

The Billboard

SIXTY-FOURTH YEAR

PRICE:
35 CENTS

AUGUST 25, 1958 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

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By AARON STERNFIELD

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The juke box industry is playing its role in this industrial development. Mexico City already has a complete music machine factory in operation (see separate story in the Music Machine section), and an estimated 50,000 automatic pho-

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Fairs & Expositions	62	Pipes	66
Final Curtain	52	Radio	2
Letter List	69	Reviews	10
Merchandise	66	Rinks	53
Music	2	Routes	51
Music Machines	73	TV-Music-Radio	2
		Vending Machines	70

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"It isn't stereo that's hurting monaural sales," he asserted. "It's the volume of monaural product being put out by so many labels. Right now, literally hundreds of new monaurals are being brought out. It's the old story. What do we order and what do we pass up? The Sinatra albums are a good example. One gets going fine and suddenly there's another one. We used to order 3,000 or 4,000 of a new Sinatra LP. Now we order maybe 400. The labels could help their own monaural LPs by cutting down on releases."

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Majors Holding Big Cards In Trend to Imported Hits

By BOB ROLONTZ

NEW YORK — If the trend toward foreign hits continues, as exemplified by the current smash "Volare" on Decca and the recent hit "Torero" on Capitol, the major diskeries may find themselves in the strongest position they have been in years as far as singles are concerned. For the biggest firms, Decca, Capitol, Columbia, RCA Victor, Mercury and M-G-M, thru their foreign distribution deals and tie-ups with European and South American diskeries, have tied most of the important pop names in Europe. Altho some of the alert indies, notably Kapp, Dot, Seeco and Verve Records, have corraled some key foreign pop names, the majors have and are still grabbing off the gravy.

The singles hits are an added plus for the majors. Most of the deals that the large firms have made in Europe over the past five years were instituted to help them sell their album product in Europe and South America and to have a source of supply of foreign classical and pop LP's for the domestic market. Single releases were not wanted or needed by the large firms and until very recently most of them were reluctant to release any foreign singles except under pressure or when the same

value of the artist was exceptionally strong in the United States.

Stars Dictate Changes

Much of this has changed. Part of the change has been due to the type of contract many of the big name Italian, French, South American and English artists have been able to get from their diskeries. In addition to demanding album releases in the United States many of these artists also demanded singles releases as well. For instance, when Philips of Italy, Columbia Records affiliate in Europe, pacted Renato Carosone recently, they had to guarantee Carosone single releases in the U. S. in addition to albums.

The majors have been working assiduously over the past five years to set up and strengthen their distributing organizations thruout the world. Columbia, for instance, made distribution arrangements with the giant Philips of Holland organization five years ago, and today the Philips firm distributes for Columbia thruout Europe and in Africa. Philips has its own sub-

sidary label in Europe, called Fontana. Most of the product that Philips makes there is distributed here by Epic, Columbia's American subsidiary. Columbia also has a deal in Italy with Durium Records.

Foreign Tie-Ups

RCA has set up many of its own subsidiary firms in European countries as well as in Central and South America. RCA also had a deal with English Decca. Capitol is owned by the English Electric and Musical Industries (EMI) and distributes EMI's Angel and HMV lines here. Decca has arrangements with Deutsche Gramophon in Germany as well as other firms. Mercury handles many of France's Barclay Records here.

The European firms are interested in tying up with the largest American firms because of the distribution they can guarantee in the United States. Capitol, for instance alone issues eight to 10 records per month, plus many albums. The same is true for the other large firms. These firms can

(Continued on page 4)

BACK TO NOB HILL

Jazz—Poetry Mating Is a Dead Fad, Dad

NEW YORK — The San Francisco literary - musical phenomena, the fusion of contemporary poetry with contemporary jazz music, appears to have suffered the same ignominious fate as Hurricane Cleo, which petered out last week off the Atlantic Coast. For today about the only places where jazz and poetry concerts are still being performed to large audiences are in smoky rooms, esoteric meeting halls in a few large cities, and back in the place of its birth, San Francisco.

Less than a year ago this artistic movement, which supposedly would have a great influence on the course of modern jazz and of

modern poetry, came out of the West as part of the literary renaissance inspired by such talents as Kenneth Patchen, Kenneth Rexroth, Jack Kerouac, Lawrence Ferlinghetti and Allen Ginsberg. In all of the San Francisco boites, the "beatniks" (the vernacular for members of the beat generation) gathered in huge crowds to listen to rhymed couplets about the fate of man in the world today over the strains of cool jazz by top modern jazzmen. Word of this new concept spread from jazz joint to jazz joint, and soon it was difficult to listen to jazz without words.

