta of this year's route.

Personnel of the new train includes Foy Large, pie car manager; George Penny, assistant; Jimmy Littler, chef; Roy Thurston, John Hale, Joe Eastman, and Marianne Holtzig, assistants; Ken Newton, Leroy (Robin Hood) Karczewski, Marianne Holtzig, Francis (Baldy) Junius, Tommy (Radio) Clouse, and George Ferguson, porters, and John (Possum) Sawyer, outside porter. Ken Bean has joined as a butcher. George Chamberti has charge of the show's lighting.

EXPECT CLOSING OF ADAMS-SELLS

MARSHFIELD, Wis. — Adams & Sells Circus was expected to close Saturday (13) unless prior attachments forced it to shutter earlier. The show was hit by a series of attachments and liens last week. A show paper printing house attached the outfit Thursday and that was lifted by a cash settlement. On Friday an insurance broker attached the property. In addition, several trucks had been attached earlier and the circus was moving with some rented units. More acts closed during the week. Owner Bill Griffith had stated earlier the circus would close Saturday (13).

EDNA CURTIS CHRISTIANSEN WILL RETIRE

IDAHO SPRINGS, Colo.—Mrs. Edna Curtis Christiansen announced at her home here last week that she will retire from circus production activities at Minneapolis. Her announcement follows news of the recent death of Noel Van Tilburg, with whom she was associated.

She and Van Tilburg had the Minneapolis Shrine Circus date for 27 years and she was connected with it for 34 years in all. Mrs. Christiansen, the former Edna Dee Curtis, said this year marks her 49th season in show business. She and her husband, Jorgen Christiansen, are planning to sell their home here and move to Fulton, Ind., where they have just bought a new home.

Kelly-Miller Drawing Good Houses Stateside

CLE ELUM, Wash.—Al G. Kelly & Miller Bros. Circus has returned to the U. S., and the first week's business on this side of the border has held up well. Up to now towns where the show played in 1958 and now repeats are showing up well in the ledger, and there are many repeats on the future route.

The show will move thru Idaho, Oregon, Wyoming, Utah, Nevada and then California, where it will play the inland route on its southbound swing. Show sources said a late closing seems likely, with a 34-week season foreseen.

Show has been adding new trucks regularly and was to receive several at Walla Walla Saturday (13). The seat wagon involved in a wreck at Merritt, B.C., was repaired to make the jumps but will have to be rebuilt in the winter. Cages that were riding in it also will have to be replaced. Two of the three injured men have been released from the hospital and returned to the show.

Dallas Snow, who was injured by an elephant early in the year, has bought three Califrnia seals and will break an act.

BILLPOSTERS
AND LITHOGRAPHERS WANTED
Top union paid competent Men.
Best of working conditions.
Season ends late November. Address:
FLOYD KING
CLYDE BEATTY-COLE BROS. CIRCUS
Box 814 Phone: Sherwood 6-1634
Macon, Georgia

WANTED
ANIMAL ACTS (Pallenberg's Bears, contact), ALSO HIGH ACT.
For Tulsa, Okla., August 27-28.
CALL: BOB STEVENS
Bailey Bros. Circus
(HOward 5-9569) Gainesville, Tex.

PHONEMEN
Book, UPC's, Banners
HILDEBRAND'S, c/o Berm Alillo County Safety Program.
121 Gold S. W., Albuquerque, New Mex.
Phone: CH 7-2166 or DI 4-0321.
Lots of good calls, no layoffs. Amarillo and Lubbock, Tex., to follow.

PHONEMEN
TV-RADIO PROGRAMS
827 Commercial Trust Bldg.
Phila., Pa.
Phone: LO 8-1505

2 PHONEMEN 2
For advertising sales on Volunteer Firemen's book. First time. Only good producers need apply. Other deals to follow. No collects.
Phone: TUxedo 3-1270 or 4-1200,
10 to 12 mornings, Germantown, Tenn.
MR. SNYDER

BOOKING AGENT
With Promotional ability. Must have car. Winter's work within a radius of 200 miles of Kansas City. No grift. Must be able to meet the public. Alcoholics, keep off. Write full resume of past experience and references first letter. Address
P. O. BOX 635
Kansas City 41 Missouri

2—PHONEMEN—2
Clyde Beatty-Cole Bros. Circus deal. Good town. Good sponsor. Shrine here.
DON MORRIS
Phone: HE 2-4105, Fayetteville, N. C.

PHONEMEN
Have several dates ready for combined Stage Show and Indoor Circus.
UPC's, TIX and BOOK
EAGLES, KC, KP, FOP, etc.
Paid collectors. No holdbacks, pay daily on collections. Those with the ability to handle crew given preference. NO ADVANCES. Unless you want to work, skip me.
No calls through switchboard, so wire me at Noblesville, Ind., c/o Police Dept., where I can call you.
J. S. "Dutch" Shafer

2—PHONEMEN—2
To complete staff. Work 50 weeks a year. Bona fide Radio and T.V. deals. Most deals are repeats with taps. Weekly pay and "you get it." We work from the Stations. Neat appearance and habits essential. If you're tired of getting paid off in promises and want to tie in with something permanent, this is it.
All replies:
BOX 101, c/o The Billboard
188 W. Randolph St. Chicago 1, Ill.

10—PHONEMEN—10
U.P.C. SHOW TICKETS
Paid collectors.
4 months' work, 6 towns ready.
PRospect 2-9094
Anaheim, California

PHONEMEN
Cristiani Bros.' Circus
Parade Banners, UPC's, Jaycee Sponsor. No layoffs—others follow immediately.
STANLEY PAUL
Circle D Motel, Stillwater, Oklahoma
Phone: FRontier 2-5611

PHONEMEN
WHO CAN SELL TICKETS
We are booked for 18 months. Top sponsor. No collect calls accepted. Sobriety essential.
CHARLES BROWNFIELD
Melrose 3-6245, Colorado Springs, Colo.

WANTED
To hear from Circus Family Acts, Animal Acts and High Act. Give full details, complete set of photos, lowest weekly for small county fairs. Contact now, by mail—do not phone. Show opens August 30—may run to middle of September, no time to dicker. May have indoor or shopping center to follow.
P. O. Box 193, Kingfisher, Oklahoma
DICK CLEMENS

2—PHONEMEN—2
New Bedford Crippled Childrens' Society
$5,500.00 in taps.
Call Dr. Jackson
WY 2-5348 New Bedford, Mass.

SEVERAL PHONEMEN WANTED
Clyde Beatty-Cole Bros.' Circus. Office opens Aug. 16. County-wide deal. Police Dept., Lumberton, N. C.
Freddie and Russ Hopkins, contact me.
REdfield 9-2211
ALLEN

PHONEMEN
Two Police Deals
Write PROGRAM PUBLISHING CO., INC.
102 East Fairfax St., Falls Church, Va.
Will call you.

PHONEMEN
Pros not afraid to ask for money. Strong State, sponsored labor year book and convention program. Sober workers writing one and a half to two and a half yards daily. 25% paid daily.
CHARLEY DITTMER
WO 9-6402 Downers Grove, Ill.

CIRCUS TROUPING

By TOM PARKINSON

DEPARTURE of the new Ringling circus train was billed as the show's farewell to Sarasota. When it comes to roost again it will be at Venice, Fla. Art Concello was called to New York just before the show left Sarasota. Since he may go on to Europe, there was speculation that he and John Ringling North might discuss the long cooking plans for a European unit. . . . Sam Crowell, long in show business and for the past seven months general manager of the Clyde Beatty Jungleland at Miami, has resigned. He will be chairman of entertainment and general manager of concessions for the American Legion National Convention Corporation of Miami Beach.

C. R. (Buck) Reger, national advertising manager with Hunt Bros.' Circus, was rushed to Emmanuel Hospital at Omaha for emergency surgery. His wife said he was expected to be released by now, however. He was taken to the hospital while in Omaha for a short vacation from the show. . . . Norman and Shirley Carroll, handling press on the Ringling show's Los Angeles coming date, issued an attractive folder to the press of that area. It states the show's 1959 stand was a record breaker and thanks the press for its part in that.

A steam calliope was used to promote the Pion-Era and the Western Development Museum at Saskatoon, Sask. George Shepherd, curator of the museum, reports that the instrument is one built by L. K. Wood, of Mendon, Utah, and purchased from him. It has been mounted in a wagon in traditional style and was pulled by a four-up hitch. The instrument has 32 whistles. . . . A visit to the Majestic Showboat, now operated by the Indiana University drama department, brings out that its calliope is played daily by students on the boat. Sons of the original Captain Reynolds are operating the towboat since their father's death. The showboat is giving performances at Ohio River towns in the Evansville, Ind., area. . . . At New Orleans Capt. Vernon Strekfus, of the S.S. President, said that his calliope has not been played much this season; however, it still is mounted atop the boat.

When the Cristiani Bros.' Circus was in Fargo, N. D., recently, the Reverend Durkin, pastor of a chapel at the North Dakota State College, offered mass under the big top. An altar was set up near the center ring, and the services were attended by a number of persons with the show. A picture and article about it are to appear in Catholic Action News, a publication of the Roman Catholic diocese of Fargo.

Sam Ward, promoter for Polack Bros.' Circus, fractured an ankle while handling the Reno, Nev., date. But that didn't slow him up more than momentarily. He had the cast decorated with a sign reading, "See the Shrine Circus," and had his picture taken to help boost the show.

Stan Kremien opened his new one-ring circus a few weeks ago at Sandy, Ore., and it has enjoyed a month's good business in the Seattle area, playing markets and shopping centers. The show has a four-cage menagerie and a seal tank plus a pony cart ride. Performance includes Kramien, juggling and magic; Philmalees, monkeys and dogs; Sharon Kay, contortion and globes, and Kramien, dogs. The show plays for a Seattle auto dealer August 22-29. Don Stewart has the concessions.

Another new show is the Toby Circus out of Clear Lake, Ia., and operated by the Dale Maddens. The unit plays both on its own and for merchants. Performance has 15 acts and they use blues, sidewall, four trucks, four trailers and about 10 people. They also have a pony ride and ape pit show.

Don Marcks visited Ben Wrigley, the Rudenko Brothers and the Paris Sisters at the San Mateo (Calif.) Fair. . . . James L. Hurtt Jr. recalls Ned Brill, the Albert Powells, Jim and Nellie Dutton, Mamie Butters and Walter Guice were with the Barnum & Bailey show, when Hurtt and his family were with it 47 years ago. . . . Joe Beach, grandfather of Wally Beach, Hartford, Conn., recalled for newspaperman Allen M. Widem recently that he trouped with Leon Washburn, Sig Sautelle, Walter L. Main, Great Wallace, Sells-Floto, Buffalo Bill, Pawnee Bill and Sparks shows. Wally Beach, formerly with circuses also, now is managing director of the Storrowtown Music Fair at West Springfield, Mass.

Clown Earl Tegge is playing fairs at Dubuque, Ia., and Mineral Point, Wis., plus a Chicago shopping center and an insurance company picnic. . . . Alec Everett, of England, has been working his way around the world and in doing so spent some time with King Bros.' Circus in Canada. He may now join a circus in the Middle West. He's from Henley, England.

With the Atayde Bros.' Circus in Mexico are the Frediani Troupe, Adolf and Clara DelBosq, the Rose Gold Trio, Jim Wong Troupe, E. Adams' cycling act, Professor Erik's Chimps and Joe Horwath's wild animals. . . . Bob Orth caught the Ken Jensen Circus recently. . . . A resident of Lafayette, Ind., was sentenced to five days in jail because he had tormented zoo lions by throwing lighted matches into their cage.

Circus World Museum attendance passed the 100,000 mark for the season last week. That averages about 1,500 per day, according to Director C. P. Fox. The Baraboo, Wis., attraction has been visited by a number of troupers in recent weeks. . . . Eldon Roark, Memphis columnist, recently did an article about Gargantua the Great and the new gorilla at the Memphis Zoo.

Jack Niblett, English circus writer, is visiting in this country again. He was to spend a week with Mills Bros., then make the CHS meeting at South Bend, Ind., last week. He also expects to see Cristiani, Adams and others. Just before leaving England he caught the Russian circus acts that are working there.

Pinto Colvig, circus clown, reports that he has authored a series of articles about clowns and clowning. . . . Harry R. Peverly, who began it all with trouping on the John B. Doris Circus in 1886, caught the Mills Bros.' Circus recently. . . . Gainesville's George Morris writes that The Dallas Morning News carried a column about the Hertzberg College and Leonard Farley at San Antonio. Gainesville Community Circus will make local appearances August 29-31 at the Cooke County Fair and the annual Round-Up parade.

Claire and Tony Conway and Ken and Jean Fordyce visited the Flying Malkos at Clemonton Lake Park in New Jersey. The Malkos went next to Pontchartrain Beach, New Orleans. The same foursome went to Zoorama at New Market, Va., which has two giraffes, a female hippo and the okapi, all from Ringling. Another hippo there is from the Washington, D. C., Zoo. Ben Davenport's shopping center show is in the Washington metropolitan area.

Copyrighted material
www.americanradiohistory.com

CIRCUS REVIEW

Youth, Color, Talent Clicks for Clyde Bros.

By TOM PARKINSON

ROCKFORD, Ill. — Howard Suesz has a colorful, youthful, talented show in the current edition of his Clyde Bros. Circus.

Caught here Thursday (11) at a Shrine date, the circus was doing big business and the night house was estimated at about 4,200. Friday turnaways were expected. Suesz said the season has been a strong winner to this point. It's also his longest tour, with a full string of fall indoor dates to follow immediately on the heels of the current open-air dates.

The Clyde Bros. Elephants (3) come up with the stunt that the whole business has been talking about. One bull stands upright on the backs of the other two to form a pyramid. And they do more.

Clyde's whole performance is well-costumed. The props and wardrobe are colorful, acts are well-lighted and first-class. This biggest effort by the Clyde organization uses aluminum poles for outdoor rigging. There is a band top and backdrop. Two rings, stage, animal arena, flying act rigging and, for this date, a high act, complete the layout. Bally is handled by a beautiful, ornately carved air calliope wagon pulled by a six-pony hitch. Suesz expects to keep it booked on his show thru the fall dates. For the spec there are six pony floats, plus animals and people.

Hoover, Herriots

David Hoover's Lions follow the spec. He and the seven lions make a good appearance, and the act is well received. It includes a sit-up, high hoop jump, lay-down, plank walk and one cat's repeated jumping over another. Finally, all cats jump a barrier on the way to the chute.

John and Mary Ruth Herriott each have a manege horse in the next display and they present them with style and class. The Sils Sisters work their double circle aerial rigging well, with each doing a little trapeze in her circle and then one doing a headstand. For a wind-up, they revolve the double-circle rigging.

Clowns are Harry Baker, Bozo Harrell, Grover O'Day, Arvida, Bellini Atayde, Charles Lewis and Maurice Navarro. A colorful and co-ordinated web number used nine girls here and is expanded to 12 on indoor rigging. Girls and web sitters both are well-costumed.

Now a familiar act, the Suesz Mixed Animals, nevertheless, are still interesting and unique. John Herriott puts the camel, zebra and guanacos thru their leaps and paces in a professional manner.

A three-way display has the Laddies in the center spot with their unsupported ladder and juggling. Navarro's perch number is at one side and the Bakers' hat juggling is at the other. Cucciola and Mary Ruth Herriott each have a six-pony drill in the next display. These are presented with verve, and colorful plumes help set it up as a pleasing act, not the haphazard treatment drills get in some other shows.

The Esquedas' cycling number has three girls, a man and a boy in a good visual act. Again, one is impressed by the plumes, color and flash. Top trick is a leap from one unicycle to another while riding, and there are plenty of other stunts to recommend this act for future bookings. Clowns appear for their version of the army drilling routine.

The Hungarian Troupe, always a pleasure to see, work Risely that includes two simultaneous three-highs and a three-high topped with a foot-to-head stand. This breaks out to the understander's foot catch of the topmounter. Three people pose atop a foot perch pole. And two girls ride a merry-go-round bar that is spun by footpower.

Williams, Elephants

Rex Williams is the man with the elephants. The whole act is fast, at a trot or run, and a girl takes a good many bumps in fronting it at this speed. The bulls do a lay-down, then one spins the girl in a giant circle. She does an under-and-over. Two pose with their feet on the third bull. Three go to the tubs and sit down. Standing on the tubs, they do a pyramid. One is singled out for a hind leg walk, then a front leg walk. There is even a good one-foot stand, followed by a walking long mount. But near the end comes the big pyramid.

In it two bulls are on their bellies, side by side and between tubs. The third approaches from the side, steps up on a tub and then goes on to stand upright with forefeet on the back of one bull and hind feet on the back of the other. The girl styles on top. It was done on the Ed Sullivan TV show a few weeks ago and this is announced. The stunt is believed to be brand-new one.

After intermission comes the show's new flying act, the Flying Pierces. In it are Joanne Day and Wally Naughton, as flyers, and Rex Williams, the elephant trainer, as catcher. This act has worked 19 days, 15 of them in public. It does okay. They do about six tricks, such as a hocks-off and bird's nest. The clincher is a blindfolded somersault. Joanne Day threw this and Williams caught it at the Thursday performance.

Liberty acts are getting to be rare, but Clyde has a six-act that works well under direction of John Herriott. It's plumed and groomed to be up to the standard of the whole performance. Myna Moon's single trapeze number turns attention to the air. Her heel and ankle catches are good and the whole number is well presented. The Six Dubskies have the center stage for fast acrobatics, while Cucciola entertains on the trampoline and the Spinets perform hat juggling at the side rings.

Atayde Clowns

Next clown number features Bellini Atayde, of the Mexican circus-operating family, and he gets laughs with business built around a big wooden beam that he swings and turns to clout other clowns in a manner that recalls Willie, West & McGinty.

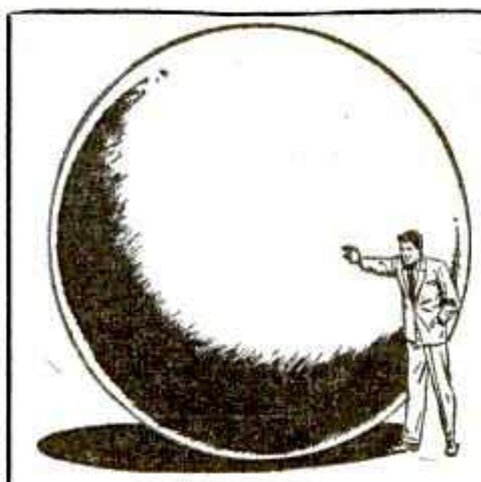
Flyer Wally Naughton comes back, this time to work three black bears. They do a pleasant routine and win attention and applause. The motor scooter ride was hampered here by a slick flooring, and for the same reason the roller skating was omitted. Joanne Day and Louis Minello work cloud swings over the end rings to good results.

Cimse's Dogs have eight collies, two girls and man. Wardrobe and props are fine. Dogs ride a little Merry-Go-Round rig that is dressed up with a colorful umbrella and many little lights. And two dogs pull a cart in which a girl is a passenger. The cart and the girl's umbrella are decorated with more little light bulbs.

Working alongside this pleasant dog act are Roland Roeffler's huge hogs and the Zoppi dog and monkey number. The pig number is distinguished mostly by the outsized porkers it uses. The dogs and monks are entertaining. The Wiregard's high act works this date only for Clyde.

Then the show closes with a finale using many of the performers in an Oriental dance entry followed by two sets of Arabian-type pyramid builders and a single grouping of ground tumblers. It's a flash ending to a successful performance.

Tex Maynard is the musical director and announcer, cutting both chores in excellent manner. Tex Burrell is assistant manager and Jack LaPearl is press and contracting agent.

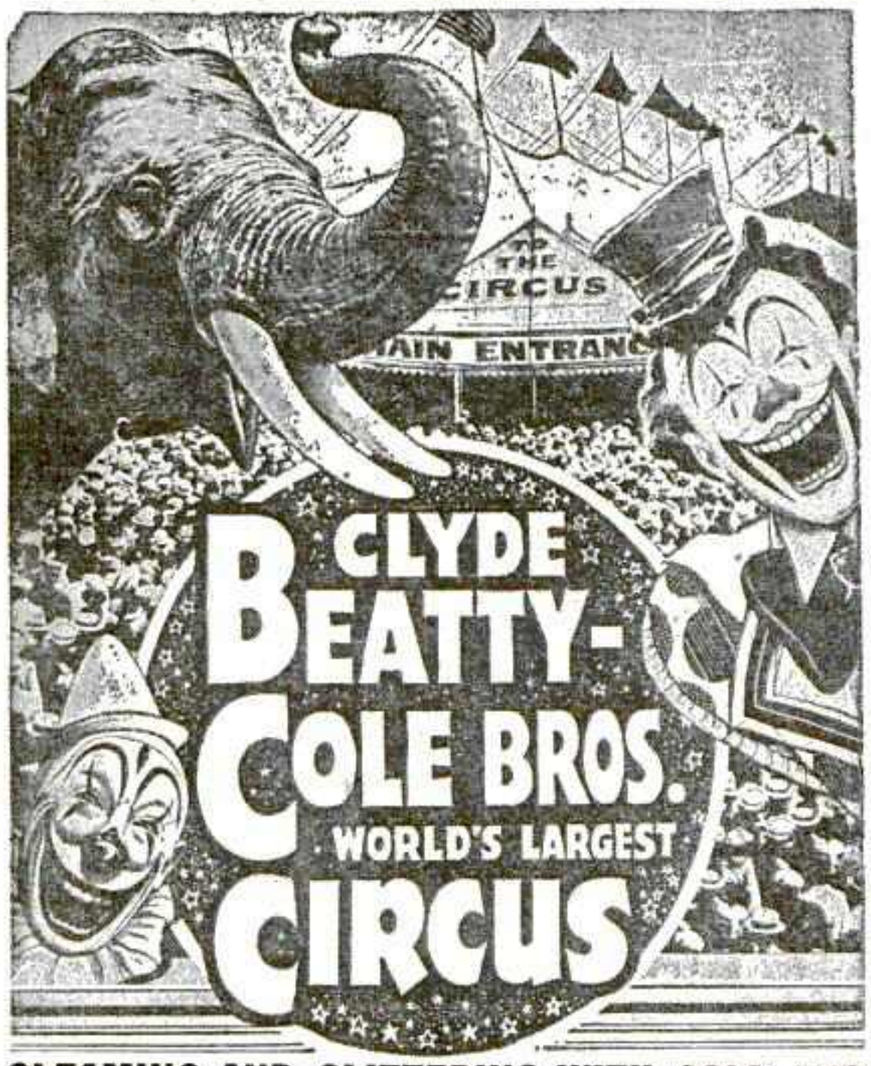


GIANT 30 Ft.

Inflate to Giant 20 to 30 ft. diameter with air or gas. Flying Advt. visible for miles. Terrific for attracting crowds at Openings, Fairs, Roadside Stands, Sports Events. Used as Water Markers and Buoys. Made of genuine Neoprene Rubber for extra durability. Never used. Orig. cost U. S. Govt., $20.00. Limited quantity. Special offer: 1 SAMPLE, $2.50, 3 for $5.00, plus $1.00 postage and handling. 7 for $10.00, plus $2.00 postage and handling. 20 for $25.00—$10.00 deposit with order, balance shipped Express Collect.

NOVEL MFG. 33 2nd Ave., Dept. G-3506 New York 3, New York

BUSINESS IS GOOD!



GLEAMING AND GLITTERING WITH GOLD AND WONDROUS SURPRISES FOR YOUNG AND OLD

A TRIUMPH OF COLOSSAL ACHIEVEMENTS!

150 PERFORMERS ★ 200 WILD ANIMALS

★ CLYDE BEATTY ★

IN PERSON! BATTLING 40 LIONS AND BENGAL TIGERS

- LARGEST FUND RAISING CIRCUS
- EQUIPPED FOR TENTS OR AUDITORIUMS
- PLAYING FLAT TERMS OR PERCENTAGE
- WINTER DATES AVAILABLE FOR BUILDINGS

FRANK McCLOSKY—WALTER KERNAN

ASSOCIATE OWNERS & MANAGERS

NOW BOOKING FOR 1961

Address Communications to

FLOYD KING

CLYDE BEATTY—COLE BROS. CIRCUS

SARASOTA, FLORIDA

Copyrighted material

www.americanradiohistory.com

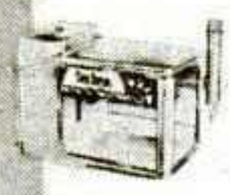
GO GOLD MEDAL FOR THE BIGGEST PROFIT - MAKIN'S ON THE MIDWAY

Every concession stand is more profitable with Gold Medal Equipment and Supplies. Here are just a few "musts" for your Profit picture:

WHIRLWIND
Cotton Candy Machine
For Profit-making proof of Whirlwind's superiority, check any successful Cotton Candy stand. It's always a Whirlwind or two. Whirlwind's the best value for you, too. Only $275.00

STRIPED FLOSS CONES
COTTON CANDY CONES
JUMBO FLOSS CONES
For more sales appeal, always use the new STRIPED floss cones. For two-color or 25c sales, always use the Jumbo Floss Cones.

FLOSSINE
Smart operators always color and flavor their floss. FLOSSINE is the economical, safe and easy way to do it.



SNO-MATIC
Ice Shaver
For super high production of extra fine snow. Completely automatic. Extra Flash for extra sales. It's the world's most advanced shaver. Only $325.00

SNO-KONETTE
Ice Shaver
Best buy in semi-automatic shavers. Built to last twice as long as its competitors. For easier to work from. A much bigger value. Only $149.50

SNO-KONE KUPS
"Sno-Kone" design guaranteed to make more sales. It's the original printed cup for ice balls — the one to make your operation more profitable. In 5, 6, or 8 oz. sizes, for 10c or 15c sellers.

GOLD MEDAL FLAVORS
Far better in true fruit-like aroma and taste. Over 50 million Sno-Kones every season flavored by Gold Medal. You're always ahead with them.

JET POP 2 LB. POPPER
Here's the first new 2 Lb. Gas Popper in over 10 years. Designed with you in mind. Easier to operate. Lasts longer. Uses Jet burners. All units have pilot lite. The only ideal Gas Popper. Only $269.50
Jet Pop 1 Lb. Popper $225.00
Electric Poppers in 6, 8, 12 oz. capacity starting at $199.00

Line up with the leaders . . . Go Gold Medal all the way!!!
Write today sure for your free 120-page Gold Medal Catalog listing everything you need for:

SNO-KONES COTTON CANDY
POPCORN CANDY APPLES

GOLD MEDAL PRODUCTS CO.
314 E. THIRD ST., CINCINNATI 2, OHIO

DISTRIBUTED IN GEORGIA, FLORIDA, NORTH AND SOUTH CAROLINA BY
CROMERS P-NUTS
1235 Assembly St. Columbia S. C.
Phone: AL 6-9977

GIVE TO DAMON RUNYON CANCER FUND

Meeker Quits Dallas Fair for Hotel Post

DALLAS—Charles R. Meeker Jr., vice-president and assistant general manager of the State Fair of Texas and managing director of State Fair Musicals, Inc., has resigned effective December 31.

The first of the year Meeker will become manager of a new multi-million dollar hotel and luxury apartment project in downtown Dallas.

Since 1945, Meeker has been managing director of State Fair Musicals, the summer theater operation of the State Fair of Texas which presents a series of shows in the Music Hall each year. The Musical is currently playing the national company of "Fiorello!" which is launching its nationwide tour here, and will wind up its summer season with the Marlene Dietrich show.

Meeker is also responsible for booking the Music Hall show for the State Fair each October. This year it will be the Rodgers and Hammerstein hit, "Flower Drum Song." In previous years, Meeker has brought such successes as "South Pacific," "Guys and Dolls," "The King and I," "Damn Yankees," "Pajama Game" and other top shows to the fair for tremendous box-office grosses. The b.o. at the fair for "South Pacific" is still regarded as a record for the indoor theater for a comparable period.

The 47-year-old Meeker has also built a national reputation for the Musicals summer operation, regarded as one of the nation's outstanding theaters of its type.

Meeker will continue to manage the Musicals and carry on his duties at the State Fair thruout the remainder of the year.

Effective January 1, 1961, Meeker will become general manager of Cary Plaza, a $10,000,000 project being built by the Cary-Schneider Investment Corporation. The project consists of a 22-story hotel and adjacent 18-story apartment building.

Meeker, in addition to his State Fair affiliations, is a partner in Entertainment Associates, an organization specializing in entertainment special events. He has ram-rodded such elaborate celebrations as those which have marked the openings here in recent years of several mammoth new Dallas skyscrapers, and the new Statler Hilton Hotel and Sheraton Dallas Hotel.

Cheyenne Rodeo Count Off 5,500

CHEYENNE, Wyo.—Patronage at the rodeo portion of Cheyenne Frontier Days totaled 65,500, a decline of close to 5,500 from last year, Charles Carey, rodeo chairman, disclosed.

The celebration was extended this year to include a Sunday performance for the first time.

BALTIMORE, MD.
SERVING MIDDLE ATLANTIC STATES
GOLD MEDAL Equipment and Supplies
Distributors—Cretors, Star, Krispy Kist, Popcorn Machines.
Complete line Popcorn and Carnival Supplies.
CORNCO, INC.
Falls & Shoemaker Rds. P. O. Box 5307
Baltimore 9, Md.
Maryland, Va., No. Carolina, Penna. Delaware and Jersey Shore.

LOS ANGELES, CALIF.
Serving California and West Coast.
Complete Gold Medal Line:
Peanuts, Popcorn, all Supplies, all equipment repaired.
CHUNK-E-NUT PRODUCTS CO.
1261 E. 6th St. Los Angeles 21, Calif.
Madison 3-1495

SAN FRANCISCO, CALIF.
ON THE WEST COAST—For Quick Service. Complete GOLD MEDAL Supplies and Equipment.
ARTHUR UNGER
CALIFORNIA CONCESSION & SUPPLY CO.
177 Golden Gate Ave.,
San Francisco 2, Calif.
Telephone: HEmlock 1-6490

SPOKANE, WASH.
"WE feature the GOLD MEDAL line"
PEERLESS SUNPUFT, INC.
North 1107 Pearl Spokane 2, Wash.
Phone: FAirfax 8-1151
"Your Inland Empire Headquarters for Concession Supplies"

SNO-KONE SYRUPS
TASTE BEST WITH "LOV-A-BLE" DRY EXTRACTS.
Write for free literature and sample offer.
G. K. LOVING CO.
211 West 7th St. Richmond, Va.

Whitney Point Fair Turnout Ahead of '59

WHITNEY POINT, N. Y. — Business at the annual Broome County Fair ran ahead of last year, with an early opening being allowed because of the Sunday set-up of the midway, occupied by Page Combined Shows.

Eugene Fitser, president, said things perked up starting with the Sunday (31) firemen's kick-off parade. Seventy-three units were in the line of march, good for this area, and the parade lasted two and a-half hours.

Night shows by the Buddy Wagner auto thrill show did very well Sunday and Monday, Fitser said. Thereafter there was a free grandstand featuring GAC-Hamid acts and other elements. Horse racing events from Thursday thru Friday drew overflow entry lists and several double programs. Jerry Lippiatt's racing mules performed nightly. Friday night (5) featured a Shriner's show and beauty contest.

Saturday morning horse pulls did well, Fister claimed. Goats were exhibited this year for the first time. In the cattle and sheep departments there were more entries than in 1959. The fair charges $1 at the gate for all over 12, with younger children admitted free. Parking charge is a quarter.

Pronto Pups

America's Original "Hot Dog on a Stick"

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

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

YOUR TICKET TO SALES RESULTS—
THE ADVERTISING COLUMNS OF THE BILLBOARD!

ARENA, AUDITORIUM NEWSLETTER

Great Western Center Maps Long-Term Construction Plan

WHEN THE GREAT WESTERN Exhibit Center at Los Angeles enlarges its livestock buildings and constructs its proposed 18,000-seat arena, as included in the master plan, Harry McGruder, secretary-manager, will have an all-purpose operation specializing in exhibit shows. Just when construction will get under way depends upon the action of the California Legislature. McGruder expects the arena to be built within 10 years, but the expansion program to get under way before that time.

McGruder said that the Great Western has the vicinity's largest exhibit area on one floor. In addition to the floor space, there is space on the 30 acres for tents and outside displaying of heavy equipment. The acreage also offers ample parking facilities for the operation, which is located just off the Santa Ana Freeway accessible to motorists from Los Angeles, Orange and Riverside counties. The location is about a six-minute drive from the Los Angeles Civic Center. Main event at the center are the Great Western Livestock Show, November 16-22. A spring dairy show is featured. Other events that have been held here include the Southern California Marine Association Boat Show, Trailer Life Show, Western Space Age missile display, Do It Yourself Show, and Home and Garden Show. Trade shows include material handling, welding, hardware and a national truck show. Two years ago Calfair, an international trade show, used the facilities. Operated by the 48th District Agricultural Association of which C. J. Lumpp is president, the center was started in 1925 and known as the Great Western Livestock Show and was located at Los Angeles Union Stockyards. In 1953 it was moved to its present location, with the beef building being the only facility. In 1955 the sheep and swine building was constructed. McGruder, a native of San Diego, became manager late in 1957. A graduate of Woodbury College, he was associated earlier with the exposition as an accountant for the Chamber of Commerce.

McCallum Goes to Knoxville; New Buildings Being Planned

NEWLY APPOINTED MANAGER of the auditorium under construction at Knoxville is Fred McCallum, until now manager of the Birmingham Municipal Auditorium. McCallum is retiring president of the International Association of Auditorium Managers. Named to manage the Birmingham building now is Leo B. Lother. . . . Promoter Ray Mitchell will have a jazz show at Milwaukee Auditorium-Arena October 16. It is to include Duke Ellington, Dave Brubeck and the Dukes of Dixieland. . . . Tony Lavelli has been named to President Eisenhower's Council on Youth Fitness. . . . Monroe, La., city government is considering a new auditorium-arena and has consulted with the IAAM's new buildings committee. . . . Kiel Auditorium, St. Louis, had the Junior Chamber of Commerce convention in July and Sportservice catered 18,800 lunches in two and one-half days. . . . William R. Dale, of West Palm Beach, Fla., attended the recent IAAM convention in the interest of the city's plans for a new building. . . . Lansing (Mich.) Civic Center has a new accoustical treatment and it has ordered new sound equipment.

San Francisco Celebrates

SAN FRANCISCO—This city will open the throttle of gaiety a considerable number of notches when the metropolis stages its Pacific Festival, September 9-18.

The Pacific Trade and Travel Show will be held September 9-16, the same dates as the Pacific Stage Revue.

The Youth and Carnival Parade will be held on September 10, Maritime Day.

First of the festival's Fashion Shows is scheduled for September 13. The shows will be presented outdoors in the city's Union Square.

Japan Day will be celebrated September 12 and Mexican Independence Day on September 15.

The 10-day festival will be garnished by an outdoor art festival in Civic Center, special art exhibits in the city's museums, the "Pacific Festival of Stars" at the Morrison Planetarium and fireworks.

Show on the Way

By TOM PARKINSON

FROM SIOUX CITY, Ia., Municipal Auditorium Manager Robert Hinchman reports that the new "Holiday on Ice" is in rehearsal and promises to be one of the top editions. . . . W. Rodger Herndon will produce the second annual South Florida House and Garden Exposition at Dinner Key Auditorium, Miami, October 12-16. It will include a health fair, an aquarium show, "an authentic Polynesian island," an auto show, tropical gardens and about 120 exhibitors. . . . Marsh Exhibits Corporation has been formed in New York for operation of fair and trade shows. . . . Budget for Music Under the Stars series at Milwaukee includes two musical productions. . . . Atlanta Municipal Auditorium had the National Quartet Convention last week. . . . Vaughn Monroe Revue is playing the Pershing Memorial Auditorium at Lincoln, Neb., August 26. . . . Condenser Service & Engineering Company, Hoboken, N. J., won a contract to retube the refrigeration system for the ice rink at Frank E. Rodgers Stadium, Harrison, N. J. . . . National Association of Letter Carriers is conventioning at the Music Hall in Cincinnati August 21-26.

Copyrighted material

www.americanradiohistory.com

ROLLER RUMBLINGS

By AL SCHNEIDER

LITTLE ROCK — The capture of four different championships by a single skater and upsets in several events, with the 1959 champions losing their crown to new challengers, provided some exciting highlights at the 1960 American Amateur Roller Skating Championships conducted here under the sponsorship of the Roller Skating Rink Operators Association of America.

About 60,000 spectators were drawn to the events held at T. H. Barton Stadium during the eight nights and seven days of competition. The convention sessions of the RSROA, meetings of the board of control and of affiliated groups were also held here.

The hero of the American Championships was 16-year-old Paul Boehm, of Pasadena, Tex., who took the quadruple crown, winning in novice figures, intermediate singles, novice dance and intermediate pairs, with Pamela Cornwall as his partner.

This is the third time in the 23-year history of the American Championships that one skater has been able to achieve such a record. The only previous four-time winners at one meet were J. W. Norcross, of Greeley, Colo., in 1950, and Roy Huckaby, of Beaumont, Tex., in 1956.

Skating in the senior division provided some exciting contests and upsets. Rob Wollard and Carol Stout, of Long Beach, Calif., successfully defended their senior pairs title achieved last year. Wollard became a two-event winner, taking the senior men's single title as well.

Carolyn Sliger, of Oklahoma City, senior ladies singles champion in 1958, staged a comeback to recapture the title from Sylvia Haffke, of Agawam, Mass., the 1959 champion.

Linda Jo Baker and Jack Greer, of Atlanta, succeeded in dethroning the defending senior dance champions, Charles Wahlig and Claire Farrell, of Brooklyn.

Two upsets occurred in the senior figures division. Tom Gregory, of Pontiac, Mich., took the men's title from Darrell Glenn, of Long Beach, Calif., and Chris Brenda, the 1958 champion, came back to defeat the 1959 winner, Paulette Stewart, of Redwood City, Calif.

In the spectacular senior fours competition, in which the 1959 winners did not defend their title, the championship was won by Sylvia Ritchie, Louis Parker, Rick Martins and Sue Welch, of Pontiac, Mich.

Mary Merrell, of Fullerton, Calif., took the senior ladies' speed crown for the second consecutive year, with Nina Marmarino, of Irvington, N. J., taking second, and Sally Richardson, Detroit, third.

George Grudza, of Penndel, Pa., took the senior men's speed title and set one of the two new records established at the meet. In the five-mile race he turned in a record of 14:52.2, topping the mark of 14:52.7 set 19 years ago at Cleveland.

Scott Harrity, of Pontiac, Mich., set the other new speed record—19.3 for the 1/12-mile race in the Juvenile D boys class, bettering the old record of 19.4 established in 1958, also at Cleveland.

Joyce Barnett, of Austin, Tex., was selected as Queen of the Championships.

First-place winners in the other events were:

Dance—Intermediate, Ray Cook and Jeanne Desmoreaux, Flint, Mich.; Novice, Paul Boehm and Pamela Cornwall, Pasadena, Tex.; Junior, Hervey Yarbrough and Pamela Mann, Fort Lauderdale, Fla.; Juvenile, Frank Arnett and Patty Bark, Newark, O.

Singles—Intermediate Men, Paul Boehm, Pasadena, Tex.; Intermediate Ladies, Sylvia McDonald, Kansas City, Mo.; Novice Men, Fred Smith, Newark, O.; Novice Ladies, Joy Martin, Detroit; Junior Boys, John Renz, San Diego, Calif.; Junior Girls, Nancy Lou Johnson, Revere, Mass.; Juvenile Boys, Don Schoennauer, Redwood City, Calif.; Juvenile Girls, Darlene Edwards, McKees Rocks, Pa.; Juvenile B Boys, Al Rabb, Beaumont, Tex.; Juvenile B Girls, Cindy Davis, Salt Lake City.

Pairs—Intermediate, Paul Boehm and Pamela Cornwall, Pasadena, Tex.; Novice, John Beezley and Pat Kinton, San Gabriel, Calif.; Junior, Bradley Zimmer and Darlene Edwards, McKees Rocks, Pa.; Juvenile, Michael Leineke and Jeanne Hildebrand, Pontiac, Mich.

Fours — Intermediate, George Peterka, Joyce Peterka, Gary Ritchie and Charleen Ritchie, Cleveland; Novice, Jim Hunt, Katie Rasmussen, Peter Slaper and Linda Adams, Santa Rosa, Calif.; Junior, Ronnie Moe, Barry May, Chris Ousley and Gloria Olsen, San Gabriel, Calif.

Figures—Intermediate Men, Ray Cook, Flint, Mich.; Intermediate Ladies, Cecelia Darimont, Pontiac, Mich.; Novice Men, Paul Boehm, Pasadena, Tex.; Novice Ladies, Gale Sanders, Wooster, O.; Junior Boys, Joey Bark, Wooster, O.; Junior Girls, Edwina Young, Ventnor, N. J.; Juvenlie Boys, Henry Crist, Ventura, Calif.; Juvenile Girls, Nancy Lou Johnson, Revere, Mass.

BIRTHS

GUTIERREZ—
A son to Mr. and Mrs. John Gutierrez August 9. Mother is the daughter of Bob Stevens, owner of Bailey Bros. Circus.

MARRIAGES

BISBINI-SCHWEINSHAUPT—
Antoinette Bisbini, of the Bisbini Troupe, and Valentine Schweinshaupt, of the Bokara Troupe, at Sarasoat, Fla., July 11. Both are with the Ringling-Barnum Circus.

CLAYTON-HARWOOD—
Chester L. (Tex.) Clayton, 24-hour agent, and Esther Harwood of Sweet Home, Ore., at Ellensburg, Wash., August 5. Clayton is with the Kelly-Miller Circus.

Middletown Fair

• Continued from page 45

Brubeck offered two "Teen-Age Shows" Tuesday with tickets priced from 50 cents to $2. Strong said: "It flopped. There were 400 persons at night." Emsee was comic Frankie Fontaine.

Jack Kochman's Hell Drivers showed twice Sunday (7), with results termed "just fair."

Other than these experiences the country-city crowd loved the Stewart Air Force Base Band, appearing twice daily, the nightly polka music of the Jolly Timers, and the fireworks. Stock car racing, a standby here, was offered three nights. Opening Saturday was big; Wednesday night's program was rained out.

Gate attendance during the week was satisfacotry, at a level commensurate with last year's. A 600-foot concrete retaining wall, topped with cyclone fencing, was installed in front of the grandstand as an auto race protective measure. Mounted Patrol of Springfield, Mass., again provided the uniformed gate personnel. How-Reit Shows hold a long-term midway contract.

Clearfield Fair

• Continued from page 45

Thrill Show also filled the grandstand Saturday afternoon.

Horse racing was held Tuesday thru Friday afternoons, with more than 100 horses entered. Friday was also farmers' day, incorporating pulling horses and awards. Thursday highlighted Grange square dancing.

Many Fairs Represented

In rained thruout the area but spared Clearfield, permitting the attendance to soar steadily. This was the 100th fair, an element promoted in the advance campaign. Relatively early in the Pennsylvania circuit, the fair drew delegations from many annuals, including Bloomsburg, Butler, Smethport, Dayton, Meadville, Bedford and Cumberland, Md.

Sunday was preview day, and about 15,000 sightseers wandered thru the grounds. Vespers was held at 7:30 p.m. Official opening was Monday night, with a firemen's parade pulling more than 100 units. Spencer Fireworks shot off displays during the fair.

THE FINAL CURTAIN

DE VORE—Mrs. Alma,
63, wife of Harry De Vore, August 8 in a Staunton, Va., hospital after a year's illness. The decreased and her husband had trouped with carnivals for 40 years as operators of cookhouses. They were for many years with Penn Premier, Frank West and most recently Cetlin & Wilson. Services at Springhill Presbyterian Church, Staunton, August 11, with interment in Pleasantview Cemetery there.