The Poets Made It

The record companies got wind of it, and before you could think

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White Heads Warner in Chi

NEW YORK — Jack White has been appointed manager of the Chicago branch of the Warner Bros. record operation, according to Hal Cook, sales chief. White will have three salesmen to cover the area.

The Chicago territory was originally scheduled to be split with Decca, but is now to be a Warner branch.

White was with Columbia the six years and prior to that was with Capitol for five years.

Roost Goes To Roulette

NEW YORK — Roulette Records has taken over control and national distribution of Roost Records. Roost, which boasts a substantial jazz catalog, was founded eight years ago by Teddy Reig, who now moves into the Roulette set-up as a member of the a.&r. staff.

The Roost catalog currently comprises about 30 LP's and some 15 EP sets. Top items in the catalog are such packages as "Moonlight in Vermont," with Johnny Smith; Dizzie Gillespie's "Concert in Paris"; "Moods," by Johnny Smith, and "All-Star Sextet" with Charlie Parker.

Initially Roulette will issue an album of excerpts from the Roost catalog entitled "Operation Jazz." The set will feature such names as Art Tatum, Gillespie, Erroll Garner, Billy Taylor, Kai Winding, J. J. Johnson, Harry Belafonte and Parker. Joe Kolsky, Roulette chief, also announced that tho the Roost line has carried a \$4.98 tag, a special price of \$3.98 will be introduced on all the sets for a period of 90 days, "to reacquaint consumers with the line." EP's will continue to sell for \$1.29.

'HIT PARADE' TO SELECT BY BILLBOARD LISTINGS

NEW YORK—The 1958 edition of "Your Hit Parade," which starts on the CBS-TV network in October, will use tunes taken from The Billboard's "Hot 100" chart and from "The Billboard's NYU Best Selling Single Records Chart. The newly-styled Hit Parade show will differ in format considerably from previous years. It will be divided into four sections, each section featuring a different category of popular songs. This will enable the seg to use many different tunes each week instead of being restricted to the same songs.

One part of the show will use three tunes selected from the top 12 of The Billboard's "Hot 100." Another section will use new tunes that have not yet hit the charts. Another section will be called "The All-Time Hit Parade" and will use hits of other years. And the fourth portion will use the top three songs in The Billboard's best selling charts.

Stars of "Your Hit Parade" this coming fall will be Dorothy Collins and Johnny Desmond. Guest stars will be used from week to week. Harry Sosnick will be the musical director.

Two Dealer Groups Voice Discontent

DALLAS — Twin blasts came out of this stronghold of dealer discontent this week, directed against alleged evils to which the dealers are taking strong exception.

The Society of Record Dealers of America blasted reported attempts by mail-order houses to set up direct factory buying operations with record manufacturers. On the other hand, officials of the Texas Record Dealers' Association dispatched a resolution to Columbia Records "voicing the opposition of the majority of its members to the cutting of dealer profits via the

'coupon plan' to a point where there is no net profit to be made." The resolution was made necessary "by announcement of the Columbia 'Dollar Dividend' plan," according to the statement.

The resolution claims that the record firm has "placed the record

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14 NEW SIDES MAKE IT INTO OUR 'HOT 100'

NEW YORK—A flock of hot new sides burst into The Billboard's "Hot" chart this week. The total number of new sides appearing in The Billboard "Hot 100" for the first time totaled 14. Here are the new, coin-catching sides: "It's All in the Game," Tommy Edwards, M-G-M; "Prisoner Song," Warren Storm, Nasco; "Topsy," Cozy Cole, Love; "Strange Are the Ways of Love," Gogi Grant, RCA Victor; "When Will I Know," George Hamilton IV, ABC-Paramount; "City Lights," Ray Price, Columbia; "The Green Mosquito," the Tune Rockers, United Artists; "Count Every Star," The Rivas, Coed; "Drip Drop," the Drifters, Atlantic; "No One Knows," Dion and the Belmonts, Laurie; "The Little Brass Band," David Seville, Liberty; "You're a Sweetheart," Little Willie John, King; "You Cheated," the Slades, Domino; "Treasure of Love," Eileen Rodgers, Columbia.

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Ella's 'Berlin' Set Tops Verve Salvo

HOLLYWOOD — Verve Records is aiming for the heaviest releases in its history in the forthcoming fall market. This will consist of 21 monaural packages in both the pop and jazz fields, plus an undisclosed number of stereo albums. Contents of its stereo release will be announced later, but it is known to consist of both top catalog sellers as well as current items believed to have the strongest plural-voiced potential.

Verve's fall product will be spearheaded by another in the label's series of double-LP composer song-book packages. This one is timed to coincide with the composer's 70th birthday in "Ella Fitzgerald Sings the Irving Berlin Song Book." Paul Weston takes his initial step outside the Columbia Records domain to conduct his own arrangements in providing the orchestral setting. (Weston is also preparing another project to appear under the Verve banner, an album featuring Stan Getz with Weston and a string ensemble). As in the case of earlier twin-LP Ella packages, the "Berlin Song Book" will list at \$9.95.

Another cornerstone of the Verve fall product will be the "Complete Porgy and Bess," featuring Ella Fitzgerald, with Louis Armstrong handling the male vocal parts. Russ Garcia conducts his own arrangements of the score, using a large orchestra composed of members of the Los Angeles Philharmonic Symphony. This will cover two LP's and will list at \$9.95.

'Louis Under Stars'

Other items include a Louis Armstrong LP devoted to stan-

dards, titled "Louis Under the Stars." He will be backed by a 35-piece string aggregation, with Louis handling trumpet and vocals. Standard tunes will be drawn from the Cole Porter, Irving Berlin and George Gershwin scores. "A Medley From Porgy and Bess" will feature Dorothy Dandridge and Andre Previn, both taking part in the Samuel Goldwyn production of the Gershwin opera.

Mel Torme, inked by Verve President Norman Granz to a three-year contract, will appear in his first album for the label, with Marty Paich conducting his own arrangements of Torme's voicing a brace of standards. Louis Armstrong and Oscar Peterson will blend talents for an LP of standards interpreted in the jazz idiom.

Mitzi Gaynor, who recently was inked to a three-year Verve pact by Granz, makes her album debut for the label with Pete King arranging and conducting. Gary Crosby, signed by Granz a year ago to a three-year contract, heretofore unavailable for recording while serving out his Army stint, appears for the first time in a Verve album consisting of all standards. Billy May and Donald O'Connor will be teamed in an LP featuring the latter's vocals against the May orchestral backdrop. Stan Getz and Oscar Peterson will be combined in a jazz package.

Two Krupa Sets

Other items on the jazz side includes "Krupa Plays the Classics," featuring the drummer man's jazz versions of longhair selections. He's also heard in "Krupa Rocks" backed by an instrumental quartet. Another jazz package is titled "Ska," featuring Bert Dahland and his Swedish jazz, rounded out by "Buddy Rich in Miami" (recorded in Florida) and "A Night on the Town," with the Oscar Peterson Trio.

"Love Is the Sweetest Thing, Sometimes" features Woody Herman and the Frank DeVol Orchestra. Other packages include "Anita O'Day Sings the Winners," an album of Randy Sparks and "Josephine Premice in Paris."

Verve's strong comedy seller, Mort Sahl's "The Future Lies Ahead," will be followed up by a second Sahl album. Society dance music will be represented with an LP of "Ernie Heckseher at the Fabulous Fairmount." This is a follow-up to his "Dance Atop Nob Hill" package.

Granz told The Billboard this was his label's strongest single salvo in Verve's history. The label's prexy has just returned from a sojourn in Europe, where he set up an eight-week tour for Duke Ellington. He's scheduled to return to Europe in the near future.

RCA IN BRITAIN SETS CAMDEN, GOLD STANDARD

London 88 re-issues of famous recordings made by American disk stars are to be marketed here by RCA thru a new subsidiary company with a label titled Camden.

The company will issue 12-inch LP's which will sell at prices far below those now being paid for comparable disks.

The Camden disks will, like those of RCA, be marketed here by Decca. It is expected that the final market price will be about 25 per cent below those for RCA disks.

This price for the Camden label would be even lower if extra pressing arrangements and purchase tax problems could be overcome.