FISHER—James I. (Dad),
84, at Los Angeles General Hospital, July 1. Formerly he was with circuses out of Peru, Ind., and Sarasota, Fla. For the past 12 years he had lived with Mr. and Mrs. William M. L. Priest in Venice, Calif.

FORSYTHE—William,
84, father of Bill Forsythe, concession operator with the B. & L. Concession Company at Forest Park, St. Louis, suddenly at Fort Worth July 29. Services and interment in Hannibal, Mo., August. Surviving are his widow and two sons.

HARRISON—Charles B.,
78, retired yard conductor on the N. & W. Railroad, who in his youth toured with the old John Robinson Circus, recently at his home in Petersburg, Va.

NASH—Charles A.,
former general manager of the Eastern States Exposition at West Springfield, Mass., August 11. Funeral services were scheduled for Monday (15). He headed the ESE for 29 years, retiring in 1952. Earlier he was assistant secretary of the Iowa State Fair in 1911, and general manager of the North Dakota State Fair in 1914. He went to ESE in 1917. He was manager during the disastrous 1938 run when it was hit by a hurricane.

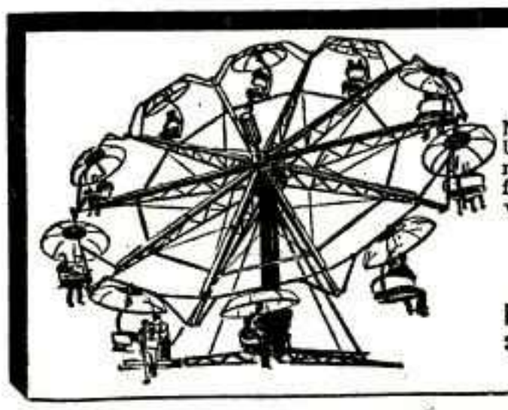
STAVER—Ralph J.,
68, who prior to his retirement from the road three years ago had served on the advance of various circuses, of a heart attack at his home in Williamsport, Pa., July 26.

WALSH—Earl B.,
50, creator of matchstick models, recently in Miami. (Details elsewhere in this issue.)

In Loving Memory
Of My Husband
TED LEWIS
Who passed away
August 17, 1956,
and is sadly missed
by his wife
MIDGE LEWIS

In Memory
Of My Dear Husband
J. A. (TIM) WATERS
Who Passed Away Aug. 16, 1957
JEANNETTE WATERS

INSURANCE
For the Amusement Industry
SAM SOLOMON
"A Showman for Over 30 Years"
5017 N. Sheridan Road, Chicago, Ill.
Phone: LOngbeach 1-5555



PARATROOPER
500 Passengers per Hour
New version of successful spitfire. Unique seating arrangement. Truck mounted units or standard units for ground installation. 28-foot semi will carry ground unit.
SIMPLE OPERATION
CONSISTENT MONEY MAKER
FRANK HRUBETZ & CO., INC.
3495 25th St. S.E. Salem, Oregon
Phone EMpire 4-6847

★ ACTION MINIATURE GOLF ★
BUY ★ "AUTO-TARGET ARCHERY RANGES" ★ NOW
★ TEE OFF GOLF DRIVING RANGES ★
MODERN Designed & Fully Equipped Package Deal.
CUSTOM Built & Quickly Installed on Your Location.
STEEL Construction for Trouble Free Operation.
QUALITY for Profit—We Build the Best, not the Most.
FREE Consultation—Lay Out Service & Delivery.
NIAGARA SPORTCENTER, INC.
1701 Niagara Falls Blvd., Tonawanda, N. Y. Phone: UN 9728 or TA 7344

SHOW TENTS
Manufacturers of Concession Tents,
Merry-Go-Round,
Cookhouse Tops
LARGE TENTS for RENT or SALE
For any purpose
ACE CANVAS CORP.
103 Greene Street Jersey City, N. J.
Phone: DE 2-6893

SKATING RINK TENTS
42 x 102 IN STOCK
52 x 122 AT ALL TIMES
NEW SHOW TENTS MADE TO ORDER
CAMPBELL TENT & AWNING CO.
100 Central Ave. Alton, Ill.
Phone: HO 5-8883

PORTABLE RINK FLOOR
46'x90', can be used inside or under tent. Skate room trailer, complete set shoe skates (like new), P.A. sound system, 1400 Wurlitzer juke box, one-ton G.M.C. 1951 truck. For quick sale, $3,500.00.
PAUL O. PETERS, Summersville, W. Va.
Office 3421 Res. 9256

THIS YEAR FROM
HALIFAX, N. S., to FARGO, N. D.
ANOTHER HALF MILLION PEOPLE WILL PLAY GOLF ON A
MINIATURE GOLF COURSE
BUILT & DESIGNED BY ARLAND IN 1960
ARLAND
7 TOBY LANE, JERICHO, L. I., N. Y.

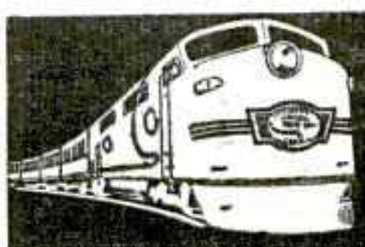
FOR SALE
MAD MOUSE
Can be seen in operation.
Contact
R. McFADDEN
County Road, Clarence Center, N. Y.
Phone:
Buffalo, N. Y., Oxford 0835

IT PAYS TO OWN Lenz INSURANCE

COMPARE SERVICE, KNOW HOW, COMPANIES & RATES
BE SAFE—NOT SORRY
CHARLES A. Lenz & ASSOCIATES, INC.
"The Showman's Insurance Men"
1492 Fourth Street, North
P. O. Box 7038, St. Petersburg 34, Fla.
Phones 5-3121—7-5914

High Quality
KIDDIE RIDES
ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—
GALLOPING HORSE CARROUSEL—FIRE ENGINES
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
ESTABLISHED 1888

ADVERTISING IN THE BILLBOARD SINCE 1904
ROLL or FOLDED **TICKETS** DAY & NIGHT SERVICE SPECIALLY PRINTED
CASH WITH ORDER PRICES — 10M $16.00 - ADDITIONAL 10M's SAME ORDER, $3.00
Above prices for any wording. change of color only, add $2.00. Each change of wording and color add $6.00. For Must be even multiples of 10,000 tickets of a kind and color.
STOCK ROLL TICKETS
1 ROLL.....$1.75
EACH ADDITIONAL ROLL SAME ORDER AT 90c PER ROLL
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.



OTTAWAY ROCKET LINER B-14
UP TO 70 ADULT CAPACITY
EXCLUSIVE MANUFACTURER OF RAIL RIDES SINCE 1944
FOR KID APPEAL
PUMP-IT HANDCAR RIDE
PROVEN FINEST IN ITS FIELD
OTTAWAY AMUSEMENT COMPANY • 3045 N. ST. FRANCIS • WICHITA, KANSAS
also OTTAWAY STEAM TRAINS

www.americanradiohistory.com

What Do YOU Need?

Poppers Has More Than 500 Items for the Concession Trade . . . Including many exclusive specialties! Get the Story on our NEW Choco-Apple Dip!

SUPPLIES AND EQUIPMENT FOR Popcorn • Peanuts • Caramel Corn • Candy Apples Cotton Candy • Snowballs Water Ice, etc.
Ask About Used Equipment
GOLD MEDAL DISTRIBUTOR

WRITE TODAY FOR NEW 1960-61 CATALOG

POPPERS SUPPLY CO. of Phila.

OUR ONLY LOCATION 1211 N. 2nd STREET • PHILADELPHIA 22, PA.
24 Hour Phone Service — GArfield 6-1616

RIDES AND SURPLUS EQUIPMENT FOR SALE

1 Complete 3 Ride Unit, ideal for Shopping Centers, Church Festivals, Bazaars, Sales Promotions, Supermarket lots, etc. All equipment in finest condition, cannot be told from new. Unit consists of late Allan Herschell 36-ft. 3-abreast M.-G.-R., used 2 seasons.
1 All-steel Kiddie Ferris Wheel, 6 cages, portable, beautiful lighting.
1 Teeter Copter Ride, 2 fibre glass Helicopters, 6 spinning patron-controlled Tubs. Will ride adults and children. One of the best rides ever built.
1 Lot of decorative Portable Fencing, modern style Ticket Booth, Tape Player, Cable, 4 A. H. Light Towers. Can be seen up and running in Shopping Center. Can be left there or taken out. Price $25,000 cash. Will sell separately. Other surplus equipment, all of which will stand rigid inspection: 1 International Vanette Transformer Truck, ½ ton. No transformer. Will handle 25 KVA Transformer. Has rack and in excellent mechanical condition. Good tires. 1 complete set of steel Pipe Hangers for racking M.-G.-R. Trailer, plus other necessary framing materials.
1 Cretors Popcorn Machine, 18 oz. Kettle, completely automatic seasoning pump. Ambassador model, used so little can hardly be told from new. Now in storage.
2 other late model Allan Herschell Merry-Go-Rounds, 36 ft. 3-abreast. One is all steel with aluminum horses, other 1947 model. Newer machine has been in storage 2 years.

FERD A. CLEMEN
Pee Wee Valley Amuse. Co. Fun Spots, Inc. 1661 Summit Road, Cincinnati 37, Ohio.

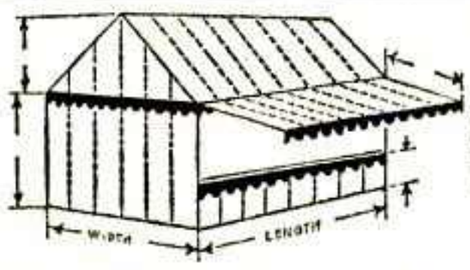
POPCORN--COTTON CANDY--SNO-KONES--APPLES
WE HAVE EVERYTHING YOU NEED
WRITE NOW FOR OUR 120-PAGE CATALOG
GO "GOLD MEDAL" ALL THE WAY
GOLD MEDAL PRODUCTS CO.
World's Largest Manufacturer of Concession Equipment and Supplies
313 E. 3rd ST., CINCINNATI 2, OHIO

ANCHOR TENTS

The Showman's Choice
Finest materials—60 Yrs.' Experience. Flamefoil and New Nylon Fabrics. Red—Blue—Yellow—Green—White.
Aluminum Tent Frames—Light Weight Hinged Legs—Slip Joints Rustproof
Concessions—Show Tents—Ride Tops—Bingo—Merry-Go-Round—Cookhouse Tops
Phone: Harrison 5-8705

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

WANT TO BOOK
Scrambler, Caterpillar and Merry Mixer
for top boardwalk location.
Five weeks to go, equal to any fairs.
Phone or wire
VENICE AMUSEMENT CORP.
Seaside Heights, N. J. Phone: SW 3-6488



Largest Manufacturer of Tents in the East
Powers Tents are made from best quality 12.63 oz. Vivatex treated army duck reinforced at all points of strain. All corners are reinforced with leather. Shipment within 5 days after receipt of order.
Phone: Saratoga 7-3500.
POWERS & CO.
5929 Woodland Ave., Philadelphia 43, Pa.
Measure your frame. Fill in dimensions between arrows and send for quotation.

AMERICA'S FINEST SHOW TENTS
O. Henry Tent & Awning Co.
• CONCESSION TOPS • SHOW TENTS
• RIDE CANVAS • BANNERS
BERNIE MENDELSON
Field Representative: G. C. "MITCH" MITCHELL
4862 N. Clark St., Chicago 40, Ill. Phone: Ardmore 1-1300

UNITED STATES TENT
AND AWNING CO. Established 1870.
Over 88 Years of Specialized Experience.
MAIN OFFICE & FACTORY, SARASOTA, FLORIDA.
1230 N. EAST AVENUE PHONE: RINGLING 6-5316
Circus—Carnival—Concession—Any Size—Any Type—Banners—Ride Canvas
S. T. JECCOP GEO. W. JOHNSON

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

CARNIVAL ROUTES

A-1 Ams.: *Keith Carpenter; Cissna Park, Ill., 17-20; (Fair) Georgetown 21-26.
Alamo Expo.: *Mrs. H. T. Reynolds; Sidney, Ia., 16-20; Columbus, Kan., 22-27.
All American: Piney River, Va.
Amusements of America: *Samuel Generallo; (Fair) Cumberland, Md.; (Fair) Kutztown, Pa., 22-27.
B. Ams.: Macon, Mo., 15-17; Shelbyville 24-27.
Badger State: *A. Vomberg; Brainerd, Minn., 16-19.
Baker's United: *Helen Hively; (Fair) Wabash, Ind.; (Fair) Boswell 22-26.
Bee's Old Reliable: *Raymond C. Huls; (Fair) Brodhead, Ky.; (Fair) Brandenburg 22-27.

Circus Routes

Atterbury: Minneapolis, Minn., 15-21; Fort Wayne, Ind., 25-31.
Clyde Beatty-Cole Bros.: *Buster Odle; Lafayette, Ind., 15; Kokomo 16; Marion 17; Muncie 18; Shelbyville 19; Middletown 20; Louisville, Ky., 21-22; Owensboro 23; Henderson 24; Paducah 25; Hopkinsville 26; Clarksville, Tenn., 27.
Clyde Bros.: (Stadium) Fort Dodge, Ia., 16-18; (Veterans' Aud.) Des Moines 20-21.
Cole: *H. Walters; Fairmount, Ind., 15.
Cristiani Bros.: Detroit, Mich., 15-21.
DeLock's: *W. K. DeLock; Hayti, S. D., 16.
Duke of Paducah: *T. Ayers; Glasgow, Ky., 15; Cookville, Tenn., 16; Carthage 17; Centerville 18; McKenzie 19; Caruthersville, Mo., 20; Paragould, Ark., 22; Jonesboro 23; Blytheville 24; Osceola 25; West Memphis 26; Helena 27.
Hagen Bros.: Buck Leahy; Toronto, O., 15; Wooster 16; Galion 17; Bellevue 18; Kenton 19; Piqua 20; Lakeview 21; Hartford City, Ind., 22; Lawrence 23; Valley Mills 24; Elwood 25; Warsaw 26; Elkhart 27.
Hunt Bros.: *J. Conley; East Northport, N. Y., 15; Lake Ronkonkoma 16; Rocky Point 17; Amagansett 18; Mastic 19; Brentwood 20; Belford, N. J., 22-23.
Kelly-Miller: *J. Smith; Pendleton, Ore., 15; La Grande 16; Baker 17; Ontario 18; (Fair) Emmett, Idaho, 19; Nampa 20; Mountain Home 21; Twin Falls 22; Rupert 23; Blackfoot 24; Malad City 25; Preston 26; Montpelier 27; Kemmerer, Wyo., 28.
King Bros.: *Eva Hinckley; Anaconda, Mont., 15; Butte 16; Bozeman 17; Livingston 18; Red Lodge 19; Lovell, Wyo., 20; Grey Bull 21; Thermopolis 22.
Kramien's, Stan, One-Ring: Corvallis, Ore., 19-20; Roseburg 21; Portland 22-28.
Mills Bros.: Pennsville, N. J., 15; Runnemede 16; Stone Harbor 17; Williamstown 18; Jamison, Pa., 19; North Wales 20; Dunmore 22; Wilkes-Barre 23; West Hazleton 24; Emmaus 25; Blandon 26; Bath 27; Newark, Del., 29.
Packs, Tom: (Stadium) Gulfport, Miss., 15.
Polack Bros.: (Halliwell Park) Pocateelo, Idaho, 15-16; (Fairgrounds) Chehalis, Wash., 19-20; (Exposition Park) Vancouver, B. C., 26-Sept. 5.
Ringling Bros. and Barnum & Bailey: (Fairgrounds) Salt Lake City, Utah, 16-17; (Cow Palace) San Francisco, Calif., 19-21; (Oakland Aud.) Oakland 23-24; (Cow Palace) San Francisco 26-28.
Strong, John A.: (Hillsdale Shop Center) San Mateo, Calif., 15-20; (Fair) Roseburg, Ore., 23-27.
Wonder Bros.: (Fair) Woodland, Calif., 18-21; (Fair) Gridley 25-28.
Belle City: (Fair) Iron River, Mich., 15-17; Ironwood 18-21; Ladysmith, Wis., 22-24; Weyauwega 25-28.
Bernard & Barry: *B. Mallins; (Fair) Sorel, Que.
Big State: *Jos. Sima; (Fair) Beeville, Tex.; (Fair) Fredericksburg 23-28.
Blue Grass: *J. T. Richards; (Fair) La Porte, Ind.; (Fair) Frankfort 21-27.
Blue Valley: *H. L. Conwell; Appleton City, Mo., 18-20.
Brodbeck-Schrader: *B. Smitt; (Fair) Kinsley, Kan.
Brown, Al: *J. Brown; (Fair) Aitkin, Minn., 15-17; (Fair) St. Cloud 19-21; Albany 22-23; (Fair) Alexandria 24-27.
Buck, O. C.: *R. Edmonds; (Fair) Elmira, N. Y.; (Fair) Malone 29-Sept. 3.
Burkhart, Carl: *G. W. Cain; Osceola, Ia.; Windsor, Ill., 22-27.
Byers Bros.: *James L. Reed; (Fair) Dubuque, Ia., 17-21; (Fair) Monticello 23-27.
Capell Bros.: Alamogordo, N. M.; Las Cruces 24-25.
Capital City: *C. C. Miller; (Fair) Barbourville, Ky.
Carl, A. J., No. 1: *Mrs. A. J. Carl; (Fair) Cheboygan, Mich.
(Continued on page 60)

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

Miscellaneous

Libo & Labo Attrs.: Depere, Wis., 16-21; Sturgeon Bay 23-28.
Lone Star Supply: Canyon, Tex., 15-20.
Majestic Showboat (Indiana U.): Ownesboro, Ky., 14-15; Rockport, Ind., 16; Lewisport, Ky., 17; Troy, Ind., 18; Tell City 19; Cannelton 20; Cloverport, Ky., 21; Derby, Ind., 22; Wolf Creek, Ky., 23; Leavenworth, Ind., 24; Mauckport 25; Brandenburg, Ky., 26; West Point 27.
O'Day, Marie, Palace Car: Elsberry, Mo., 16-20; Bowling Green 23-27; Farmington 31.
Schaffner Players: Vandalia, Mo., 15-21; Paris 22-28.
Sun Players: Guthrie Center, Ia., 15-19; Fontanella 20-24; Corning 25-30.

FOR SALE
One 1950 Ideal Streamlined Allan Herschell Carousel, 36' dia., 3-abreast jumping aluminum horses, two chariots. One 1949 #5 ELI BRIDGE Ferris Wheel, steel seats. One 1955 Mangels Kiddie Whip, all in A-1 mechanical condition. Can be seen in operation in BALTIMORE week of August 12 to 20. PRICED FOR QUICK CASH SALE. $15,000.00.
FRANK J. KARLE & CO.
845-47 N. Gay St. Baltimore 5, Md.

AMERICA'S FINEST SHOW
POSTERS
WRITE FOR 1960 DATE BOOK
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

BING-O-RENO
THE MAGIC OF BINGO IN A SKILL ROLL GAME.
For further information:
SIEDEL AMUSEMENT MACHINE CO.
4209 Farragut Road Brooklyn 3, N. Y.

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

AVAILABLE
MERLE KILGORE
Star of La. Hayride
Hot on Billboard and Cash Box C&W charts. Five-people revue, music, magic and comedy. Contact
BUSTER DOSS
PL 4-8696 Waco, Texas

ARCHIE GAYER
has AVAILABLE NOW
For Fairs, Midways, Celebrations
SPORT MATTHEWS WILD ANIMAL CIRCUS
Lions, Pink Elephant, Ponies, Circus Acts
NOW PLAYING WISCONSIN STATE FAIR
Aug. 19 thru Aug. 28
AVAILABLE AFTER THIS DATE
You are invited to come in and see this major attraction—now showing. Have everything necessary to set-up anywhere. Brand new front tent—transportation—lighting—etc. Wire or phone now, if interested. All inquiries
ARCHIE GAYER
FUN-FARM, WISCONSIN STATE FAIR
Phone: GReenfield 6-3034, Milwaukee, Wisconsin

1 Roll .....$ 1.50
5 Rolls 4.50
10 Rolls 8.25
25 Rolls 18.75
50 Rolls 24.00
100 Rolls 44.00
Rolls 2,000 EACH
Double Coupons
Double Prices
No C.O.D. Orders
STOCK TICKETS
Size: Single Tkt., 1x2

TICKETS
of every description
Wheel tickets carried in Stock for immediate shipment.
THE TOLEDO TICKET CO.
Toledo 12, Ohio
"Allied Trades Union Label used"

Roll or Machine — Cash With Order Price SPECIAL PRINTED — Double Coupons Double Price
2,000 .....$ 7.40
4,000 ..... 8.75
6,000 ..... 10.10
8,000 ..... 11.45
10,000 ..... 12.80
50,000 ..... 24.00
100,000 ..... 38.00
500,000 ..... 150.00
1,000,000 ..... 290.00

www.americanradiohistory.com

Season Yields $$ For James H. Drew

By CHARLIE BYRNES

PORTLAND, Ind.—A combination of luck, weatherwise, and added earning power have combined to make it a good year for the James H. Drew Shows.

Jimmy (Georgia Boy) Drew, the congenial owner, pointed out here last week that the season as a whole for rides and shows, and mostly the former, is close to 20 per cent ahead of '59. In most cases rains have been early in the morning or late at night. New rides which have accounted for the increase are a Paratrooper, new Skooter and two new Eli Ferris Wheels.

Show was here last week at the Jay County Fair for the first time, moving here on an overnight trip from Valparaiso, Ind., one of the many long-time fairs on the route. Grosses were up sharply at Valparaiso due in part to special promotions which brought out bigger afternoon crowds. Then, too, in '59 the steel strike hurt most of Northwestern Indiana.

Show has been out since its April 8 opener at Gainesville, Ga. Two weeks playing a Knoxville, Tenn., shopping center produced good yields and were followed by a couple of weeks in Virginia and two more in West Virginia, A big week was scored at a still date on the Charleston, W. Va., fair grounds. Five weeks in Kentucky were good, with the Middlesboro Fair up 30 per cent and the Paintsville celebration a red one. Both have been re-signed for next year.

Frankfort, Ky., played still, was a profitable stand as were Petersburg, Ind., and Paris, Ill. From Portland the show moves to the Terre Haute, Ind., fair, then the Johnson City, Tenn., fair and a circuit of southern fairs, including the Augusta (Ga.) Exchange Club Fair. At the latter, Drew will merge with Al Kunz's Heth Shows and book additional attractions.

Mouse Joins

Here in Portland the show had two Ferris Wheels, a Jenny, Scrambler, Roller Coaster, Skooter, Paratrooper, Go-Karts, Tilt-a-Whirl, Octopus, Roll-o-Plane, Rock-o-Plane and eight Kid Rides. Happy Powelson's Mad Mouse joined here as did Joe Sciortino with a girl revue. On the back-end are the Drew Glasshouse and Funhouse, plus illusions and snakes.

Visitors at Petersburg, Ind., included Johnny Portemont, LeRoy Crandall and Mr. and Mrs. D. P. Rumble. At Paris, Ill., they included Mr. and Mrs. Al Kunz, Ep Glosser, Earl Backer and Red Gentry, while at Valparaiso were Phil Cook, Sheik Lempart, Ralph Wilkerson, Euwell Taylor and Jack Kaplan.

Staff, in addition to Drew, has Mrs. Eula Drew, office; James H. Drew Jr., assistant manager; Henry Wright, office assistant; Frank J. Lee, general agent and press manager; A. J. Gray, lotman and 24-hour man; Bert Edward, electrician; Walter Crukenberger and C. Stone, mechanics.

Concessionaires include: Kruse, 2; D. Young, 2; Schafer, 1; MacCready, 2; Mr. and Mrs. Dobbs, 5; A. Hines, 4; Mars, 1; Evershore, 2; Butcher, 1; Smallwood, 1; Frank, 2; Alden Sparks, 7; Ralph Flanagan, Norman Anderson, bingo; U-2 Taylor, large glass pitch; George Bartley, 7; Eddie Edwards, 1; Hood, 3; Farrell, 2; Silverman, 1; Tossey, 1; Lee Moss, Diggers; Harvey Drew, 1; Ruby Wilson and Jimmy Drew Jr., 2; Maury Cohn, 1; Snow, 2; Parker, 3.

COME AGAIN? 19-YR. DUCAT IS REFUSED

MIDDLETOWN, N. Y. — As a rule, carnival offices don't mind redeeming unused tickets, but the one turned in at the How-Reit Shows last week, while playing the Orange County Fair, has something different about it. Louis Scherer, secretary, did a double-take on reading the face: Dutchess County Fair, Rhinebeck, N. Y." And then he did a triple-take when he turned it over, for it read: "1941." That, he decided, was going too far, and he respectfully declined to redeem it. (But he bought it for a quarter, just to show around.)

CARNIVAL CONFAB

WILLIAM H. (Bill) Snyder, long-time agent and press agent on the midway scene, has retired, according to a flash from Wilmington, N. C., where he had been covering the police beat and the city hall for one of the newspapers. During his years in the business he had been with a number of outdoor enterprises. . . . Speedy Marcus, long-time midwayite, has opened a Go-Kart track at Wisconsin Dells, the oval being on U. S. Highway 12, a couple of miles west of town. . . . Jimmy Drew Jr., 15-year-old son of James H. Drew, got his baptism in the management field when his dad sent him to the Salyersville, Ky., Centennial Celebration with a six-ride unit. The week's stand on the streets was a good one, Jimmy Sr. proudly reports. . . . Bob and Jerry Reid note that Ray Story has been appointed mailman and sales agent for The Billboard on Happyland Shows.

Recent social festivities on the Prell organization included a surprise stork shower for Anna May Myers in Red Lion, Pa., with Lillian Sylvester as the hostess. Guests included Josephine Barri, Mrs. Britt, Irene Burton, Ann Coleman, Mrs. Dixon, Eileen Dross, Hazel Davis; Emma Jean Duncan and daughter, Barbara; Faye Jeffries, Tiny Gardner, Thelma Gorman, Pat Gross, Thelma Liggett, Jo-An Poplin, Fay Prell; Mrs. McGuire and daughter, Janet; Sylvia Pincuss and daughter, Marilyn; Pinky Sylvester, Rita Sharpe; Alice Stevens and daughter, Judy; Rose, Ruth and Ruby Stevens, Marge Stevens, Florence Thompson and Mary Webb. Mother Glynn donated a case of soft drinks. . . . Jimmy Joe Cady, 15-year-old son of Mr. and Mrs. Jimmy Cady Sr., long-time midwayites, celebrated his recent birthday with a party. The Cadys are planning to hit the road with concessions soon.

Pearls from Royal American: Bob Parker, Carl Hanson and crew left the show at Regina but will be back on some independent midways later in the season. . . . E. S. (Ted) Webb also closed with his custard but will rejoin at his home town of Topeka. . . . Mrs. Emma Ludwig back with it after an illness. . . . John (Willie) Williams is handling the live pony ride operated by Frank Morrissey and Larry Davis, since the latter has been ill in Sarasota. Davis is scheduled to rejoin at Superior, Wis. . . . At Regina, Tom Blackwell's cookhouse was next to Leon Claxton's show, and the eaters enjoyed the music. . . . Willie Green, jewelry salesman, left the show at Regina to return to his Winnipeg base. . . . Guy Gardner, assistant office secretary, was joined by his wife and two daughters, Lynn and Judy, for three weeks. They drove 2,600 miles from Tampa to Regina. . . . Mrs. J. Lusk marked her 47th year as a concessionaire in Canada, and her daughter, Mrs. Danny Hanian, who marked 40 years, celebrated with a party. . . . Personnel were saddened at news of the death of Johnny Glover in Tampa. He had been a ride operator and his wife a cashier for many years. . . . Johnny Manzat left his car with his wife's nephew. The latter got a parking ticket and mailed it to Manzat. . . . Pat Dignan extolled the shows in a talk before the Regina Lions Club. *Charlie Byrnes*

★ ★ ★

Jim Sakobie Sr., veteran concession operator who recently left the Heth Shows, is doubling these days between Cincinnati, where he is vacationing, and Connersville, Ind., where he plans to launch a pizza-pie emporium. Jim, who is maintaining headquarters at the Carrousel Motel here, is putting in his spare moments handling the personal managment of singer Mary O'Brien and dancer Brenda Hollis, night club performers working out of Cincy. . . . Marvin Hellen, who recently switched from hanky pank operation to the photo business, reports that the new venture is getting him the long green at Midwestern fairs. . . . William G. Catlett, former show owner and this season concessionaire and ride operator on the Heart of America Shows, has sold out his interests on the show to return to his home in La Feria, Tex. Catlett sold his popcorn trailer to show owner Ted Cory, and his major ride, the Traveler, to Pat Patterson, concessionaire on the show. *Bill Sachs*

Mac McCall, formerly with Lawrence Greater and later with the Buck show, made Middletown, N. Y., with Pat Reithoffer's rides. . . . Tiny (Six-Cat) Borodoid, of Dick Marchant's concessions, is engaged to his agent, Ellie, with the wedding set for November. Marchant's operation on the O. C. Buck Shows is overseen by Jack (Georgia Boy) Beck. . . . Slim April is disposing of two major rides stored in Middletown, Conn. . . . Paul Goldfarb is making 18 fairs with novelty stands, his most extensive route ever. He bought a 24-foot mobile home recently from Johnny Canole. . . . Maxie (Hat King) Sonn has removed his mustache; too many autographs to sign.

Al Howard's office trailer nearly burned at the Middletown Fair. A sick ride man was bedded on the office couch and fell asleep while smoking. It caught fire and was destroyed. . . . Morris Brown added a house trailer concession office on How-Reit Shows. . . . Maxie Sharp made the Jacktown Fair with Penn Premier Shows, then rejoined the Prell midway. . . . Abe Wolfert has stored his lamp pitch and is agenting for Alton Pierson at Palisades (N. J.) Amusement Park. *Irwin Kirby*

Fred O'Neill, who operates rides and concessions at Como Park, St. Paul, reports his season at the park is way up over last year. In addition, O'Neil has a concession unit playing smaller fairs in Wisconsin and Minnesota. Starting at the Minnesota State Fair, O'Neil will take out his No. 1 concession unit and following that he has concessions booked at the Kansas State Fair, Topeka; Oklahoma State Fair, Oklahoma City, and the Louisiana State Fair, Shreveport. . . . Bruce Peacock, correspondent for The Billboard in Regina, Sask., renewed many old acquaintances and friendships when the Royal American Shows played the Regina Exhibition. Bruce has been correspondent for The Billboard for over 30 years. *Frank Joerling*

★ ★ ★

FLASHBACKS: 10 Years Ago—Officials of Vivona's Amusements of America and Prell's Broadway Shows announced they would merge to play a route of Southern fairs with 17 rides, 12 shows and 50 concessions. . . . John T. Hutchens' Modern Museum joined Alamo Exposition Shows. . . . Glen Porter's torture unit joined World of Mirth Shows for the Ottawa fair. . . . A. L. (Dinty) Moore, Arcade operator, reported he had settled down on his 200-acre farm near Corpus Christi and was busy fishing. . . . Visitors to Gem City Shows at the Danville, Ill., fair included Al Sweeney, Billy Senior, Walter Leahy, Mr. and Mrs. Frank Welsh and Wendell Goodwin.

DEGGELLER AMUSEMENT CO.

NOW BOOKING FOR THE FOLLOWING FAIRS

AUG. 30-SEPT. 3 BOURBON, IND. SHOWS—GAMES DIRECT SALES	SEPT. 20-23 DOVER, OHIO SHOWS MAJOR RIDES	SEPT. 12-17 GAINESVILLE, GA. GAMES—SHOWS DIRECT SALES
SEPT. 12-17 WELLSVILLE, OHIO FIREMEN'S CONVENTION —SHOWS—	OCT. 3-8 ELKINS, W. VA. MAJOR RIDES SHOWS—GAMES	SEPT. 26-OCT. 1 LA GRANGE, GA. SHOWS—GAMES DIRECT SALES

Write

DEGGELLER AMUSEMENT CO.

ROUTE 4, SHELBYVILLE, INDIANA, or wire

Lucasville, Ohio, Aug. 16-20; Marion, Ohio, Aug. 20-26.

Want GATTO AMUSEMENTS Want

White Stone (Va.) Firemen's Celebration, Aug. 17-27.
Victoria (Va.) Firemen's Celebration, Aug. 29 to Sept. 3.

Kenbridge (Va.) Firemen's Celebration, Sept. 5-10.
Amelia (Va.) Fair, Sept. 13-17.
Lawrenceville (Va.) Fair, Sept. 19-24.

Followed by two big fairs In Virginia, then South for the Winter!

SHOWS: Side Show, Family Shows, Girl Shows. RIDES: Octopus and set of Kiddie Rides. CONCESSIONS: Bingo (Paul Botwin, get in touch), Candy Floss, Custard, Hanky Panks, Alibis, P. C. Joints. Agents for Hankies, Buckets, Head for Count & Pin Stores. HELP: Second Men on all rides; prefer semi drivers. Up-and-Down Concession Help (semi driver). Show Electrician. All replies:

ROXY GATTO—WHITE STONE, VA.

Copyrighted material

www.americanradiohistory.com

REITHOFFER

The Aristocrat of Shoe Business

In Business Over 50 Years

Want for the following fairs: Rhinebeck, N. Y., August 26-31; Schaghticoke, N. Y., September 1-6 (Labor Day); Bloomsburg, Pa., September 26-October 1; closing at the Great Mineola, N. Y., Fair, October 7-16.

WANT CONCESSIONS of all kinds; Hanky Panks and Alibi Stores, Eats, Waffles, Ice Cream Dip, Popcorn, Jelly Apples, Floss, Snow Cones.

SHOWS: WILL GIVE SIDESHOW A GOOD PROPOSITION FOR THE ABOVE FAIRS. Will book any Grind Show. No Girl Shows.

RIDES: Can use Wild Mouse, Paratrooper, Sky Wheel, Roto Jet. Sabrine, contact me immediately.

Contact AL HAMID or PAT REITHOFFER only for the above fairs.
Will be on the lot in Rhinebeck and Bloomsburg week in advance; phones in Reithoffer office.

ART B. THOMAS SHOWS

Want for Colorado State Fair, Pueblo; North Central Kansas Free Fair, Belleville; South Dakota State Fair, Huron; Great Clay County Fair, Spencer, Iowa; Corn Palace, Mitchell, S. D., and the National Dairy Cattle Congress, Waterloo, Iowa.

RIDES: Flying Coaster or 1 more Major Ride not conflicting.
SHOWS: Can place all types of Grind Shows. Especially want large Funhouse.
CONCESSIONS: Can place Hanky Panks of all kinds.
HELP: Want Foremen immediately for Rock-o-Plane, Roll-o-Plane and Tilt-a-Whirl. Can use Second Men who drive, on all Rides.
Bill Cowan wants Agents of all kinds. Join at Riverton, Wyo., Aug. 16-19.
Slim Kroger wants Alibi and Hanky Pank Agents to join at Riverton, Wyo.
Geo. Lane wants Picture Frame, Ball Game and Alibi Agents to join at Littleton, Colo.
All others contact BERNARD THOMAS, MGR., Riverton, Wyo., Aug. 16-19.

AMUSEMENTS of AMERICA

A STAR SPANGLED MIDWAY

WANT! Kutztown (Pa.) Fair, Aug. 22-27.
Matamoras (Pa.) Firemen's Celebration, Aug. 29-Sept. 3.

WANT! Gilbert (Pa.) West End Fair, Aug. 30-31.
Lehighton (Pa.) Fair, opens Sunday, Sept. 4-10.

WANT!

SHOWS: Feature Freak for Side Show. Armless Pinkie and Louise the Spotted Girl, contact immediately! Also, Working Acts for Side Show. Want Glass House, any Family-Type Show.

Concessions: Hanky Panks of all kinds. Eating and Drinking Stands. Can place experienced Agent for Cigaret Pan or complete crew.

Help: Tony Mason wants Mechanic's Helper, Boss Canvasman, Up-and-Down Help. Also two Exotic Dancers for revue. EVERYBODY WRITE, WIRE OR PHONE

JOHN VIVONA or ART LEWIS Cumberland, Md., PA 4-9804 (until Aug. 20)

PENN PREMIER SHOWS

worlds • cleanest • midway

World's Largest Motorized Show

FAYETTE CO. FAIR, UNIONTOWN, PA., AUG. 22 TO 27

Over 100,000 attendance last year

Followed by Indiana Co. Fair, Indiana, Pa., Aug. 29-Sept. 3. This is the only large fair in the state of Pennsylvania that week. Fayette Co. Fair is a maiden spot for concessions. We have the contract, fence to fence, for the entire show for the first time in its history.

CONCESSIONS Hats, Novelties, Grab, Ball Games, Fish Pond, High Striker, Bear Pitch and all legitimate Concessions.

RIDES This is a tremendous ride spot. I need any Rides not conflicting, including Kid Rides, as our other Show is playing Somerset Co. Fair this same week. Low percentage. Guaranteed big grosses. Especially want Tilt, Octopus, Scrambler, Fly-o-Plane or any large Ride for this date.

SHOWS Can place Wildlife, Girl Show, Snake Show, Funhouse, Walk-Thru or any good Grind Shows not conflicting. Irene Burton, contact me.

Address all mail and wires to LLOYD D. SERFASS, Owner, PENN PREMIER SHOWS, Greensburg, Pa., or telephone Garfield 3-7900, Kecksburg, Pa. Phone in office. No collect calls accepted.

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

All the news of your industry every week in The Billboard...

GOODING AMUSEMENT CO.

Can Place Concessions

WASHINGTON C. H., OHIO
FAYETTE COUNTY SESQUI-CENTENNIAL
SEPTEMBER 11-18

Can place Hanky Panks and Direct Sales of all kinds. No Eats, Drinks or Novelties.

Write—GOODING AMUSEMENT CO.—Wire
R. G. CASHNER, Concession Mgr.
3200 Valleyview Drive Columbus 4, Ohio

James H. Drew World Fair Shows, Inc.

Washington County Fair, Johnson City, Tenn., Aug. 22 to 27; Scott County Fair, Oneida, Tenn., Aug. 29 to Sept. 3; and a continuous route of bona fide Southern fairs until mid-November.

Wanted—Family-type Grind and Bally Shows. Wanted—Experienced Ride Help and Workingmen in all departments. Note: This is a 20 ride show. Wanted—Merchandise and Outright Sale Concessions of all types. Good opening for Arcade, Custard, Pronto, Foot Long, Photo, etc. All address this week, Great Wabash Valley Fairgrounds, Terre Haute, Indiana.
NOTE: Ask information for James H. Drew Shows' number.

FRED'S PLAYTIME SHOWS

Want Concessions—Hanky Panks of all kinds; people with us before, contact. Want first-class Bingo. Want to book small Rodeo or Wild West for Sevierville, Tenn.; Jesse Reinhart, contact.

FRED CANTRELL, Mgr., Chatham Hill, Va., now.

Rich Valley, Va., or Chatham Hill, Va., this week; Bristol, Va., August 20-27; New Tazewell, Tenn., August 29-September 3; Sevierville, Tenn., September 5-10; Bland, Va., September 5-10; Canton, Ga., September 12-17; Lebanon, Va., September 12-17.

Merriam's Midway Shows

Need Concessions and Shows

Want 6-Cat, 1-Ball and all kinds of Hanky Panks.
Bill Tieman, come on.

Algona, Iowa, Aug. 16-19. Sac City, Iowa, and South Sioux City, Neb., to follow.

SOUTHLAND AMUSEMENTS

WANT — WANT — WANT — WANT

10 weeks of Fairs and Celebrations in the cotton and peanut country. Only one show each year in each town.

Will buy, book or lease Octopus, Coaster or Roll-o-Plane. Can also use two Kid Rides. Can place the following joints: Cork Gallery, Balloons, String Game, High Striker and non-conflicting joints. We only carry one of a kind.

Positively no flats, alibis or gypsies. Can use Bingo for six straight weeks starting Sept. 12th, including Dadeville, Ala., Fair and Luverne, Ala.

We are booked solid. Want to thank the fair secretaries from South Carolina and Georgia that wrote us for dates. Get in touch now for your '61 fair dates.
All replies to E. J. (ED) GORDON, Gen. Mgr., Ft. Gaines, Ga., week of August 15th.

IDEAL RIDES

Want Tilt, Scrambler, Rock-o-Plane and other non-conflicting major Rides and 1 or 2 Kiddie Rides for Northern Indiana's biggest Labor Day Fair at Bremen, Sept. 5-10. Heavy advance sale of ride tickets here. Also want Funhouse, Glass House or family-type Shows. CONCESSIONS: Arcade, Long Range, Short Range and legitimate Games. No alibis or camps.

HUB LUEHRS
Cullom, Ill., Aug. 17-20; Newman, Ill., Aug. 23-28.

GARDEN STATE SHOWS

Want for 4 State Firemen's Convention Middletown, Pa., Aug. 22-27; community field, Parades, etc. Want French Fries, Grab, Waffles, Walkaways, Stock Concessions of all kinds, family-type Shows. Can place Tilt & Octopus. All contact

R. H. MINER, Garden State Shows, High Bridge, N. J.

GREEN TREE SHOWS

NEED AT ONCE

Wheel Foreman and Second Men on all rides. Bill Hunter can place Grind Store Agents. All replies to JOHN M. HULS, Irving, Ky.

REID'S GOLDEN STAR SHOW

Wants for La Follette and Clinton, Tenn., Fairs and Fairs to follow in Georgia.
CONCESSIONS: Skillo, Razzle, Six Cats, Buckets and Hanky Panks of all kinds.
SHOWS: White and Colored Girl Shows or any family-type Show.
RIDES: Will book one non-conflicting major Ride and set of Kiddie Rides. Also need Foremen for Merry-Go-Round and Chairplane.
Address: La Follette, Tenn., this week.
ELMER REID, Owner and Manager. LESTER McGEE, Bus. Mgr.
J. Fennell no longer connected.

Copyrighted material
www.americanradiohistory.com

W. G. WADE SHOWS

UPPER PENINSULAR STATE FAIR
Escanaba, Mich.
Aug. 23 thru 28
— CAN PLACE —
Outright Sales of all kinds, Novelties—Jewelry—Grab—Snow—Popcorn—Ice Cream—Taffy, etc.

Have locations for 2 or 3 Grind Shows (depending on size) and one large Bally Show for the
MICHIGAN STATE FAIR
Detroit, Sept. 1 thru 11

Bill Hollingsworth needs Ride Help who drive semis.
D. WADE
W. G. WADE SHOWS
Mason, Mich. (Fair), all this week.
(Phone in office)

THOMAS JOYLAND SHOWS
Want At Once
CROWN POINT, IND.
August 20-27
Place Legitimate Concessions of all kinds—Balloon Darts, Basket Ball, Short Range Gallery, Pitches of all kinds, Hoop-La, Diggers, Derby, Jewelry.
Wanted — P. C. Agents and Hanky Pank Agents

Want Ride Help in all departments

Shows of all kinds
Jack Bunnell and Billy Costello, come on
Can place Penny Arcade
Bingo Countermen
Call
Call L. I. THOMAS, MGR.
Crown Point, Ind.
(Phone: 3660)

GIRLS—GIRLS
FOR GIRL SHOW
$100 a week and up.
Girl Show Talker on percentage.
Man and Wife for Girl Show on percentage.
Candy Pitchmen, 50-50. Wire
F. W. MILLER
c/o Schafer's Shows
Cedar Rapids, Iowa, Aug. 15-20

WANTED FOR
STATE FAIR OF TEXAS
DALLAS
OCTOBER 8-23
2 LEMONADE SHAKEUP STANDS
Must be outstanding and in keeping with high standards of this fair. Have two locations on main midway.
Contact JOE MURPHY
Fair Park, Dallas, Texas
(Phone: Hamilton 1-1210)

WANT
FUN HOUSE AND DARK RIDE
For Clanton, Alabama, Fair, Aug. 29 thru Sept. 3rd, with eight fairs to follow.
Want Free Act for Clanton.
H. S. (Tommy) Thompson or Lee Creson
LEE AMUSEMENTS CO.
Fairgrounds, Albertville, Ala., this week; following week, Columbia, Ala.