Imperial Inks Frances Faye, Cuts Albums

HOLLYWOOD — Frances Faye was signed this week to an exclusive disk contract by Imperial Records' president Lew Chudd. The muscle-voiced mezzo moves to the Coast label after a two-year stay with Bethlehem Records. Chudd plans to cut an album with the newly-acquired songstress by week's end, to be followed closely by another album which will be recorded at the Crescendo, the niterery where she's currently appearing. The first album will hit the market within 60 days. Chudd also plans to issue singles featuring Miss Faye.

Imperial's new release consists of four packages and four singles. Albums are Fats Domino's "The Fabulous Mr. D," Ernie Freeman's "Dreamin' With Freeman," "Slim Whitman Sings" and "Favorite American Marches." Singles are Fats Domino's "Young School Girl" backed by "It Must Be Love"; Slim Whitman's "At the End of Nowhere" backed by "Wherever You Are"; a Jimmie Haskell instrumental "Toot" with "Goodnight Sweetheart" on the flip side, and Frankie Sands' vocals on "Wonderous One" backed with "Got Me a Baby."

Kapp Issues 3 Versions of French Hit

NEW YORK — Kapp Records appeared to be on one of the strongest international kicks of all the diskeries this week.

As a result of his recent European jaunt, prexy Dave Kapp released the original instrumental version of the French smash hit, "La Jou. Ou La Pluie Viendra," by Raymond Lefevre. Then, as a new wrinkle, Kapp issued a Jane Morgan disk carrying on one side the original French lyric version of the same tune, plus, on the flip, the English translation of the lyric. Thus Kapp has three versions of the same number working.

At the same time, Kapp broke precedent as far as his own label was concerned by simultaneously issuing another Jane Morgan single, coupling "I May Never Pass This Way Again" and "You'll Never Walk Alone." A heavy promotion is being put behind the two singles by the firm.

Meanwhile, back on the foreign kick, the Kapp did not get the big hit of "Volare," with his version by Umberto Marcato, nevertheless Marcato's album, also titled "Volare," is reportedly selling up a storm.

Major Role for UA Seen by Youngstein

NEW YORK — "We're starting small and trying to learn the record business slowly, but within two years we will be a major factor in this business," said Max Youngstein, key exec of the United Artists disk combine, which now includes the UA label as well as Unart Records, a new set-up for distribution of other labels.

Commenting on one frequently-aided topic in relation to movie-affiliated diskeries, Youngstein said, "We are certainly not intending to depend on sound track albums as our main bread and butter in the record company. Many tracks are not suitable for records at all and in those cases, we'd be wasting the time and expense required to produce the albums. If a good one comes along, of course, we'll issue it. In fact, two of the biggest sound tracks of all, "Around the World," and "Man With the Golden Arm," were from our pictures, altho we weren't in the record business at the time."

'Pick Own Material'

Youngstein said production of singles and albums is now being stepped up both within the company and via independent contracted producers. Much stress will be placed on the latter: "We are signing artists now and will probably have at least a dozen important artists by the year's end. We will allow the artists maximum latitude in picking their own material and recording it independently. We feel the artists should have a real interest in the production of a disk and a share in its profits, in relation to its sales."

It was strongly indicated that the company will buy catalogs in classical, jazz and pop fields wherever

possible to make a mutually advantageous deal. "We are negotiating right now for catalogs in the three fields and deals will definitely be concluded within the next two to three months," Youngstein said.

One of the firms with whom negotiations has been carried on is Verve Records, tho there is no clear indication yet as to which way this deal will finally go. Meanwhile, UA has just acquired the catalog of Cue Records which will be used to launch a low-price (\$1.98) album line, to be known as UA-Cue Records. It was learned from other sources that two of the companies with which negotiations for acquisition have taken place are Roulette and Jubilee. In the case of Jubilee it was speculated that the deal would also include the Cosnat five-city distributing network.

Role of Independent

Youngstein stressed the importance in the UA future set-up of the independent producer. "It's the same way we have operated in the picture production field so successfully and we feel it should work well in the record business as well," he added.

The exec also voiced his disapproval of current distributing operations in the record field. "I think the worst sickness in this business today is distribution," he said. "It's like being in the dinosaur age. We've been distributors for independently-produced movies for a long time. If I didn't get out and hustle a production at the promotion and sales level, I'd be flat on my back. But record distributors don't do that. Many of them have too many labels. All they can do or choose to do is sit around and wait for a record to start happening. Then they take orders. Is that good business?"