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

Marks' Switch To Lynchburg Hits Bonanza

Year's Best Week Results; 1st Fair Hit at Covington

COVINGTON, Va. — A last-minute switch in dates provided the Marks Shows with its best week of the season. Originally scheduled to go into Lexington, Va., it canceled and turned instead to Lynchburg, to show without auspices. It wound up a solid red one. The fair season got rolling here Monday (8).

Women and children were free-gated Monday (1) and a nice crowd responded. On Friday and Saturday (5-6) they were really packed in. When gate figures were checked and freebies estimated, owner John Marks figured close to 30,000 attendance on the week.

Plenty of paper was up in the Madison Heights area, there was heavy newspaper advertising, and three Piggly Wiggly supermarkets co-operated with half-page ads and free kids' tickets. Marks has played Lynchburg for many years and the show has plenty of friends there.

Spread at the opening fair here was a big one. Bob Edwards and George Edwards are each joining with two rides, bringing the total to 22 majors, 7 kid rides, 9 shows, Marks' biggest assortment in years.

Harold Wetherbee's two Girl Shows snared good business both in Charlottesville, Va., and Lynchburg. Joseph's new Scrambler and the office-owned Skooter vied for top money among the rides. Back end currently has Rock 'n' Roll Show, Club 17 Revue, Hot Spot Follies, Earl Meyer's Side Show, Wetherbee's Monkey Show, Dennis' Snake Show, Jim House's Big Steer Show, the Funhouse, and Congo's Zombie Show.

Earl Walsh Dead at 50

MIAMI—Funeral services were held here recently for Earl B. Walsh, who for years had toured several matchstick models at fairs and on carnivals. Walsh, who was 50, died here after a lingering illness.

During his career in the business he built over a half dozen of the models. His latest had been Cathedral City and the Ten Commandments, which moved in large trailers. These he sold two months ago to William B. Whitfield.

He had moved to Miami about eight years ago from Rockland, Me.

MUNCIE, Ind.—A ruling on whether the Indiana Hasbrook Law, barring gambling, applies to games concessions, will be made sometime in the future by a judge from outside Delaware County.

A neutral judge was selected here Monday (8) but no date for the hearing was set. A determination of the issue was set after the Hasbrook Law, passed originally by sponsors who sought to ban slot machines and pinball games, was invoked to terminate midway games at the recent Delaware County Fair.

The county prosecutor invoked the law and the games were closed. Fair officials sought an injunction and Circuit Court Judge Alva Cox issued a restraining order and the games were reopened.

W. G. Wade Shows were on the midway at the fair here.

MORRIS HANNUM SHOWS
Huntingdon County Fair, Huntingdon, Pa., Aug. 22-27; Fulton County Fair, McConnellsburg, Pa., Aug. 29-Sept. 3; Juniata County Fair, Port Royal, Pa., Sept. 5-10.
SHOWS: Three nice weeks in a row for Girl Show with good equipment. Can place Wild Life or any good Animal Show with own equipment. Unborn, Arcade, complete Sideshow wanted.
CONCESSIONS: Popcorn, French Fries, Photos, Hats, Jewelry, all Eats and Drinks open. Ball Games, Pitches, all Hanky Panks and Alibis open. Can place Rat Game, Pan Game and Pill Pool.
HELP: Experienced Men who drive for all Rides, especially Octopus and Comet. Countermen wanted for Mack's Bingo.
All replies to MORRIS HANNUM
Lykens Hotel, Lykens, Pa. Phone: GL 3-7124

HUNT AMUSEMENT CO.
Want for Paris, Tenn., Fair, Aug. 15-20; Huntingdon, Tenn., Fair, Aug. 22-27; then Clarksville, Tenn., Fair, Aug. 29-Sept. 3, and all County Fairs to follow.
BINGO AND FAMILY TYPE SHOWS
Can place three flashy Kid Rides for season
Can place Girl Shows at Huntingdon, Tenn. Mr. McKelvey, please contact.
Can use all Hanky Panks. Will place Auction, Pitchmen, Novelties and most straight sales.
Will place any Major Ride not conflicting such as Rock-o-Plane, Flying Coaster, Chairplane, Helicopter and Round-Up.
Can use Ride Help who drive semis at all times. Especially need Tilt Foreman and Scrambler Second Man.
Contact us as per route.

GRAND AMERICAN SHOWS
WANT FOR BIG COUNTY FAIRS IN IOWA
Marshalltown, Central Iowa Fair, Aug. 19-23; Cresco, Aug. 25-28; Madrid Celebration and Ottumwa Labor Day, Sept. 3-5; Putnam County Fair, Unionville, Mo., Sept. 6-9. Fairs and Celebrations to follow.
Want Grind Shows with own equipment. Will furnish show truck front, top, seats and sound for any type show.
Want Concessions: Photos, Pitches, Hanky Panks, Long and Short Range, High Striker, Juices, Cookhouse and Grab.
Want one or two Major Rides, Round-Up, Flying Scooter, Spitfire and Dodgem for Central Iowa Fair, Marshalltown, Aug. 19-23.
Want Ride Help, Foremen for Tilt, Rock-o-Plane, Octopus and Merry Mix-Up and Second Help on all Rides.
Ace Benton wants Nail and Razzle Agents.
All replies to L. O. WEAVER, Mgr., Hardin Co. Fair, Eldora, Iowa, now.

FOR SALE
Barbecue Truck and Trailer.
Fully equipped, ready for work.
Write or wire
EDDIE DAVIS
354 Haverhill St., Lawrence, Mass.
Phone: MU 6-5443

BUFF HOTTLE SHOWS
WANT FOR BATESVILLE, ARK., SEPT. 5-10
Hanky Panks of all kinds that work for stock. CAN PLACE BINGO FOR BATESVILLE ONLY. ALSO COOKHOUSE FOR BATESVILLE ONLY. NEED FAMILY-TYPE SHOW FOR BATESVILLE. Can use one more major Ride not conflicting for 3 weeks, starting Maplewood, St. Louis, Mo., Aug. 29; Batesville, Ark., and Magnolia, Ark., to follow. Need Ride Men who drive. Now playing Jackson, Mo., and Midway Picnic, East St. Louis, Ill. ALL REPLY: BUFF HOTTLE, MGR., Jackson, Mo.

WANTED
DUE TO DISAPPOINTMENT
10-Ride Show
for one week
Write YAZOO COUNTY NEGRO FAIR ASSN.
YAZOO CITY, MISS.

SUNSET AMUSEMENT CO.
FAYETTE COUNTY FAIR, WEST UNION, IOWA, AUGUST 22-26;
WASHINGTON COUNTY FAIR, ARLINGTON, NEBR., AUGUST 29-SEPT. 1;
DAYTON, IOWA, 3-DAY LABOR CELEBRATION, SEPTEMBER 3-4-5.
Can place Cookhouse, Foot Longs, Custard, Ice Cream, Pronto Pups, Ball Games, High Striker, Pitches, Six Cats, Buckets, Picture Frames, each with Hanky Panks. Arcade now open. Want Photos, Age and Weight and Hanky Panks. Ride Men with chauffeur's licenses. No cars and sober.
ADDRESS: Webster City, Iowa, this week; West Union, Iowa, next.

MOTORDROME FOR SALE
Only 2 years old. Complete and in operation. Can be seen at Weymouth, Mass., Fair, Aug. 14-20, or Marshfield, Mass., Fair, Aug. 21-27. Using Harley-Davidson motorcycles with my own special 101 Indian Front Ends. This is no lumber pile or junk motorcycles. Price, $1,500. Cash only. No deals. Photos, 25¢ each.
LUCKY THIBEAULT
721 Plain St. Brockton, Mass.

PETER PAUL AMUSEMENTS
WANT FOR MOUNT AYR, IOWA, FAIR
Starting Wednesday through Saturday, Aug. 17-20
Can use Jewelry, Pitch-Till-You-Win, Age and Weight, Striker and any Prize-Every-Time Concession, also Alibis working for stock. Diggers, who called, come on. Want any Grind or family-type Show. Want one or two more major Rides, Second Man on Wheel, also Kiddie Ride Help. All joining now given preference for seven fairs. Contact
MANAGER, Fairgrounds, Bedford, Iowa, until Tuesday, August 16; then contact MANAGER, Wednesday, at Mount Ayr, Iowa.

Copyrighted material

www.americanradiohistory.com

WANT FOR
Montague, Mich., Home Coming
AUGUST 16 THRU 20

Followed by Evart Free Fair, Aug. 22-27, followed by the biggest Labor Day in Michigan, 7 big days and nights, Aug. 30 thru Sept. 5, Labor Day at Manton, Mich.

Want Concessions of all kinds that work for stock. Will sell "X" on Big Cookhouse. Bill Christie, contact. Want Scales, Jewelry, Root Beer, Snow Cones, French Fries, Photos, Glass Pitch and I Got It. Want Grind Shows or 10-in-1. Can use Ride Help on all rides. Can use Wheel Man capable of handling two Wheels.

All replies to DE LUXE RIDE CO., Montague, Mich., this week.

NEW WORLD OF PLEASURE SHOWS
U.S.A.'s BRIGHTEST MIDWAY!

DUE TO DISAPPOINTMENT, CAN PLACE SCRAMBLER IMMEDIATELY, OR ANY OTHER NON-CONFLICTING MAJOR RIDE, LOOPER, TWISTER, CATERPILLAR.

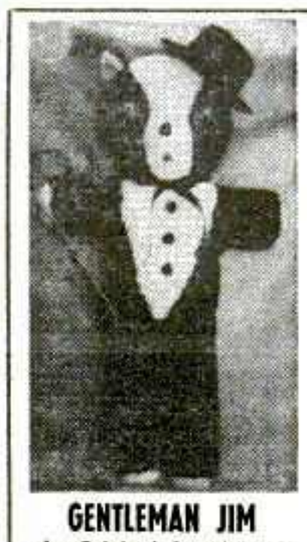
SHOWS: Want family-type Grind Shows. No Girl Shows. Can use Motordrome.

CONCESSIONS: Want Hanky Panks of all kinds. Contact

BUD DAVIS
Carmi, Ill., Fair, this week;
Princeton, Ind., Fair, next.

or

JERRY VINSON
Coldwater, Mich., Fair, this week;
Alpena, Mich., next.



GENTLEMAN JIM
An Original Creation of
KNOX KREATIONS, INC.
114 W. Jackson Ave.
KNOXVILLE, TENN.
PATENT APPLIED FOR

CONCESSIONAIRES & DISTRIBUTORS

MEET "GENTLEMAN JIM"
DRESSED IN THE BEST

This original creation, plus a beautiful assortment of other quality PLUSH TOYS, in assorted sizes and colors, manufactured exclusively for, and distributed by:

SHOWMEN'S SERVICE ASSOCIATION, INC.
AND
CARNIVAL SUPPLY COMPANY, INC.
114-116 W. JACKSON AVENUE
KNOXVILLE, TENNESSEE
PHONES 2-5149—2-5140

Prices on request

SPECIAL DISCOUNTS TO SSA MEMBERS AND QUANTITY PURCHASERS.

JIMMIE CHANOS SHOWS
WANT FOR GERMANTOWN, OHIO, FIREMEN'S STREET CELEBRATION

Want legitimate Concessions of all kinds, Fish Pond, Pitch-Till-You-Win, Basketball, Jewelry, High Striker, Waffles, Custard, Ball Games of all kinds or any other legitimate Concessions. Want Shows with own outfits. Fairborn, Ohio, Celebration follows. All replies:

JIMMIE CHANOS SHOWS, Kendallville, Ind., Fairgrounds.

SHOWS RIDES
CAN LOCATE AT SOUTH'S BEST FAIRS
MEMPHIS DALLAS
Sept. 23 to Oct. 1 Oct. 7-23

Memphis Is the South's Best Ride Spot.
SIDE SHOWS — BIG REVUE — GRIND SHOWS
Get a Season's Work at Memphis and Dallas.
Will be at Hotel Sherman, Chicago, until August 28; Wade Shows, Detroit, Mich., Sept. 2-3-4-5; c/o Western Union or General Delivery, Louisville, Ky., until September 9; thereafter, Memphis Fairgrounds (Phone: BR 5-5020, call around noon).

CLIF WILSON

GOLD MEDAL SHOWS
WANT FOR TWELVE MORE FAIRS WANT

Operator for our own Girl Show—must have two or more girls. Will book Wildlife, Snake Show, Motordrome or any other family-type Show. Bull Martin, contact. CONCESSIONS—Want Long and Short Range Gallery, Pitch-Till-You-Win, Custard, Novelties, Cigarette Shooting Gallery, Ball Games and Hanky Panks of all kinds. Good opening for Penny Arcade. Want Legal Adjuster with Concessions for #2 Show. Want Billposter who can join at once. HELP—Can place experienced Roller Coaster and Kiddie Ride Foremen; top salary. Can always use good Ride Help. Contact JOHNNY DENTON, Hendersonville, N. C., this week; Clarksville, Ga., next week.
P.S.: Can place experienced Digger Operator.

WANT
GENERAL AGENT
With car, who is capable of booking 10-ride Show into Shopping Centers from St. Louis, Mo., south. Work year around. Also need Foremen for Wheel and Jenny. Must drive.

FIDLER'S UNITED SHOWS
Contact CARL ZIMMERLI, 4152 Juniata St., St. Louis 16, Mo. Phone: PRospect 6-6834. No collect calls.

TATHAM BROS. SHOWS
Get your winter Bank Roll here

Last big fair in Illinois; Bond Co. Fair, Greenville, Ill., Aug. 22-27. Horse Races, Motorcycle Races, Hell Drivers Thrill Show, Radio and TV Barn Dance Show and many more to make this one big. CONCESSIONS: Want all Legitimate Concessions that work for stock. No flats or Gypsies. Join now, we never close. Have all the good ones, no blanks. Phone BILL TATHAM, TW 2-3234, Piggly Wiggly Shopping Center, Rantoul, Ill., Aug. 14-17, then Greenville, Ill.

DOROTHY MILLER COHN
NEEDS GENERAL HELP AND BALL BOYS FOR LONG RANGE BUCKETS. GOOD PAY.

CALL Hotel Androy, Superior, Wis., this week; or apply Royal American Shows, Fairgrounds, Minneapolis, Minn., next week.

FOR SALE
Long Range Gallery mounted on 2½ ton truck with 12 rifles. Fine condition.
Photo Gallery complete with brand new 10'x10' top and frame.
2 Pick-Up Truck Tops.
Will be at 10 Holbrook Rd., North Weymouth, Mass., till Aug. 20. Will sell to the best offer.
THORNTON E. HOAR

GIRLS—TALKER—GIRLS
NOW ENLARGING FOR MAJOR FAIR ROUTE.

Can place five more young, attractive Girls with or without experience, also Act such as Dance of Lovers, Jungle or any unusual and sensational Dance. Want Talker, one experienced, sober, reliable, well-dressed Girl Show Talker. We pay top money for top men. Do not misrepresent. Our route includes Lincoln, Nebr.; Tulsa, Okla.; Amarillo, Lubbock and Waco, Texas. Want to hear immediately from Norman and Ava Deveraux and Bob and Barbee Hanson. Answer to MIKE MILLER, c/o Wm. T. Collins Shows, Owatonna, Minn., Aug. 16-21; Albert Lea, Minn., 22 to 25, then Sioux Falls, South Dakota.

DICKSON UNITED SHOWS
WANT WANT WANT

Novelties, Ball Games, Pitch-Till-You-Win, Photos, Hanky Panks of all kinds and Straight Sales. Will book all Rides not conflicting. Tallmadge, Ohio, Aug. 18-20, then the biggest American Legion Celebration in Ohio to follow at Akron, Ohio. All fairs and celebrations to follow. Out until Nov. 30. All wires and phone calls to
DICKSON UNITED SHOWS
Attica, Ohio, Fair until Aug. 17.

JOE SHESSER
Wants Help for Al Dorso's Bingo. Truck Drivers, Bingo Callers, Counter Help for Sedalia, Mo., with Gooding Amusement Co., Aug. 20-28.

GIRLS WANTED
For Girl Show
Salary starts at $100 week. Pay every night.

JOE SCIORTINO
c/o James H. Drew Shows, Terre Haute, Ind., this week;
c/o W. G. Wade Shows, Escanaba, Mich., next week;
followed by Detroit.

KING EXPOSITION SHOWS
Want for Sandusky, Mich., August 16-20; Armada, Mich., August 25-28, and Atlanta, Mich., 31-Sept. 3.

Concessions that work for stock, Straight Sales and family-type Shows. Can use Ride Help who drive for 16 office-owned Rides. Wire for reservations:

c/o FAIR GROUNDS AS PER ROUTE.

JACK COOK
WANTS
Alibi and Hanky Pank Agents.
Wire or come on.
Rantoul, Ill., this week; Princeton, Ill., next week.

RUMBLE RIDES
BIG LABOR DAY CELEBRATION
PETERSBURG, INDIANA, SEPTEMBER 3-4-5

Want for above celebration ONLY: Bingo, Major Cookhouse, Grab, Shows, Concessions and Straight Sales, also non-conflicting Major Rides for Petersburg and Madisonville, Ky., Fair, September 22-27.
Will buy good S. & S. Chairplane.
D. P. RUMBLE, Providence, Ky., this week.

BIG STATE SHOWS
WANT WANT WANT

Hanky Panks of all kinds. Will book Bingo, Novelties, Buckets, Swingers and Coco Joints for Fredericksburg, Boerne, Sequin, La Grange, New Braunfels and Port Lavaca, all Texas fairs. NO Flat Stores for these six fairs. Book Fun House or any ride that doesn't conflict and any show with own equipment. Mrs. Graves wants Help in Cookhouse. Wire

ANNA MOORE, Beeville, Texas, this week.

BINGO WANTED
Week Aug. 22, Stonefort, Ill., Old Settlers and Sailors' Reunion. Good Bingo spot. Can use legitimate Concessions. Pete Fossom wants Agents for Nickel Roll and Ball Game.

MIDWAY OF MIRTH SHOWS
Sandoval, Ill., this week; Stonefort, Ill., next.

WANTED—SIDE SHOW ACTS—WANTED
Relief Caller, good Novelty Acts and one good Freak. Justin Wagner and Penguin Girl, answer. Possible work all winter. Address:

PETE KORTES
c/o Siebrand Bros.' Shows, Livingston, Mont., Aug. 15-20; Pocatello, Idaho, 21-27; Boise, Idaho, Fair, Aug. 28-Sept. 3.

Copyrighted material
www.americanradiohistory.com

M. D. AMUSEMENT SHOWS

Want for Cobbleskill, N. Y., Fair, Aug. 24-28

All Shows and Rides not conflicting.
Can place a few more Hanky Panks. Have limited space available.
All replies:

MIKE DEMBROSKY
Jamestown, N. Y., Sesquicentennial.

GEORGE LANE

Can place for the U. S. tour with Art B. Thomas Shows, starting at Colorado State Fair, Pueblo, Aug. 22-27.

Want Agents for Bear Pitch, Spot Pitch, Hoopla, Break The Record, Set Joint, Cigarette Block Help, also Alibi Agents who know how to throw stock.

Littleton, Colo., Aug. 16-20.

GIRLS—GIRLS—GIRLS

ENLARGING FOR 16 FAIRS

Want Strippers, Exotics. Salary no object. Pay every night if desired. Will teach willing beginners. Following contact: Cindy, Fay, Kay, Marcella, Shirley, Candy and Tatti Jean.. Can use one Ticket Seller. Must drive.

JOE MOONEY, c/o Skerbeck Shows
Mt. Pleasant, Mich., this week; Caro, Mich., next week.

WANT ***WANT*** ***WANT***

CAPELL BROS. SHOWS

Foremen and Ride Help on all rides. Top salary. Want experienced Operator for Cookhouse and Grab. Place Stock Concessions of all kinds. Those joining now given preference at our Arizona Fairs. Show people in all departments, come on. Can place Special Agent. Must have car and single. Address:
DOC CAPELL, Mgr., Alamogordo, N. Mex.; Las Cruces, N. Mex., Aug. 24-28; Deming, N. Mex., Aug. 31-Sept. 4.

Warren County Fair, North Creek, N. Y.

Aug. 26-28

Want Hanky Panks, Striker, etc. One of a kind.

ROBERT D. KELLOGG AMUSEMENTS, INC.
Stillwater, New York Phone: Morris 4-5273

WANT HELP FOR POPCORN WAGON

Man and Wife. Those who have worked for me before, contact. Billy and Pat McMasters, get in touch. Steady work until mid-November. All Fairs.

BILLY COOPER
Cumberland, Md.; then Kutztown, Pa.

LOUIS A. BELL

WANTS

Alibi Agents, Agents for Short and Long Range Buckets, Picture Frames, Bear Hoop-La, Swinger, Tip-Up Coke. Capable Party to take over Crazy Ball, good Proposition. Address:
c/o WORLD OF PLEASURE SHOWS
Carmi, Illinois

JIMMIE CASE

WANTS FOR BALANCE OF SEASON

Count Store and Pin Store Agents. Also Hanky Pank Agents and Bingo Help. Good working conditions. Call:
c/o VICTORY EXPOSITION SHOWS
Childress, Texas

WORLD'S FINEST EXHIBIT

The story of money—50-panel exhibit of ancient and modern coins and paper money; also odd and curious types of money. Can be used as educational walk-through exhibit and lecture; fairs, parks, schools, etc. Entire collection, $150.00. Call or write
MURRAY HOLT
8353 Carthage Ave. Norwood 12, Ohio
Phone: REdwood 1-7575

B. AMUSEMENTS

Want Wheel Man for Eli #5 and Ride Help for Shelbyville, Mo., Old Settlers, August 24 to 27. Complete line of Hanky Pank Concessions.
Call IGA Foodliner, 6 to 9 P.M., 15th to 20th, Shelbyville, Mo. Phone: 2884 after 21st.

LAMAR BYRUM

AGENTS WANTED

One Peek Store, one Count Store.
Contact:

MAX SHARP
Adelphia Hotel Philadelphia, Pa.
(No collect calls.)

AUCTION TRUCK

Complete Auction Truck for sale. One of the finest and most beautiful on the road. Contact:

MAX SHARP
Adelphia Hotel Philadelphia, Pa.
(No collect calls)

FOR SALE

Dark Ride — five cars, track, stunts, machinery, complete equipment, in very good condition. Can be seen in operation.

Box D-149
c/o The Billboard Cincinnati 22, Ohio

FOR SALE

Super Rolloplane — repeat ride, flashy, very good mechanical condition. Can be seen in operation.

Box D-150
c/o The Billboard Cincinnati 22, Ohio

FOR SALE

Rocket Ship Ride complete; three aluminum ships and frame, 60-ft. tower, motor, etc., in every good condition. Attractive and a steady park ride. Can be seen in operation.

Box D-148
c/o The Billboard Cincinnati 22, Ohio

CARNIVAL WANTED

SEPTEMBER 13 THRU 17
For Twentieth Annual County Home Coming, Bloomfield, Mo.
Parades and Free Entertainment.
Draw large crowds.
Phone: MACK SCISM, LO 8-4611 (Day); LO 8-7818 (Night).

WANTED

Couple to operate Cotton Candy Machine. Man to assist with Elephant Ride and Acts. Join at once. Very good salary.
Contact
Route 1, Box 357, Bay St. Louis, Miss.

TRI STATE SHOWS

Want the following: Concessions for the biggest celebration in N.W. Arkansas, Tontitown, Ark., Grape Festival, Aug. 18-19-20, and all fairs following: Photos, Glass Pitch, Bear Pitch, Balloon Darts, Add-'Em-Up Darts, Fishpond, Watch-La, Hoop-La and all Concessions not conflicting; also Grind Shows and Ride Help.
STUMBO TRI-STATE SHOWS
Tontitown, Ark.

AGENT

Capable coupon Balloon Dart Agent for choice fairs starting at Wausau, August 17th. Must be sober and reliable.

WARREN HAMS
c/o Farrow Amusements
Wausau, Wis.

GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR

AUGUST 22-27 **CORYDON, IND.** **HARRISON COUNTY FAIR** Can place Hanky Panks of all kinds.	**SEPTEMBER 3-5** **JACKSONVILLE, OHIO** **OLD SETTLERS' REUNION** Can place Hanky Panks and some Direct Sales. No Corn, Apples, Floss or Snow.	**SEPTEMBER 7-10** **LAWTON, MICH.** **ANNUAL GRAPE FESTIVAL** **ON THE STREETS** Can place Hanky Panks and Direct Sales of all kinds.
SEPTEMBER 7-10 **CHELSEA, MICH.** **COMMUNITY FAIR** Can place Hanky Panks and Direct Sales. No Eats, Drinks or Snow.	★ **SEPTEMBER 12-17** **NAPOLEON, OHIO** **FALL FESTIVAL ON DOWNTOWN STREETS** Can place Hanky Panks of all kinds.	★ **SEPTEMBER 12-17** **PIKEVILLE, KY.** **JAYCEE'S PIKE CO. FAIR** Can place Hanky Panks and some Direct Sales. No Eats or Confections.
SEPTEMBER 20-24 **PARSONS, WEST VA.** **TUCKER COUNTY FAIR** Can place Hanky Panks and Direct Sales.	**SEPTEMBER 21-24** **JACKSON, OHIO** **APPLE FESTIVAL** Can place Hanky Panks of all kinds.	**SEPTEMBER 21-24** **PAINTSVILLE, KY.** **JOHNSON COUNTY FAIR** Can place Direct Sales only.

—WRITE— **GOODING AMUSEMENT CO.** —WIRE—
3200 Valleyview Dr. R. G. CASHNER, CONC. MGR. Columbus 4, Ohio

SMILEY'S AMUSEMENTS

WANT FOR THE FOLLOWING FAIRS:

Adams Co. Fair, Abbottstown, Pa., week Aug. 22
Craig Co. Fair, New Castle, Va., week Aug. 29
Chatham Co. Fair, Pittsboro, N. C., week Sept. 5
Ashe Co. Fair, West Jefferson, N. C., week Sept. 12
Caswell Co. Fair, Yanceyville, N. C., week Sept. 19
Stokes Co. Fair, King, N. C., week Sept. 26
Johnston Co. Fair, Smithfield, N. C., week Oct. 3
And Four More to Follow

Can use Bingo for next 10 weeks. Want Cookhouse, French Fries, Ice Cream, Custard, Foot Long, Ball Games, Duck Pond, Pitch-Till-You-Win, Buckets, Swinger, Short Range Gallery and all other Hanky Panks. SHOWS: Can use family-type Shows. RIDE HELP: Want Ferris Wheel Foreman, general Ride Help who drive trucks and tractors. RIDES: Can use Tilt, Round-Up, Paratrooper or any novel Rides.

All replies to SMILEY'S AMUSEMENTS, Somerset, Pa., Aug. 15-20; then as per route.

ROHR'S MODERN MIDWAY

Bureau County Fair—Princeton, Ill., Aug. 23-27, Then the Biggest Labor Day Celebration in Illinois, 5 Big Days and Nights, Hoopeston, Ill., Sept. 1-5, Then Into the Southern Route of Fairs and Celebrations Until November.

CONCESSIONS Want Scales, Photos, Jewelry, High Striker, Basket Ball, Long Range, etc. Hanky Panks only.

SHOWS Want Fun House or any family-type Show.

RIDE HELP Want experienced Ride Men with chauffeur's licenses. No cars.

Contact D. J. ROHR, MGR., Rantoul, Ill., Aug. 15-20; Then Per Route.

WILL BUY OR RENT

GIRL SHOW OUTFIT

WITH OR WITHOUT TOP

DAVID ROSEN
4050 Atlantic Avenue
Brooklyn 24, N. Y.
ESplanade 2-2178 (10 A.M. to noon)

60" SEARCHLIGHT CARBONS.
Per Can ..... $ 4.50
(Clean—Dry—Perfect)
COMPLETE ARC LAMP MECHANISMS, Each $94.00
Arc Lamp Feed Control Mechanisms. Each $90.00
Sperry and G.E. All Spare Parts in stock.

PUBLICITY SEARCHLIGHT CO.
38 West 53rd St. New York 19, N. Y.
JUdson 2-6860

GEORGE JONES

Wants Hanky Pank Agents for Push-Up Coke, 1-Ball, Fishpond, Over-30, Slum Alley, Nickel Roll, Balloon or will frame to suit. Come on, will place you.
Address care of
BILL HAMES SHOWS
Tyler, Tex., this week; Paris, Tex., next.

NOLAN GREATER SHOWS

Want Game Concessions for Hoytville, Ohio, Homecoming and Ox Roast, Aug. 17-20; Bellefontaine, Ohio, Fair, Aug. 21-25; Paulding, Ohio, Fair, Aug. 27-Sept. 2; Milan, Ohio, Fair, Sept. 2-5. Also want Major Rides for these spots. Gordon Irwin, call me immediately. Want Ride Help who drive. Top wages. Contact

CHAS. STAPLETON per route or FRED NOLAN
Route 2, South Zanesville, Ohio Phone GL 2-3398
Michigan committees, now contracting for 1961

RIDE HELP WANTED

Foremen for Wheel, Merry-Go-Round, Paratrooper, Octopus, Tilt, Flying Scooter and Loop-O-Plane. Second Men on all rides, Ride Superintendent. For Sale or Trade: Flying Scooter, Dark Ride, Jeep Ride, Auto, Loop-O-Plane, Kid Swing, Glass House, Wheel and Merry-Go-Round. Mount Gilead, Ohio, Fairgrounds or

FRED NOLAN
Route 2, So. Zanesville, Ohio Phone: GL 2-3398.

D. S. DUDLEY SHOWS

NEED FOR TWENTY WEEKS' WORK

CONCESSIONS: Need Agents for Coke Ring, Ball Games, Cork Gallery, Duck Pond, Photos and other Hanky Panks. Will book any non-conflicting Hanky Panks, Novelties or Hats, and Man for Trailer Grab Joint. Good deal. RIDE HELP: Need Looper, Tilt, Wheel, Merry-Go-Round Foremen and Second Men for eleven rides. All must drive semi. Can place Wives on Tickets or Hanky Panks. All replies to D. S. DUDLEY or come on to the following, all fairs

Russell, Kan., Aug. 15-20
Lecti, Kan., Aug. 22-27
Liberal, Kan., Aug. 29-Sept. 5
Clovis, N. Mex., Sept. 7-10
Portales, N. Mex., Sept. 12-17
Lamesa, Texas, Sept. 19-24
Andrews, Texas, Sept. 26-Oct. 8
Then 10 more weeks in Texas cotton spots.

Copyrighted material
www.americanradiohistory.com

GOODING AMUSEMENT CO.

Can Place Concessions

HARRISBURG, PA.
CENTENNIAL CELEBRATION
SEPTEMBER 2-10

On downtown streets around Market Square in the center of the Capitol city. A "fantabulous" Festival celebrating Harrisburg's 100th year. The drawing area comprises approximately one-half million persons. Can place Hanky Panks, Confections and Direct Sales. No Eats or Drinks.

Write—GOODING AMUSEMENT CO.—Wire
R. G. CASHNER, Concession Mgr.
3200 Valleyview Dr. Columbus 4, Ohio

NOLAN AMUSEMENT CO.

WANT CONCESSIONS, LIVE PONIES AND STAGE COACH RIDE

Hoytville, Ohio, Street Fair, Aug. 17-20; Woodsfield, Ohio, Fair, Aug. 24-27; Bellefontaine, Ohio, Aug. 21-25; Akron, Ohio, Summit Co. Fair, Aug. 31-Sept. 5; New London, Ohio, Sept. 3-4-5; McConnelsville, Ohio, Fair, Sept. 7-10.

FRED NOLAN
Route 2, So. Zanesville, Ohio. Phone: GL 2-3398.

RIDE HELP WANTED

AT ONCE

Foremen and Second Men for 12-car Dodgem, Rock-o-Plane, Fly-o-Plane and Roll-o-Plane. Also need Help for Kiddie Rides. Wire, phone or come in at once.

C. C. GROSCURTH, GEN. MGR.
BLUE GRASS SHOWS
La Porte, Ind., all this week.

RAY'S CIRCUS REVUE

Featuring BOZO RAY, America's Most Versatile Clown, will be at liberty after Sept. 15 for the first time in seven years.

Have opening for fast-stepping Agent who can set Super Market deals going south for the winter.
Late Fair Secretaries! Take notice, here is a meaty FREE ACT program that will send them out glad that they came. Wonderful KIDDIE ATTRACTION. Act consists of Dogs, Ponies, Monkeys, Trained Birds and Pigs. BOZO MAKES THEM LAUGH. Illustrated brochure on request. Acts can be seen in action three times daily at Fairyland Forest, Conneaut Lake, Pa., until Labor Day. Was at Deer Park, Jamestown, all last season. Can place Groom who drives. If you drink, save your stamps.
Contact H. R. (RUBE) RAY, mail only, Route #2, Box #105-A, Conneaut Lake, Pa.

Can use Elephant Act, no less than three elephants.
Will buy for cash, Circus Equipment. Must be the best.

BLUE GRASS SHOWS

Can place for Clinton County Fair, Frankfurt, Ind., commencing Sunday, Aug. 21.

CONCESSIONS: Hanky Pank Prize-Every-Time Games of all kinds, Age and Scale, Novelties, etc. All replies

C. C. GROSCURTH, GEN. MGR.
BLUE GRASS SHOWS, La Porte, Ind., all this week.

FUNLAND SHOWS

Harrison Co. Fair, Ridgeway, Mo., Aug. 16-19; Police Fair, Marshall, Mo., Aug. 22-27; Webster Co. Fair, Marshfield, Mo., Aug. 30-Sep. 3; Howell Co. Fair, West Plains, Mo., Sep. 7-10.

Want Agents, Grind Stores, Skillo, Pins and Razzle. Want Ride Help who can drive. Gypsy Bob Meyers is on this show and wants Agents.
Contact R. E. THOMAS, as per route.

PAGE COMBINED SHOWS

LAST CALL FOR
LITTLE VALLEY, N. Y., FAIR, AUG. 22 THRU 27
THEN 11 WEEKS OF SOUTHERN FAIRS BEGINNING AT BEDFORD, VA.
Concessions that work for stock, Eats, Drinks and Direct Sales, Long and Short Range Galleries, also Penny Arcade.
SHOWS: Side Show, Fun and Glass House, Fat Show, Big Snake or any new and novel family-type Show.
RIDES: Dark Ride, Flying Coaster, Turnpike, Tanks and Pony and Cart.
Want Foremen for Helicopter and Schiff Roller Coaster, also Second Men on all Rides who have license and drive.
All replies to BILL PAGE, Monroe Co. Fairgrounds, Henrietta, New York. Phone in show office.

BAKER UNITED SHOWS

Can place Concessions for season ending October 15. Long and Short Range, Balloon Darts, Photos, Jewelry, Cork Gallery, Age and Weight, Punk Rack, Coke Bottles, Cigarette Blocks or any clean, legitimate concessions.
RIDE HELP: Foremen for #12 Wheel, Scrambler and Tilt-a-Whirl, Second Men on all Rides. Must drive and have licenses.
For Sale—Allan Herschell 10-car Auto Ride and Mangels Roto Whip with transportation. Good condition. Will book for balance of season. Also for sale: 2 Light Towers and 24 ft. Office Trailer.
All replies to ERNIE ALLEN, Mgr., Fairgrounds, Wabash, Ind., this week; Benton County 4-H Fair Boswell, Ind., next.

CARNIVAL ROUTES

• *Continued from page 54*

Carl, A. J., No. 2: *Mrs. A. J. Carl; (Fair) Lowell, Mich., 15-19.

Carpenter Bros., No. 1: *Jim Stevenson; (Fair) Manchester, Mich., 17-20.

Carpenter Bros., No. 2: *Jim Stevenson; Monroeville, Ind., 17-20.

Carroll's Greater: *Betty Carroll; (Fair) Litchfield, Minn., 15-18; (Fair) Montevideo 19-21; (Fair) Bird Island 22-24; (Fair) Marshall 25-28.

Central States: *J. D. Steinbeck; (Fair) Hastings, Neb., 15-19; (Fair) Abilene, Kan., 20-26.

Cetlin & Wilson: *Tony Lewis; Delaware, O.

Chanos, Jimmie: Kendallville, Ind.; Germantown, O., 22-27.

Cherokee Am. Co.: *J. W. Mahaffey; Osawatomie, Kan.; Holton 22-24; Seneca 25-27.

Coleman Bros.: *John Pesecki; Altamont, N. Y.

Collins, Wm. T.: *Mrs. Henry Hingst; (Fair) Owatonna, Minn., 16-21; (Fair) Albert Lea 22-25; (Fair) Sioux Falls, S. D., 27-31.

Conklin: *George Sellmer: Belleville, Ont., 15-18; Three Rivers, Que., 19-25.

Continental: (Fair) Westport, N. Y., 16-20.

Cook Am. Co.: Northville, Mich.

Crafts Expo.: *Tracy Kuropatwa; (Fair) Woodland, Calif., 18-21; (Fair) Anderson 25-28.

Crafts 20 Big: (Fair) Hemet, Calif., 17-21; (Fair) Hanford 24-28.

Cumberland Valley, No. 1: *Mrs. Lavoy Winton; (Fair) Tracy City, Tenn.; Cookeville 22-27.

Cumberland Valley, No. 2: *Mrs. Lavoy Winton; (Fair) Livingston, Tenn.; (Fair) Cookeville 22-27.

Curl Am. Co.: (Fair) Hemingford, Neb., 17-21; (Fair) Broken Bow 22-25; (Fair) Rosebud, S. D., 26-28.

D. & D. Am. Co.: Wyoming, Ia., 17-21; (Fair) Hampton 22-24; McIntire 25-27.

Davidson United, No. 1: *L. Kane; (Fair) Estherville, Ia., 15-17; (Fair) Missouri Valley 18-21; (Fair) Dunlap 22-24; Postville 26-29.

Davidson United, No. 2: Magnolia, Ia., 17-18.

Davis Am. Co.: *Martha Davis; Newport, Ore., 17-20; Tygh Valley 24-28.

DeLuxe: Norwalk, Conn.

De Luxe Rides: Montague, Mich., 16-20; (Fair) Evart 22-27.

Dickson United: (Fair) Attica, O., 15-17; Tallmadge 18-20.

Dixie Ams.: Silvan Grove, Kan., 17-20; Sheldon, Mo., 24-27.

Dobson's United: (Fair) Worthington, Minn., 15-17; (Fair) Morris 19-21; (Fair) Pipestone 22-24; (Fair) Littlefork 26-28.

Down River Am. Co.: *Mrs. H. Hilo; Almont, Mich., 19-21; (Fair) Standish 24-27.

Drago, No. 1: *John M. Kiely; (Fair) Rensselaer, Ind.; (Fair) Greenup, Ill., 22-27.

Drago, No. 2: *Mary Lloyd; (Fair) Mooreland, Ind.; (Fair) Royal Center 24-27.

Drew, James H.: *Jimmy Drew; (Fair) Terre Haute, Ind.; (Fair) Johnson City, Tenn., 22-27.

Dudley, D. S.: (Fair) Russell, Kan.; Leoti 22-27.

Eastern Am. Co.: *John Looney; South Portland, Me., 15-24; (Fair) Acton 25-27.

Eddie's Expo.: *Red Shick; (Fair) Dayton, Pa., 16-20.

Emshoff: Spring Green, Wis., 19-21; Rockton, Ill., 25-28.

Evans United: (Fair) Wakeeney, Kan., 16-19; (Fair) Grand Island, Neb., 23-26.

Fair Time: (Fair) Madera, Calif., 18-21; (Fair) Plymouth 26-28.

Farrow Am. Co.: *Clarence Walter; (Fair) Wausau, Wis., 15-20; (Fair) Manitowoc 22-27.

Fidler's United: St. Louis, Mo.

Fiesta: Minneapolis, Kan., 15-17; Stafford 18-20; Beloit 22-24; Clay Center 25-27.

Fitzsimmons: *C. J. Qualls; Ogallala, Neb., 15-17; Sidney 18-21.

Foley & Burk Comb.: *J. P. Harvey; (Fair) Stockton, Calif., 17-27.

Frankie's Rides: (Fair) Washington, Pa.

Franklin, Don: *Jay Barton; New Ulm, Minn., 18-21; Fairmont 24-28.

Fred's Playland: *F. Roberts; Chatham Hill, Va.; Bristol 22-27.

G. & B.: *Beulah Broas; (Fair) Clay, W. Va.; (Fair) Gassaway 22-27.

Gala Expo.: *Carolyn Miller; (Fair) Rolla, Mo.

Garden State: *Hip Roberts; High Bridge, N. J.

Gentsch: *Fay Curtis, Louisville, Miss.

Georgia Am. Co.: *Horace Williams; (Fair) Hiawassee, Ga.; (Fair) Blue Ridge 22-27.

Geren, W. R., No. 1: *Elmer Benefield; (Fair) Spencer, Ind., 22-27.

Geren, W. R., No. 2: *Elmer Benefield; Martinsville, Ind.

Gillette: (Fair) Frankfort, N. Y.; (Fair) Greenwich 23-27.

Gladstone Expo.: *Betty Jolley; (Fair) Bloomington, Wis., 17-21; (Shopping Center) Madison 22-28.

Gold Bond: *Adam Tesha; (Fair) DePere, Wis., 16-21; (Fair) Sturgeon Bay 24-28.

Gold Medal, No. 1: *Bill Stevens; (Fair) Hendersonville, N. C.; Clarksville, Ga., 22-27.

Gold Medal, No. 2: *C. C. Leasure; (Fair) Rutledge, Tenn.

Golden Gate: *Ray Sistrunk; Susanville, Calif., 15-21.

Gooding Am. Co., No. 1: *Joseph Gaskell; (Fair) Troy, O.

Gooding Am. Co., No. 2: *Geo. Ingram; (Fair) Napoleon, O.

Gooding Am. Co., No. 3: *J. H. Macdougall; (Fair) Sedalia, Mo.

Gooding Am. Co., No. 4: *L. J. Ebert; (Fair) Celina, O.

Gooding Am. Co., No. 5: (Fair) Corunna, Mich.

Gooding Am. Co., No. 6: *Joe T. Coleman; (Fair) Springfield, O.

Gooding Am. Co., No. 7: (Fair) Connersville, Ind.

Gooding Am. Co., No. 8: (Fair) Berea, O.

Gooding Am. Co., No. 9: (Fair) Zanesville, O.

Gooding Am. Co., No. 10: (Fair) Adrian, Mich.

Gopher State: Salem, N. D., 16-17; Richfield, Minn., 19-21; Napoleon, N. D., 22-24; Steele 25-27.

Grand American: *L. O. Weaver; (Fair) Eldora, Ia., 15-18; (Fair) Marshalltown 19-23; Cresco 25-28.

Great Western: (Fair) Placerville, Calif., 19-21; (Fair) Grass Valley 25-28.

Green Tree: *John M. Huls; (Fair) Irvine, Ky.; (Fair) Wise, Va., 22-27.

Griffiths, Wm. A.: *Nicholas Haboorchock; Southwest, Pa.; Daybrooke, W. Va., 22-27.

Hale's Shows of Tomorrow: *W. T. Hale; Tecumseh, Neb., 15-16; Beatrice 17-20.

Hames, Bill: Tyler, Tex.; Paris 22-27.

Hammond, Bob: *Mrs. J. A. Schneck; Anadarko, Okla.; (Fair) El Dorado, Kan., 22-27.

Hannah Ams.: *I. Lange; Stockdale, Pa.; Greensburg 22-27.

Hannum, Morris: Lukens, Pa.; Huntingdon 22-27.

Happyland: *Ray Story; (Fair) Midland, Mich.

Hartsock Bros.: Paris, Mo.; Milan 22-27.

Hartsock, Roy: *Roy Hartsock; Clayton, Ill., 23-27.

Heart of America: *Jim Chapman; (Fair) Goodland, Kan., 15-18; (Fair) Oakley 19-21; (Fair) Stockton 22-26.

Heth: *Mrs. Al Kunz; (Fair) Springfield, Mo., 15-19; (Fair) Mayfield, Ky., 22-27.

Hill's, A. C., Cavalcade of Ams.: Greenville, Ala.

Hoard & Mullis: Indian Springs, Ga., 15-Sept. 5.

Holiday Am. Co.: *Mrs. K. McComak; (Fair) Osage City, Kan., 16-20; (Fair) Garnett 22-27.

Hottle, Buff, No. 1: *F. Bailey; (Fair) Jackson, Mo.; (Fair) Anna, Ill., 22-26.

Hottle, Buff, No. 2: *Wm. A. Brooks; (Fair)) Decorah, Ia.; (Fair) Freeport, Ill., 22-27.

Howard Bros.: (Fair) Glenville, W. Va.

Illinois Valley Rides: Toulon, Ill., 16-17.

Imperial: *Audrey L. Davies; (Fair) Mason City, Ia., 15-21; (Fair) Fairbury, Ill., 23-27.

Inland Empire: Plains-Deer Lodge, Mont., 16-21; Missoula 24-27.

Johnny's United: *Ray Jackson; (Fair) Bowling Green, Ky.; (Fair) Scottsboro, Ala., 22-28.

Ken-Penn Ams.: *Chas. Graham; (Fair) N. Sewickley, Pa.; Meadville 22-27.

Key City: *Loretta Smith; (Fair) Greenfield, Ind.

Kile, Floyd O.: Philadelphia, Miss., 22-27.

King Bros.: Yuma, Colo., 15-17; Akron 18-20; Rushville, Neb., 22-25; Gordon 26-28.

King Expo.: Sandusky, Mich.; Armada 22-27.

L. & L.: *B. Carter; Sparta, Tenn.

L. & N. Ams.: Riverhead, L. I., N. Y.

Lagasse Am. Co., No. 1: (Fair) Keene, N. H., 25-27; (Fair) Brooklyn, Conn., 26-28.

Lee Am. Co.: Albertville, Ala.

Leeright's Midway, No. 1: *R. C. Bowers; (Fair) Richfield, Utah, 16-20; (Fair) Tremonton 24-27.

Leeright's Midway, No. 2: *R. C. Bowers; Hurricane, Utah, 16-20.

Lindle, Jack: *John Pope; (Fair) Avon, Ill., 18-20; (Fair) Petersburg 22-26; Wilsonville 27-28.

Lone Star Ams., No. 1: Perryton, Tex.

Lone Star Ams., No. 2: Canyon, Tex.

Luehrs' Ideal Rides: *Bill Williams; Cullom, Ill., 17-20; Newman 23-28.

Lynn's Midway: *Gladys Erickson; (Fair) Bagley, Minn., 18-21; (Fair) Webster, S. D., 24-26.

M. D. Ams.: (Fair) Jamestown, N. Y.; (Fair) Cobleskill 23-28.

Mac's Am. Rides: Timberlake, S. D., 19-21; Hosmer 25-27.

Manning, Ross: *Nelson Wilkins; (Fair) Tazewell, Va.; (Fair) Galax 22-27.

Marks: *Jack Galluppo; (Fair) Roanoke, Va.; (Fair) Gaithersburg, Md., 22-27.

Marvel: *Carolyn Merriman; Morton, Ill., 18-20.

McKenna's Rides & Ams.: *T. Hale; Phillips, Wis., 18-21; Crandon 25-28.

McSpadden: Langley Park, Md., 15-27.

Merchant's Festival Rides: Nashville, Tenn.

Merriam's Midway: *D. Merriam; Algona, Ia., 16-19; Sac City 20-23; South Sioux City, Neb., 24-27.

Midway of Mirth: *Frank X. Lavell; Sandoval, Ill., 16-22; Stonefort 22-28.

Monarch Expo.: *Earl W. Carpenter; (Fair) Warren, Ill., 16-21; Rock Falls 22-27.

Moore's Modern: *Jack Moore; (Fair) Benkleman, Neb., 15-17; (Fair) Culbertson 18-20.

Motor State: *M. Frederick; (Fair) Belleville, Mich., 16-21; (Fair) Hicksville, O., 22-26.

Murphy's Northern State: *Mrs. H. McMahan; (Fair) Wayne, Neb., 16-17; (Fair) Pierce 18-21; (Fair) Oakland 22-24; Stanton 25-28.

Nolan Am. Co., No. 1: Hoytville, O., 17-20; (Fair) Bellefontaine 21-25.

Nolan Am. Co., No. 2: (Fair) Woodsfield, O., 24-27.

Northern Expo.: *C. Dallas Egan; Basin, Wyo., 15-17; Powell 18-20.

Norton's Greater United: *Mildred Carter; Forsyth, Mont., 15-18; Baker 19-20.

Novelty Expo.: (Fair) Effingham, Kan., 15-19; (Fair) Tonganoxie 22-27.

Oklahoma Expo.: *Dee Robert Price; (Fair) Ulysses, Kan.; (Fair) Syracuse 21-26.

Copyrighted mater

www.americanradiohistory.com

Olson: *Mrs. Ray Cramer; (Fair) Springfield, Ill., 15-21; (Fair) Des Moines, Ia., 26-Sept. 4.
P & J Ams.: Wellsville, O.
Page Bros.: *W. E. Page; (Fair) Burkesville, Ky.; Murfreesboro, Tenn., 22-27.
Page Comb.: *Blackey Jones; (Fair) Henrietta, N. Y.; (Fair) Valley 22-27.
Palmetto Expo.: *Milton McNeace; Lillington, N. C.; Asheboro 29-Sept. 3.
Parada: (Fair) Mount City, Kan., 17-20.
Penn Premier: *Richard Gilman; (Fair) Greensburg, Pa.; (Fair) Uniontown 22-27.
Peter Paul Ams.: *Peter Bicio; (Fair) Bedford, Ia., 15-16; (Fair) Mt. Ayr 17-20.
Playtime Am. Co.: *Peter Burr; (Fair) Weymouth, Mass.; (Fair) Marshfield 22-27.
Port City Rides: New Windsor, Ill., 17-19; Maquon 26-27.
Powelson Ams., No. 1: *Happy Powelson; Wauseon, O., 17-18; Wellington 22-27.
Powelson Ams., No. 2: *Happy Powelson; Smithfield, O., 17-20; Pennsboro, W. Va., 23-27.
Powelson Ams., No. 3: *Happy Powelson; East Palestine, O., 18-20; Dover 26-28.
Prell's Broadway: *L. Sylvester; Darby, Pa.
Raines, Rosa M.: *Rosa A. Pimpot; Emporia, Kan., 16-21.
Rainier: *A. W. Randolph; Centralia, Wash., 17-21; Tillamook, Ore., 24-28.
Reed Ams.: Mammoth Spring, Ark.; De Witt 22-27.
Reid, King: *Wm. R. Austin; (Fair) Skowhegan, Me.; (Fair) Union 22-27.
Reid's Golden Star: *Elmer Reid; (Fair) Lafollette, Tenn.; (Fair) Clinton 22-27.
Reithoffer, No. 1: (Fair) Carlisle, Pa.
Reithoffer, No. 2: *Joe Gidaro; (Fair) Lowville, N. Y., 15-21.
Rock City: *Bill Horton; (Fair) Northbend, Neb., 17-18; (Fair) David City 19-21.
Rogers Bros.: *Mrs. M. L. Whiteside; (Fair) Motley, Minn., 15-17; (Fair) Grand Rapids 18-21; (Fair) Pine River 22-24; (Fair) Detroit Lakes 25-27.
Rohr's Modern Midway: *Jeannett Waters; Rantoul, Ill.; (Fair) Princeton 23-27.
Rose City Rides: *Dutch Schrader; Elsberry, Mo., 16-20; Bowling Green 22-27.
Ross Ams.: *R. T. Sinderson; Winfield, Ia., 17-20; Lucerne, Mo., 22-27.
Royal American: *Joe Pearl; (Fair) Superior, Wis., 16-21; (Fair) St. Paul - Minneapolis, Minn., 26 - Sept. 5.
Royal United: *Jackie Swift; (Fair) Sibley, Ia., 15-17; (Fair) Windom, Minn., 18-20; Britt, Ia., 22-23; (Fair) Rock Rapids 24-26; (Fair) Bloomfield, Neb., 27-30.
Royal West: *Jack Lee; St. Helens, Ore., 15-21; Redmond 22-28.
Rumble Rides: *D. P. Rumble; Providence, Ky.; Madisonville 22-27.
Russell's Ams.: Glen Ellyn, Ill., 16-21; Elk Grove 23-28.
S. & W.: *J. O. Greene; (Fair) Audubon, Ia.
Santa Fe Expo.: (Fair) Keller, Tex., 18-20.
Schafer 20th Century; *Archie Hensley; (Fair) Cedar Rapids, Ia., 15-21.
Shorter's Greater: *H. E. Michalson; (Fair) Bassett, Neb.
Siebrand Bros., No. 1: *Don Hanna; Logan, Utah, 16-21.
Siebrand Bros., No. 2: *Don Hanna; Livingston, Mont., 16-20; Pocatello, Idaho, 21-27.
Skerbeck Ams.: *Rose Kronschrahl; Mount Pleasant, Mich.; Caro 22-27.
Smiley's Ams.: *J. R. Fasolas; Somerset, Pa.; (Fair) Abbottstown 22-27.
Smith, George Clyde: *F. A. Norton; Windber, Pa.; Winchester, Va., 22-27.
Sol's Greater: *Mrs. Sol Rosenfeld; Joliet, Ill., 23-28.
Stafford: Belle Union, Ind., 18-20; Fontanet 26-28.
Stanley, Wm. D.: *Donald Dropps; (Fair) Princeton, Minn., 15-17; (Fair) Barnum 18-21; Cokato 22-24; (Fair) Appleton 25-28.
Steele's Ams.: *Lennie Fletcher; (Fair) Pecatonica, Ill., 17-21; (Fair) Peotone 24-28.
Stipe's: Durand, Wis., 15-17; Webster, Wis., 18-20; LeCenter, Minn., 23-25; Young America 26-28.
Strates, James E.: *J. J. Asel; (Fair) Hamburg, N. Y.; (Fair) Batavia 22-27.
Sunset Am. Co., No. 1: *Daniel Dunning; (Fair) Webster City, Ia., 16-21; (Fair) West Union 22-26.
Sunset Am. Co., No. 2: *Daniel Dunning; Morrison, Ill., 16-20.
Tatham Bros.: *Bill Tatham; Rantoul, Ill., 15-17; Greenville 22-27.
Thiess United: Elwood, Ill., 18-21; Amboy 25-28.
Thomas, Art B., No. 1: *Johnnie Wildeboer; Riverton, Wyo., 16-19.
Thomas, Art B., No. 2: *Johnnie Wildeboer; Littleton, Colo., 17-20.
Thomas, W. A., No. 1: Auburn, Neb., 15-16; Albion 17-19; (Fair) Lexington 24-26.
Thomas, W. A., No. 2: Spaulding, Neb., 15-16; Central City 18-20.
Tip Top: *Mrs. Ed Larkee; Spooner, Wis., 15-17; Ellsworth 19-21; Caledonia, Minn., 24-27.
Uncle Joe's Ams.: *Joe Seaboaldt; Johnson City, Tex.; Roaring Springs 22-27.
Victory: Childress, Tex.
Virginia Greater: *Geo. Gillespie; Crisfield, Md.; Pocomoke City 22-27.
Wabash Valley: Veedersburg, Ind., 18-20.
Wade, W. G., No. 1: *Bill Hollingsworth; (Fair) Mason, Mich.; (Fair) Escanaba 23-28.
Wade, W. G., No. 2: *Clarence R. Hall; Berrien Springs, Mich.
Wall, Alfred, Ams.: Gilman, Ill., 18-20; Spring Bay 26-28.
West Coast, No. 2: *Wm. Snelson; (Fair) Pasa Robles, Calif., 15-21; (Fair) Monterey 22-28.
Western, No. 1: *Jack Dwyer; Bremerton, Wash., 16-20.
Western, No. 2: Lynden, Wash., 16-20.
Whitey's Ams.: Burch Run, Mich., 16-20; Mulliken 23-27.
Wilcox, Dick: *Sam Edstine; Machias, Me., 18-21; (Fair) Dover 26-27.
Williams Am. Co.: (Fair) Dublin, Va.
Wilson Famous: *Mrs. Ray Wilson; Sheffield, Ill., 17-20; Geneseo 24-27.
Wolfe Ams.: *S. R. Holt; Princess Anne, Md.
World's Finest: *George Sellmer; Belleville, Ont., 15-19; (Fair) Three Rivers, Que., 20-25.
World of Mirth: *Peter Molnar; Ottawa, Ont., 15-27.
World of Pleasure: *Chas. T. Carpenter; Carmi, Ill., 15-19; Princeton, Ind., 21-26.
Young, Monte: *Sharon Payne; Gooding, Idaho; Burley 22-27.

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.

Ackley, William
Adams, Mike J.
Allen, Diana
Allen, Roy F.
Allen, Theresa
Anderson, Francis (Dick)
Anderson, Sig
Andrykow, Joseph J.
Archer, Whitey
Armstrong, Charles F.
Asher, Charles
Aubuchon, Frank
Austin, Arthur
Bain, John
Baker, Loretta
Banister, L. W.
Barnes, J. C.
Barrett, Wally
Barrow, Billy
Bays, Dick
Beard, Mrs. Cecil White
Biddle, Wm. J.
Biggs, Harry
Boude, Clinton
Bowman, William H.
Brenead, Joe E.
Brewer, Frank & Mrs.
Brown, Hubert E.
Browning, Jack R.
Bryant, Finney
Bryer, Ollie
Bumgardner, William A.
Burlease, Howard
Bush, Willie
Butler, Frances
Butler, Kenneth W.
Caprio, George
Chandler, Grant & Mrs.
Childers, Stanley
Church, Amelia
Class, Bernice
Coleman, Tommie
Collantra, Roland
Conlon, Edward H.
Cooper, Bobby
Crowley, Joe W.
Cox, Raymond
Cox, Walter B.
Cuthbert, Charley
Cutler, Mrs. Jo Ann
Davis, Homer
De Maruco, Senora Ma. de Jesus Granados
Debbils, Mr. (Six Cat)
Del Mar, Robi
Demetro, Miller
Dicinto, Nano & Mrs.
Doan, Bobby
Duggan, Wm. F. (Dub)
Dwyer, Michael O.
Easterwood, Charlie
Ehlert, Richard
Emond, George C.
Evans, Mrs. Bonnie (Zarlington)
Fielding, James R.
Fisher, George
Fowler, F. J. & L.
Frazier, Johnny
Freeman, Sonny
Freese, Anthony
Fulton, Mrs. Martha
Gallagher, John J.
Garner, R. B.
Gassett (Gossett?) Tom
Giffin, Robert L.
Girouard, Mr. & Mrs. Anthony
Gordon, Ernest Guy
Gordon, Paul (Flamo)
Gould, Joe
Greer, Frank
Greer, Jack (Cowboy)
Griffin, Ray
Grignon, Connie
Groves, Glen
Gullano, Pascal
Hackman, Emery
Hagensack, C. E. (Hack)
Hale, Sue
Hall, Mary Etta
Hall, Shelby
Hamrick, Howard
Hannum, Albert J.
Hanson, James
Hardman, John & Mrs.
Harlow, Preacher & Mrs
Harrington, Mrs. Wm.
Hawkins, Bill
Hendershott, Dean R.
Hendricks, Wilson
Herman, Al
Herman, Mrs. Neva
Hoban, Robert
Hoskins, Mel
Huffle, T. J. & Virginia
Hunter, Roy, III (Jungle Caravan)
Hyde, Tommy
Jack, Barbara E.
Johnson, Bill
Johnson, Mrs. Sarah
Johnson, Thelma
Kane, L.
Keilman, Walter B.
Keller, Prof. Geo. J. (Wild Life)
Kelley, J. O. A.
Kelly, David E.
Kinard, Kathleen
King, Daniel Robert
Kuhn, Al
Kuns, Martha
Lennox, Alfred
Little, Robert F.
Loveless, Wm. H.
Lowe, George D.
Lunsford, George
McAlister, Tate
McConn, Bud
McDermott, Hal
McKeone, Richard T.
McMahon, Morris O.
Majors, Harold T.
Malanga, Mrs. Geo. Dixie
Malko, Mike
Mancuso, Sam
Manley, H. D.
Manstein, W. W.
Markham, Sid
Marsh, Jesse B. & Etta
Martin, Jack C.
Martin, Les
Martin, Mrs. Marianne Stewart
Miller, Charlie Kerr
Miller, C. Looman
Mitchell, Joe
Mitchell, M. R. & B.
Moody, Hatty
Moran, Mrs. Eria
Morris, Bill
Morris, Roberta
Naramore, Dolly & Charles E.
Nash, Charles
Neece, H. C. (Pete)
Nichols, Ephrem
Nordine, Mrs. Audrey
Orr, Vernon Elmer
Osenbaugh, Louis A.
Parker, Raymond
Parsons, Mrs. Geneva
Palmatier, G. Richard
Palmer, Laura or
Peckham, Robert Lee Norman
Peers, Terry
Pendley, H. J.
Penny, George M.
Petterson, Paul
Phillips, Mrs. Evelyn
Phillips, Frank R.
Phoenix, Jim
Pilla, Joseph
Pillsberry, Mrs. Bob
Pratt, Darlene
Ravelli, Blanche R.
Ray, Jimmy
Reeder, Mrs. Irene
Reese, Christine
Reid, Bill
Reynolds, James
Reynolds, Joe
Rice, Russell H.
Ring, Joe
Ritchie, Luther G.
Ritter, Chuck
Robertson Jr., Casey
Roy, Patsy Ann
Ryan, John R.
Saddlemire, Agnes
Salyina, John A.
Sauls, Sookie
Saunders, Larry
Schaperkotter, Guiard
Settle, Mrs. Ethel
Shattuck, Mary
Shields, Wilmet
Shipman, Mrs. Bernice
Silverman, Tillie
Smith, L. N. & Mrs.
Spurlock, Mrs. Hazel
Stafford, Alton R.
Stanley, Bob (Animal Act)
Stanley, Wm. O. (Red)
Stein, Will
Stevenson, Robert A. (Sterling Bros.' Circus)
Stewart, Mrs. Marianne
Suber, Craig
Swain, Sam
Swan, Walter Lloyd
Swank, Harry
Sweet, Margie
Terrentine, Ronald Willis
Tetts, Walter Fletches
Theodore, Mack
Thompson, Mrs. Eugene
Thompson, Mrs. Jean
Tickle, Emory W.
Tolley, Virgil
Turbin, Toby
Valdez, W. J.
Waldron, Billie
Watts, Doc T.
Webb, Claude & Mrs.
Wedder, Lue Frank
Wetherbee, Harold
White, Francis L.
White, Mrs. Lorene
Wilson, Harvey T.
Wingfield, Harry
Wiser Jr., Dough
Wright, Johnny (Pickhandle)
Yazvac, Jack & Minnie
Yotas Jr., James F.

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

Adams-Sells Circus
Adkins, Charles
Anderson, C. G.
Cooke, Fred
Cosa, Mrs. Ardys Jane
Cox Jr., Charles G.
Coyle, Joe
Dodd, Kenneth
Elmore, John (Creech)
Floyd, Don
Floyd, Mrs. Don
Franz, F.
Fullhart, Joe
Griffith Jr., William
Gutsinger, Harry
Hill, James J.
Howard Bros.' Shows
Kamaka, Mrs. Florence
Miller, Berni I.
Naplearlski, Frank & Helen
Oranto, Kurt K.
Parker, Tom
Rison, Cleo
Rossi, Rex & Wanda
Ryan, Edward & Rosa
Shaw, Stanley
Tuttlemaley, Arnold
Wilburn, Don

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

PARCEL POST

Eldot, Simon, 11¢

Adams, Master David
Adams, S.
Allen, Robert C.
Ames Jr., Jack

(Continued on page 64)

HONOR ROLL

The Billboard
SHOW AGENT SALES LEADERS

1. J. A. PEARL, Royal American Shows
2. MRS. HENRY HINGST, W. T. Collins Shows
3. TONY LEWIS, Cetlin & Wilson Shows
4. JOHN J. ASEL, James E. Strates Shows
5. PETER MOLNAR, World of Mirth
6. SAMUEL GENERALLO, Amusements of America
7. MRS. AL KUNZ, Heth Shows
8. BLACKEY JONES, Page Combined Shows
9. DON HANNA, Siebrand Bros.' Shows
10. MRS. RAY CRAMER, Olson Shows

WANTED
For Rising Sun, Md., 100th Anniversary Centennial Celebration, Sept. 8-18, all kinds of Hanky Panks and Center Joints, Short Range, Jewelry, Straight Sales, French Fries and Snow Balls. Attendance to exceed 100,000, parades, pageant, free acts, different event every day. Will sell ex on Scales, Age and Hats. Would like to hear from someone with good set of rides. No racket of any kind. Andy of the Judy and Jeanette act, contact; Jim Connors, get in touch. Will be on Fairgrounds Sept. 1. FRANK RICH, 1343 Passyunk Ave., Philadelphia 47, Pa. Phone: HOward 2-4593.

WANTED
Late model Herschell Kiddie Auto Ride, good condition, no junk. Quote price, year and photo.
ART B. THOMAS
P. O. Box 438 Lennox, So. Dak.

FOR SALE FUNHOUSE
1 late model King Crazy House, like new $6,500
1 late model Aluminum Double Decker Funhouse, built by Zacchini, like new 6,500
Both have 80% rubber, vacuum brakes and nice paint job.
1 GMC Tractor, 35,000 miles, real nice ..... $ 600
1 Allan Herschell used Merry-Go-Round top, 36 ft., real buy 75
4 Jeep Cars, 50 in. long, suitable for Auto Ride, like new, ea. 60
1 Allan Herschell Kiddie Auto Ride, like new 2,500
1 Allan Herschell Tank Ride, like new 2,500
1 Allan Herschell Kiddie Merry-Go-Round, like new .. 4,500
Ingalls Amusement Co.
Box 133 Coldwater, Mich.
Can be reached now at Secretary's office, Fairgrounds, Adrian, Mich.

CAN BOOK
Clean, Legitimate
PENNY ARCADE
Must have first-class equipment and good appearance. Beginning August 22 for a complete route of outstanding Midwest fairs until October 8.
Wire or call
GOODING AMUSEMENT CO.
3200 Valleyview Drive, Columbus 4, Ohio
Phone BRoadway 6-5131

$100.00 CASH REWARD
for location of
JOHNNY CAPE
about 25 years old, tall, thin; wife Maria Rita from San Antonio—concessionaire—once with Badger State—definitely in Virginia last week. For reward, call collect.
GEORGE TURNER
Phone: Victor 2-9888
Oklahoma City, Okla.

NOTICE
We have important mail to forward to the following "Friend" and Customers: Send us your address (so we can forward), Jarvis Berry, Larry Becker, Curtis Biggers, J. M. Chambers, Rose Cutler, Ray "Bobby" Cooper, Jim Fordyce, Wm. "Bill" Gann, Curley Hobbs, A. J. "Al" Herman, Mrs. C. B. "Slim" Moore, Luther "Luke" Moore, Herman Miller, Frank "Windy" Miller, Lornie Morgan, Harvey Raines, Ben Smith, Bob Steele, Dave Sewell, Joe Sutton, Dick Thornton, Red Thompson, Al Young (with Dumont Shows in '52).
ST. LOUIS ART NOVELTY CO.
4520 Manchester Ave. St. Louis 10, Mo.

Thank You
L. E. (PETE) WEIGAND
Carmel Corn King
Thompson Bros.' Amusements
For your Chev Panel Truck purchase.
"Save Money With Johnny"
JOHNNY CANOLE
Phones: WI 3-0003 or WI 4-9347
Altoona, Pa.

WANTED
First Man on Ferris Wheel. Second Men on Tilt and Octopus. Must be sober and must drive semi. RUSSELL'S AMUSEMENTS, Glen Ellyn, Ill., Aug. 16-21; Elk Grove, Ill., Aug. 23-28. 906 N. 24th Ave., Melrose Park, Ill. Phone: Fillmore 4-0718.

REWARD
For information leading to recovery of 1957 Dodge Tractor, with 32-foot red and light blue Freuhauf Van. Also reward for information on whereabouts of Ross Casey.
AL DORSO
Amusements of America
Cumberland, Md.

WANTED
3 BINGO COUNTERMEN
Must be clean and stay sober. Good wages to reliable men. Contact
H. L. ANDERSON BINGO
c/o George Clyde Smith Shows
Scalp Level, Pa., this week;
Winchester, Va., next week.

WANTED
Bingo, Scales and Age, Hi-Striker, Custard, Gadgets and Jewelry.
WEST TENNESSEE DISTRICT FAIR
Jackson, Tenn., Sept. 12-17.
2 Kids' Days.
Free Grandstand, Three Free Cars.
HUNTER TAYLOR, Secy.-Mgr.
P. O. Box 1789

FOREMEN WANTED
For Ferris Wheel and Tilt, $75.00 weekly.
Write BOX 2601, Odessa, Tex.
Phone: FEderal 7-8819
after 11:00 p.m. or before 10:00 a.m.

WANTED
Two experienced Hanky Pank Agents for Anadarko and balance of season.
J. A. SCHNECK
c/o Bob Hammond Shows
Anadarko Indian Fair, Anadarko, Okla., Aug. 15-20.

www.americanradiohistory.com

BEST MERCHANDISE BUYS

VARI-VUE® FLASHER BADGE CHANGES

FROM I'M FOR NIXON — **TO** MAN FOR THE 60'S

ATTRACTIVE 2 1/2" METAL BACKED BADGES WITH SAFETY PIN ATTACHED

100,000 and over..12c ea.	5,000 to 9,999....18c ea.
50,000 to 99,999.14c ea.	1,000 to 4,999....20c ea.
25,000 to 49,999.15c ea.	500 to 999.....22c ea.
10,000 to 24,999.16c ea.	100 to 499.....25c ea.

1 to 99 .....50c ea.

1/3 Deposit, Balance C.O.D. Write or wire to

AUTOMATIC AMUSEMENT CO.
637 Liberty Ave. Pittsburgh 22, Pa.
Phone: CO 1-4112, CO 1-7596

Watch 'em Go Like **CRAZY!**

New! Handsome! Jeweled!

WATCHES

Wire! Phone! Write! TODAY!

Sweep second hand! Yellow goldtone! Smart new style! Striking gift boxes for added sales appeal, only 40¢ each. Min. order 6. 25¢ cash—bal. C.O.D.

$2.99

Expansion bands to match, 35c extra!

CEL-MAX, Inc.
582 So. Main • Memphis, Tennessee

Include postage. All merchandise shipped F.O.B. Memphis.

Nationally Advertised
- ELGIN
- BULOVA
- WITTNAUER
- WALTHAM
- GRUEN
- BENRUS

Watches

FREE with your order for 6 watches ▶ **GENUINE DIAMOND** In the Rough NECKLACE
Hand set—24 karat gold-plated chain. Limited time only.

MEN'S and WOMEN'S NEW STYLE WATCHES

Special 6 for $39.50 | Choice Lot 6 for $49

New Cases! New Faces! All Standard brands. Rebuilt to run like new! Complete with expansion bands.
25% cash with order—balance C.O.D.

WEINMAN'S
182 S. Main St. Memphis, Tennessee

S-P-E-C-I-A-L!
SWEETHEART HANDCUFFS
Space for Engraving on each Cuff.

$2 PER DOZ.

Immediate Delivery!

Send for FREE 1960-'61 Catalog and information on SPECIAL SPINDLE DEAL

Frisco Pete Enterprises, Inc.
2048 W. NORTH AVE. CHICAGO 47, ILLINOIS EVERGLADE 4-0244

WE MANUFACTURE THE MOST COMPLETE LINE IN AMERICA!

SALESBOARDS **JAR TICKETS** **MATCH PAKS - HOROSCOPE TICKETS**

LOW FACTORY PRICES

PHONE OR WRITE FOR PRICE LIST AND CIRCULARS

EMPIRE PRESS, Inc.
644 ORLEANS ST. CHICAGO 10, ILL. Ph. MOHAWK 4-4118

---

new merchandise for tomorrow's . . .

parade of hits

FOR LISTING
SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

CLOWN

Clown is equipped with a wooden hammer, A light touch on the foot flips a ball thru the hoop: heavy blow shoots all four balls. For tots. Sells $3.—Knickerbocker Plastic, 11501 Hart Street, N. Hollywood, Calif.

VACUUM BOTTLES

Wide-mouth vacuum bottles. Wide opening makes them usable for hot soups, stews, baked beans, spaghetti, chili, fried chicken, cold desserts, salads, puddings, ice creams. Has pitcher handle, plastic jacket.—Aladdin Industries, Nashville, Tenn.

NECKTIE

Necktie made of Krailon. Needs no cleaning, pressing, no tying. Said to resist any type of stain such as oil, ketchup, mustard, coffee, etc. Wipes off with a damp cloth. Tied in a Windsor knot.—Five Star Import-Export, P. O. Box 42-608, Miami, Fla.

ANGEL DOLL

Sleeping angel doll has halo, white plush wings, taffeta lines. Face is vinyl and curls of saran. Pile plush body with white mittens. Eighteen inch model $6. With music, $8.—Cara, 844 W. Adams, Chicago 7.

TV TABLE

A new portable television table to accommodate the new slim cabinet portables. Top of the table is adjustable from 5½ to 10 inches in depth. Slides are moved to the proper depth, bolts are tightened. Arms are adjustable for sets from 18 to 30 inches wide. Table mounted on clear lucite casters.—Kalo Mfg. Corp., 2006 Pitkin, Brooklyn 7.

SECRET GUN

Gun is completely hidden up the sleeve, slips on and off easily. Gun pops into hand by pressing a button. Comes with a dozen soft, safe rubber bullets. Retails $1.49. — Ray Plastic, Winchendon Springs, Mass.

ANIMAL SET

Six animals in a set. Beginning with the elephant each one opens to reveal one smaller. For ages 2-6. Set is 5½ inches long, 3⅞ wide. Retails 98 cents.—Structo, Freeport, Ill.

BARBECUE SETS

Complete line of barbecue accessories themed to colorful little pigs. Included are salt and pepper shakers, jam and jelly jar, sugar and creamer, planter or napkin holder, spoon holder, cracker server, platters, etc. All items in brown tones with white chef hats. Individually packed in gift boxes.—Circle Import-Export, 4021 South Western, Los Angeles 62.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS

CLOSEOUTS!

11" All-Plush Scotty Dogs. Beaut. Steif-like Plush Bears. 8" Window Box Dressed Dolls ..... $6.00 dz.

36 Pieces, $18.00 FOB.

Comic Tigers & Dogs, Bagged. Giant 36" Taffeta Clown Doll ..... $10.80 dz.

24 Pieces, $21.60 FOB.

- 25" Plush & Plaid Bears..$15.00 dz.
- 14" Giant Plush Scotty.... 12.00 dz.
- 30" Monster Combo Bears 22.80 dz.
- 27" All-Plush Carnival Bear 18.00 dz.
- 24" Taffeta Clowns & Dolls 6.00 dz.

Free Catalog—1,000 NEW Plush Imported Toys & Carnival Goods
REPRESENTATION WANTED

ACE TOY 536A Broadway N. Y. C. WO 6-5627

HOTTEST ITEM TODAY!

FELT PORKIE ALL COLORS
Heavy Quality, Not the Cheap One!
$4.25 dz. $48.00 gr.

LARGE FANCY PLUMES $1.25 dz.

3½" CAMPAIGN BUTTONS
KENNEDY & JOHNSON
NIXON $10 per 100

Write for Free Price List of Complete Carnival Line, Novelties, Hats, etc.

CHARLES SHEAR
150 Park Row New York 7, N. Y.

PRICE UP— DON'T BELIEVE IT!!

30 Inch Fully Plush, Cotton Stuffed Bears—#7441/1
$22.50 Doz., F.O.B. Philadelphia, Pa.
$24.75, St. Louis Warehouse

ACME PREMIUM SUPPLY CORP. 2201 Washington Ave. St. Louis, Missouri

New 1960 Catalogue Now Available From the World's Largest Premium Supplier.

STUFFED DOLLS

17" BABY FACE DOLL	$4.40 dz.
15" DUCK FACE DOLL	5.90 dz.
15" MONKEY FACE DOLL	5.90 dz.
19" SITTING FACE DOLL	7.20 dz.
20" CORDY FACE DOLL	7.20 dz.
9 x 6 PLUSH SCOTTY DOG	$5.90 dz.

EACH ITEM SOLD IN DOZEN LOTS ONLY

25% Dep., Bal. C.O.D., F.O.B. Chi.

J & N COOK, Inc. 763 W. Taylor Chicago 7, Ill.
Operated & Managed by Jim & Nat Cook. Our only location.

Beachcomber-Bird's-Nest Hats
NATURAL STRAW—16" DIAMETER
PK—2 GR.—WT. #100

Min. —2 Gr.) $18.00 per gross

NEW SHOW ROOMS
Air conditioned—all merchandise on display, Helium Gas, Balloons, Plush, Plaster, Slum, Party Favors, etc. — at lowest prices. Good parking, close to the Loop. Best spot in town to buy your merchandise.

RODIN NOVELTY CO.
1102 W. Washington Blvd., Chicago 7, Ill.
Phone: CH 3-8080

ATTENTION!
WE STILL HAVE ONLY THE GOOD PLASTIC PENS— NO CHEAP IMITATIONS.

TOP ACTION PEN W/CHROME RING & CLIP. In many colors, or color comb., Red, Green or Blue Ink.

$8.64 Gross

Imprinted up to 4 lines—2¢ per pen. Minimum order 100 pieces.

Write for Catalog.
25% dep., bal. C.O.D., F.O.B. N.Y.

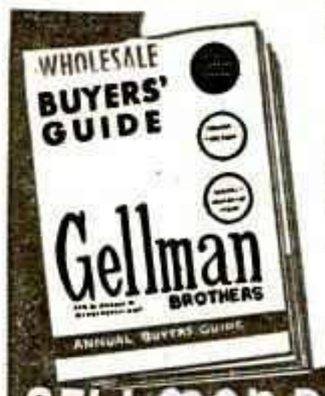
COASTLINE PEN CO.
23 West 38th Street N.Y.C.
Tel.: LI 4-1740 or BR 9-2757

Direct From Manufacturer
JEWELRY FOR GRAB BAGS & WHEELS
Beautiful, Stylish Rhinestone Necklaces, Bracelets, Rings, Watch Fobs, etc.

TERRIFIC FLASH
Real Jewelry—No Slum. Guaranteed $1.00 Retailers. Dozens of Styles—Immediate Delivery. $18.00 per gross, 5 gross orders, $17.00 gross.
SEND FOR FREE CATALOG—150 other items
Sensational Fast Selling Jewelry Items. 48 illust. pgs.
25% Dep. on C.O.D.'s

PACKARD JEWELRY CO.
48 W. 25th St., Dept. B, N. Y. 10, N. Y.

Copyrighted material
www.americanradiohistory.com



SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG
IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR
Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

Authentically Styled
POLYNESIAN & SOUTH SEAS
TIKI GODS

ALL TIKI GODS
with Neck Thongs and Rhinestone Eyes
$2.75 Per Doz.
$30.00 Per Gross
With Key Chains,
$4.00 Doz. $40.00 Gr.

FASTEST SELLING NOVELTY TO HIT THE TEEN-AGERS!
GREAT for Jewelry Workers, Engravers
8 Different Styles
ALSO AVAILABLE in CARVED WALNUT, with Leather-Type Thong
$9.00 Per Doz.
Without Eyes or Thongs—Bulk $1.00 per doz.

FROZEN SUCKER MOLDS
Terrific $1.00 Seller from manufacturer

Make popsicle-type goodies right in the home.
5 different colors.
$4.20 Per Dozen
Terrific Pitch Item!

GET ON THE BANDWAGON—DON'T DELAY! ORDER TODAY DIRECT FROM MANUFACTURER
25% With Order, Balance C.O.D. Prices F.O.B. Los Angeles.
AL WEISMAN ENTERPRISES P. O. Box 4112 NORTH HOLLYWOOD, CALIF. TR 7-4739

ENGRAVERS AND DEMONSTRATORS: ATTENTION!

WRITE FOR NEW CATALOG
Largest assortment of Plated Gold Filled and Sterling Rings. 25% deposit with all C.O.D. orders. Include postage with prepaid orders.

Men's, Ladies', Girls', Boys' and Kiddie's Expansion Photo Idents from $4.00 dz.
Boys', Girls', Men's, Ladies' Expansion Idents from $3.50 dz.

MADE IN U.S.A.
Heart or Round Necklace on 24" chain. Nickel or gold plated ..... $24.00 Gr.
Bracelets ..... $27.00 Gr.

McBRIDE JEWELRY CO., 1261 BROADWAY at 31st., N. Y. 1, N. Y.

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS
• TIP BOOKS • BASEBALL BOOKS
at very, very reasonable prices.
Phone Wheeling—CEdar 34282
Columbia Sales Co.
302 Main St., Wheeling, W. Va.

FREE! CATALOG ADULT GAMES
JAR TICKETS
• MATCH-PAKS • TIP BOOKS
• SALESBOARDS • PUSH CARDS
• BINGO and CASINO EQUIPMENT
• Complete Supplies — Write to Catalog Dept.
ACE GAMES Manufacturing Company
2241 So. Indiana Ave. Chicago 16, Illinois

GIGANTIC PROFITS

New Tarnish Proof Wonder Metal! Guaranteed not to tarnish! Full of Life and Brilliancy! In Natural Gold Color—or White!
½ Ct Sim. Diamond. $7.20 Gr.
Min order 1 Gross
Also same ring in 1 Ct center. $9.00 Gr
Complete line of other rings, including birth-stones!
Send $2.00 for complete Sample Line and Catalog
STERLING JEWELERS, INC.
1975 E. Main St. Columbus, Ohio

SLUM PLUSH
MEMPHIS TOBACCO CO. INC.
320 MONROE AVE., MEMPHIS, TENN.
NOVELTIES—TOYS—GAMES—SUNDRIES

Your key to SALES RESULTS—
the advertising columns of THE BILLBOARD!

You Can't Beat
BRODY
For Merchandise
FOAM DANGLING DICE—
$1.75 dz. $18.00 Gr.
PLUSH BEARS—Each With Elastic and Bell Attached
#827 — 11½" — $4.50 Dz. $48.00 Gr.
#5196 — 7½" — $2.50 Dz. $24.00 Gr.
25% dep., bal. C.O.D., F.O.B. Chi.
SEND FOR FREE 1960 ILLUS. CATALOG
M. K. BRODY & CO., INC.
916 So. Halsted Chicago 7, Illinois
L. D. Phone: MOnroe 6-9520—9521
—In Business in Chicago for 49 Years—
OPEN SUNDAYS—9 TO 1

THE MARKET PLACE FOR BUYERS and SELLERS

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum $4 CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

• DISPLAY CLASSIFIED ADS •

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

RATE: $1 per agate line, $14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

Acts, Songs, Gags

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send $10 and get $50 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money-back guarantee. Laughs Unlimited, 106 W. 45 St., New York, New York. au29

THE ENTERTAINER — TOPICAL GAGS, one liners; stories, jokes. Sample copy, $2. Year's subscription, $12. 12 back issues, $6 (1,800 gags); 6 back issues, $3 (900 gags). Eddie Gay, 242 W. 72nd St., New York 23, New York. au29

Agents, Distributors Items

DECALCOMANIA TRANSFERS NOW OFfered 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

Did this Ad
ATTRACT YOUR ATTENTION?
USE DISPLAY CLASSIFIED
A sure way to attract more attention and secure greater results.
RATE: $14 PER INCH
Rule border permitted when using one inch or more.

DO YOU WANT TO MAKE MONEY — OUR novelty is new, yet one like it started the world to inhabit thousands of years ago. We want distributors and agents. The Rice Manufacturing Co., 486 Baltimore Ave., Cumberland, Md.

FREE CATALOG ON BIGGEST VALUES OF complete Costume Jewelry. Try a 2 dozen asst. for $5. Money back guarantee. Check or M.O. Karen Originals, 45 N. Main, Bristol, Connecticut. au22

JEWELRY CLOSEOUTS
FREE CATALOG

R16—Asst. Girls' Stone Rings, Gr.	$ 4.75
E102—Asst. E/rgs. Gr.	6.00
201—Plastic Wallets, asst. Gr.	10.80
E5—Stone E/rgs, etc., asst. Gr.	12.00
E1—Tailored E/rgs, asst. Gr.	18.00
E2—Stone & Pearl E/rgs, asst. Gr.	21.00
E130—Rhinestone E/rgs, asst. Gr.	30.00
01—Odd Lot Brace & Necks, Gr.	15.00

Samples Regular Price
25% Deposit, Balance C.O.D.
NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT
START YOUR OWN BUSINESS . . .
stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key Protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free.

GENERAL PRODUCTS
Dept. BB 134, 11 N. Pearl St.
Albany 7, N. Y.

DISTRIBUTORS WANTED
To sell our Magic-Wick eye glass cleaner. The only wick that's guaranteed to clean and prevent fogging.
THE MAGIC-WICK CO., INC.
144 E. Main St. Spartanburg, S. C.

FAMOUS MFR. CLOSEOUTS

Asst. Earrings	$1.75 & $3.00 Dz.
Pierced Earrings, Asst.	$1.25 & $1.75 Dz.
Charm Bracelets, Asst.	$1.50 & $2.50 Dz.
Tie & Cufflinks Sets, Asst.	$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 Necks., 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.
SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

FROM MEXICO TO YOU!
At lowest wholesale prices, complete line straw hats, baskets, chairs, trays, novelties, etc. Catalogue available.
RAMIREZ IMPORTING CO.
P. O. Box 1482 Laredo, Texas
Phone: RA 2-2611

HOSIERY—LOW PRICES LADIES', MEN'S, Children's. Ladies' Nylons packed cello bags, $3 dozen. Prompt shipment and satisfaction guaranteed. S. T. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. au29

USE BRIGHT PLASTIC PENNANTS TO decorate your location. 100 ft., 6 colors, sewed to strong plastic covered rope, $2.95 ea. postpaid. Write for large quantity discount and sample. Satisfaction guaranteed. Peterson's, 218 2d St., Dundee, Ill. np

YOUR OWN BUSINESS — SUITS, $1.50; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. National Mail Order. 2111-AF Roosevelt Rd., Chicago 8, Illinois. ch-np

Animals, Birds, Snakes

ASSORTED DEN OF REPTILES FOR $25 including Boa. Cobras, $35 each. Pythons, Alligators, Dragons, Chameleons, Turtles. Snake Farm, Laplace, La. au22

ATTENTION, SHOWMEN: RED TAIL BOAS, 6 ft., $14.80; 7 ft., $20; 8 ft., $30; 9 ft., $40; 10 ft., $60; 11 ft., $88. Anacondas, 8 ft., $20; 9 ft., $28; 10 ft., $40; 11 ft., $52; 12 ft., $68; 9 ft., $80; 14 ft., $120. Large Green Iguanas, $10; Tegu Lizards, $10.80; Rhinoceros Iguanas, $50; Snake Dens (nonpoisonous) $25-$35-$50-$75; Guinea Baboons, $75; Spider Monkeys, $25; Ringtail Monkeys, $25; Marmosettes, $15; Pacas, $35; Agoutis, $15; Coati Mundis, $25; adult Tapir, $400; small Tapirs, $200. Miami Animal Co., 1525 N.W. 27th Ave., Miami, Fla. Phone: NEwton 3-6919. au15

CUTE BABY CHIMPANZEES FOR TRAINing, companionship. Request illustrated Monkey Catalog. Bronson Birds, 149 Fortgeorge, New York 40, N. Y. Williams 2-1150. se5

HORSE AND PONIES—TRAINED, BEAUTIful spotted Pony. Harness plumes. Nice act. $500. Others. Captain Baranowski, 7311 Irwin, Raytown, Mo.