As to the balance of this year, Youngstein said that the company would issue approximately five LP's a month, to total 25 to 30 new packages by the end of this year. "From here on in, we'll be stepping up operations all along the line. We're in this business to stay and to make a profit."

Chris Conner, Atlantic Set

NEW YORK — Chris Connor has been signed to a long-term renewal pact by Atlantic Records. One of the top jazz vocal sellers, Miss Connor is now due for heavy exploitation in the pop field as well. Since re-signing, the thrush has already cut one LP and is rehearsing material for a second.

During the next six weeks, the label will center a strong push on two Connor albums. "A Jazz Date With Chris Connor," and "I Miss You So." Ads have been set in trade and consumer papers and special displays for stores have also been set. A disk jockey contest promoting Miss Connor will also be launched soon.

Urania Stereo Sked: 45 Disks

NEW YORK — Urania Records is gong all out on stereo. The label will release 45 LP's between now and the end of the year. Among the Urania artists who will be issued on stereo disks are Barbara Cook, Henny Youngman, Eugenia Zareska, Philippe Entremont and Tina Louise. Albums will include Offenbach's light opera "The Grand Duchess of Gerolstein," Schubert's "Mass in A," Beethoven's "Missa Solemnis."

Argo, Buoyed By Jamal Hit, Plans Big Fall

CHICAGO — Charged by their first hit album, Argo Records, package and single subsidiary of Chess Producing Corporation here, is formulating an all-out stereo and monaural campaign for the fall. Dave Usher, package chief of Argo, in an unprecedented action opened Argo's sales books to The Billboard, showing where the firm's distributors have purchased 47,762 albums of Ahmad Jamal's "But Not for Me" since its release in mid-May. According to an album sale story in The Billboard August 18, which said an album going 15,000 to 20,000 was big, Argo has its first big 12-incher. The single from the album, released in mid-June, "Music, Music, Music" b.w. "But Not for Me" has for comparison sold 27,500, while the extended play from the album, "Music, Music, Music," issued in July, has gone 11,362.

Usher said that the firm will release its first stereo disks around September 15. A new Ahmad Jamal package and another by Ralph Sharon will be included. Price has not been finalized.

Caedmon Sets For Col. Club

NEW YORK — The six Caedmon packages which will be made available to members of the Columbia Record Club, as a result of an agreement between the two diskeries, include Dylan Thomas (Vol. I), Basil Rathbone's Edgar Allan Poe, Boris Karloff's "Just So Stories"; Robert Frost's readings of his own poems, Bea Lillie's reading of the nonsense verse of Lewis Carroll and Edward Lear, and a Lincoln album reading written by Carl Sandburg.

Johnny Cash Sings 4 by Hank Williams

MEMPHIS — Two great country names, Johnny Cash and the late great Hank Williams, have been united, according to word from Sun Records here. Cash's newest EP, just released, carries four of the greatest Williams titles: "I Can't Help It," "You Win Again," "Hey, Good Lookin'," and "I Could Never Be Ashamed of You." The disk continues a trend already noted in The Billboard (August 18 issue).

Sun officials added fuel to the theory that country music has regained some strength at the pop level with interesting figures on Johnny Cash's Sun album. Originally released last October, the album has sold close to 45,000 copies. The interesting point, however, is that according to the Sun people, nearly 20,000 of these have been sold in just the last two months.

Don Cornell Moves to Dot

NEW YORK — Don Cornell has signed a long-term exclusive disk pact with Dot Records. Cornell, who had some of his biggest successes at Coral under Bob Thiele, rejoins Thiele in the new Dot association. Hits by the singer over the six-year Coral period included "I'm Yours," "Hold My Hand," "I'll Walk Alone," "The Bible Tells Me So," "I," "It Isn't Fair," "You'll Never Get Away," with Teresa Brewer, and "Heart of My Heart," with Alan Dale and Johnny Desmond.

The re-issues will include sets by Bing Crosby, Perry Como, the Glenn Miller Orchestra, Hoagy Carmichael and Eddie Fisher.

There will also be a large catalog of Anglo-American artists, including the Gerardo orchestra, recorded in Britain.

RCA has announced a new EP series, "Gold Standard." These disks feature leading U. S. orchestras playing four of their best-known titles. Tommy Dorsey, Glenn Miller, Duke Ellington, Vaughn Monroe, Lionel Hampton, and Perez Prado are among the leaders.