NOW IS THE TIME TO PURCHASE AND train Elephants for spring working. Baby female Indian Elephants arriving by steamer early September. Sizes as follows: 4' ½", 4' 1", 4' 2", 4' 5", 4' 6", 5' 6" and 5' 8". Docile animals can easily be led, all perfect specimens, special price for August only, $3,000 each, f.o.b. N. Y. $1,000 deposit must accompany order. Baby Chimpanzees, $500 each up. One 18-ft. Reticulated Python, special, $350. Other Snakes available. Write for complete animal list. Trefflich's, 228 Fulton St., New York.

OCELOTS, JAGUARS, PUMAS, BOBCATS, African Lion Cubs, Bengal Tiger, Tapirs, Giant Anteaters, two-toed Sloths, Honey Bears. All kinds of poisonous and nonpoisonous Reptiles. Complete exhibits at money-saving prices. Adult female Pygmy Hippo. Chimpanzees, both babies and cage type. Birds of every description. Live arrival guaranteed on every shipment. Dale Logston Animals International, 4704 Jean Ave., Fort Worth 19, Tex. Phone: Jefferson 42592.

SIKA-FALLOW DEERS, $225. REQUEST illustrated monkey catalog. 14 pr. Finch assortment, $35. Bronson Birds, 149 Ft. George, New York 40, N. Y. Williams 2-1150. au15

This is a
DISPLAY CLASSIFIED AD
Your Advertisement Display
In a space this size will cost
only
$14 per insertion

Business Opportunities

AMUSEMENT PARK
San Jose, Calif., approx. 3 million people within 50 miles, thousands coming here each month. We have for sale or lease a 20 acre amusement park which includes most popular rides, two restaurants, bar, skating rink, authentic "1840 Fort," paved quarter midget race track. Bar B-Q picnic grounds, recreation hall, outdoor dance floor and large museum with collections of antique cars, fire engines, wagons, motorcycles, carriages, guns, art, dolls, costumes, early automatic music boxes. 25 head horses, ponies, burros. This is an exceptional property offering great opportunity. Write or call Joe Lowry, exclusive agent.
COOPER-CHALLEN REALTY CO.
85 N. First St. San Jose, Calif.
CYpress 2-8382

FOR SALE
Factory of manufacturing Shooting Galleries and supplies. Fully stocked, equipped and established, successfully operated business since 1927. Priced to sell by owner who wishes to retire.
H. W. TERPENING
137-139 Marine St. Ocean Park, Calif.

OLD-TIME SHOWMAN, WELL ACQUAINTed with and respected by show owners, wanted for fastest money making proposition since show business. $1,500 investment will get you started and will provide you with exclusive equipment which should provide $25,000 per year return. This is new. Cash and willingness to work required. Write Box C-633, c/o The Billboard, Cincinnati 22, Ohio.

NEW ELECTRIC MACHINE BAKES Greaseless Doughnuts; attracts crowds. You'll coin money serving hot doughnuts. Weights 60 pounds; small investment; free recipes. Norbert, 3605 South 15th, Minneapo 's 7, Minn. np

Porto-Bilt
ROLLER RINKS
Complete Tent Rinks and Floors only for indoor use, any size.
W. T. Shackleford, DIXIE RINK SALES
P. O. Box 415 Smyrna, Ga.
HF 5-5978 (8-2183 Marietta)

TEXAS JIM'S JUNGLE LAND IN SARAsota. Estab. 1935. Wide assortment of Reptiles, Birds and Animals. Business and Real Estate (over 4 acres of valuable city property), $40,000 down, bal. ten years. Priscilla Warfield, Realtor, 210 So. Osprey, Sarasota, Fla. au15

YOUR OWN BUSINESS — WITHOUT INvestment! Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders. Part or full time. Big cash commissions. Match Corporation of America, Dept. D-80-B, Chicago 22. au22

TRAMPOLINE CENTERS . . .
A BOOMING BUSINESS FOR YOU
Get in on one of the fastest growing recreation businesses as the owner-operator of a thriving trampoline center.
AMERICAN TRAMPOLINE CO. OF JEFFERSON, IOWA, one of the largest manufacturers of trampoline center equipment, has a complete plan to help you set up your own profitable center on a modest investment. And, under our franchised dealer plan, you may also sell equipment to backyard users.
For details contact:
American Trampoline Co.
Jefferson, Iowa, or
Shriver, Van Horn Products, Inc., direct factory representatives for
AMERICAN TRAMPOLINE CO.
Offices at Hotel Manhattan
44 St. and 8 Ave., N. Y. 36, N. Y.
Room 2709. Phone: JUdson 2-0300.
Ext. 2709. Call collect. No obligation.

Calliopes & Band Organs

FOR SALE—WURLITZER BAND ORGAN Style 103, reconditioned, $700. Horstman, 457 Oneida St., Pittsburgh 11, Pa.

Costumes, Uniforms, Wardrobes

CLOWN SUITS, WIGS, PANEL SETS, Sequin Gowns. Impersonators Wigs. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNion 3-9509.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAmel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. oc17

For Sale—Secondhand Show Property

BUILD KIDDIE RIDES — TESTED PLANS: Auto, Airplane, $100 Chairplane, Dry Boat, Swan Swing, Sloping Rocket, $5 each. Free 112 page plan catalog. Brill, Box 875, Peoria, Ill.

COMPLETE SHOW OUTFIT — EXCELLENT condition, 35mm. Zenith Projector, panoramic 9 x 18 picture, 2 amplifiers, 32 V transformer, $350. Heart attack. Roy Beamsley, Albert Lea, Minn.

(Continued on page 64)

Copyrighted material
www.americanradiohistory.com

THE MARKET PLACE FOR BUYERS and SELLERS

• Continued from page 63

FOR SALE

Custard on truck, perfect condition, operates anywhere. Has everything. Opens all around, etc. Ez Freeze Machine. See it in action and make offer at Folly Beach, Charleston, S. C.

DAVID B. ENDY

FOR SALE

Ferris Wheel, Merry-Go-Round, Comet, Major Rides. Dry Water Boat Ride, Autos and Bombers, Kiddy Rides. Modernistic Panel Front for Concessions, 150 ft. long. Have 8 Concessions complete with stock, including Popcorn, Candy Apples and Floss. 4 Semi Trailers. 1 straight truck. 1 tractor. Lots of extras. Will sell or lease or book in Florida. Look it over.

Funland Park, St. Augustine Beach
John Keeler, Gen. Del. St. Augustine, Fla.

FOR SALE—LONG RANGE, KING MAKE ON 1955 Chev. C. O. E.; new tires, 14 ft. front, aluminum walk, good canvas and guns. Price $2,000 or best offer. Can be seen Cedar Rapids, Iowa, Schafer 20th Century Shows. Contact Bob Johnson.

FOR SALE—NO. 5 ELI WHEEL, SMITH & Smith Chairplane. Both with International power units, V belt drive. Up for inspection. Will sacrifice for cash. Contact Sam Cooper, Jacksonboro, S. C. Tel.: Vernon 5-2107.

FOR SALE

One Kiddie Merry-Go-Round, Ewart Mfg. Co. model. Good condition. Complete with top, amplifier and aluminum horses. Price $3,250. Contact

J. L. RITTER
c/o Railtown Kiddieland
3600 Bainbridge Sacramento, Calif.

FOR SALE—36-FT. 3-ABREAST MERRY-GO-Round. 30 horses with aluminum legs and tails, beautifully painted, two chariots, outside scenery, mirror heads, sweeps and inside scenery well lighted. Top and side walls like new, 4 cylinder gasoline or 3 phase electric motor, new clutch assembly, telescopes and bushings. This entire ride has just been painted and is in perfect condition. Must be seen in operation in Altoona, Pa., to be appreciated. One of the most beautiful Merry-Go-Rounds ever built. Santi-Serve, direct draw, soft ice cream Trailer, factory made. 25 gallon per hour capacity. 60 gallon mix cooler. Neon lights outside, fluorescent inside, plate glass in screen enclosures, running water and stainless steel sink. Passed rigid Pa., & Md., State inspections. Ready for the road. Thompson Bros., 2906 Fourth Ave., Altoona, Pa. au29

FOR SALE OR TRADE: LINDY LOOP LOOP-O-Plane (single tub), Spitfire and Tilt-A-Whirl. All in operation in Amusement Park. Also two trailers, 24' and 32'. Benit Amusement Park, Arnolds Park, Iowa. au22

KIDDIE DIPPER, $3,000. CAN BE SEEN IN operation at Boardwalk Bet. Bri. 2nd and 4th St., Brooklyn, N. Y.

LARGE MERRY-GO-ROUND AND 15 KIDdie Rides. Write for price list. H. E. Ewart, 3970 Center, Norco, Calif. Phone: Redwood 74882. au22

MORE BUYERS
Will Stop and Read
YOUR AD
if you use a
DISPLAY
CLASSIFIED AD
RATE ONLY $14 per inch

HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- ☐ Acts, Songs, Gags
- ☐ Advertising Specialties
- ☐ Agents, Distributors Items
- ☐ Animals, Birds, Snakes
- ☐ Business Opportunities
- ☐ Calliopes and Band Organs
- ☐ Collectors Items
- ☐ Costumes, Uniforms, Wardrobes
- ☐ Food & Drink Concession Supplies
- ☐ Formulas and Plans
- ☐ For Sale—Secondhand Goods
- ☐ For Sale—Secondhand Show Property
- ☐ Help Wanted
- ☐ Instructions and Schools
- ☐ Locations Wanted
- ☐ Magical Supplies
- ☐ Miscellaneous
- ☐ Mobile Homes, Accessories
- ☐ M P Films—Accessories
- ☐ Musical Instruments, Accessories
- ☐ Partners Wanted
- ☐ Personals
- ☐ Photo Supplies & Developing
- ☐ Ponies
- ☐ Printing
- ☐ Rigging and Props
- ☐ Salesmen Wanted
- ☐ Scenery, Banners
- ☐ Talent Wanted
- ☐ Tattooing Supplies
- ☐ Trucks, Trailers, Accessories
- ☐ Wanted to Book
- ☐ Wanted to Buy

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 _____ $ _____

SCHIFF LOW MODEL COASTER W/TRUCK, $4,500; Johnson Tank Ride, $1,600; Octopus, top condition, $8,500. Rockville, Md., Aug. 12-20. POplar 2-9814 or P. O. Box 332, Rockville, Md.

SALE OR GOOD FLORIDA LOCATION

1959 Tilt-a-Whirl; 1957 Chevrolet snub-nose Trucks; 1955 Chevrolet snub-nose Trucks; 1959, two 30 ft. special factory built Trailers for Tilt. Or will book on percentage in a good location in Florida.

Can be seen in operation at Crystal Beach, White Lake, N. C., through Labor Day.

Contact J. L. CORBETT
Crystal Beach, White Lake, North Carolina

PARATROOPER — FACTORY TRAILER-mounted, $17,500. Operating Rockville, Md., Aug. 12-20. POplar 2-9814 or P. O. Box 332, Rockville, Md.

SENSATIONAL AERIAL ACT FOR SALE, reasonable. Box 287, c/o Billboard, 1564 Broadway, New York 36, N. Y. au15

TRAINS — ALL SIZES, GAUGES, TYPES; new, used, custom built. Photos, details, $1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. se12

3-ABREAST PARKER MERRY-GO-ROUND. Original horses. $2,500. Loyse Caldwell, Pampa, Tex.

16 ALUMINUM FLYING JENNY HORSE Merry-Go-Round with trailer. Tub Ride on trailer. Both like new. Bargain. STate 4-9996. H. Spalding, 5010 South East St., Indianapolis, Ind.

4,000 FOLDING CHAIRS, STADIUM CHAIRS, Tables, Theater Chairs, Lockers, Bleachers, Tents, Playground Equipment. Lone Star Seating, Box 1734, Dallas 1, Tex.

60 KW. LIGHT PLANT CONSISTING OF four 15 kw. Delco Generators and Wisconsin Gas Engines. Used only five weeks since brand new. Mounted in a Fruehauf semi-trailer with doors that open on all sides. Has 300 gallon storage tank, vacuum brakes, good tires, etc. Full price $3,800. Terms arranged. King Amusement Co., Mt. Clemens, Mich. au22

Help Wanted

REFINED YOUNG LADY WITH OWN transportation for theater show. Rehearse California, September 1. Send lowest weekly salary and photos to Stretz, 908 Morgan, Boonville, Mo.

Instruction and Schools

LEARN AUCTIONEERING — TERM SOON. World's largest school. Big free catalog. Reisch Auction School, Mason City 18, Iowa. au15

Magical Supplies

NEW 48-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog, $1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. au15

Miscellaneous

POCKET NOVELS—PRIVATE COLLECTION. No Westerns: $5 per 100. Merrill Baker Jr., 60 W. Walnut, Martinsville, Ind.

1,000,000 BOOKS, 10¢ EACH. FREE CATAlogs. Max Rudolph Sales Co., 6454D N. Newgard Ave., Chicago 26, Ill.

Personals

I FORGIVE YOU FOR EVERYTHING. COME home and bring John and Geneva's things. Call or write. Love, Vera.

URGENT — ANYONE HAVING KNOWLedge of the whereabouts of Mr. James Shumate, formerly of Springfield, Missouri, please write to Rev. Conran Free, C.P., St. Gabriel's Monastery, Brighton 35, Mass.

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.

• Continued from page 61

Antoniuk, George
Archer, Jimmie
Barker, Floyd
Barnes, J. C.
Bartley, Willie E.
Beezley, Fern
Beezley, James C.
Briggs, Mr. & Mrs. B. V.
Berthelson, Al J.
Brown, R. W.
Carpenter, Clifford R.
Carter, Richard
Carroll, Mr. & Mrs. Simmy
Childers, Bob
Converse, Art
Cook, Joe D.
Cowboy Mac
Cox, Francis X.
Cox, Walter B.
Crow, Helen Marie
Crowe, W. J.
Crowley, Allen Bernard
Daniels, M. E.
Dante, Delilah
Davis, Vic
Delmar, Mr. & Mrs. W. L.
Dennis, Jack W.
Dorner, Paula King
Eddington, Mrs. C. L.
Eureka Amusement Equipment Co., Inc.
Farrow, Rockie
Ferguson, Danny
Ferroni, Gaspar & Jennie
Field, E. J.
Fink, Harry
Flynn, Jack
Fortner, Don
Fortner, Donald
Foster, Gerald L.
Francis, John Crawford
Frederick, J. J.
Frye, H. L.
Gentry, Ruth
Goss, James
Griffin, Mickey Ned
Griggs, Charles
Guptil, Ralph
Haboorchock, Nicholas
Harrington, Mr. & Mrs. LeRoy S.
Howard, C. D.
Hyman, Harry
Jurden, Donald
Karoly, Margaret M.
Katonka, Kitty
Kaye, J. J.
Kernes, Jim
Kester, David
Levine, J.
Kohler, Rolland
Lednow, Darwin
Levine, J.
Long, W. E.
Love, Carl G.
Love, Lester R.
Lowery, Carroll R.
Lucci, J. L.
McCabe, Ruth
McCrary, Tex
McGinley, Barbara
McInturff, Kennith
McInturff, Shirley
Mansueto, Wm.
Mathews, Mr. & Mrs. Sport
Mellor, Lillian M.
Miller, Cole
Miller, J. W.
Miller, Mrs. Martha
Mitchell, Patsy
Mofield, Mrs. James
Moore, Mike
Moorehead, C. E. (Pop)
Moorehead, C. W.
Moreno, Geraldine
Myers, Fred
Noble, Mr. & Mrs. J. K.
O'Dea, James R.
Paul, Robert
Payton, Mr. & Mrs. Earl
Poole, Mrs. Charmane
Poucher, Raymond C.
Radford, Ronell A.
Raner, Geo.
Remondelli, Patricia
Sable, Mr. & Mrs. Jerry
Shahan, Mrs. Robert
Slaten, Mr. & Mrs. White
Smith, Jack E.
Sokolowski, P. V. & R
Stanton, Mrs. Richard
Star, Hedy Jo
Starr, Mr. & Mrs. Joe
Stein, Jack
Suchors, Mr. & Mrs. Chester
Summers, Al T.
Taylor, Mrs. Joan Smith
Taylor, Samuel L.
Thompson, John L.
Tiger, Lily
Tinker Toye
Vincent, Frank
Vinson, Jack E.
Vinson, Richard D.
Voight, Mr. & Mrs. Robert A.
Wagner, Harold Loyd
Wagner, Mrs. Ralph (Rusty)
Wagner, Shirley
Walker, Samuel
Walters, Curley
Weaver, Ray L.
Welch, John J.
Weide, John
West, Edna
Whitfield, William B.
Boone, Virgil Wilson
Wingfield, Harry D.
World's Fair Amusement Co.
Williamson, Al
Yager, Elaine F.
Young, Roger

MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

Andronski, John
Burke, Peggy
Chainti, Tom
Connor, Jack
Craig, Buddy Garland
Craig, James
Crawford, John A.
Diabolo, Margaret
Dillon, John
Ensley, Eugene
Geiger, Rose
Gendusa, Pat
Goldstein, Ed
Goodbaf, A.
Gray, Christina
Haviland, Hal
Karid, Hall
Kellar, Fred
Kroll, Herman
Martin, Brandy
Newman, Al
Nonelighter, Bill
Pearson, Alton
Powers, Babe Patricia
Morosoff, Mrs.
Salvatore, Steve
Santucci, Arduth
Schuler, Charlie
Shyretto, Alfred
Spitzer, Margie
Spitzer, Florence
Tobell, Allen
Vail, Lois
Vilasco, Lolita
Via, Shamroels
Woode, Henri
Zucce, Joseph G.

Photo Supplies and Developing

INVENTORY REDUCTION SALE—COMICS, Backgrounds, Photo Mounts, Key-Chains. Write for low prices. Miller Supplies, 2108 Main St., Alton, Ill. au22

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames; everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

QUITTING AMUS. BUSINESS. FULLY equipped Direct-Positive Photo Equipment. 2 Mandell Cameras, 1½" and 2½" shutters. Complete with booth. Must be moved by Labor Day. $250. John Bolton, Lake Lansing Amus. Park, Haslett, Mich. au15

Printing

PRINTING IN SMALL LOTS: 100 NO. 6¾ white wove Envelopes and 100 Invoices or Statements printed with your name and address (both same copy) for only $3.50. Modern type styles, 20 yrs.' experience, fast service. Rogers Printing Service, 5218 Brow Ave., Newburgh Hts. 5, Ohio.

SHORT RANGE TARGETS — PRINTED right; one-day service; $7 per 1,000. Fine Arts Press, 2801 Latrobe St., Peoria, Ill.

200 8½X11 LETTERHEADS, 200 6¾ ENvelopes, both for $3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Mich. au22

1,000 EMBOSSED BUSINESS CARDS, INcluding 3 line name, address rubber stamp and pad, $4 postpaid. Samples free. Malquist, 4526 Patria Dr., San Diego 15, Calif.

Salesmen Wanted

IF YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of exceptional opportunities in Salesmen's Opportunity Magazine. Send name for your copy, absolutely free. Tell us what you're selling now. Opportunity, 848 N. Dearborn, Dept. 21, Chicago 10, Ill.

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1. ch-tfn

Talent Wanted

ACCORDIONIST — COMMERCIAL. BEGIN Sept. 5. Must read. Cut or no notice. Long locations. Sober, imperative. Box C-632, c/o Billboard, Cincinnati 22, Ohio.

VOCAL DUET — EVERLY'S, ETC. PLAY lead guitar & bass. Send photos & salary desired. Brooks twins, immediately. Lead guitar, rock & country. Webb Foley, 1312 Huestis St. Bldg., Ft. Wayne, Ind.

WANTED — DRUMMER, MODERN, READ, fake, to work with combo doing location jobs. Phone Midland, Texas, MU 2-9033, 12 noon to 6:30 p.m. collect.

YOUNG MAN FOR HIGH ACT. EXPERIence not necessary. Good character. Send photo, weight and age to Box 288, c/o Billboard, New York 36, N. Y. au15

Tattooing Supplies

TATTOOING — I WILL TEACH YOU THIS profitable, fascinating business. Illustrated information $1. Zeis School of Tattooing, 728-A Leslie, Rockford, Ill. np

Wanted to Book

WANTED — CARNIVAL. S. C. COLORED fair first or second week in Oct. Write Ed Wootten, 2406 Willow St., Columbia, S. C.

Wanted to Buy

HARDWOOD FLOOR FOR ROLLER SKATing, skates and equipment. Milton Hood, Glendive, Mont.

MONEY—DO YOU NEED ANY? SEND ME your old coins and gold. Money will be sent upon receipt of coins. Victor Capo Novelties, 1641 S. Jessup St., Philadelphia 48, Pennsylvania. au29

USED SNO-CONE, POPCORN, WHIRLWIND Floss Machines and small concession equipment. Foothill Creamery, 3100 Alum Rock Ave., San Jose 27, Calif.

TALENT AVAILABILITIES

RATE: 10c a word, minimum $2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Miscellaneous

AVAILABLE SEPT. 15—COL. F. M. SEYmour, "The Southern Colonel of Corn." Completing season at Storytown U. S. A., N. Y. 15 years stage and TV. 15 years theatrical art, Art Director, TV Cameraman and 1 year magic show on air. 453 Glen, Glens Falls, New York.

Musicians

CONCERT PIANIST-ACCOMPANIST. SUCcessful in school assembly work. Sober, dependable, congenial. Salary reasonable. Contact now for fall tour. Emerson Stout, 4105 Flower Ave., Cincinnati 5, Ohio.

TRUMPET—ALL AROUND COMMERCIAL experience, vocals. Dick Shelby, 1222 Princess Ave., S.W., Atlanta, Ga. PL 8-3018.

Outdoor Acts and Attractions

FLASHY PLATFORM TRAPEZE ACT available for Outdoor Celebrations, etc. For full particulars, price, etc., address: Charles La Croix, 1304 S. Anthony Blvd., Fort Wayne, Indiana. Telephone: Eastbrook 3315.

AT LIBERTY—FREE TO TRAVEL. PROfessional Dancer, Entertainer. Available for Fairs, Outdoor Attractions, etc. Contact Maurine Selvey, c/o The Billboard, 390 Arcade Bldg., St. Louis, Mo.

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. au22

HIGH DIVE EXTRAORDINARY. HOLLYwood style. Is a masterpiece for drawing money spending crowds. This one-time Movietone feature is now an outdoor thriller and up to date. Has not been duplicated here nor abroad. An important feature that other acts lack is the eye-catching lights on the high rigging that attract attention to your Celebration from far off. There is another important and special service feature that can be a big help in making your Celebration a success, which we offer and other type acts do not. We supply large four-color circus style Posters that illustrate this act and do a good job of advertising. Also there is ample space left at the top for your date and location, etc. Contact Mac Productions, 45 N. Lamphier, Warren, Ohio. Telephone EX 9-1479. au29

Vaudeville Artists

OPEN FOR FALL AND WINTER INDOOR Circus dates with reliable showmen. Outstanding dogs; MaCaque and Babson. Write or wire for particulars. Ray Biehler, Willow Grove, Pa., Gen. Del.

COIN MACHINES

Parts, Supplies

CAPSULE JEWELRY — ASSORTED EARrings, $5 gross; Neck Pendants, $7.20 gross; Solitaire Rings, $4.75 gross; Cuff Links, $14.40 gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. au29

Routes For Sale

LARGE ROUTE
IN WESTERN MICHIGAN

Willing to split up and partly finance to right parties. For further details write

BOX C-629
c/o The Billboard Cincinnati 22, Ohio

Used Equipment

FOR SALE: GOOD USED PINBALLS: CARAvan, Three Deuces, Big Ben, Gold Star, Regatta, Auto Races, $40 each. Turf Champ, $140; United 14 ft. Bowling Alley, $100. Send ½ deposit. Frank Guerrini, 1211 W. 4th St., Lewistown, Pa. au22

www.americanradiohistory.com

Northwestern in Production; 60's First to Come Off Line

By NICK BIRO

MORRIS, Ill.—The Northwestern Corporation swung slowly back into production last week after almost four months of forced inactivity when its factory burned to the ground last April.

First machines to come off the line were a run of Northwestern 60's. The firm's Super 60's, tab gum, hot nut and packaged gum machines are following shortly.

Ray Greiner, Northwestern sales manager, said the firm is working to fill a backlog of orders but expected to be caught up within a month.

Manufacturing

Manufacturing facilities have been set up in what was the Northwestern warehouse — the only structure that escaped the April fire. Everything else was leveled.

Two new buildings have been added for warehouse and shipping rooms and a tool room. The entire area takes in about a quarter-square block. Site of the old factory is being cleared to house additional manufacturing facilities, office space and a parking lot.

Altho Northwestern personnel are starting to breath a little easier, getting back into production had its share of giant headaches. First, the firm had to have some area to do business, so temporary headquarters were set up in nearby Bedford Plaza Shopping Center.

Inventory

The warehouse which luckily had a large inventory of machines to keep the firm going, became a shipping depot. Work began immediately to add the two buildings for warehouse and shipping, and tool room.

Additional area was cleared in the warehouse to construct the present manufacturing facility. Spot welding machines, punch presses and large metal-forming equipment were installed. Equipment to run the production line was added.

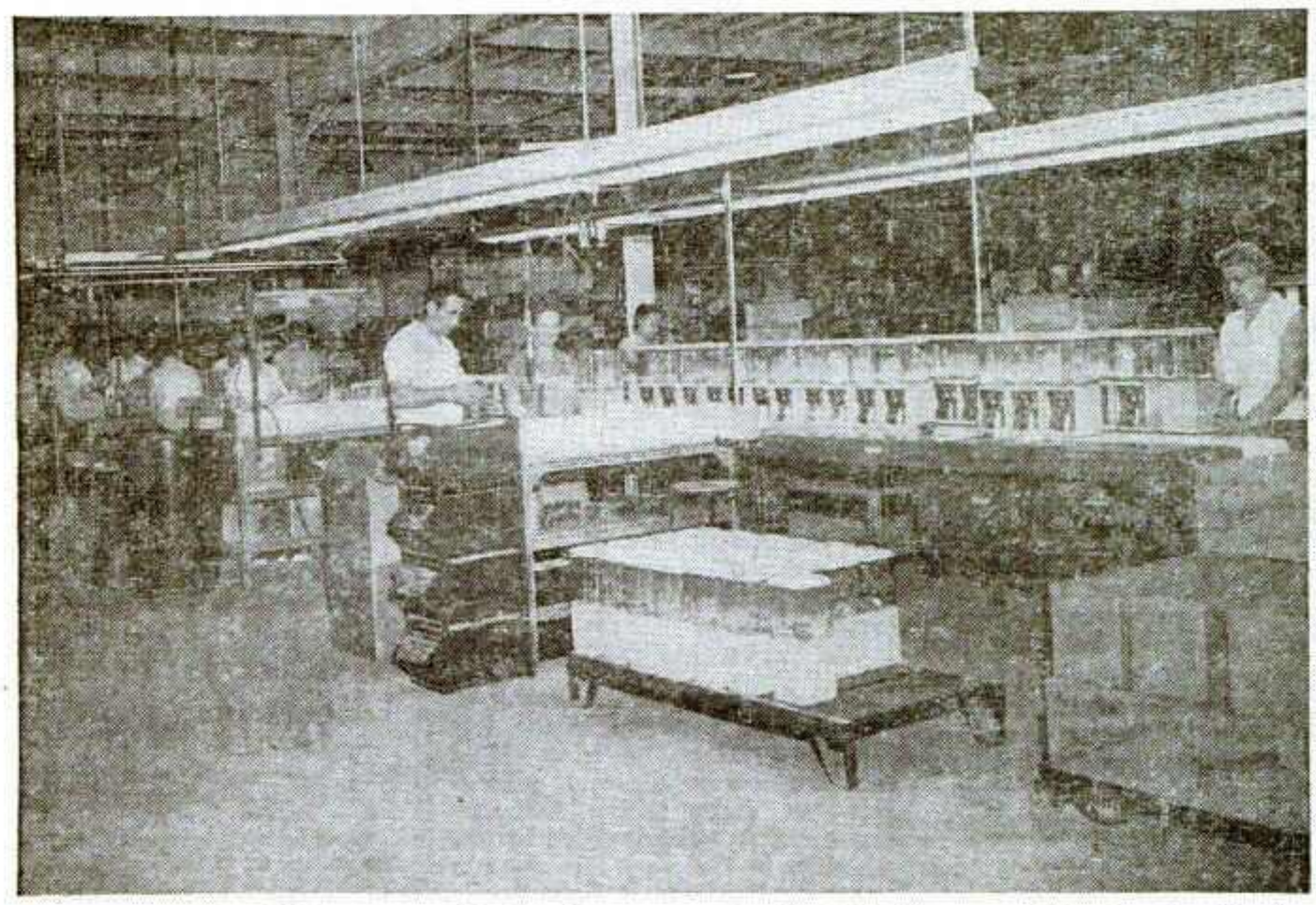
Slowly the plant's role of employees went back to their jobs, improvising and making do at the beginning—speeding up as things became settled.

Paint

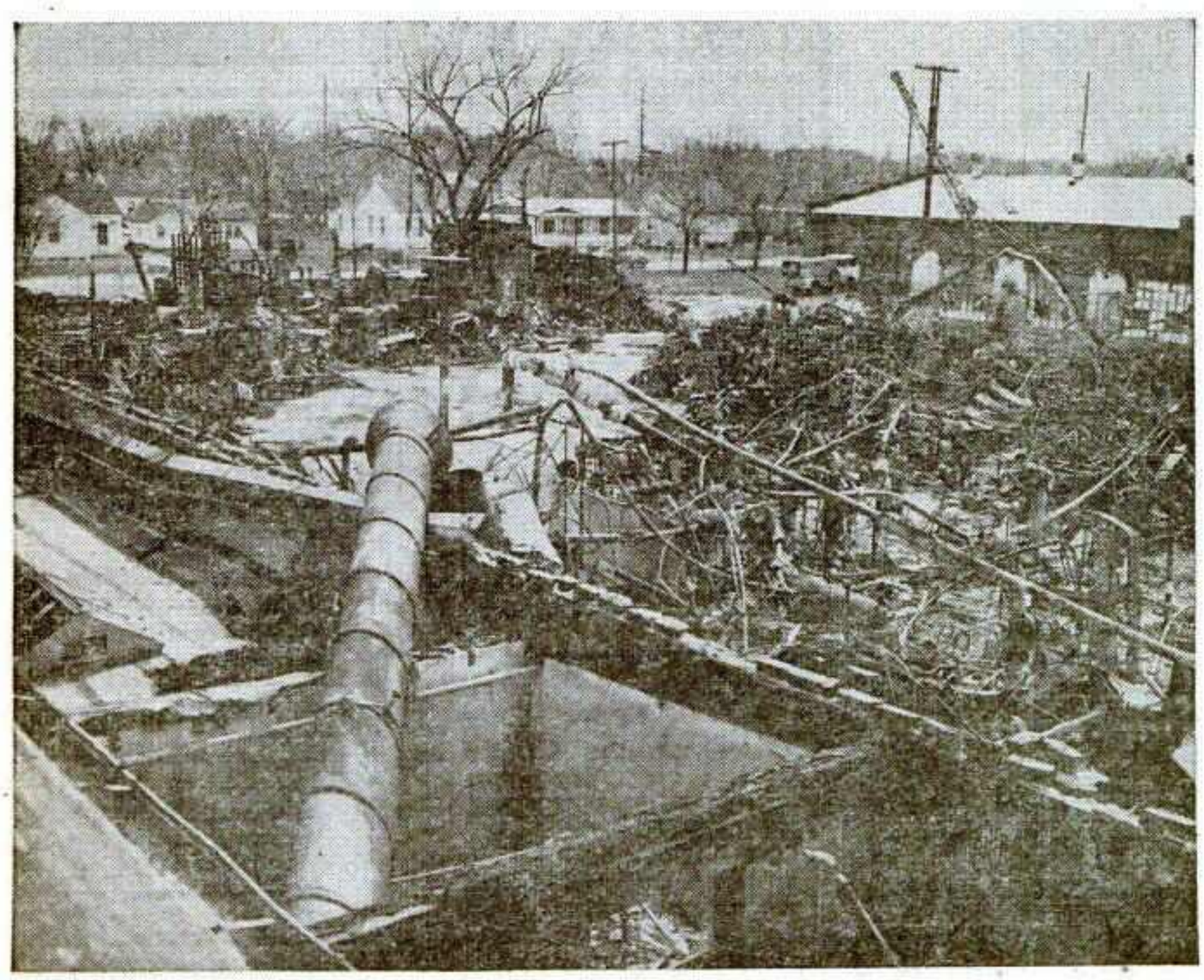
Things are still a long way from being finished. Painting, for example, has to be done in Chicago until the new paint shop is finished. And of necessity, much of the manufacturing is limited, as all equipment hasn't arrived.

The outlook, however, is improving daily and Northwestern now expects to be fully operative by fall.

(Other Photos on page 67)



FIRST MACHINES off the new production line were a batch of Northwestern 60's. Another line has since been set up with the firm's full line of equipment expected to be produced shortly.



RESEMBLING A WAR-TORN AREA, the front of the Northwestern plant shows little left but skeletons of the buildings, machines and the factory's chimney after the smoke and fire cleared last April.

Go Where Coins Are & Drive Cheap Is Belgian Psychology

ANTWERP, Belgium — Searching out locations where people habitually make change has lead to many profitable locations for the Brabo Corporation, bulk operators here.

The Brabo organization has some 400 locations in Antwerp and suburbs, which at first glance seem to fit into categories. However, there is one similarity between all of them which is immediately noticeable—they are located wherever change is continually being made in small coins.

Typical on a down town Antwerp shopping street, a ball gum vender is mounted on the wall alongside a tiny key-duplicating shop, actually a window cut thru a brick wall, with the machines located behind. Customers who lean against the service shelf at the bottom of the window and wait for keys notice ball gum venders on either side of the window.

Invitation

The operator of the key shop has made it routine practice to invite his customers in either French or Flemish to "have a ball of gum" while waiting for the key to be repaired. Usually, the invitation is taken up.

Other locations are the posts which identify bus stops along Antwerp's busy downtown boulevards, alongside the cash register in dairy-bar milk shops, and tiny grocery stores, of which there are hundreds in Antwerp. There is a ball gum machine alongside the ticket windows in many Belgian racing centers, both greyhound racing and horse racing, all bearing the fa-

(Continued on page 75)

WARNER BROS. RINGS

Is copyrighted
TV CARTOON CHARACTERS
in delightful flicker action . . . big three-color display.
$13.50 M in 5 M lots

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send $2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

The **PENNY KING** Company
2538 Mission Street, Pittsburgh 3, Penn.
World's Largest Selection of Mintature Charms
ATLAS MASTER . . . The proved 1c-5c Vendor

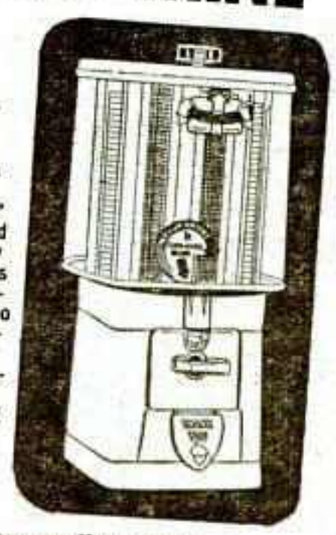
Ask About Our ATLAS Finance Plan

Time payments available on Oak machines through all distributors.

All Oak machines are equipped with 1c, 5c, 10c and 25c coin mechanisms, or combination 1c-5c coin mechanisms.

WE HAVE
oak's "GOLD MINE"

Tab Gum Selector
Vends all popular tab gum. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate. Conversion Head fits your present standard Acorn Vendor!



Below are listed factory authorized dealers.

AMERICAN NUT
1061 Tremont Street
Boston 20, Massachusetts

BIRMINGHAM VENDING
540 2nd Avenue, North
Birmingham 4, Alabama

BUYMORE SALES
#6 Bayview Avenue
Lawrence, L. I., New York

DALE DISTR. (B.C.) LTD.
1168 Seymour Street
Vancouver 2, B.C., Canada

GRAFF VENDING SUPPLY
2817 West Davis
Dallas, Texas

H. B. HUTCHINSON CO.
1784 N. Decatur Road, N.E.
Atlanta 7, Georgia

IMPRONTO VENDING
300 North Gay Street
Baltimore 2, Maryland

LOGAN DISTRIBUTING CO.
1850 West Division Street
Chicago 22, Illinois

SAMUEL J. PHILLIPS CO.
4372 Lindell Boulevard
St. Louis 8, Missouri

OAK SALES COMPANY
2033 Fifth Avenue
Pittsburgh, Pennsylvania

OAK SALES OF FLORIDA
1121 — 71st Street
Miami Beach, Florida

OPERATORS VENDING
1023 South Grand Avenue
Los Angeles 15, California

QUEBEC VENDING CO.
109 Commissioner St. West
Montreal, Quebec, Canada

RAKE COIN MACHINE EXCH.
609 Spring Garden Street
Philadelphia, Pennsylvania

JACK SCHOENBACH
715 Lincoln Place
Brooklyn, New York

SOUTHERN ACORN SALES
526-30 Bruns Avenue
Charlotte 8, N.C.

STANDARD SPECIALTY CO.
1028 44th Avenue
Oakland, California

STAR VENDING SUPPLY CO.
6327 Calhoun Road
Houston 21, Texas

VEEDCO SALES
2124 Market Street
Philadelphia, Pennsylvania

OAK MANUFACTURING COMPANY, INC.
11411 Knightsbridge Ave., Culver City, California

Copyrighted material

www.americanradiohistory.com

Great Time Saver
COIN WEIGHING SCALE

1c or 1c & 5c Combination

Weighs $10.00 in pennies, $30.00 in nickels. Springs are precision calibrated. Heavy metal base. Glass-covered dial protects pointer when in use.

$22.00

Complete With Sturdy Carrying Case
ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N.Y
Distributors. Write for Prices.
We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.
J. SCHOENBACH
Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices
715 Lincoln Place, Brooklyn 16, N. Y
PResident 2-2900

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	$14.50
N.W. DeLuxe 1¢ or 5¢ Comb.	12.00
N.W. 10-Col. 1¢ Tab Gum Machine	18.00
N.W. Model #33 1¢ Porc. Converted for 100 ct. B.G.	6.50
Silver King 1¢ B.G. or Mdse.	8.50
ABT Guns	30.00
Mills 1¢ Tab Gum	12.00
Acorns 1¢ or 5¢ B.G. or Mdse.	10.00

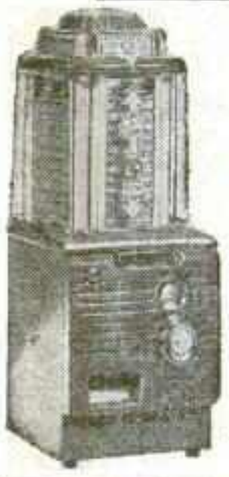
MERCHANDISE & SUPPLIES

Golden Non Pareil Almonds, 5-lb. vac. pack tins, 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
Cashew, Whole	.72
Cashew, Butts	.66
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

Minimum order, 25 Boxes, assorted.

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.
One-Third Deposit, Balance C.O.D.

THERE ARE BIG PROFITS IN GUM
GET YOUR SHARE WITH Northwestern



PACKAGE GUM VENDOR

This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs.

"Visidome" display top attracts sales.

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

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

Louisiana Proposals Defeated

BATON ROUGE, La.—With the final adjournment of the Louisiana Legislature last month, several bills which would have seriously hurt bulk vending operators were killed.

Dying in committee were two bills: H.B. 1107, which called for a $25 per machine fee for penny machines, $100 each for nickel machines, and $250 each for over-nickel machines; also H.B. 153, calling for license fees up to $250 per cigarette machine.

Withdrawn were bills to reduce the cigarette tax stamp discounts from 9 per cent to 4 per cent and a bill to increase the tax from 8 cents to 10 cents.

Passed into law were a bill compelling Louisiana employers to withhold State income tax from employee wages and a bill proposing a constitutional amendment to authorize a 2 per cent sales tax in Asuumption and Lafourche Parishes. The latter bill would be subject to approval by voters at the November 1960 general election.

Also a failure—attempts by National Vendors Association and a couple of local operators to organize a State bulk vending association.

At one point, when threat of the bills was imminent, bulk operators met together with major vending operators and representatives of NVA and the National Automatic Merchandising Association in New Orleans to map strategy to fight the measure (The Billboard, June 27).

Operators were urged to contact their legislators and present the vending industry side of the story. As is usual, however, major work was done by the association representatives and a handful of operators, and any interest in setting up a State group died with the bills that presented the danger.

Mountain State Operators Complain Vandalism Grows; Seek New Curbs

By BOB LATIMER

DENVER—Vandalism has become a serious, frequently repeated problem, and is hitting an all-time high, according to operators in the Mountain States. Bulk route operators from Wyoming, New Mexico, Utah, Colorado, and Western Kansas are reporting the highest incidence of cracked globes, machine defacements, scratching and breakage of machines in the past 20 years.

Most of the vending machine vandalism is the work of boys and even girls between 12 and 18 years of age, with apparently senseless motivation. One Colorado operator for example, reports an average of 17 cases of machine vandalism on a route of 1,000 machines, every month. While machines have been maliciously damaged, to the point of tilting them back, and pouring liquid plaster into the mechanism, not one machine has ever been stolen. "There isn't any profit motive when this sort of thing occurs," this operator observed. "To me, it is sheer meanness."

The pouring of liquid plaster has occurred several times in Colorado, and has been matched in other States by such incredible examples as pouring of syrup into the machines and stuffing of slivers of wood or broken bits of metal into the coin slot. There are almost no cases in which such actions were aimed at obtaining either the cash, or the merchandise inside the globe.

All Areas

Nor has there been any evidence that damage to bulk venders is confined to lower-income, so-called minority race areas. On the contrary, operators who service locations in such areas report that their machines are less damaged than where they are located in better-income areas such as shopping centers and supermarkets in residential suburbs. "Perhaps children and youngsters in the poorer sections of the town appreciate the chance to get a charm, a gum ball, or a serving of peanuts, for only a penny," another operator observed. "None of my poorer-district machines have ever been damaged."

How to handle vandalism when it is detected? First, of course, it is essential that the bulk route operator get full co-operation from his location owners in the matter. A busy super market manager, for example, who notes that a gang of blackleather-jacketed teen - agers are standing around a bank of vending machines, may be disturbed by it, but will seldom have the time to make a direct investigation. If, however, he makes it known that the machines are being watched, the chances of vandalism will be cut down.

Where the machines are located on the sidewalk, or out on the street, the operator cannot count on any sort of location owner supervision. He must depend entirely on police surveillance.

Police aid is better than would be expected, primarily because bad experience of the past few years has taught officers to keep an eye on gangs of teen-agers who are drifting aimlessly thru a business area.

What to Do

What to do when the creator of the damage is caught in the act? This is a delicate question. Most operators do not prosecute offenders but make certain that the youngster is well identified by authorities in the event that there is a second incident.

Nothing is more paralyzing to the average teen-ager than to be told that his father will be billed for the damage to the machine. Many operators have had instances in which a youngster who has damaged a machine promises tearfully to pay for the damage—and usually makes good in a week or two, for fear that his parents will be brought into the act.

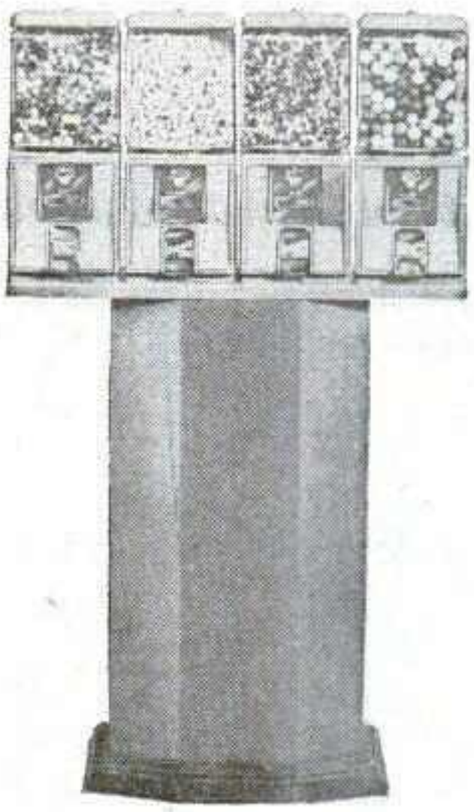
"I look at hte problem just as storekeepers do at shoplifting," one Wyoming operator said. "If there is no second offense, there is no use in going to all of the trouble involved in filing a report, identifying suspects, prosecuting, and going to court. I have only prosecuted two boys for vandalism in 10 years, and both of them were continuous offenders who were apparently getting even with me because I refused to give them a handful of nuts while servicing a machine. Both of these boys were old enough to spend a night in the juvenile detention hall, but never bothered me again after getting a taste of such justice."

Psycho

Some vandalism is psychosomatic, a New Mexico operator said, carried out by "oners" who have money in their pockets when arrested, do not know the location owner or the operator, but are apparently venting their spite, or a grudge against the world.

One boy, from a middle-class home, was arrested carrying a hammer and a pair of pliers with

(Continued on page 74)



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
2083 Armstrong Street Morris, Illinois

George Witt Joins Logan Sales Force

CHICAGO—George Witt, 37, a newcomer to the vending industry, has joined Logan Distributing Company as a salesman for the Indiana and Kentucky territories.

Witt will handle Logan's new line of Du Grenier vending equipment as well as Logan's full line of bulk machines, supplies, fill and charms.

Witt is the third man to join the Logan fold since the firm took over as Midwest distributor for the Du Grenier line recently (The Billboard, July 18).

Others

Previously Logan named Herb Bidenkap Jr., Crystal Lake, Ill., for Illinois and the Eastern half of Missouri and Marion Glass, Dayton, O., for the latter State.

Witt is a resident of St. John, Ind., and was formerly sales manager for the Colonial Coach Manufacturing Company, Hammond manufacturers of house trailers.

He is Chicago-born and attended Lake Forest College here. After a four-year stint in the U. S. Navy, Witt entered the glamor-filled show business field, doing night club dates in the East and traveling with the road company of "Carousel."

Prior to this, he played professional football for the Springfield (Mass.), Steamrollers and later the Chicago Bears farm club in Akron, O.

Filled Capsules

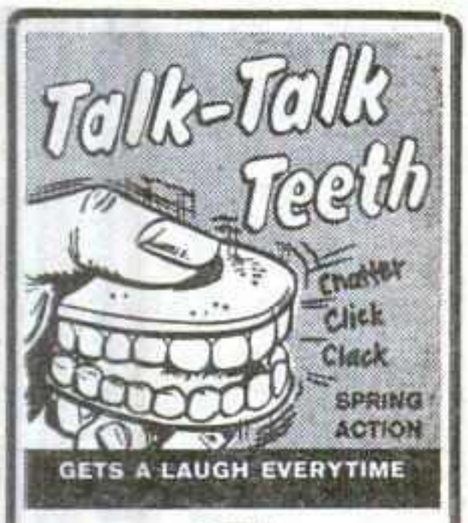
Guaranteed not to come apart in your machines!

Over 50 assorted items—gimmicks, rings, harmonicas, mail boxes, card decks, etc., etc.

A TERRIFIC BUY at only $18.75 per M

Solve your capsule problems by ordering these fast moving, attractive assortments now.
Vends perfectly in all machines.
We can also fill capsules as per your order. Let us know your needs.
Order from your distributor or:

paul a. Price co. inc.
55 Leonard St., N.Y. 13, N.Y. COrtlandt 7-5147-8



GETS A LAUGH EVERYTIME

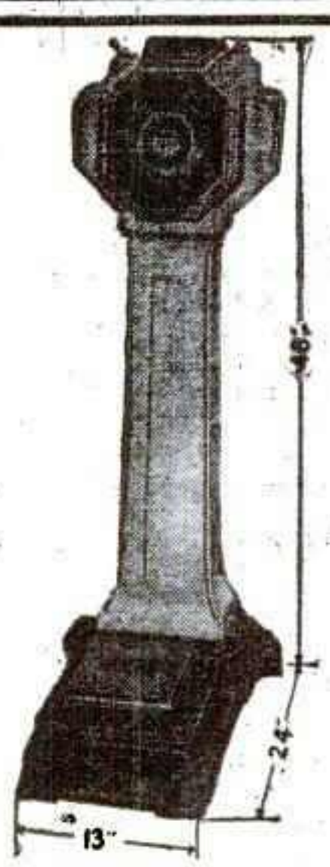
OPEN
1-4 m ..... $15.00 per thous.
5 m and up ..... 13.75 per thous.
CLOSED (With metal clip)
1-4 m ..... $16.85 per thous.
5 m and up ..... 14.55 per thous.

Karl at your distributor or . . . Guggenheim INC.
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

ABP ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

Copyrighted material

www.americanradiohistory.com



$25
DOWN
Balance $10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND BASE, CAST IRON, PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.
WRITE FOR PRICES
Invented and Made Only by
WATLING
Manufacturing Company
4541 W. Lake St. Chicago 24, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

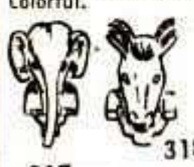
A CAPSULE WITH A HEART

This capsule is twice as strong! Twice as heavy! 3/8" Friction flange. That's perfect. Capsules have mottled pastel tops—bottoms are clear.
Try the first real quality capsule.
Can be furnished in all clear.
FOR THE ASSEMBLER, Fastest-Easiest-Safest
FOR THE OPERATOR — Stays closed — no jammed machines—no kick backs
FOR THE KIDS—Will not break—can be used over and over again
FOR THE STORES—No refunds—no broken capsules on floor of store
PRICE
1M-49M .....$5.50 Per M.
50M ..... 5.00 Per M.
Immediate shipments can be made.

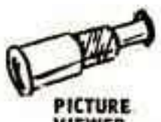
NEW COIN CHUTE AND CARRIER FOR FASTER VENDING ACTION.
Write for catalog and prices of our Charm line • Hundreds of items!

ELEPHANT & DOG
Hand decorated. Bulk vends in penny and fits in capsule. Colorful.

DOUBLE BALL PUZZLE
For Charm—Century—Capsule machines (vends perfectly without inserting into a capsule).



317 318
LAPEL PINS
Hot for election. Gold finish.



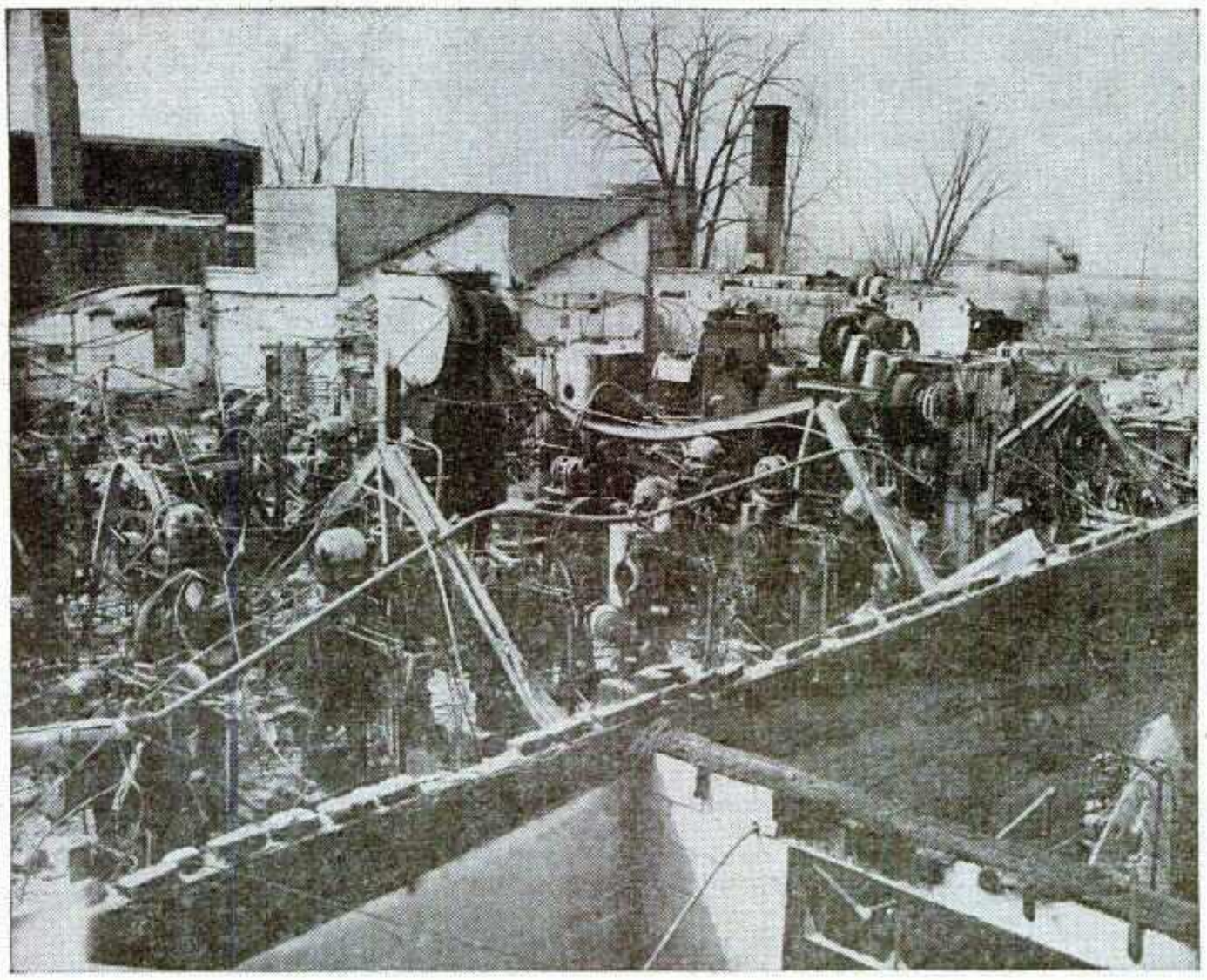
PICTURE VIEWER
2 Series
1) Baseball only
2) Cartoons

PLASTIC PROCESSES INC.
83 HANSE AVE.
FREEPORT, N. Y.

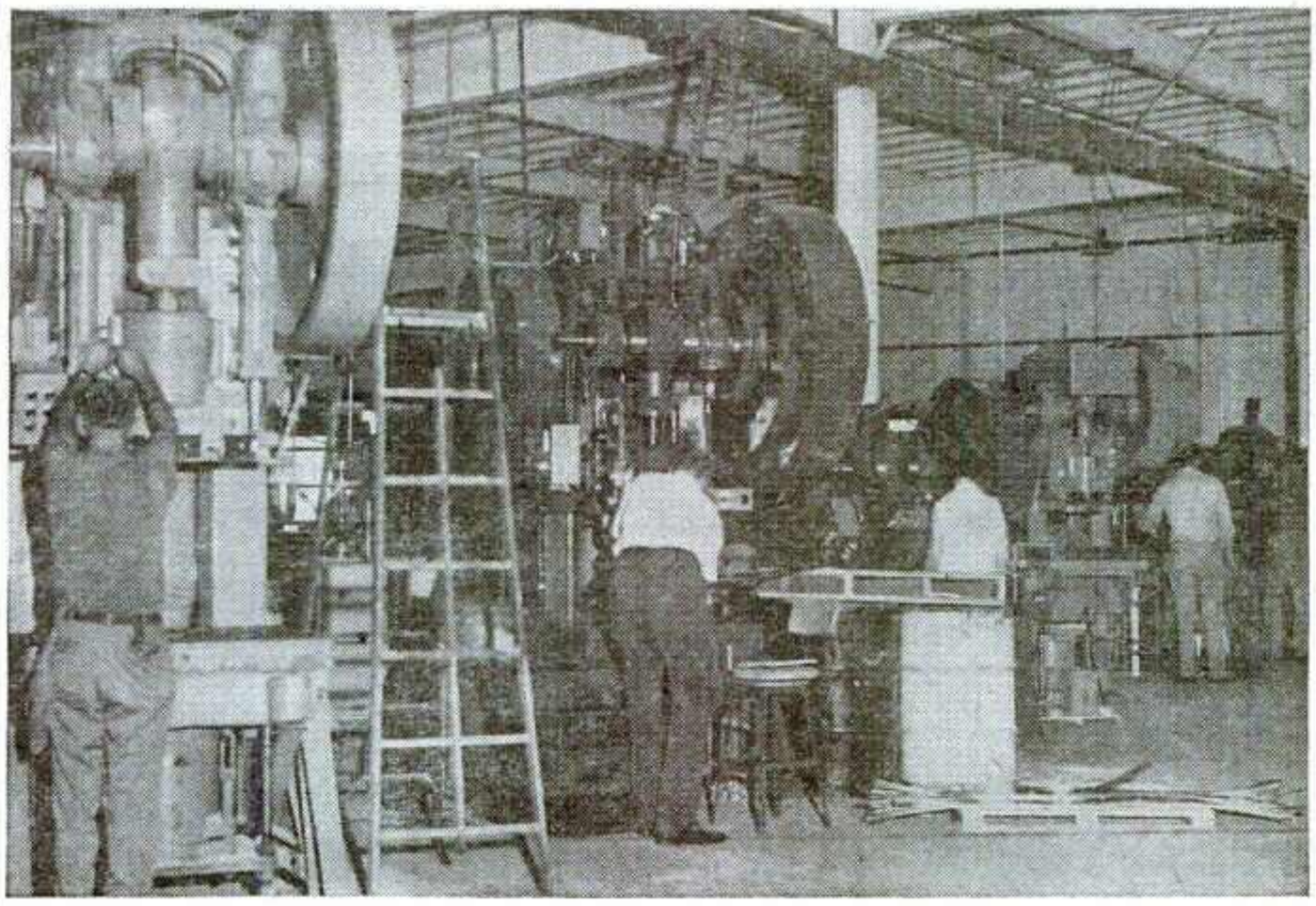
when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

NORTHWESTERN IN PRODUCTION

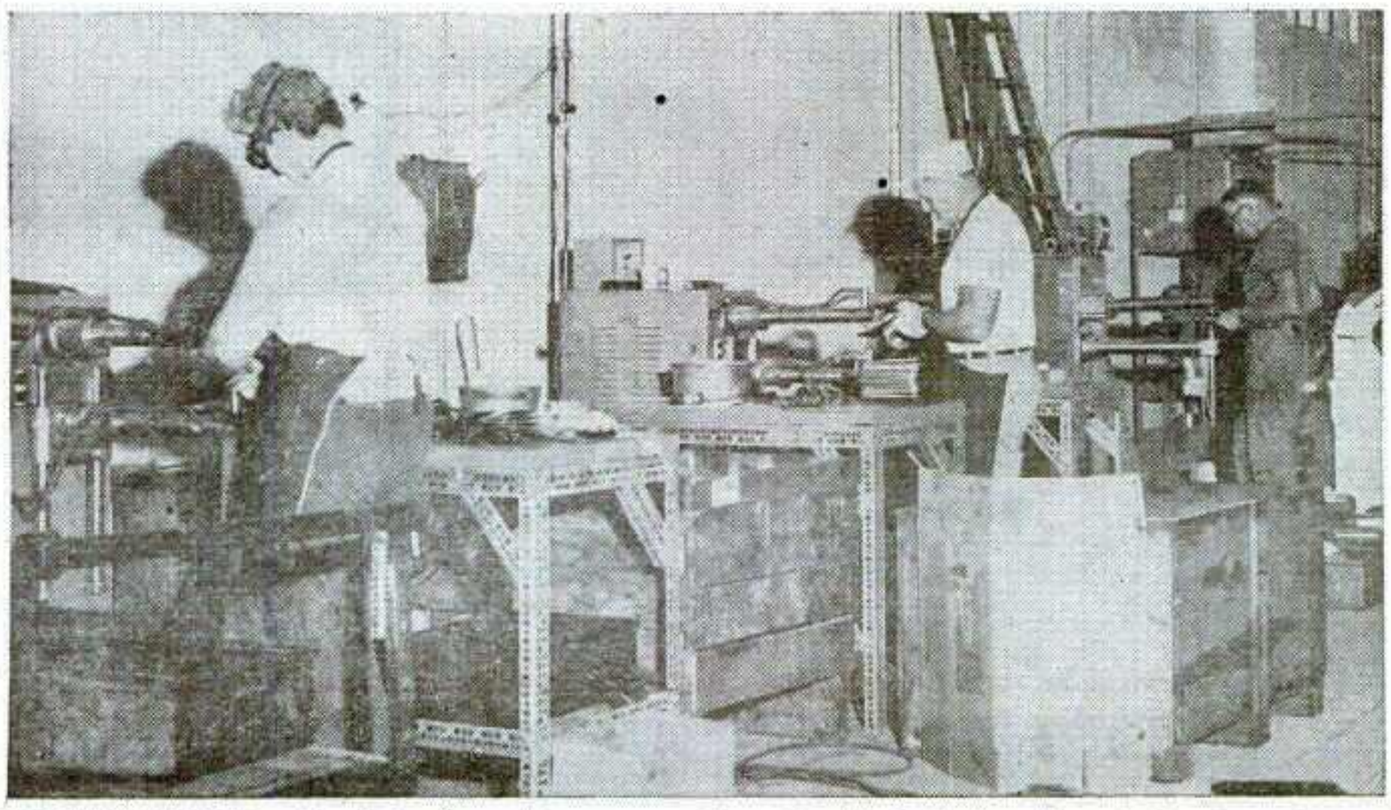
• *Continued from page 65*



BURNED OUT PUNCH PRESSES stand in a tangle of wreckage that was once the rear of the Northwestern plant. Office space was in the foreground and the paint shop shell in the rear.



NEW PUNCH PRESSES have been set up in what was once the Northwestern warehouse. All manufacturing is now done here. Two new buildings were added to house warehousing and shipping, and a toolroom.



NORTHWESTERN'S entire line of machines are self-produced. Only the glass, locks, forged metal and a few small parts are jobbed outside. Here steel parts are spot-welded to the frame.

Servicing is Simplified with the
Northwestern INTERCHANGEABLE MERCHANDISE UNIT

Northwestern GOLDEN '59

• • • Easy to Service
• • • Easy to Clean
• • • Time Saving
• • • More Profit

Northwestern Distributor. Complete line of machines, parts, stands, supplies, ball gum, charms and capsules. Write, wire or phone today for complete information and prices.

H. B. HUTCHINSON, JR.
1784 N. Decatur Rd., N. E., Atlanta 7, Ga.
Phone: DRake 7-4300

NEW MACHINES

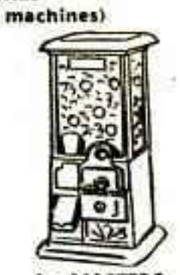
OAK'S 25c Sanitary Vendor
Capacity: 144 flat pack products.
Dimensions: 26½" high, 6" wide, 4" deep.
Refuses coin when empty.
Equipped with Ace lock and a lock protector.
$29.50 ea.
Sanitary Products, $3.50 per fill.

FOLDER TYPE STAMP MACHINE
2 columns.
Two 4¢ Stamps for 10¢ and four 1¢ stamps for 5¢. ABT Coin Mechanism.
$24.50 ea.
(2,500 FREE stamp folders included.)

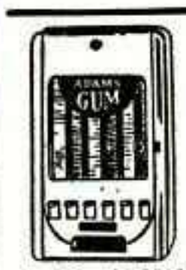
5c HOBBY and TRADING CARD VENDOR
(3 column)
Vends package of 6 Cards for 5¢. 19¾"x13"x9¼". Slug proof ABT Coin Mechanism.
$39.50 ea.
CARDS: $2.25 per 100 (6 varieties).

COMPLETELY RECONDITIONED MACHINES
(No "as is" machines)

NORTHWESTERN
10-Col. 1¢ Tab Gum
$21.50 ea.



1c MASTERS
Merchandise only
$7.50 ea.
Parts for Masters available.



6 COL. ADAMS & WRIGLEY GUM VENDORS
$14.50 ea.
47¢ per box of gum in lots of 25 boxes or more.

Parts available for Columbus, Northwestern '33, '39 & Deluxe. Send us your list.
•
Write for complete catalog of new and used machines, bulk merchandise, charms, etc.
•
Terms: 1/3 deposit on all orders, balance C.O.D. Payment in full on orders under $20.00.

Rake Coin Machine Exchange
609-A Spring Garden St.,
Philadelphia 23, Pa. WAlnut 5-2676

All the news of your industry every week in The Billboard . . .

Copyrighted material
www.americanradiohistory.com

The Famous and Popular
VARIETY MIX
OVER 400 VARIETIES
Only $4 per 1,000 in 10,000 lots & up.
Consists of 34 different Gimmicks and Series, mostly Gimmicks, mostly Vacuum-Plated, the mostest for your money.
In 5,000 to 9,000 lots— $4.50 per 1,000
SAMUEL EPPY & CO., INC.
91-15 144 Place Jamaica 35, N. Y.

Use The Billboard classified pages for RESULTS!

Bulk Vending Is Profitable Sideline But Hard Work for Canada Partners

By HARRY J. ALLEN

TORONTO—Bulk vending is a new venture for Harold Brodsky and Manuel Levi.

But because of the failure of too many bulk vending operators in the metropolitan Toronto area to pay regular attention to their machines, bulk vending gives every indication of becoming an extremely healthy sideline for the partners of Command Vending and Merchandising.

The partners' primary vending operation is a tab gum business with some 500 machines. They are the largest in Ontario.

But it is only within the last five months that they have gotten into bulk vending, mainly by default—default being the lack of attention by other operators to their bulk vending machines. In that short period, Command has almost 100 bulk vending machines on location. They add some four or five a week and their expansion is limited only by a lack of funds.

The partners take turns at servicing the machines every two weeks. In this way both are familiar with the route and location owners.

"We have prospered in the bulk vending business because of the confidence location owners have in us. They know that we will be around to their locations every two weeks," said Levi.

The partners report that the owners in the metropolitan Toronto area are fed up with operators who place a machine on location and fail to make regular appearances.

One lesson the partners learned is to be tactful with the location owners This is just one way that the owners have confidence in an operator, says Brodsky. The partners say that store owners welcome the opportunity of earning a commission from the penny venders.

Their bulk vending machines are spread among industrial locations, cigar stores, gift shops and variety stores. Of three types of merchandise—gum, peanuts and candy—the peanuts have shown the most strength.

Command has discovered that bulk vending, however, is the most staple type of vending they have encountered. But they have learned to keep their overhead down, volume high to show a profit.

The partners make alternate trips, working from a small car. The car is loaded with clean bowls, full of the various products which they wish to vend. On location they change the bowls, weigh the money and split with the location owner.

At their shop they have a complete work bench to service machines, wash bowls and reload merchandise. Thus far they haven't gotten into the novelty business, preferring to concentrate on gum.

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.

Also Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies; 1 Hersheys 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write to King & Co. for prices and our new 12-page catalog.

PHILADELPHIA — Nathan Rake, president of the Rake Coin Machine Exchange, announced that his firm is preparing its new catalog and it should be available shortly.

"We are the oldest cataloging house in the country," Rake said. "We put out our first book back in 1929."

He said the current catalog will be available until the new one makes its appearance later this year.

BOY SCOUTS DO GOOD DEED FOR COLO. SPRINGS

COLORADO SPRINGS, Colo.—Bulk route operators in this area got a real bonanza as no less than 50,000 youngsters arrived in Colorado Springs for the annual Boy Scout Jamboree, being held in the foothills some 10 miles north of the city. The Scouts, supervisors, and jamboree employees, literally jammed the streets of Colorado Springs each evening, breaking all records for both bulk vending machines and 5-cent candy venders. Most of the city's operators, and several who operate from Denver, 60 miles to the north, visited their spots at least once every two days. Some even went to daily refills. The Boy Scouts' meeting was the largest such outing to be held in the United States this year.

NAMA Names T. Hungerford Exec-Director

THOMAS HUNGERFORD

CHICAGO—Thomas B. Hungerford has been named executive director of the National Automatic Merchandising Association, national trade association of the major equipment vending industry, NAMA President Thomas B. Donahue announced last week.

Hungerford succeeds Clinton S. Darling who retired as executive director August 1 after having served in that capacity since the association was founded in 1936.

Hungerford has been general manager of the association since August, 1959, and served as director of public relations from 1945 until 1950. Between 1950 and 1959 he was merchandising director for National Vendors, Inc., St. Louis manufacturer of vending machines.

Donahue announced that Darling has been retained by the association as an executive consultant. "We are fortunate that Mr. Darling's wide knowledge of the industry, and his long experience in the association will continue to be available to us for years to come," he said.

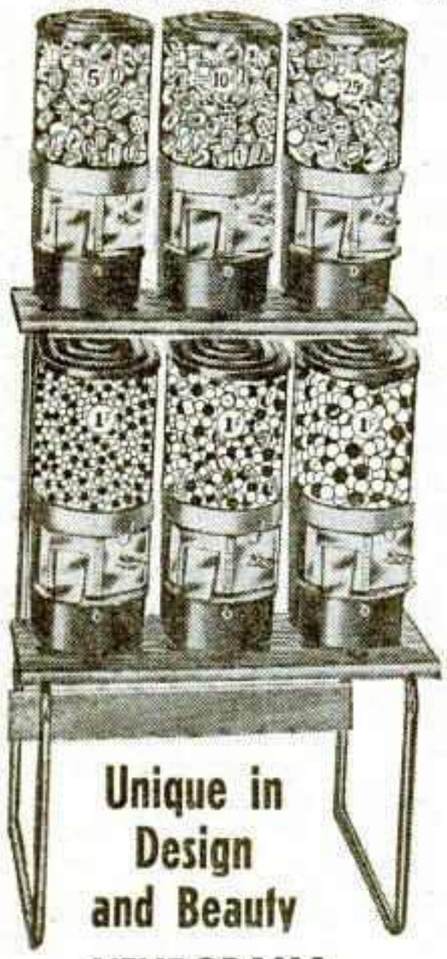
WASHINGTON—More than 75 candy brokers and salesmen attended the first membership meeting of the Candy Brokers and Salesmen Council of America at the Sheraton Park Hotel, here August 3.

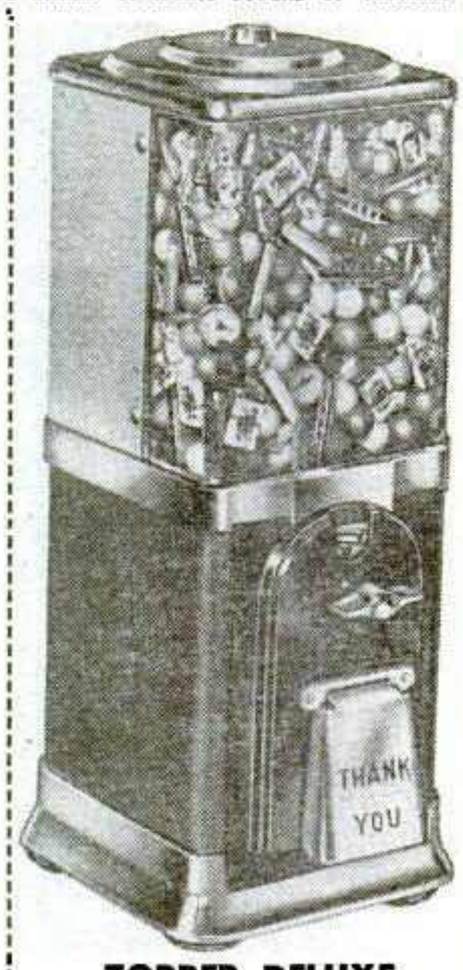
CBSC president, Louis A. Specter, opened the meeting, giving the background which formed the basis of the new organization. The meeting was then opened to a round-table discussion.

CBSC has become a national organization. Charter memberships now nearing 100 have been received from 16 States: Pennsylvania, Maryland, Indiana, New York State, Louisiana, Texas, Missouri, New Mexico, Illinois, Florida, Ohio, Iowa, Kentucky, Minnesota, Colorado and California.

'WHAT'S NEW' GIMMICK UPS CHARM SALES

DENVER—Here's a merchandising idea which constantly increases sales on rings in 5-cent capsules for Lou Malone, operator of Kap's Vending Service here. Whenever Malone changes heads, in busy downtown locations where the ring capsules get much attention from shopping families, he inserts a paper slip with the word "new" rubber-stamped on it. It reminds youngsters who enjoy picking up a ring to add to their collections, that styles constantly change, with new ring items continuously being added. To date Malone has introduced more than two dozen varieties of rings in capsules and finds sales excellent in every instance when he reminds his market that "something new has been added."

★★ 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
BERNARD K. BITTERMAN, 4711 E. 27th St., Kansas City, Mo., WA 3-3900, Iowa, Neb., Mo., Kan., Colo.
CHAMPION NUT CO., 1194-1198 Tremont St., Boston 20, Mass. HI 5-8935, Mass., Conn., R. I., N. H., Vt., Me., Ed Flanagan
ELLINGWORTH SUPPLY CO., 659 Adams St., N.E., Mpls. 13, Minnesota, SUnset 8-6972, Minn., N. D., Mont., S. D., Wyo.
GRAFF VENDING SUPPLIES, 2817 W. Davis, Dallas 2, Tex., WHitehall 8-7117, Okla., Ark., Tex., Miss., La., N. M., Ariz.
H. B. HUTCHINSON, JR., 1784 N. Decatur Rd., N.E., Atlanta 7, Ga., DRake 7-4300, N. C., Ala., S. C., Tenn., Ga., Fla.
LOGAN DIST. CO., 1850 W. Division, Chicago 22, Ill., HUmboldt 6-4870, Ill., Ind., Ohio, Wis., Mich., Ky.
NORTHWESTERN SALES & SERVICE CO., 446 W. 36th St., N. Y. 18, N. Y., LOngacre 4-6467, New York State
PARKWAY MACHINE CORP., 715 Ensor St., Baltimore 2, Md., EAstern 7-1021, Va., Md., W. Va., Del.
STANDARD SPECIALTY CO., 1028 44th Ave., Oakland 1, Calif., AN 1-9037, Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands
VEEDCO SALES CO., 2124 Market St., Phila. 3, Pa., LOcust 7-1448, Pa., N. J.
See Your VICTOR Distributor for Detailed Information and Prices
★★ VICTOR VENDING CORPORATION ★★

Copyrighted material
www.americanradiohistory.com

Williams Ships Music Man Pin, 4-Player Game

MUSIC MAN

CHICAGO — Music Man, a four-player game with a "disappearing bumper" is the new Williams Electronic Manufacturing Corporation five-ball pin model now in shipment.

The game is made exclusively in the new-type Williams cabinet design (a longer, lower styling with pedestal-mounted backbox).

Music Man accommodates from one to four players, two or more playing in competition.

The "disappearing" ball bumper, near playfield center, advances bonus scores when hit in "up" position. Then, if player lands a ball in a special kicker hole, he collects accumulated bonus. In addition, if the kicker hole is lighted at that time, the bonus is doubled.

The game has two pairs of ball flippers—top and bottom sets. It has bull's-eye ball targets and other standard five-ball features.

UNITED SHIPPING SAMPLE BIG B'S

CHICAGO—United Manufacturing Company began sample shipments to distributors last week of its Bowlarama big alley game, now in production.

Regular shipments are expected to begin soon.

Operators Develop Own Hit Parade

• Continued from page 1

ent. Many of the solid standard juke favorites in these fields are also among the current crop of retail hitmakers. This can be attributed to perhaps two factors. In these fairly limited market fields, there is less differentiation between teen and adult tastes than is the case in the more sharply defined pop area. Beyond this, there are far fewer new artists of substance who emerge each year than in the case of pop.

A look at the big country juke favorites finds a list which corresponds closely to the hottest current retail sellers in the pure country field. These would include Kitty Wells, the Louvin Brothers, Hank Thompson, Hank Snow, Ernest Tubb, Eddy Arnold, Webb Pierce, Faron Young, Grandpa Jones, Marty Robbins, Ray Price, Roy Acuff, Carl Smith and the late, great Hank Williams.

Some of these artists have recently broken loose with big pop hits. Yet they have not reached the status of broad juke box exposure in pop areas. The same may be said of the r.&b. field, where some of the artists most programmed in strictly r.&b. locations have broken out with the biggest kind of pop hits. Despite this, their juke exposure is often limited to r.&b. locations.

Among the most favored r.&b. juke performers would be Little Walter, Little Willie John, LaVern Baker, Ruth Brown, Muddy Waters, Jimmy Reed, Fats Domino, Little Richard, Clyde McPhatter and Joe Turner.

In The Billboard's recent 1960 Music Machine Survey, statistics revealed that taverns and bars account for about 51 per cent of all juke locations, while restaurants account for another 33 per cent. Thus, roughly 84 per cent of all locations can be considered as places frequented primarily by adults. This would appear to furnish solid reasons for the kind of programming outlined above. Beyond this, in the pop field at least, it indicates a growing tendency to program on boxes what has been called the album type of artist.

Banner Offers CPA Service For Operators

PHILADELPHIA—The Banner Specialty Company has come up with another innovation in the coin industry.

The firm, headed by Albert M. Rodstein, has hired a certified public accountant which will be available for consultation with operators over their financial problems.

The CPA is Morris Wilensky. And he is no "Johnny-come-lately" on the coin machine scene. He was a partner for 14 years in the auditing firm of Bershad and Company, which handles the accounts of many coinmen in this area.

Banner Comptroller

"He is actually employed as the comptroller of Banner," Rodstein said, "but we will make him available for anyone who wants to come in and talk with Morris."

The firm's president pointed out that Banner will still retain Wilensky's old auditing company as its outside accounting firm.

Detroit Council Passes Op-Backed Game Code

DETROIT—Detroit's new ordinance for the regulation of all coin-operated amusement machines (excluding juke boxes) was passed by the Detroit Common Council after several months of preparation.

It happened just in time to make the August meeting of the Detroit Shuffleboard Association in effect a victory celebration. It was held at the home of Fred Chlopan, executive secretary, who is traditionally host to the organization once each summer. The session was largely devoted to a jubilant discussion of the effects of the new legislation.

The new ordinance as drafted and amended has been reported in detail in these columns in recent weeks. The principal points, as finally passed:

1. All machines will bear identification cards showing the name, address, phone number and city license number of the operator.

"In this way unscrupulous operators who place illegal machines where minors congregate will be identified," Chlopan pointed out. "Thus the 95 per cent of operators who are legitimate businessmen will not be blamed for the sins of the 5 per cent who are hurting the industry."

2. Every new type of machine that is brought into the Detroit area will be subject to review by representatives of the Corporation Counsel, the police department and the mayor's office. Chlopan added that "It is the hope of the trade association that they, too, may have a member to sit in on this committee, even as an observer."

3. The schedules of fees, previously itemized, and considered very moderate and acceptable by operators, was approved.

4. The length of the machine is no longer a factor in determining its legality — by an amendment which threw out a provision in effect barring machines less than 10 feet long.

The DSA meeting also drew up plans for an intensive membership drive, with each member present promising to bring a new candidate for membership to the September meeting. The DSA now has 22 members, believed to include a high percentage of full-time operators. Chlopan pointed out that the scale of dues is graduated, so that membership is also made attractive to the small operators.

AMI EXHIBITS JUKE BOXES IN ASIAN SHOWS

WASHINGTON — Juke boxes produced by Automatic Music, Inc., Grand Rapids, Mich., will be displayed at two trade exhibits overseas this year. First exhibit will be at Damascus (Syria), United Arab Republic. The exhibit opens Monday (15) and runs for 27 days. Theme of the show is "Tradeways to Peace and Prosperity." The second exhibit will open in Kabul, Afghanistan August 23, and run for 9 days. Theme here is "Small Industries and Irrigation." The exhibits, carried on with the blessing and help of Commerce Department's Office of International Trade Fairs, are designed to acquaint foreign nations with the American way of life and to stimulate trade.

German P-R Campaign Pegged to U. S. Results

By OMER ANDERSON

FRANKFURT—The American industry's Coin Machine Council is being closely observed in West Germany. The problems the CMC is designed to alleviate, if not resolve, are universal. At least they are monotonously familiar to West German coinmen.

If the CMC succeeds, the idea will be taken over by West Germany, and very likely in toto. If it fails, the Germans will strive to salvage the workable parts from the bold American scheme and blend them into a "Made in Germany" model.

Win, lose or draw, the CMC appeals to the Germans because it represents a frontal assault on a problem which long has been virtually taboo in this country, as well as elsewhere—public relations.

Skeptics in Past

Heretofore, any suggestion that the coin machine industry might profitably employ public relations was rejected indignantly as the manifestation of a "guilt complex."

Many prominent figures in the German industry have lamented this attitude, but felt powerless to combat it. Now the American industry is tackling the problem head on, which, in the light of the German fumbling and evasion, seems a formidable achievement alone.

For altho few in the U. S. industry can spell out how the coin machine public relations image is to be created, the fact that there is industry-wide agreement to be concerned about an image has been enough to impress the German.

A veteran German coin machine personality told me: "Ever since we started up after the war our industry has been bickering and quibbling about public relations. We all know, or at least it should be clear to all, that we must have a vigorous public relations program. But nobody will come out and say what we all know."

Altho tightly organized, the German industry is not monolithic. Attitudes vary as between manufacturers and operators. And even among operators there is great divergence of opinion as to the extent the industry should "make concessions" to public opinion.

Individual operator organizations vary widely in their approach to public relations. The German industry has begun to embrace philanthropy, but entirely on a "local option" basis. Some operator organizations are gearing, belatedly and reluctantly, to provide the press with facts to replace the fantasy

(Continued on page 77)

EDITORIAL

Seattle Justice

The citizens of Seattle would be in far better shape if their mayor had as much civic responsibility as the members of the Amusement Association of Seattle, Inc.

A story in the current issue of The Billboard relates how in the last three years three coin machine establishments were bombed. To date, those responsible have not been apprehended.

The Association has offered a $6,000 reward for the arrest and conviction of the bombers. Members of the Association have offered to take lie detector tests and to sign affidavits to the effect that they have told all they know to the police.

This move on the part of the Association is to be commended. It answers emphatically the charge that coin machine people tolerate hoodlums and that they are not interested in strict law enforcement.

The mayor, in turn, has said that if the bombings are not solved by today (15), he will close pinball operations in the city.

We are not familiar enough with local law to know whether the mayor has it within his police powers to make good his threat.

But the threat itself is an assinine one. He has told the victims of violence that unless the perpetrators of violence are arrested, he will put the victims out of business.

That makes as much sense as telling the directors of a bank that unless the robbers of their bank are caught the bank will not be allowed to stay open.

Such an action is not calculated to uphold the law. It penalizes the victim, not the aggressor. The coin machine operators of Seattle deserve protection—not persecution—from the city's elected officials.

Seattle Ops Seek to Solve Coin Bombing

SEATTLE — The Amusement Association of Seattle has offered local police complete co-operation in their attempt to arrest those responsible for the recent bombing connected with the amusement game industry.

Fred Galeno, secretary-treasurer of the 55-member association, said that association members are willing to submit to lie detector tests and to sign affidavits for police stating that they have told detectives all they know about the recent bombing, and the two others which took place in 1957 and last year.

Galeno added that the association has increased its reward from $1,000 to $6,000 for the arrest and conviction of those responsible.

The most recent bombing took place July 16 when the showroom of the Michael Distributing Company was damaged by a dynamite-type bomb.

The 1959 bombing involved the Pioneer Card Company, while Century Distributors was bombed in 1957.

Mayor Gordon Clinton said he would close pinball operations if the bombings were not solved by today (15).

Probe to Continue

However, Deputy Police Chief Frank Ramon said, "The August 15 deadline set by the mayor does not affect our investigation. We will continue to investigate these bombings until we run out of leads. I think the substantial reward offered by the association may speed things up for us."

The original reward, $1,000, was offered after automobiles owned by Galeno and Gordon Newell, a candidate for mayor, were bombed earlier this year.

The association has been in operation for 25 years, and its 55 members have about 1,100 machines. About 10 game operators in the city do not belong to the association.