Factory Buying Stories Start Trade Buzzing

NEW YORK — Direct factory buying of records appears to be getting into the commonplace category. Latest in a series of continuing examples reported appears to be centered in the activities here of Jesse Selter, operating first as Ransdell Trading Company, and on the other as the disk concessionaire at the three S. Klein stores here and in Long Island, at the Peerless Camera store on 43d Street, Manhattan, and a big supplier to a number of chain stores.

Reports circulating in the trade have it that Selter has purchased substantial quantities of disks direct from many companies, including some of the largest, at "very favorable prices, in some cases below normal dealer costs."

The Ransdell operation is one which does a heavy business in the specialty and premium field — in other words, outside normal retail disk channels. The story is now being told that deals with various labels were to be used for the premium end of the business. However, it's now being alleged that many of these volumes of records have found their way to the retail racks at the Klein and Peerless operations.

One irate dealer source averred that some LP's were sold by the diskeries for as little as "30 and 50 cents each" and that "the practice is continuing." The source also indicated that transactions with at

least one of the firms involved were in the neighborhood of \$300,000 worth of disks.

Contacted for a statement, Selter said that most of the merchandise acquired were old 78's and 45's and discontinued sets, "things that the companies wanted to dump anyway." Selter also declared that what merchandise was acquired direct was purchased solely for the premium and not the retail operation. Selter added that he had acquired much material from Crowell Collier.

He added that for the store sales, he bought strictly thru distributors. "We also serve a lot of the chains with cut-outs and discontinued items," he said. "You know the fellow up in Providence who does such a big business with chain stores? Well, a big part of our operation is like that."

Another observer, from a city other than New York, volunteered the comment that Ransdell constitutes a high class graveyard operation.

LOMAX-LUDLOW PACT KEYS ROLE OF FOLK SONG

NEW YORK—The importance of folk and folk-based song material in the commercial market has been highlighted by the pacting of Alan Lomax by Ludlow Music, Inc., Howard S. Richmond publishing firm. Lomax has signed an exclusive writer-editor agreement, and will make available to Ludlow over 700 copyrights. These are Lomax's own adaptations and arrangements, constituting definitive versions of folk-based material. These songs will also be available in England thru Richmond's Essex, Ltd., firm. Over 90 per cent of Lomax' copyrights have been recorded in England alone.

Richmond said the acquisition of this material — along with Lomax's services as an editor—is an important move toward giving this musical Americana a new dimension in a growing market. He added that portions of the material would be reorganized.

Lomax, considered by many as the dean of American folklorists, is currently engaged in a number of major projects: 1) The Saga of the American Folk Song, to be published by Doubleday; 2) Folk Songs, U.S.A., an extensive album series; 3) "The Leadbelly Legend,"

OUT WHERE THE WET BEGINS?

PHOENIX, Ariz. — With Alaska soon to become the 49th member of the Union, replacing Arizona as the Baby State, local country and music station, K-HAT, has started a drive to welcome the 49th State in true Western fashion.

K-HAT is inviting contributions from its listeners, any amount from a cent on up, to purchase a gold diaper pin to be awarded the governor of the new Baby State. The idea is to get as many names as possible to submit along with the gold diaper pin. The more money collected, the larger the pin.

According to Neil Leavitt, K-HAT program director, the idea has caught on like wildfire with station listeners. The local chamber of commerce has joined in on the promotion, and AP last week ran a feature on the diaper-pin gimmick on its national news wire.

Leavitt says they expect to solicit funds to make for an 18-inch-long diaper pin.

M-G-M Places Sales Under A&R Direction

NEW YORK—In a bold new price stroke designed to end "the usual controversy between the sales department and the a.&r. department," M-G-M Records prexy Arnold Maxin has placed single records sales and promotion under the sole direction of the a.&r. wing of the label.

Morty Craft will act as coordinator between a.&r. and single sales and promotion for both M-G-M and Cub labels. Charlie Hasin will report to Craft for M-G-M singles sales. Ed Kleinbaum, a new addition to the staff, will be responsible for Cub, also reporting to Craft. Gordon Gray will continue to handle disk jockey promotion both for M-G-M and Cub.

Irving Jerome, sales chief, who is in charge of over-all planning and growth potential of the label, will apply similar methods to album product for both M-G-M and Lion labels. Jerome will be

assisted by Harold Drayson and William Taylor.