Copyrighted material

www.americanradiohistory.com

The Billboard's Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC

AMI

D-40 (40), 1951	$ 95
D-80 (80), 1951	150
E-40 (40), 1953	145
E-80 (80), 1953	185
E-120 (120), 1953	200
F-120 (120), 1954	335
F-80 (80), 1954	315
G-80 (80), 1955	380
G-120 (120), 1955	375
G-120-1 (120), 1956	380
G-200 (200), 1956	365
G-200-1 (200), 1956	365
G-200-2 (200), 1956	365
G-200-3 (200), 1956	365
G-200-4 (200), 1956	380
G-200-5 (200), 1956	380
H-200 (200), 1956	575
H-120 (120), 1956	520
H-100 (100), 1956	460
H-200M (100), 1957	480
I-200 (200), 1957	660
I-200 (200), 1958	630
I-120 (120), 1957	600
I-100 (100), 1957	575
I-120 (120), 1957	600
I-100 (100), 1957	575
I-200M (200), 1958	580
J-200 (200), 1958	820
J-120 (120), 1958	775
J-100M (100), 1958	635
J-200M (200), 1959	715
J-120 (120), 1959	745
J-100 (100), 1959	625
J-200 (200), 1959	795

ROCK-OLA

1436 (120), 1953	$ 85
1438 (120), 1954	215
1446 (120), 1955	255
1448 (120), 1956	370
1450 (120), 1957	395
1454 (120), 1957	430
1455D (200), 1957	470
1455S (200), 1957	480
1458 (120), 1958	580
1465 (200), 1958	595
1468 (120), 1959	720
1468 Stereo (120), 1959	795
1475 (200), 1959	795
1475 Stereo (200), 1959	865

SEEBURG

M100B (100), 1950	$ 220
M100C (100), 1952	265
100W (100), 1953	330
HF100G (100), 1953	370
HF100R (100), 1954	460
V200 (200), 1955	330
100J (100), 1955	515
K200 (200), 1957	535
L100 (100), 1957	590
201 (200), 1958	820
161 (160), 1958	785
101 (100), 1958	730
220 (100), 1958	870
200S (100), 1959	875
200SR (100), 1959	910
222 (160), 1958	930
222DH (160), 1959	965
222DHR (160), 1959	990

WURLITZER

1250 (48), 1950	$ 50
1400 (48), 1951	80
1500 (104), 1952	75
1500A (104), 1953	110
1600A (48), 1954	170
1700 (104), 1954	285
1800 (104), 1955	345
1900 (104), 1956	435
2000 (200), 1956	430
2100 (200), 1957	$ 560
2150 (200), 1957	510
2250 (200), 1958	630
2204 (104), 1958	665
2200 (200), 1958	660

BOWLERS & SHUFFLES

BALLY

ABC Super-Deluxe Bowler 9/57	$ 305
ABC Bowling Lanes 12/56	230
ABC Bowler 7/55	230
ABC Champion 9/57	425
ABC Tournament 6/57	335
All-Star Deluxe 2/58	130
All-Star Bowler 12/57	110
Bally Shuffle 1/59	45
Blue Ribbon 4/55	165
Club Bowler 2/59	475
Challenger 9/59	835
Congress Bowler 7/55	245
Deluxe Club Bowler 3/59	540
Gold Medal 4/55	135
Jumbo Bowler 9/55	265
King Pin Bowler 9/55	250
Lucky Alley 8/58	550
Lucky Shuffle 9/58	415
Monarch 11/59	510
Pan American 6/59	675
Star Shuffle 9/58	370
Strike-Bowler 11/57	280
Super Bowler 1/58	120
Trophy 4/58	465

CHICAGO COIN

All Star Team Bowler 11/55	$ 110
Blinker 8/55	190
Bonus Score 5/55	150
Bowl Master 7/59	465
Bowling Team 10/55	140
Bull's-Eye Bowler 7/55	185
Championship 11/56	260
Bowling League 7/57	215
Criss Cross Target 1/55	50
Double Feature 12/58	415
Hollywood 4/55	170
King Bowler 3/59	730
Lucky Strike 1/58	330
Miami Shuffle 10/56	40
Monte Carlo 1/59	75
Player's Choice 9/58	555
Rebound Shuffle 11/58	60
Red Pin 3/59	465
Rocket Ball 2/59	195
Rocket Shuffle 2/58	135
Rocket Shuffle Two-Player 4/58	165
Score-A-Line 9/55	155
Shuffle Explorer 6/58	165
Skee Roll 1/57	100
Star Rocket 5/59	305
Tournament Ski Bowl 12/56	140
Triple Strike 1/55	135
TV Bowling League 11/57	290
Twin Bowler 10/58	520

UNITED

Advance 6/59	$ 665
Atlas Shuffle Alley 9/58	415
Bonus Bowling Alley 3/58	555
Bowling Alley 11/56	250
Build-Up 5/56	185
Capitol Shuffle Alley 6/55	$ 225
Clipper 4/55	200
Cyclone 10/58	400
Deluxe Bowling Alley 7/57	270
Deluxe Flash 6/59	445
Deluxe Shooting Star 6/58	140
Dual Shuffle 1/59	480
Duplex 11/58	665
Eagle Shuffle Alley 5/58	380
Flash 6/59	460
4-Way 11/59	565
Handicap 11/59	675
Handicap 9/56	265
Hi-Score 6/57	225
Jumbo Bowling Alley 8/57	460
Jupiter Shuffle Alley 9/58	195
League Alley 8/59	730
Lightning 2/55	145
Midget Bowling Alley 3/58	135
Niagara 11/58	400
Playtime 6/58	585
Pixie Bowler 7/58	200
Regulation 11/55	275
Royal Bowling Alley 12/57	265
Select Play 6/56	205
Shooting Star 4/58	155
Simplex 4/59	495
Six-Star 11/57	340
Super Bonus 9/55	215
Team-Mate 12/59	775
3-Way 8/59	545
Top Notch 11/55	270
Venus 4/55	155
Zenith 5/59	470

PINBALLS

BALLY

Balls-A-Poppin 10/56	$ 65
Ballerina 6/59	590
Bally U.S.A. 7/58	140
Beach Beauty 11/55	75
Beach Time 9/58	290
Big Show 9/56	100
Broadway 12/55	60
Carnival 10/57	105
Carnival-Queen 11/58	335
Circus 8/57	80
County Fair 11/59	685
Crosswords 1/58	140
Cypress Gardens 5/58	215
Double Header 8/56	105
Fun-Way 9/59	415
Gay Time 6/55	50
Gayety 4/55	40
Key West 12/56	95
Lotta Fun 9/59	415
Miami Beach 9/55	60
Miss America 1/58	160
Night Club 3/56	75
Parade 6/56	70
Show-Time 4/57	115
Sun Valley 7/57	165
Sea Island 2/59	505

GOTTLIEB

Ace High 2/57	$ 105
Add-A-Line 7/55	85
Annabelle 8/59	260
2 Around the World 7/59	345
2 Atlas 5/59	330
Auto Race 9/56	90
2 Brite Star 4/58	235
4 Contest 10/58	335
2 Continental Cafe 7/57	150
Criss Cross 3/58	$ 170
Derby Day 5/56	75
2 Double Action 1/59	305
2 Duette 3/55	85
Easy Aces 12/55	75
2 Fair Lady 11/56	130
4 Falstaff 11/57	270
2 Flag-Ship 1/57	165
Frontiersman 11/55	65
2 Gladiator 1/56	120
2 Gondolier 8/58	270
Gypsy Queen 2/55	65
Harbor Lites 3/56	75
Hi Diver 4/59	225
4 Jubilee 5/55	165
Lightning Ball 12/59	280
2 Mademoiselle 11/59	370
4 Majestic 4/57	270
2 Marathon 11/55	120
2 Picnic 6/58	265
Queen of Diamonds 6/59	265
2 Race Time 3/59	300
Rainbow 12/56	105
4 Register 10/56	120
Rocket Ship 5/58	175
Roto Pool 7/58	190
Royal Flush 5/57	130
2 Sea Belles 9/56	125
Silver 10/57	175
Sittin' Pretty 11/58	215
Southern Belle 6/55	60
Sluggin' Champ 4/55	75
Straight Flush 12/57	180
Straight Shooter 2/59	225
Sunshine 9/58	210
4 Score-Board 4/56	75
2 Super Circus 9/57	229
4 Sweet Sioux 9/59	410
2 Toreador 6/56	120
Twin Bill 1/55	60
Universe 10/59	260
2 Whirlwind 2/58	235
Wishing Well 9/55	80
World Champ 8/57	110

UNITED

Brazil 9/56	$ 55
Caravan 1/56	55
South Seas 5/56	60
Stardust 4/56	60
Manhattan 3/55	50
Monaco 7/56	50
Playtime 6/57	100
Pixies 9/55	65
Starlet 11/55	60
Triple Play 6/55	75
Tropicana 1/55	55

WILLIAMS

Arrow Head 7/57	$ 100
Casino 8/58	155
2 Circus Wagon 10/55	100
Club House 10/59	195
Crossword 5/59	185
Cue Ball 4/57	100
2 Fiesta 12/59	310
4-Star 7/58	145
4 Fun House 10/56	90
4 Gay Paree 6/57	110
Golden Bells 9/59	225
Gusher 9/58	155
Hi-Hand 6/57	140
Hot Diggity 8/56	100
Kings 8/57	100
Jig Saw 12/57	125
2 Naples 9/57	140
Perky 11/56	75
Peter Pan 4/55	75
2 Piccadilly 5/56	70
4 Race-the-Clock 4/55	70
Regatta 10/55	$ 70
Rocket 11/59	205
Satellite 6/58	150
Sea Wolf 7/59	180
2 Shamrock 1/57	130
Smoke Signal 9/55	70
Soccer Kick-Off 3/58	130
Spot Pool 8/59	190
Starfire 3/57	120
Steeple Chase 11/57	115
Super Score 9/56	80
4 Surf Rider 7/56	90
3-D 11/58	145
Three Deuces 8/55	80
Tic-Tac-Toe 1/59	180
Tim-Buc-Tu 1/56	90
Top Hat 2/58	140
Turf Champ 8/58	175
Wonderland 5/55	115

ARCADE & NOVELTIES

All-Star Baseball (Wms.) 4/54	$ 60
Aqua Duck (Coins) 2/55	145
Auto Photo, Model 9	1,215
Auto Photo, Model 11	2,025
Auto Test (with sound) (Cap.) 9/56	640
Auto Test (without sound) (Cap 9/58	550
Auto Test Turnpike Tournament (Cap) 4/59	1,295
Balloonomat (Cap) 12/54	95
Bang-O-Rama (Muto) 4/57	75
Bat-A-Score (Evans) 2/54	80
Batter Up (CC) 4/58	180
Big Inning (Bally) 5/58	200
Big League (Wms) 6/54	70
Big League Baseball (CC) 5/55	105
Big Top (Gen) 11/54	205
Bike Race (Mun) 5/58	490
Bing-O-Rama (Scl) 3/55	370
Bull's-Eye (Bally) 3/55	170
Burp Gun (Dale) 5/57	270
Carnival Gun (Un) 10/54	145
Champion Baseball (Gen) 7/55	85
Circus Rifle Gallery (Gen) 3/57	220
Coon Hunt (Seeb) 2/54	125
Crane (Wms) 3/56	95
Criss Cross Hockey (CC) 9/58	210
Cross Country (Keen) 1/58	75
Crossfire (Wms) 3/57	250
Dale Pom Pom (Dale) 4/59	360
Davy Crockett (Gen) 10/56	170
Deco Grandma (Deco) 8/54	215
Deluxe Crusader (Wms) 5/59	390
Deluxe 4-Bagger (Wms) 3/56	185
Deluxe Ranger (Keen) 3/55	150
Deluxe Skill Parade (Bally) 1/59	145
Deluxe Skill Parade (Bally) 1/59	190
Deluxe Vanguard (Wms) 10/58	$ 345
Derby Roll (Un) 5/55	90
Deuces Wild (Kaye) 10/58	100
Drivemobile (Muto) 6/54	210
Dodge City (Fran) 12/58	110
Golf Champ (Bally) 8/58	145
5th Inning (Un) 6/55	125
Horoscope Fortune Teller (Gen) 9/57	200
Grandma Fortune (Gen) 5/56	140
Gun Club (Gen) 1/58	315
Gunsmoke (Bally) 4/59	260
Heavy Hitter (Bally) 3/59	325
Hercules (Wms) 3/59	365
Hi-Fly (Gen) 4/56	80
Hindu Fortune Teller (Mun) 11/54	500
Hydro Duck (B&W) 10/54	110
Jet Fighter (Wms) 10/54	115
Jr. Auto-Test (Cap) 12/56	220
Jumbo Ten Pins (Wms) 3/58	125
Jumbo Ten Strike (Wms.) 3/58	125
Jungle Gun (Un) 7/54	100
Jungle Hunt (Exhib) 7/54	200
Jolly Joker (Wms) 10/55	70
Kaye Hockey (Kaye) 58	185
Kiss-O-Meter (Exhib) 12/56	135
King of Swat (Wms) 5/55	140
League Leader (Keen) 4/58	135
Lucky Horoscope (Mar) 12/56	45
Major League (Wms) 4/54	75
Match Pool (Gen) 9/55	85
Model 500 Shooting Gallery (Exhib) 3/55	105
Monkey Climb (IEC) 3/55	290
Motorama (Gen) 10/57	190
1957 Baseball (Wms) 4/57	215
Pan-O-Rama 800 (Cap) 12/56	255
Peep Barrels (Exhib) 12/58	65
Peppy the Clown (Wms) 12/56	195
Photomatic (Muto) 2/54	270
Pinch Hitter (Wms) 3/58	355
Pirate Gun (Un) 10/56	230
Polar Hunt (Un) 4/55	210
Quarterback (Gen) 9/55	70
Ranger (Keen) 3/55	140
Red Ball (Mid) 5/59	335
Rifle Gallery (Gen) 6/54	125
Rock 'n' Roll (Muto) 5/56	45
St. Christopher (Muto) 12/56	200
Safari (Wms) 1/55	$ 175
Satellite Tracker (B-L) 12/58	470
Scramball (Keen) 8/58	35
Shooting Gallery (Exhib) 5/54	65
Shortstop (Wms) 4/58	275
Sidewalk Engineer (Wms) 4/55	95
Sky Raider (Un) 10/58	270
Sky Rocket (Gen) 5/55	130
Softball League (Exhib) 12/57	370
Space Age (Gen) 3/58	195
Special Deluxe Baseball (Wms) 1/54	65
Space Gunner (Bally) 5/58	305
Spook Gun (Bally) 9/58	260
Sportland Shooting Gallery (Exhib) 11/54	95
Sportsman (Keen) 11/54	100
Star Slugger (Un) 4/56	120
State Fair (Gen) 12/55	260
Steam Shovel (CC) 5/56	105
Super Big Top (Gen) 12/55	260
Super Home Run (CC) 3/54	80
Squoits Water Polo (Aqua) 5/57	355
Super Slugger (Un) 7/55	110
Super Star Baseball (Wms) 1/54	55
Super Pennant Baseball (Wms) 1/54	70
Swami (Muto) 4/55	545
Target-Roll (Bally) 1/58	120
Ten Pins (Wms) 12/57	135
Ten Strike (Wms) 12/57	135
Test Pilot (Cap) 12/57	470
3-D Kiddie Theater (Rite) 3/54	140
10 Commandments (Muto) 12/57	200
3-D Theater (Rite) 3/54	180
3-D Pix (Cap) 2/54	175
Treasure Cove (Exhib) 7/55	160
Twin Hockey (CC) 5/56	175
Two-Player Basketball (Gen) 3/54	135
United Deluxe Baseball (Un) 2/59	360
Vacuumatic Card Vendor (Exhib) 5/54	150
Voice-O-Graph (Muto) 2/57	660
Voice-O-Graph (Muto) 11/54	280
Wild West (Gen) 2/55	185
Yankee Baseball (Un) 2/59	300
Zig-Zag (M&T) 5/54	10
Zipper (Binks) 1/54	15
Zodiac Chart (Mun) 12/55	55

Copyrighted material
www.americanradiohistory.com

A $500 check was recently presented to the Coin Machine Council by the Associated Buyers' Club of Chicago, a local operator group. Left to right: Andy Hesch, a member of both ABC and CMC; Vincent Angeleri, ABC president; Herb Oettinger, United Manufacturing Company and CMC treasurer, and Lou Casola, CMC president.

IRS Tabs 231 Milwaukee Pins Gambling Units

MILWAUKEE, Wis.—At least 231 pinball games have been adjudged subject to the $250 federal gambling device tax, according to a report made this week by Emil J. Nelson, District Director of the Internal Revenue Service.

IRS agents, making sweeping checks of the area's locations in the past month, examined a total of 1,299 coin machines. According to the report, location owners of 46 of the machines ruled gambling devices have already paid the gambling tax on a prorated basis. Payments totaling $2,207 were made for the last fiscal year.

Locations operating the remaining 185 machines classified as gambling devices are disputing the claim. The total tax owed on the 185 machines is $61,939. The claims are being disputed with the local IRS audit division.

Meanwhile, the area's coinmen claim the situation is still muddled. Most of them have pulled their machines off locations pending settlement of the disputed claims.

No statement on the latest development was available from the Milwaukee Coin Machine Operators' Association since the group's president, Sam Hastings, is vacationing.

Carnival Cranes Take $10 Stamp

HARTFORD, Conn.—Coin-operated amusement devices known as claw, crane and digger machines are now taxed at the rate of $10 a year instead of $250, according to IRS spokesmen here, if the machines meet four specific requirements:

The charge for each operation is not more than 10 cents.

The prizes dispensed are merchandise with a retail value of not more than $1.

The device is activated by a crank and has a non-electric mechanism.

The device is not operated other than in connection with carnivals, or county and State fairs.

'FLOATING HOTELS' ON BLUEPRINT

5,000 Games, Phonos to Ply Ocean Aboard Four Mass-Transport Ships

ROTTERDAM—A vast amount of coin machine equipment is projected for the superliner transatlantic travel scheme of L. Edgar Detwiler, who would build his leviathans at Rotterdam.

Detwiler's associates here estimate that the four "floating hotels" envisioned in the Detwiler plan would require, all told, around 2,000 juke boxes, 3,000 games and perhaps as many as 4,000 vending machines of all types.

Detwiler, 62, of New York, is currently in the news in connection with his Congo development project. He is president of the Congo International Management Corporation (CIMCO), which has signed a 50-year contract with the Congo's Premier, Patrice Lumumba, for development of the mineral and hydroelectric resources of the new independent African state, the richest of all the African lands. Detwiler places the value of the Congo contract at $2 billion.

Year-Old Plan

His Congo undertaking has recalled Detwiler's superliner mass travel scheme of a year ago, skeptics claiming that the financier had excited the Dutch and then let them down.

Detwiler insists that the superliner project is not dead, but merely in the "capitalizing stage." Detwiler's associates in Holland insist that project is going ahead, and that keels for the first two of the four projected "cafeteria-class" liners will be laid next year.

Meantime, the Detwiler interests are releasing additional information about the project, which they insist will provide a vast market for coin machines.

Irritated by the casual grandiosity of the Detwiler Congo development scheme, the Belgian premier, Gaston Eyskens, refers to the New York financier as "the man who launched the passenger liner phantom."

But here in Holland the inclination is to suspend judgment and give Detwiler a chance to make good his superliner scheme. The Dutch government, in particular, is maintaining its formal faith in Detwiler.

Netherlands officials state that Detwiler has signed a "provisional contract" with the Verolme United Shipyards, at Rotterdam, for construction of four superliners.

Each Detwiler superliner would be 120,000 gross register tons and cost $128 million. Each ship would carry 8,000 passengers and a crew of 2,000.

They would be easily the largest ships afloat, far larger than any petroleum supertanker now abuilding or even projected.

But the point to the project is the fare: As low as $125 round trip per person. Aside from generating huge volume, the Detwiler plan would slash fares by eliminating all frills.

Passengers would pay for transportation and a room with the $125 fare, but would pay extra for everything else, including meals, entertainment and all other services now included in steamship fares.

Hence the Detwiler term "cafeteria class," and hence the vast potential outlet for coin-operated equipment. As Detwiler's associates here see it, the superliner cafeteria-class clientele would get much of their food, most of their entertainment and almost all of their nick nacks from coin machines.

A Detwiler associate gave this rundown:

"We estimate that each ship would require around 500 juke boxes, including spares; around 700 games, and up to 1,000 vending machines.

"Our ships would require many more coin machines than a normal operation because of our economy-class travel. We will be catering to people with very little money, people who ordinarily would never have the money for a trip to Europe.

"We can't provide them with next-to-nothing transportation and still wine and dine them in the luxury manner. This, we all have to understand. We can give them transportation and a place to sleep—and that is all."

Detwiler believes that coin-operated equipment will dispense 60 per cent of the food aboard his projected superliners and up to 75 per cent of the entertainment.

The ships' food service will consist almost entirely of cafeterias and automat restaurants and snack bars. There will be innumerable snack and Coke bars, and each will have a juke box and coin games.

The Detwiler associate continued, "We call our ships 'floating hotels' but actually they will be more like convention halls, with passengers pretty much circulating around the ship night and day.

"In fact, we are planning on a 24-hour operation as regards food service and entertainment. This means that we will rely more on coin machines than ordinarily would be the case. For since we can't give our passengers gold-plated luxury, we will try to give them as much gayety as we can manage on a thin budget.

"And, of course, people aboard ship are a magnificent captive audience for coin machines, and kind of coin machine, and they will be more so on our ships than the conventional liner.'

Detwiler's ships are envisioned by European coin machine circles as offering the opportunity to provide an industry showcase.

The Detwiler project is separate—in fact, a rival undertaking—to the superliner scheme of Hyman B. Cantor, the New York hotelier.

Cantor proposes building two 100,000-ton ships at the Deutsche Werft yards in Hamburg. His project, too, would utilize coin machines to help reduce travel expenses for what Cantor calls the "bicycle-class" tourist.

ADMEN of every kind ENDORSE THE BILLBOARD as a top selling force

PHONOGRAPH BARGAIN BUYS

SEEBURG
201 ..... $795
HF100G 395
100W 375

WURLITZER
2150 ..... $349

AMI
K-200 Stereo, NEW.. WRITE
G-200 (with conversion unit) $245

Terms: ⅓ Deposit Required

WORLD EXPORT WESTERN EXPORT DISTRIBUTING Davis Sales Corp. Exclusive Seeburg Distributors

738 East Erie Blvd.
Syracuse 3, N. Y., U. S. A.
Phone: GRanite 5-1631

ROYAL DISTRIBUTORS FOR Bally chicago coin UNITED MUSIC

DISTRIBUTING, INC.
222 E. 3RD ST., CINCINNATI 2, OHIO
WE HAVE THE LARGEST SELECTION OF COIN-OPERATED MACHINES IN SOUTHERN OHIO
Call us collect for
Funways, Lotta Funs, Sea Islands, County Fairs, all types of uprights and many other games.
We buy and trade.
Phone: DUnbar 1-5152-53. Ask for Clint or Harold.
THE CINCINNATI COIN MACHINE CENTER

WORLD FAMOUS EXPORTER
—Inquiries Invited—

	Each
AMI I-200M	$595.00
AMI J200-M	725.00
3 AMI G200	375.00
3 AMI E80 (repainted)	210.00
7 AMI E120 (repainted)	225.00
2 AMI D80 (Repainting $15.00 extra)	129.50
2 AMI D40—45 (repainted)	100.00
5 Seeburg 100-A	80.00
Seeburg 100-A (change over)	125.00
AMI Model J (New, in Crate)—Write for Price.	
4 Midway Red Ball	300.00
4 Bally Big Inning	185.00
1 Roll-A-Ball (used)	89.50
3 Chicago Coin T.V. Bowling Alley	200.00
1 Chicago Coin Lucky Strike Bowler (as is)	200.00
4 Chicago Coin Bowling League (14 ft. Bowler)	150.00
8 United Small Ball Bowler (2 piece)	129.00
1 Bally Strikes Bowler (16 ft.)	175.00
7 Assorted Rebound Shuffle Tables (United, Williams, Chicago Coin)	50.00

All Equipment subject to prior sale.
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"

ATLAS Summer Specials!

MUSIC SPECIALS!

A.M.I. E-120	$165
A.M.I. WALLOMATIC QW-200	75
A.M.I. WALLOMATIC QW-120	70
ROCK-OLA 1436 (45 RPM)	125
SEEBURG 200 Sel. WALLOMATICS	95
SEEBURG 100A	95
WURLITZER 1500	95

In Working Order

USED CIGARETTE VENDORS

SEEBURG 800E-1	$250
9-Col. DuGRENIER (Mechanical)	75
8-Col. ROWE (Mechanical)	40
22-Col. EASTERN MARK II	125
10-Col. EASTERN	75
22-Col. KEENEY RIVIERA	125
11-Col. NATIONAL (Slant Front)	175
11-Col. NATIONAL (ML)	185

MUSIC

SEEBURG 222 SH	$950
SEEBURG 201 (Half-Dollar)	850
SEEBURG 100-R	475
SEEBURG 100-G	395
A.M.I. I-200	695
A.M.I. H-200	525
A.M.I. G-120	365
A.M.I. F-120	325
WURLITZER 2300-S	795
WURLITZER 2200	550
WURLITZER 2150	495

Completely Reconditioned

Contact Us for PARTS for ALL BERT MILLS COFFEE VENDORS

⅓ Dep. Bal. C.O.D. or Sight Draft F.O.B. Chicago

A Quarter Century of service

ATLAS MUSIC COMPANY

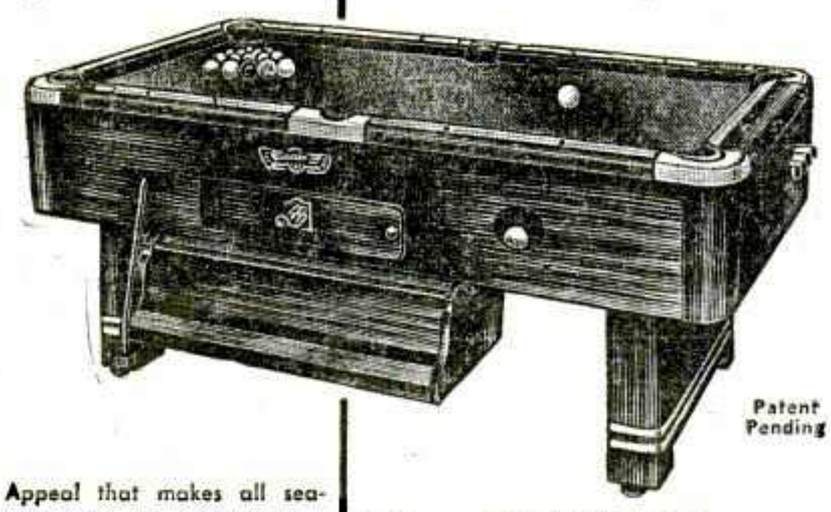
2122 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

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

Copyrighted material
www.americanradiohistory.com

Valley

6-POCKET POOL TABLES



Patent Pending

Appeal that makes all seasons—and all locations—profitable . . .

Quality that eliminates costly "down"-time!

The DELUXE . . .

- Formica Burn-Proof Top Rail
- Aluminum Castings on All Pockets
- New, Longer Obstruction-Proof Runways

Many other profit-tested features.

Also: Model "7450" 6-Pocket and BUMPER POOL®

See your Distributor or write direct

Valley SALES COMPANY

Sales Affiliate, Valley Mfg. Co.

333 MORTON STREET, BAY CITY, MICHIGAN • TWinbrook 5-8587

Lick those equipment problems with WORLD WIDE BUYS!

GOTTLIEB 5 BALLS

2 Pl. CAPTAIN KIDD	WRITE	WORLD BEAUTIES	$295
4 Pl. TEXAN	$445	LIGHTNING BALL	275
4 Pl. SWEET SIOUX	425	UNIVERSE	255
2 Pl. LITE-A-CARD	375	MISS ANNABELLE	245
2 Pl. SEVEN SEAS	345	QUEEN OF DIAMONDS	225
2 Pl. MADEMOISELLE	325	HI-DIVER	210
2 Pl. AROUND THE WORLD	295	STRAIGHT SHOOTER	195
2 Pl. ATLAS	275	SITTIN' PRETTY	185
2 Pl. RACETIME	255	SUNSHINE	175
2 Pl. DOUBLE ACTION	245	ROCKETSHIP	155
2 Pl. GONDOLIER	235	CRISS CROSS	145
2 Pl. SUPER CIRCUS	175	ROYAL FLUSH	125

SPECIAL!

Bally SPACE GUNNER $195

Like Brand New. A real Buy!

GUNS

Wms. HERCULES	$395
Wms. CRUSADER	375
Chi. Coin SHOOT THE CLOWN	445
Genco BIG TOP	195
Bally MOON RAIDER	375
Genco RIFLE GALLERY	125
Chi. Coin PISTOL PETE	75
Genco SKY FIGHTER	75

ARCADE

Bally

GOLF CHAMP	$225
SKILL ROLL	75

Chicago Coin

BULL'S-EYE DROPBALL	395
EXPLORER	125
2 Pl. ROCKET SHUFFLE	125
ROCKET SHUFFLE	95
CRISS CROSS HOCKEY	245
STAR ROCKET	245
BASKET BALL CHAMP	75

United

2 Pl. SHOOTING STAR (Auto Bell)	125
MAGIC MIRROR HOROSCOPE	245

Williams

BIG LEAGUE BASEBALL	75

BOWLERS

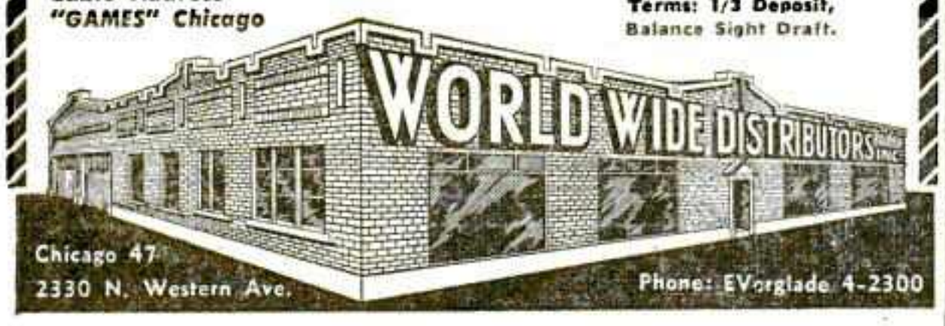
United 13' SIMPLEX	$545
Bally 11' TROPHY	425
Chi. Coin 16' T.V.	325
Bally 14' STRIKE	275

PHONOS

ROCK-OLA 1475-200	$745	A.M.I. H-120	$475
ROCK-OLA 1468 STEREO-120	745	A.M.I. G-120	375
ROCK-OLA 1468-120	695	A.M.I. G-200	325
ROCK-OLA 1458-120	545	SEEBURG M100C	295
ROCK-OLA 1465-200	525	SEEBURG M100B	245
ROCK-OLA 1454-120	445	SEEBURG V200	295
ROCK-OLA 1448-120	395	WURLITZER 2100	425
ROCK-OLA 1446-120	310	WURLITZER 2000	325
		WURLITZER 1700	275

Cable Address "GAMES" Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47
2330 N. Western Ave.

Phone: EVergiade 4-2300

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

European News Briefs

Juke Box Dancing Berlin Fad

WEST BERLIN—Juke box dancing is booming in Berlin. A survey shows that 32 per cent of all juke boxes in West Berlin are used for dancing.

The so-called "Tanzbox" is steadily replacing piano players and combos in bars all around Berlin. Because of the dire German labor shortage the unions not only are sanctioning the "Tanzbox" trend but are encouraging it. There is a shortage of musicians as well as plumbers, mechanics and skilled tradesmen generally.

Stereo dominates the "Tanzbox" field in contrast to the monaural monopoly in the non-dancing juke box locations.

Polls indicate that the majority of bar patrons prefer to hear name artists, via the "Tanzbox," than local live unknowns.

Music Societies Eye Unification

PARIS—Organization of the European trading blocs has spurred a movement to unify European copyright societies and royalty payment provisions.

France's Ste des Auteurs-Compositeurs et Editeurs de Musique (SACEM) is seeking to bring all European counterparts to the U. S. ASCAP into an "integrated" organization.

This "united Europe" of authors and composers would then negotiate with juke box operators, among others, on a continent-wide basis.

Such amalgamation would increase the bargaining power of the composers, it is argued, and reduce friction with operators and other composer clients by standardizing royalty rate structures among the various European countries.

Olympics Spark Pinball Push

ROME—The Olympic Games are helping revitalize the Italian coin machine industry's legal fight against the banning of pinball machines—called "flippers" in Italy.

The coin games battle has been dragging out desultorily in the courts for over a year, and the industry was about ready to strike its colors on this particular front.

Then came the Olympic Games, bringing, as one coin machine industry figure phrased it, "a strong draught of fresh air thru our musty institutions."

The Olympiad has created a more liberal atmosphere in Italy, an atmosphere conducive, so the "flipper" forces feel, to a liberal look at the anti-flipper law on the part of the courts. In part, this is due to the government's efforts at the moment to cater to Olympic tourism. More than this, the government, thru the official state tourist agent, CITA, is seeking to use the Olympics as a means of bolstering every-year American tourist travel to Italy.

The coin machine industry is pouncing on this fact to argue that the coin machine trade, especially games and juke boxes, are as much a tourist convenience as the American nick nacks being stocked in Italian hotels and transit terminals for the convenience of American tourists.

Polkas Win Liechtenstein Coins

VADUZ, Liechtenstein—Polka "Hot 100" hits are credited with spurring Liechtenstein's modest juke box boom. Appropriately enough, the "Liechtenstein Polka" has proved a juke box bonanza here. Some juke box operators have supplied as many as five pressings of the Polka platter to the same locations.

"All Liechtenstein's gone polka pixie," reports a juke box operator. "Buy yourself a box, load it with polka platters and play away—that's our formula for success."

It's not that easy, of course, and the polka play-a-thon eventually will grind to a halt, but Liechtenstein's handful of juke box proprietors are satisfied that the music box has moved to this cow and postage-stamp paradise for keeps.

"We now have a total of 37 boxes in the Grand Duchy," the source reported. "Don't laugh, because, per capita, that is not bad. Don't forget that we only have 12,000 population, and our country's hardly bigger than a postage stamp."

It is estimated that the Liechtenstein juke box count will pass 50 by year's end and will continue climbing slowly toward a theoretical saturation point of 250 boxes. "But if we could get some more good polkas or even Bavarian Schuhplatters the number might go higher," Liechtenstein's juke box enthusiast said.

Swiss 'Code of Ethics' Works

ZURICH—The Swiss coin machine industry's "code of ethics" is acclaimed by the industry as "an unqualified success."

The code was proclaimed in July, 1959, by President M. A. Rosengarten of the Swiss Coin Machine Branch. In the year since, complaints have been halved, and friction within the industry has diminished noticeably.

The Swiss Coin Machine organization (VSA) credits the code with having spelled out "ground rules" for the entire industry.

Briefly, the code obligates VSA members to respect the location of juke boxes belonging to other VSA members; to use the standard VSA contract form; to stick to "honest" advertising; to submit to mediation of competition disputes.

"With the code we all know where we stand," explained a VSA official, "and that eliminates the excuse for any sharp dealing."

X MARKS THE SPOT TO BUILD PROFITS

with the nation's oldest & largest

ONE-STOP Record Service

Guaranteed immediate delivery in one prompt, postage-saving shipment to anywhere in the world. Any label, any hit . . . Musical Sales' has it at . . .

DISTRIBUTOR WHOLESALE

Nothing over!

- Singles
- Albums
- Tapes
- Accessories

45 R.P.M. 60¢

33⅓ R.P.M. $2.47 $3.09 $3.71

Write, wire or phone your order today to The

MUSICAL SALES CO.

Musical Sales Bldg.
Seeburg Dist for Md- Va- D.C.
Baltimore 1, Md. VErnon 7-5755

THE BEST FOR LESS

WALL BOX SPECIALS

See. 3W 1-100 Sel. Ch.	$39.50
See. 200 Sel. W.B.	84.50
5207 Wurl. W.B.	57.50
5210 Wurl. W.B.	69.50
5250 Wurl. W.B.	95.00
4851 Wurl. W.B.	15.00
120 Sel. Rock-Ola W.B.	32.50
50 Sel. Rock-Ola W.B.	22.50

AMI

E-120	$165.00

UPRIGHTS

Big Horn	$145.00
Gunsmoke	165.00
Gen. Silver Chest.	45.00
Big Tent	100.00

5 BALLS

Dragonette	$ 45.00
Smoke Signal	35.00
Peter Pan	50.00
Diamond Lil	40.00
Wms. Spark Plugs	35.00
Jockey Club	55.00
Sluggin' Champ	70.00
Mystic Marvel	65.00
Poker Face	40.00
Daisy May	40.00
Twin Bell	65.00
Arabian Night	35.00
Frontiersman	65.00

ARCADES

C.C. Rocket Shuffle	$ 85.00
Telequiz	65.00
Un. Team Shuffle	85.00
C.C. Bowl'g League	185.00
C.C. Drop Ball	325.00
Sidewalk Engineer	75.00
Genco Motorama	195.00
G.E. Circus Rifle	235.00
Bally Bull's-Eye Shooting Gal.	185.00
Ex. Shooting Gallery	75.00
C.C. Playland Rifle	410.00

Call, Write or Cable
Cable: LEWJO

Lew Jones Distributing Co.
Exclusive Wurlitzer Distributor
1301 N. Capitol Ave. Indianapolis, Ind. Tel.: MElrose 5-1593
1635 Central Pkwy. Cincinnati, Ohio Tel.: MAin 1-8751

Copyrighted material

www.americanradiohistory.com

Western Trails Shipments Set

SANTA MONICA, Calif. — Shipments of Western Trails, the traveling kiddie ride, will be made to distributors by the end of this month, Frank Mencuri, national sales manager for Southland Engineering, said here Wednesday (10).

Mencuri said that shipments had been delayed by the vacation schedules in suppliers' plants.

D. W. Price, head of the manufacturing firm, said that J. H. Rutter, Inc., had been appointed distributor in Salt Lake City for Utah, Idaho, Wyoming and Montana. Other distributors include Runyon Sales, New York; Redd Distributing, Boston; Advance Automatic, San Francisco; Fabiano Amusement Company, Buchanan, Mich.; Taran Distributing, Inc., Miami, and General Vending Sales Corporation, Baltimore.

Adopt 3c Cig Tax in Virginia

BIG STONE GAP, Va.—A 3-cent-per-pack cigarette tax has been passed by Virginia, the first time such a tax has been passed by the State.

Vending operators are expected to raise their price to meet the levy.

Mrs. Leah Rosen Dies

PHILADELPHIA — Mrs. Leah Katz Rosen died at Women's Hospital here August 4. Mrs. Rosen, who was 85, was the mother of Dave Rosen, well-known indie record distributor as well as the AMI distributor for this area.

Mrs. Rosen is survived by her husband, Israel; three sons, David, Max and Harry, and two daughters, Mrs. Max Goren and Mrs. Joseph Wasserman. At the time of her death, Mrs. Rosen had 15 grandchildren and 21 great grandchildren.

K

A cat who dug musical licks
Put his coins in a "K" just for kicks.
The sound that came out
Made him sit up and shout
"Dig the depth in that stereo mix."

AMI
AUTOMATIC MUSIC INC.

SPECIAL!
ABT
SHOOTING GALLERY
Complete with 3 guns,
2 cartridge vendors,
In beautiful shape.
Only $350.00
FOB, Philadelphia

WE WILL HAVE AVAILABLE
In 3 weeks
300 1959-1960
GOTTLIEB and WILLIAMS
PINBALLS
Contact us now for prices!
SCOTT CROSSE CO.
1641 No. Broad Street
Philadelphia, Pa.
CEnter 6-4444

COINMEN in the news

Midwest

MILWAUKEE MENTIONS

The fire which struck the building which houses the Badger Novelty Company, July 25, caused "about $15,000 damage," according to **Carl Happel.** The fire caused a lot of smoke damage to showroom equipment. The Rock-Ola distributor's warehouse was hit by considerable water damage. Several trucks and station wagons also were affected by the heat and smoke. Happel was called at 3 a.m. from his lake home 38 miles away by the fire department. Despite the fire, however, the firm was open for business on Monday morning.

Operator interest in hit singles is very keen, according to **Jim Mayer,** Record City counterman. Stop-ins this week included **Fred Brown,** Suburban Music, Menomenee Falls; **John Jesinski,** Sheboygan; **Otto Hadrian,** Milwaukee, Otto's Amusement; and **George La Rose,** Fond du Lac.

Music and games takes are up a little over last year at this time, says **Jerome (Red) Jacomet,** Red's Novelty Company. A lot of the action is coming from the lake spots within a 30-mile radius of Milwaukee.

Ed Gronowski, Red's Novelty Company route foreman, is back on the job following his summer vacation. . . . Construction of the addition to the Paster Distributing Company headquarters continues at a good pace, says **Sam Cooper.** "At the rate we're moving now," he says, "it should be finished early this fall."

Demand for good used games is heavy, according to **Woody Johnson,** United, Inc. Checking the firm's stock this week were **Fred Schmidt,** Westfield; **Cap Sittig,** Racine; **Lou Albafonte** and **Henry Sublisky,** Kenosha; **Joe Kozlowski,** M. S. Novelty; **Casey Karpinski,** Kewpie Novelty, and **George Kurek,** all of South Milwaukee. **Harold (Droopy) Stark,** United, Inc.'s Wurlitzer sales staffer, is back at his old love this week, working as a musician. He is filling in on the afternoon WTMJ-TV "Hot Shots" band while some of the regulars are on vacation. . . . Two Hilltop Coin Machine Company routemen are vacationing while the boss helps out, reports **Doug Opitz.** Vacationers are **Ernie Spitznagel** and **Arnie Cutter.**

George Klamm, Badger Novelty Company road salesman, is calling on the trade in the Upper Peninsula of Michigan. . . . Operators report that the confusion over the legality of games in this area shows no sign of abating. Receipts have fallen off considerably for most firms. One result: Operators are putting out a lot of the old baseball games and bowling games they had hidden away in their warehouses. *Benn Ollman*

CLEVELAND CLOSE-UPS

The dynamic president of Ware Vending, **Margaret Ware Kahliff,** is recuperating at her Elyria (Cleveland suburb) home after surgery at Elyria Hospital. . . . Also on the sick list is **Augustus Crew,** routeman for Kenney's Amusement Company, who is on the mend after an operation in St. Vincent Charity Hospital, reports President **Edward Kenney.**

Hyman Silverstein, head of Excel Phonograph Company, announces the acquisition of 10 new locations which swells the sum of new spots to 36 in recent months. . . . After a week of fishing in Perry Sound, in Upper Canada, Hyman reports poor fishing—and the weather quite cold.

"Business is so bad I don't even feel like playing golf," said **Albert Liggins,** head of A. & I. Music Company. Ordinarily he's an ardent golfer. Pretty **Nancy Medlen** is the nifty new office gal recently signed-on at Monroe Coin Machine Exchange Company, reports President **George George.**

Back on the job after two weeks' vacation is **John Seminatore,** route man for **Joseph Abraham's** Lake City Amusement Company. . . . In support of the industry's public relations program, **Charles Comella,** president of Cadillac Music Company, offered this view: "Nation-wide TV would be the best medium thru which we could explain our industry to the public. It reaches the greatest number. If everyone got behind the program and if all carries his proportionate share, there would be enough money to sponsor a quality video show," Comella concluded. *Bob Sudyk*

CHICAGO QUICKIES

Joe Ash, Active Amusement Machine Company chief, in from Philadelphia and touring the local plants. Joe was spotted by night at Fritzel's with **Mr. and Mrs. Dave Gottlieb** and **Roberta Gottlieb.**

Herb Jones, Bally vice-president, back at his desk after a stint in the hospital. . . . **Sam Lewis,** Williams exec, still plagued with the hay fever bug, but putting in a busy week. . . . **Ralph Sheffield,** Midway Manufacturing sales chief, reports the factory still going on the Bazooka Gun game.

Les Reick, Rock-Ola sales executive, returned to the office after a swing thru the Midwest. . . . Ditto for **Ed Ratajack,** AMI sales veep, who visited a few local coin machine port of calls. . . . **Earl Kies,** Apex Music head, is also back at the desk after a two-week vacation of golf and, as Earl puts it, "doing a few things around the house—very few." Earl has his son, 16-year-old **Kenneth Earl,** helping out in the shop for the summer. Ken is a junior at Crystal Lake High School and is active in both basketball and tennis. The boy is six feet three inches tall, weighs 160 and has all the earmarks of an All-American. *Orb Ankors*

(Continued on page 75)

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

I'M groping for words to describe my deep gratitude to the coin machine people for their expression of sympathy on the passing of my husband.

It was overwhelming to the point of heartbreak to see so many people travel such long distances to pay their last tribute to *Mac.*

For your soul-soothing condolences, your floral tributes and mass cards, my children and I will be forever grateful and forever proud to have known such wonderful people.

Millie McCarthy

CLEARANCE SALE
ON ALL 14, 16, 20 FOOT BOWLERS

			EACH
2	ABC BOWLING LANE	11 FOOT	$150.00
8	ABC BOWLING LANE	14 FOOT	150.00
2	ABC TOURNAMENT	14 FOOT	200.00
4	UNITED BOWLING ALLEYS	16 & 20 FOOT	395.00
1	UNITED BOWLING LANE	11 FOOT	145.00
6	UNITED BOWLING LANE	14 FOOT	145.00
4	CHICAGO COIN BOWLING LEAGUE	11 FOOT	175.00
8	CHICAGO COIN	14 FOOT	195.00
3	KEENEY BOWLERAMA	11 FOOT	145.00
1	CHICAGO COIN CLASSIC	13 FOOT	345.00
3	CHICAGO COIN CLASSIC	16 FOOT	345.00
1	UNITED JUMBO	13 FOOT	395.00
2	UNITED JUMBO	14 FOOT	395.00
10	CHICAGO COIN PLAYER'S CHOICE (Like New)	20 FOOT	695.00
1	UNITED ROYAL	14 FOOT	245.00
4	BALLY STRIKE BOWLER	11 FOOT	325.00
1	UNITED TEAM BOWLER	14 FOOT	195.00
2	CHICAGO COIN TV	13 FOOT	295.00
1	CHICAGO COIN TWIN BOWLER (Like New)	14 FOOT	695.00

Rush One-Third With Order • Balance C.O.D.
WIRE PHONE WRITE TODAY
DAVID ROSEN
Exclusive A M I Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: CENTER 2-2903
SEND FOR COMPLETE LISTS

YOU GET "FIRST-CLASS" EQUIPMENT AT FIRST!

NEW GAMES
Bally CHALLENGER BOWLER
Bally ROLLER DERBY
Bally OFFICIAL JUMBO
Chicago Coin PONY EXPRESS
Chicago Coin QUEEN BOWLER
Chicago Coin KING BOWLER
Chi Coin 6-GAME BOWLER
Games SUPER WILDCAT
Gottlieb CAPTAIN KIDD
Kaye KLUB BUMPER POOL
Keeney RED ARROW
United SAVOY
United SUNNY
Williams SPACE GLIDER
Wiliams DARTS (5-Ball)
Williams OFFICIAL BASEBALL

A Few Left!
MERCURY GRIPPERS
Counter Model
8 Different Plays
$33.50
DeLuxe Floor Model
13 Different Plays
$79.50

IMPORTERS!
Send for Your
FREE
56-Page Illustrated
1960-'61 CATALOG

NOW DELIVERING
Valley
6-POCKET POOL TABLES
Irving Kaye
6-POCKET POOL TABLES
Finest Money-Makers, Everywhere!
Also . . . the most complete line of New Bumper Pools.

FIRST
Cable: "FIRSTCOIN"—Chicago
COIN MACHINE EXCHANGE
Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

www.americanradiohistory.com

Seeburg Distrib To Hold Vending School in Detroit

DETROIT — Martin & Snyder Company, recently appointed distributor for Seeburg in this territory, is holding a service school for operators of cigarette and other vending machines Wednesday evening (17). The school will be held in the salesrooms from 7 to 9:30.

Announcement was made by Arthur Burke, manager of the vending sales division, with invitation extended to all interested operators. This is the fifth such event to be held by the Seeburg organization in major cities.

SPECIALS!

AMI-J-200 Stereo	$795.00
AMI-J-200 M	745.00
AMI-J-120 Stereo	745.00
AMI-J-200 Manual	595.00
AMI-I-200	625.00
AMI-I-120	595.00
AMI-H-200	495.00
AMI-H-120	475.00
AMI-G-200	345.00
AMI-G-80	345.00
AMI-E-120	195.00
AMI-E-80	225.00
AMI-E-40 45 RPM	150.00
AMI-D-80	175.00
AMI-D-40 45 RPM	135.00
AMI-C-40 45 RPM	99.50
AMI-B-40 45 RPM	99.50
Wur.-2310 Stereo	745.00
Wur.-2100	445.00
Wur.-1700	325.00

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

Seaway Cuts Shipping Costs For 2 Cleveland Exporters

CLEVELAND — Two worldwide distributors of music and games, exporting equipment to Europe and the Far East via the St. Lawrence Seaway, are pocketing savings of nearly $1,000 a week.

Cleveland Coin Machine Company, which ships between 50 and 100 pieces weekly, and Lake City Amusement Company, which floats out an average of 25 units every seven days, hold the tickets on this "Seaway Sweepstakes."

Distributors here load up a truck, motor to the Port of Cleveland within 20 minutes and stow the shipment directly into the deep-draft ocean-plying vessels anchored there.

Other Ports

Before enlargement of the Seaway and now only during winter, Cleveland Coin and Lake City utilizes the ports of New York, Baltimore and New Orleans.

Equipment must be truck-trailered to these ports, unloaded and reloaded there.

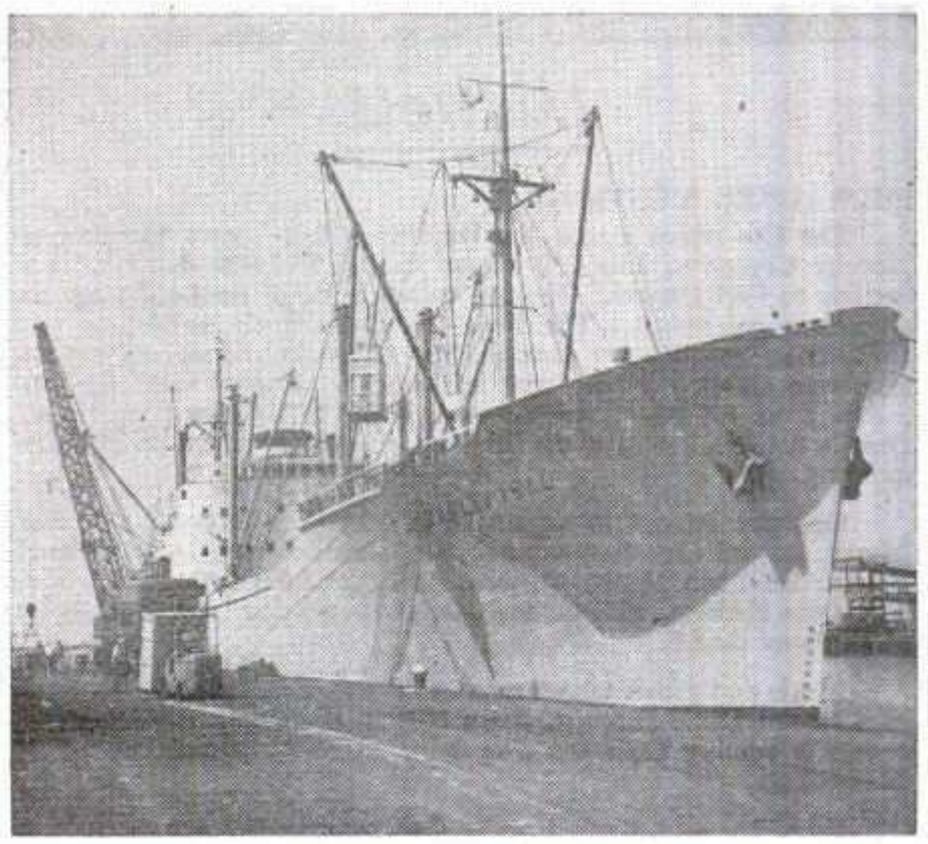
To motor a game to New York it costs Cleveland Coin about $7 per piece, and for a juke box between $5 and $10 each. Lake City reported a $10-a-unit cost.

Cuts Costs

Shipping direct to world markets from Cleveland eliminates this freight rate which kites costs to the sky when multiplied by about 100 machines a week.

"We can also supervise the loading here, which is impractical elsewhere," said Morris Gisser, head of Cleveland Coin.

With the first Japanese vessel docking here last month, Port of Cleveland ties with foreign markets now loop England, Europe, the Middle East, South America and the Orient.



BOUND FOR EUROPE is the freighter Byklefjell with 50 music and game machines from Cleveland Coin Machine Company. Every week the firm and Lake City Amusement Company export about 100 units.

65 Machines

"Cleveland Coin sent 65 machines on that first ship," said Gisser. "This month another Japanese shipment is being readied."

During the lake shipping season —May thru September—Cleveland distributors use the Seaway exclusively.

"We concentrate 75 per cent of our year's shipping into those five months," said Joseph Abraham, president of Lake City Amusement.

Biggest Yet

Both Cleveland Coin and Lake City report 1960 to be their heaviest export schedule.

Cleveland Coin Machine and Lake City Amusement, each in the business for more than a quarter of a century, report over-all volume ahead of last year.

"With local business lagging, we are making up for it with our export activities," Abraham concluded.

British Firms Stocked For Gaming Bill Boom

By BINGO BEAUFORT

LONDON—The British House of Commons concluded the final stages of the Betting and Gaming Bill July 28, and it received the Queen's Assent two days later without further alteration. The new act is now home and dry, but technically does not reach the statute book until the end of the Parliamentary Session in October.

Its passing was generally received with acclaim by the British trade.

Gabe Forman, Las Vegas Coin, controls distribution of new Mills fruit machines thruout the United Kingdom. Dick Dervan and his son, who run Mar-Matic, have exclusive rights in Britain to new Jennings equipment.

Home Products

Cecil Jones, managing director of A.M.I. (G.B.), Ltd., says his firm is ready with its own "all-British" fruit machine. It is manufactured by a new subsidiary, Dura Tools, Ltd., and will be called the Silver Queen. Ruffler and Walker, Ltd., large coin firm here, also has a domestic model of its own.

Ainsworth Consolidated Machines, Australia, has been making a full range of fruit machines for years and is already shipping them to Britain. Hal Eldridge, of the Australian firm, said a similar bill was passed in Australia regarding slots, and that operators there have become largely salesmen, selling to the clubs. He believes a similar situation will emerge in England.

The Australian bill states that machines are permitted only in non-proprietary clubs where funds are devoted to the development of the club and benefit the members. However, unlike the British bill, there are no restrictions as to the quantity of machines in any one club provided fees are paid. The British bill also restricts the machines to "private clubs" but limits the number of machines to two per locations.

John Habin, Liberty Coin, Southampton, claims to have the largest stock of fruit machines in England and reported he was ready to take orders for up to 1,500 right now.

Mt. State Ops

• Continued from page 66

which he had knocked off the trap gates on more than a dozen ball gum venders. He was unable to explain to police why he had gone to this trouble.

Another who delighted in simply toppling over a single-head ball gum stand confessed that he enjoyed watching the ball gum roll over the floor and sidewalk. He had no gang background whatsoever. "It's a real problem," the operators agree. "The only defense is good location owner co-operation, and getting tough where it is actually required. Most of the expense simply has to be written off as experience."

Moore Files Slander Suit

NEW YORK — Sanford J. (Sandy) Moore has signed a complaint here charging the Wurlitzer Corporation with slander. The action is to be filed today (15) in U. S. District Court for the Eastern District of New York. In the action, Moore is asking $600,000 damages.

The complaint charges that Wurlitzer, thru its authorized servants, agents and employees, told various banks in this locality that Moore had sold mortgaged property. It is also charged that this alleged activity had been part of a concerted plan for 18 months on the part of Wurlitzer to prefer themselves against other creditors of Moore.

This court action is seen as a follow-up to a case filed in New York Federal Court last June, in which Moore charged the Wurlitzer company with failure to live up to a number of agreements made at the time Moore's firms, Sandy Moore Distributors Corporation and Sandy Moore Manhattan Corporation, became the Wurlitzer outlet here.

These suits, in turn, are related to an earlier petition for involuntary bankrupcy brought against Moore here by Wurlitzer. This action has been pending for a number of months and final briefs were filed by opposing counsel Wednesday (10). Trade circles now believe that any action on the Moore suits against Wurlitzer will be held in abeyance until the ultimate disposition of the bankrupcy action.

Joe Ash says . . .
CONTACT ACTIVE FOR **PINBALLS**
THE LARGEST DISTRIBUTOR OF PINBALL GAMES IN THE WORLD!
Exclusive Gottlieb Distributor for Eastern Pennsylvania, South Jersey and Delaware
ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St., Phila. 30, Pa.
POplar 9-4495
Write or wire for prices
You can ALWAYS depend on ACTIVE ALL WAYS

MONEY SAVING BARGAINS

Showtime	$75.00	Gayety	$ 50.00
Key West	75.00	Miami Beach	45.00
Big Show	70.00	Beach Beauty	50.00
Night Club	75.00	Bright Lights	50.00
Broadway	50.00	Bright Spot	50.00
Big Time	50.00	Deluxe Big Tent	245.00
Gay Time	50.00	Big Tent	125.00

THE SOUTH'S LARGEST EXPORTERS, NEVER NO DELAYS
THE DIXIE COIN MACHINE CO.
1055 Baronne St., New Orleans, La. Phone PA 2-7137

THERE IS NO SUBSTITUTE FOR QUALITY

Mercury Floor Grippers	$ 75
Standard Metal Typers	225
Mills Panorams	325
Capital Panorams	295
Midway Red Balls	225

CIGARETTE

National 9 Col.	$ 95.00
National 9 M	125.00
Mercury 9 Col.	110.00
Mercury 11 Col.	150.00
Lehigh 8 Col.	85.00
Lehigh 12 Col.	165.00

VENDORS

Venderamas	$25.00
Jet 1¢ Ball Gum	6.50
Jet 5¢ Capsule	8.50
DuGrenier 4 Sel. Gum	12.00
Ship. 5¢ Gum & Life Savers	15.00
Ball Pen, 25¢	10.00
Baby Grands, 1¢	6.50

Ice Cube Vendors
Brand New—year-round operation — Completely automatic—very profitable—Write for details.

CANDY

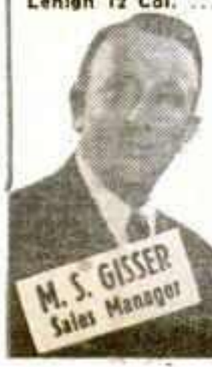
U-Select-It, 5¢, 72 Bar	$65.00
National 5¢, 6 Col.	70.00
National 5¢, 9 Col.	95.00
Shipman 6 Col.	95.00
DuGrenier 8 Col.	195.00

MUSIC

A.M.I. D-40	$125.00
A.M.I. D-80	135.00
A.M.I. E-80	149.00
A.M.I. H-200	450.00
Wurlitzer 2100	395.00
Wurlitzer 2150	395.00
Wurlitzer 1900	375.00

DRINK VENDORS

Frozen Orange Cup Vendors, brand new	$395
Spacarb 4 Dr.	350
Spacarb 3 Dr.	295
Avenco Coffee	225
Stoner 500 Coffee	475
Milk Mart, cup vendor	495
Milk Shake, cup vendor	495
Dariomatics, 4-sel.	395
Norris Milk, 3-sel.	395
Apco Soda Shop, 3 sel.	395
Apco Fresh Brew Coffee	575
Barvend Fresh Brew	295
Welch orange & grape	195
Bert Mills Hot Choc.	85



M. S. GISSER Sales Manager
WURLITZER DISTRIBUTORS
CLEVELAND COIN MACHINE EXCHANGE Inc
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

OPERATE
Williams
MUSIC MAN
4-PLAYER
featuring
Styling of the 60's
See Your Distributor!
Williams
ELECTRONIC Mfg. Co.
4242 W. Fillmore St., Chicago 24, Ill.

NEW GAMES
Immediate Delivery
Bally CHALLENGER BOWLER
Bally ROLLER DERBY
Bally OFFICIAL JUMBO
Chicago Coin PONY EXPRESS
Chicago Coin QUEEN BOWLER
Chicago Coin KING BOWLER
Chicago Coin 6-GAME BOWLER
Keeney RED ARROW
United SAVOY
United SUNNY

UPRIGHT SPECIALS!

GUNSMOKE	$140
DOUBLE SHOT	170
Keeney DLX BIG TENT	245

SPECIAL!
Chicago Coin
14' BOWLING LEAGUE
Completely Reconditioned $195
Chi. Coin ROCKET SHUFFLE Completely Reconditioned 95
Chi. Coin STEAM SHOVEL Completely Reconditioned 85

Complete Selection Reconditioned
GOTTLIEB 5-BALLS
Available for immediate delivery!

Immediate Delivery
VALLEY 6-POCKET POOL TABLES and BUMPER POOLS
All Models

NATIONAL
COIN MACHINE EXCHANGE
1411-13 Diversey Chicago 14, Ill.
BUckingham 1-8211

Copyrighted material
www.americanradiohistory.com

Where Coins Are

• Continued from page 65

miliar blue and yellow Brabo Corporation colors.

Part of the psychology inherent in setting up locations in this way comes from the fact that the small coins returned in change for purchases of 20 cents to 50 cents in American money are heavy coins, which are of very small value, incapable of being used either to buy a newspaper or to operate Europe's low-cost pay telephones.

Service

The Brabo Corporation services its machines at probably as low a cost as any in Europe. Employed for the purpose is a tiny two-horsepower truck, built in France. It is made of crenelated, maximum-strength aluminum, which can carry sufficient machines, replacement heads, fill and tools, to maintain the route, at an average of 45 to 50 miles per gallon of gas. Because of its tiny size, the little truck is often driven right up on the sidewalk, to the machine location. A new head is placed on the machine while the old one is swung at arm's length into the truck, and the service unit is on its way.

Contrary to most American routes which specialize in a single make of machine and simplification of parts, the Brabo Corporation carries at least 18 different makes of machines on its inventory list, which complicates the servicing problems somewhat. However, because the machines were bought at an extremely low price, over the past 20 years, the Brabo Corporation cheerfully absorbs the extra perplexities involved without complaint.

GIVE TO DAMON RUNYON CANCER FUND

COINMEN in the news

• Continued from page 73

ST. LOUIS GRAPEVINE

Stan Seiter, of Musical Sales Company, on a two-week vacation with his wife and two daughters at Kentucky Lake, sent a card to the firm's co-owners, **Joe McCormick** and **Don Tabacchi,** praising the resort area. After reading the card, McCormick, who is scheduled to start a three-week vacation in August, said he would give some consideration to the Kentucky resort, altho his plans call for taking the family to Florida.

Seiter is spending his time giving his newly purchased 18-foot boat and new motor a workout in Kentucky. Partner Tabacchi, of Musical Sales, is expecting visitors soon. His parents, **Mr. and Mrs. Leo J. Tabacchi,** Detroit, are planning to come to St. Louis at the end of July and spend a week with their son.

Morris Novelty Company also is in the middle of the vacation season. **Ben Axelrod,** of Morris, is in Chicago, mechanic **Gene Watson** presently is vacationing and **Marvin E. Mitchell** is taking off for the Bagnell Dam resort area in the Missouri Ozarks.

Hubert Burnett, of J. Rosenfeld Company, recently returned from the Ozarks area and had time to repaint his house before returning to work. **Joe Gude,** of the Rosenfeld firm, also is on tap for a two-week vacation.

At Central Distributors **Bill Holmes** is spending his vacation in Florida. Beside vacationers, members of the Central firm are making their usual weekend fishing trips. *John Hicks*

Seeburg Briefs Conn. Ops on Artist-of-Week Promotion

CHESHIRE, Conn.—The latest in a series of operator meetings sponsored by Seeburg and its various distributors to orient ops on the Seeburg Artist-of-the-Week plan, was held here Thursday (28) at the Waverly Inn. Local observers termed the meeting an outstanding success with more than 75 operators partaking in cocktails and dinner before the business meeting.

The meeting was helmed by Mac Perlman, branch manager of the Connecticut office. Speakers included Jack Gordon, Seeburg veepee; Gene Weiss, of Columbia Records, and Joe Mathews, of Capitol Records, both of whose companies have recently announced release of 33 r.p.m. singles; William Prutting, Seeburg district manager, and Meyer Parkoff, prexy of Atlantic New York, Seeburg distributor in New York City. Also in attendance were Joe Burns, special counsel for the Connecticut operators, and Joe Broderick, manager of the Columbia office in East Hartford.

There was much discussion at the meeting of the idea of adapting the 33 speed for singles, and the coming of an eventual one-speed record industry. Other points along these lines were similar to those discussed at earlier operator meetings with Seeburg officials in Chicago and other cities.

A point not previously mentioned was brought out by Gordon to the effect that henceforth Seeburg's 48 distributors in the United States would one-stop single records for their operators. Gordon said that record one-stop operations as they are presently constituted have grown away from the program needs of operators. Seeburg will now service operators thru their local distributors with all monaural and stereo singles.

Mathews, Capitol's national promotion manager, announced that as of August 1, Frank Sinatra's "Nice 'n' Easy," and the Kingston Trio's "String Along," would be available for the album of the week program. Operators were reported as having been completely fractured with this news. Some wanted to order the disks on the spot.

ACACIA HAS THE BIG HITS!
LOW FACTORY PRICES
SALESBOARDS
TIP BOOKS
PUSH CARDS
ROLL TICKETS
JAR TICKETS
MATCH PAKS
PADDLE TICKETS
BINGO SUPPLIES
BINGO EQUIPMENT
• TAB STYLE TICKETS for LUCKY HOROSCOPE MACHINE (STARS or NUMBERS)
• LUCKY HOROSCOPE VENDORS (10c or 25c play)
FREE CATALOG—WHOLESALE ONLY
ACACIA PRINTING CORP.
2855 North Halsted St. Chicago 14, Ill.
Phone: Wellington 5-2344

6 POCKET POOL..$150.00
14 Ft. Bowlers $195.00
PURVEYOR DISTRIBUTING CO. Better Buys
4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

RECONDITIONED EQUIPMENT
SPECIAL!
17 BALLY CYPRESS GARDENS . . . . . $175 each
Completely reconditioned, rails scraped and lacquered, new instruction cards, cleaned thoroughly inside and out, ready for location.
WRITE, WIRE OR PHONE FOR PROMPT SHIPMENT
H.M.BRANSON DISTRIBUTING COMPANY
811 E. BROADWAY Phone: JUniper 7-1343 LOUISVILLE 4, KENTUCKY
EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

SPECIAL
20 Used Seeburg Library Units
Write for Prices
Exclusive Gottlieb, Williams and Seeburg Distributors
TRIMOUNT
Remember . . IN NEW ENGLAND IT'S TRIMOUNT!
40 WALTHAM STREET BOSTON 18, MASS.
Tel. Liberty 2-9480

SPECIAL!
CHROME SIDE RAIL MOLDING FOR BALLY BINGO GAMES $5 PER SET OF 2
Write: SUPERIOR SALES CO.
Room 6
7855 Stony Island Avenue
Chicago 49, Illinois

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.

New LUCKY HOROSCOPE
5c, 10c or 25c PLAY
✓ NATIONAL COIN REJECTOR in each chute
✓ NOW has TWO coin returns and other new features.
✓ EASY TO LOAD
Size: 18"x8"x6". Shipping Wgt.: 20 Lbs.
GAME HOLDS APPROX. 1,000 NUMBERED OR STAR TICKETS
MID-STATE CO. 2369 Milwaukee Ave. Chicago 47, Illinois
Phone: Dickens 2-3444

Shaffer Summer Specials
Increase Your Collections
STEREO SPECIALS
Seeburg 222 SHR $945.00
Seeburg 220 SR 895.00
Wurlitzer 2410S .....Write
AMI JEK 200 .....Write
Rock-Ola 1478 .....Write
WALL BOXES
Seeburg (200) $89.50
AMI W-200 ..... 79.50
AMI W-120 ..... 44.50
Seeburg (100) 49.50
Wurlitzer (200) 89.50
Cigarette Vendors
Eastern 22 Col. $179.50
Eastern 10 Col. 89.50
Eastern 12 Col. 109.50
849 North High Street
Columbus 8, Ohio
Phone AX 4-4614
Offices in Cincinnati and Cleveland
SHAFFER MUSIC COMPANY
Write for Illustrated Phone Catalog

Fly!
as a NAVAL OFFICER
...in today's supersonic Navy. College men can now qualify for associated flight training under two different officer programs—NAVCAD or Aviation Officer Candidate. Earn "Wings of Gold" and a commissioned officer's commission.
NAVY
Visit your local office of Naval Officer Procurement.

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

Copyrighted material
www.americanradiohistory.com

No New Action on Kan. Pins; Await IRS Move

TOPEKA, Kan.—No new action had been taken Thursday (11) by the Kansas amusement firm operator citing federal regulations that brand certain types of pinball machines as gambling devices. (See story, The Billboard, August 8).

Ernest Rice, Topeka, attorney for the operator who filed suit challenging the regulation, said Thursday he would not proceed until he received word from the District Director of Revenue for Kansas that protest payment of a $250 tax stamp had been denied.

Rice represents Stan Tennant of Ft. Scott, Kansas, who owns Stan's Amusement Company of Ft. Scott and Melody Music Inc., of Topeka.

Forced Postponement

Earlier, Rice said he planned to file suit in Federal District Court here to recover the tax money on grounds the regulation forced payment of an unjust tax.

However, delay in receiving the denial from the Revenue Director forced Rice to postpone filing the suit.

Rice also said he intends to revise a preliminary draft of the suit and therefore prefers to wait until the denial has been received.

Monday (8), Rice paid, under protest, the $250 tax on one pinball machine in a barbershop at Ft. Scott. He said he had been assured by the Revenue Director and government attorneys the protest would be denied.

Denial of the protest would clear the way for Rice to sue the government for the payment of an unjust tax. Therefore, using unjust payment as the issue, Rice could argue against the constitutionality of the regulation.

Should his argument be sustained by the Kansas District Court, the regulations would be discredited and a valuable precedent set for courts and attorneys in other States.

National Rejectors Plans Richmond & Seattle Branches

CHICAGO—Two new sales and service branches are to be opened by National Rejectors, Inc., in Seattle, and Richmond, Va., Arthur Hauser, NRI general sales manager, announced last week. Opening is planned for September 1.

The opening brings to nine the number of branches maintained by NRI in the U. S. and Canada. Other locations are Detroit, Chicago, Atlanta, New York, Los Angeles, Dallas and Toronto.

The new locations will be staffed by sales and technical personnel. NRI is also expanding its manufacturing facilities, with 120,000 square feet of additional plant space being erected in Hot Springs. NRI is a subsidiary of Universal Match Corporation of St. Louis and manufactures coin-handling devices.

Duarte Adds Robot Coin Counter Line

LOS ANGELES—Duarte International Sales Company, Inc., has been named national sales representatives for the Robot coin counter, available in portable and electric models, Joseph Duarte, head of the exporting and importing firm, said here.

The portable unit weighs 19 pounds and is fully automatic, Duarte explained. It counts pennies, nickels, dimes, quarters and halves, reseting automatically for wrappers and counting continuously for bags. Unit has totalizer and can handle 60,000 coins an hour. The Robot fits a space 9¼ by 11½ inches and is 10 inches high, including handle. It is guaranteed.

Bowling Contest Idea Aired by N. Y. Operators

NEW YORK — A proposal for the institution here of a "King of Games" coin bowling machine contest to take in the entire metropolitan area, moved several steps closer to fruition this week, with the addition of a number of operators to the list of those endorsing the plan to get more action from every coin bowling unit in the city.

The initial goal of participating machines was 2,000, according to the basic plan laid down by the Craig Todd Agency, a public relations firm which has developed the project, and at the present time more than half this number of machines are already represented among the growing list of ops who have signaled, "count me in."

Among the original group of enthused ops were Al (Senator) Bodkin, George Holtzman and Charlie Bernoff. Last week Irving Holzman joined this group with the remark that "anything that will get out the players can only help our business and I'm ready to give the idea every chance."

This week, Zirpoli and Bernstein, the Herman Brothers, Jabco Music, City Music and Albert Arnold, and Al Denver's Lincoln Service, all joined the fold. Arnold, in fact, had been so impressed with the idea that he held a special meeting at his home in Queens last Wednesday afternoon (10) to discuss the plan with interested operators. This meeting was followed by group swimming in the Arnold pool and a barbecue supper. Swimmers noted later that everything had been cool at the meeting.

Martin L. Greenfield, of the Craig-Todd firm, stated that more printed literature, banners and bartender ribbons are now ready for the tie-ins with the contest, which is expected to get under way in the fall. Greenfield urged all operators interested in the plan to contact him at the agency, 291 Broadway, New York.

WANTED!
A-1 Mechanic
TOP WAGES
Year Around
To Manage Arcade
WRITE:
K. A. MUMM
21 Lindero Ave., Long Beach 3, Calif.

ROCK-OLA
tempo II
The World's Finest
All-Purpose Phonograph
Versatile
Dependable
Profitable

Fischer POOL TABLES
STANDARD OF QUALITY
IMPERIAL, "B" & DELUXE 6-POCKETS & BUMPER BILLIARDS
At your distributor, or call Bill Weikel
FISCHER Sales & Mfg. Co.
Ridge Rd., Box 223, McHenry 4, Illinois

SHUFFLEBOARD WAX
Finest grade powder or paste. Chromed Weights, Scoreboards. Liquid Cleaner, Paste Wax, Dance Floor Powdered Wax. Write for free color brochure and prices.
WAX-OLA, INC.
444 No. 5th St. Newark 7, N. J.

WE NEED PHONOGRAPHS
AMI
D-80 | H-200-E | I-200-E
ROCK-OLA
1438 | 1446 | 1454 | 1455
SEEBURG
M-100-B | M-100-C | V-200
KD-200
WURLITZER
1700 | 2000 | 2150
1800 | 2100 | 2200
1900 | 2104 | 2204
WE NEED BALLY BINGOS
Starting with Broadway and up.
WE PAY TOP DOLLAR OR WE WILL TRADE GAMES.
RUNYON SALES COMPANY
Factory Representatives for:
AMI Inc., Bally Mfg. Co., Irving Kaye Co.
593 10th Ave., New York 36, N.Y.
LOngacre 4-1880
221 Frelinghuysen Avenue, Newark 12, N. J.
BI 3-8777
231 Windsor Street, Hartford, Conn., JA 7-4470
Cable Address—RUNYONEX

A Gottlieb FLIPPER SKILL GAME
• Exciting new "Circle-Five" pop-bumper feature scores advances
• Making numbers 1 thru 5 scores one advance
• Numbers 1 thru 5 can be made in four different places
• Crown rollover button spots numbers 1 thru 5
• Making advances score specials
• Match feature • 3 or 5 ball play
• 2 super-powered skill flippers
• Coin-box with locking cover
See Your Distributor Today!
D. Gottlieb & Co.
1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS
It's Always Profitable to Operate Gottlieb Games!

Copyrighted material
www.americanradiohistory.com

German P-R Campaign

• *Continued from page 69*

which the industry's defensive attitude has helped spawn in the past.

Seek Model Program

The CMC appeals to the Germans because it is a nationwide approach to a basic problem which can be handled, it is felt here, with a co-ordinated program. A fragmented program can never be more than a defensive effort, it is argued by public relations experts in the German industry.

The Germans believe the CMC, if it survives and waxes, could provide the model for an international coin machine public relations effort. For the conviction here is that nothing short of a well-financed, tigthly integrated international PR effort will answer the problem.

There is great interest here, obviously, in the regional reaction to the CMC among American operators. But the consensus in the German industry is that the CMC will succeed only to the extent that it has vigorous leadership from the top.

Need Leadership

Leadership can come only from the top, it is argued here, and if such leadership is forthcoming, regional organizations will rally behind it. Until then the CMC will remain on trial with the average German operator no less than his American counterpar.

The Germans are saying that what the entire industry needs—the world coin machine industry—is an ethics-policing approach similar to that of the Motion Picture Producers' Association.

This idea originated in the U. S. and was picked up at once in Germany as well as other parts of the world. Industry self-regulation would be a bold—and vitally required—public relations coup.

Self-Policing Idea

There are German industry experts familiar with the American scene who insist the coin machine industry is now entering the stage of development paralleling that in the film industry which produced the principle of self-regulation.

It's one coin machine world, the Germans say, and the evidence is the lambasting the German industry takes in the public prints because of the alleged sins of the American industry.

German anti-juke box propaganda makes it appear that the entire American industry is mobster-ridden, and it will be only a matter of time until U. S. gangsters begin muscling in on the German coin machine industry.

Some German publications even make it appear that Al Capone still lives and might lead an invasion of juke box commandos into the German market.

A Hamburg manufacturer asserted, "What you Americans call a 'public relations image' is entirely out of our hands. For better or worse, we tend to inherit the image the coin machine industry has gained in the United States.

"If the coin machine business is reputable, it is reputable, period. You can't make an industry reputable in one part of the world and disreputable somewhere else.

"We take the view we are selling and operating a product precisely like automobiles. Gangsters use automobiles on occasion, and to suit their purpose, but nobody says the automobile business is 'bad,' or that it is 'good' one place and 'bad' another."

Philly Coinmen Say Summer Slowest in Years

PHILADELPHIA—Distributors and operators in this area echo the opinions of coinmen across the nation in that this summer has been a very bad one.

"Summer is bad enough without it being a bad one," lamented Abe Witsen, president of the Scott Crosse Company.

"I read where collections are down about 30 per cent from normal," he continued. Well figure a man with a $2,000 route is cut in half anyway during July and August and then take another $300 from that and you're really in trouble."

Albert M. Rodstein, president of Banner Specialty Company, went along with Witsen's sentiments.

New Games

"I haven't seen a summer as slow as this one," he said. "I only hope we can come up with some new games that will give the industry a shot in the arm come fall."

And so the story went all over the tri-State area. Not one operator or distributor could report even holding his own let alone being ahead of the game at this point.

Witsen, who operates some Arcades at the shore and at amusement parks around Philadelphia, made some interesting observations.

Wants Rain

"It may seem strange," he said, "but I hope it rains all during August. It seems when it rains during this month it means our takes will be up at the shore.

"Once they are there," Witsen went on, "they stroll the Boardwalk or something if the weather is nice. But if it rains, they go into an Arcade and put coins in our machines.

"Why one day at the beginning of the month it rained and it tripled our collection at one shore location compared to the other days of the week," he explained.

Farmers and Coinmen

"In fact," Witsen went on, "things have been so bad this year, my secretary writes at the bottom of the weekly reports 'pray for rain.' It seems only farmers and coinmen like to see it rain."

Witsen said rain works just the opposite during the early part of the season. "If it rains during May or June it hurts," he said. "People aren't planning on going to the shore during these months, but if the weather is nice they go. If it isn't, they stay home. This summer we had our worst May and June ever due to rain on the weekends."

He reported that things were also off at his amusement park locations. "We have one park in suburban Springfield," he said. "The collections there are off 50 per cent. And is off even more than that—about 60 per cent—at Willow Grove (one of the biggest parks in this park of the country)."

He said that collections during the early part of this month have been particularly off.

Copyrighted material
www.americanradiohistory.com

MORE features mean MORE fun for players... MORE profit for you

All the money-making features of COUNTY FAIR and LAGUNA BEACH plus popular

PICK-A-PLAY selection buttons*

Biggest array of popular money-making features ever combined in one game insures biggest play and profits ever known in pinball history. Bally-brighten your in-line spots with ROLLER DERBY... brightest, busiest Bally in-line ever built. See ROLLER DERBY at your Bally distributor today. Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18, Illinois, U.S.A.

*** PICK-A-PLAY** buttons permit players to concentrate coin-flash in their favorite area—Blue Button for Advancing Scores—Green Button for Features—Red Button for combination Scores and Features.

Bally ROLLER DERBY

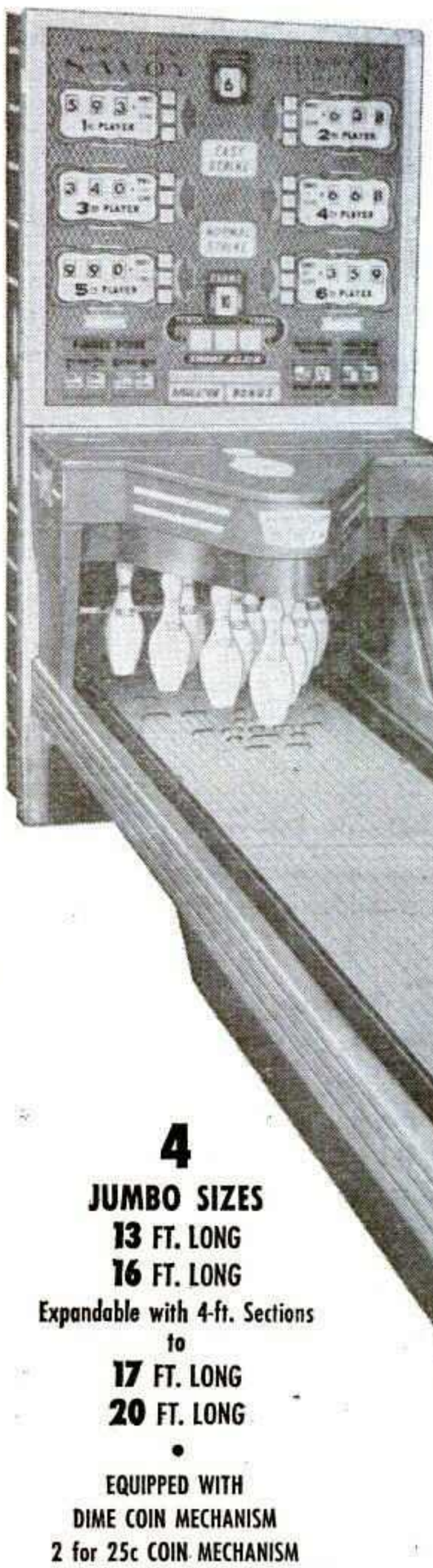
Copyrighted material
www.americanradiohistory.com

UNITED'S SAVOY

BOWLING ALLEY

WITH PLAYER'S CHOICE OF

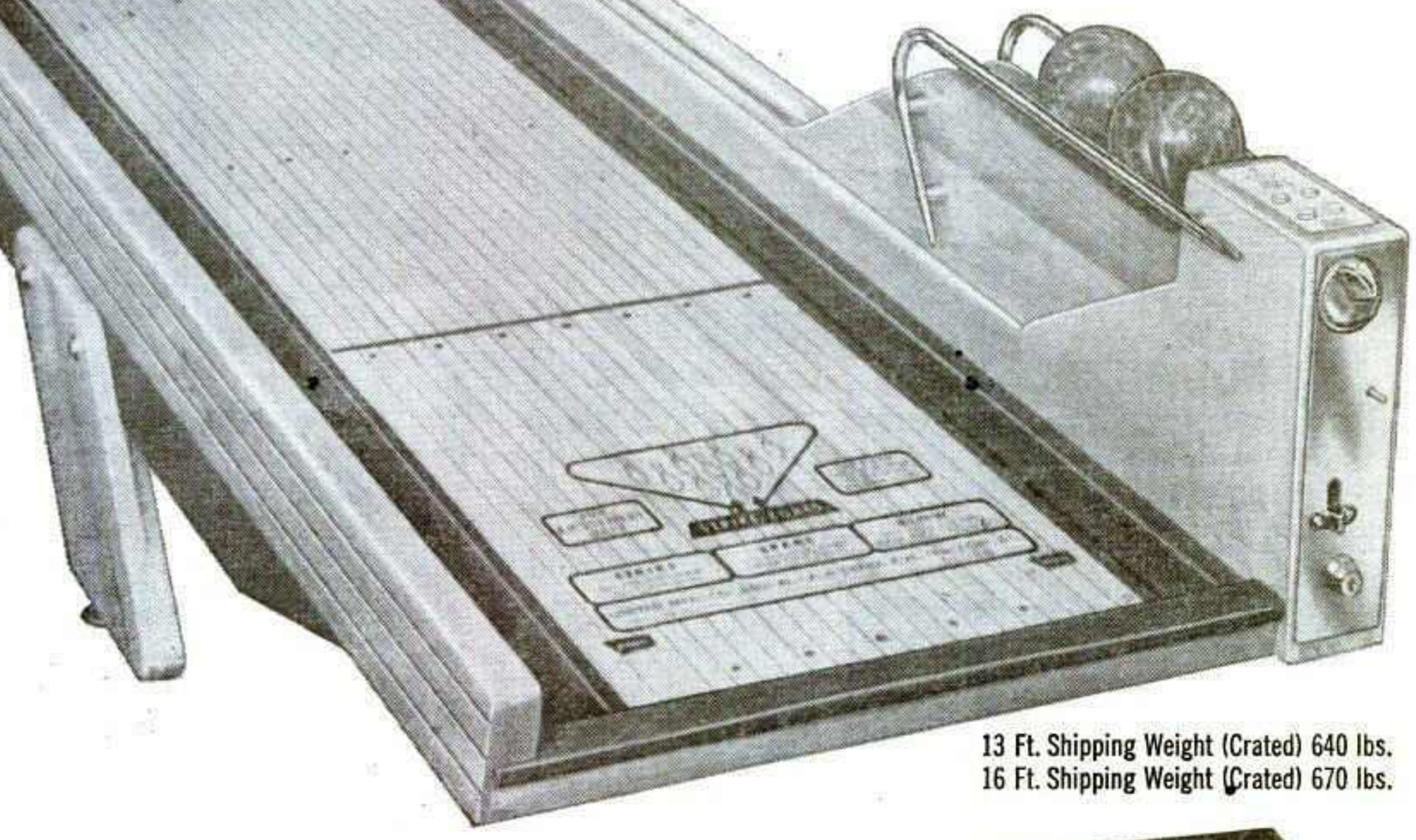
Easy Strike or Normal Strike ← BUTTON CONTROL → **Regulation Scoring (TOP SCORE 300) or Bonus Scoring (TOP SCORE 990)**



BIG Extra ☒ and ◪ Scores

bonus builds up during game . . . collects at end of game to insure last frame suspense

1 to 6 can play



4
JUMBO SIZES
13 FT. LONG
16 FT. LONG
Expandable with 4-ft. Sections
to
17 FT. LONG
20 FT. LONG

•

EQUIPPED WITH
DIME COIN MECHANISM
2 for 25c COIN MECHANISM
OPTIONAL AT EXTRA COST

•

SEE UNITED'S

SUNNY

SHUFFLE ALLEY
featuring
TWO-WAY SCORING
now at
YOUR DISTRIBUTOR

13 Ft. Shipping Weight (Crated) 640 lbs.
16 Ft. Shipping Weight (Crated) 670 lbs.

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR

Copyrighted material
www.americanradiohistory.com

Collection Reports from All Over Prove

"ARTIST of the WEEK"

Increases Location Income

HOUSTON, TEXAS, The Shoe Fly Lounge

"Went to 10¢ play with the AQ-160 and 'doubled the location'."
Operator: George Bruner.

CINCINNATI, OHIO, 775 Bar

"An increase of 40% the first two weeks with 25% of the play on the featured 'ARTIST of the WEEK' records."
Operator: A & M Enterprises.

ATLANTA, GEORGIA, Horton's Restaurant

"The combination of an 'AQ' and six 'Stereophones' put this spot back in the top location bracket."
Operator: Commercial Music Systems, Inc.

SYRACUSE, N. Y., White Tower Restaurants
(4 locations)

"Across the board in all four restaurants an average 20% increase over a period of several week." Operator: Hit Parade Music.

SANTA MONICA, CALIFORNIA, Don's

"The first week with Eydie Gorme-Steve Lawrence featured plus several other 33⅓ packages, the 33's had 179 plays."
Operator: Stereo Music Systems.

OKLAHOMA CITY, OKLA., The Red Chimney

"A college location, better than doubled the income with an AQ-160. Split 50-50 between 33's and 45's, the 33 Stereo records accounted for 739 out of 1185 plays." Operator: Bryce Fletcher.

KANSAS CITY, MO., Allen's Drive-In

"The first week a Johnny Mathis album showed 177 plays out of 920; the second week Julie London showed 208 out of 1017."
Operator: Silco Vending Co.

The Seeburg 33-1/3 Stereo "ARTIST of the WEEK" Plan Works!
Prove it to yourself! See your Seeburg Distributor!

SEEBURG
THE SEEBURG CORPORATION • CHICAGO 22, ILL.
America's finest and most complete music systems

PLAY BOTH 45 & 33⅓ INTERMIXED

Copyrighted material
www.americanradiohistory.com