Maxin expressed the belief that "in today's market, the initial impact of the a.&r. man's faith and enthusiasm in his record will be conveyed directly to the distributor. Due to the competitive nature of our business, we do not have the luxury of time. Therefore, the initial impact must be made quickly and with a realistic approach as to the value of the record. This can only come about thru the person who produced the record."

Jukes Build Own Niche In Mexico

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life—in Mexico it is nothing of the sort.

Not for Tourists

Outside of the northern border towns, few Americans play juke boxes in Mexico. The automatic phonographs are not found in the plush hotels and restaurants built mainly for American tourists. They are found in native cantinas, in roadside soft drink stands, in the public squares of remote mountain villages, in the places where the poor people eat, drink and shop.

Despite the amazing strides made by the Mexican government and its people during the last decade, the land is still one of extreme wealth and extreme poverty, with the latter far more prevalent. The middle class, the growing, is still a minority group.

Live Entertainment

In Mexico, the centavos of the lower economic class keeps the industry going. This is the key to the Mexican music machine picture. Wealthy Mexicans and American tourists patronize plush hotels and restaurants where top-quality live entertainment crowds the juke box from the picture.

The great mass of the Mexican people sip their soft drinks (mostly Coca-Cola and Pepsi-Cola) at less than 2 cents a bottle, or their excellent domestic beer at 8 cents a bottle, while they listen to music from a juke box. The 1.6 cents a play is about all they can afford, but the juke boxes are seldom silent.

For the owner of a cafe or restaurant catering to Mexicans of the working class, a juke box is a must. If he doesn't have a juke box, the people will take their trade to an establishment that does. It's as simple as that.

Native Music

While some juke boxes in the (Continued on page 73)

Name Officers Of C&W Group

NASHVILLE — The Caretaker Committee of the newly organized Country Music Association held its first regular meeting here, Friday (14), and appointed Wesley Rose, of Acuff-Rose Publications, as temporary president and chairman of the committee. W. D. Kilpatrick, bossman of the "Grand Ole Opry," was appointed temporary treasurer, and Hubert Long, personal manager for Faron Young and Ferlin Husky, was named secretary and publicity director.

Don Pierce, Chet Atkins, Jim Denny, Ken Nelson, Connie B. Gay and Cracker Jim Brooker were appointed a committee to draft a set of bylaws for the new association, with the aid of chairman Rose. Kilpatrick appointed Bobby Lord, Nate Nigberg, Bob Burrell, the Wilburn Brothers, Jack Stapp, Bob Jennings, Smokey Smith, Owen Bradley, Dal Stallard and Frances Williams as a membership committee to work closely with him for the immediate acceptance of new members.

The purpose of the C. M. A., it was explained, is to further promote and publicize country music and to do everything to maintain its individuality. Every effort will be made by the association to add more country music to the programming radio and TV stations thruout the country, and to act as a governing body for country music as a whole.

An invitational letter, along with a membership application, will be mailed to a select group of over a hundred persons now engaged in country music, giving them an opportunity to join as lifetime charter members.

An election will be held later for nomination of permanent officers and a board of directors. It is anticipated this can be accomplished during the country and western deejay convention, November 21-22, in Nashville.

COMPOSITION ON TAPE

Urges Copyright Protection For New Electronic Music

WASHINGTON — Composers of the new, electronic music will have their work protected by copyright, if Sen. Hubert Humphrey (D., Minn.) has his way.

In a strong speech before the Senate last week (20), Senator Humphrey said the composers of electronic music "should not continue to be handicapped in the development of their art" because of lack of copyright protection. He introduced a bill to extend protection to such composers.

New music form is created without musical instruments by producing sounds by electronic means directly on magnetic tape without utilizing a written score. Because there is no written score, the compositions cannot be copyrighted under current law. The Copyright Act of 1909 requires that written notation be submitted in order to

and 4) a film on the life of Jelly Roll Morton, early jazz personality. On all four projects, albums and books will be involved.

Increased use of folk and folk-based material has been one of the important trends in the music business, and many of the Richmond firm's early successes had been derived from this type of material. On radio and TV the use of folk material shows constant strength. Examples are Oscar Brand's weekly Sunday night series over WNYC; WQXR's and WBAI-FM's weekly programs, etc. An example of the strength of such material on records is a recent re-issue of songs by Marais and Miranda. First released on the Columbia label, this was issued on Harmony in the last year and had a greater sale than in its original release.

Lomax is represented on wax by 16 Columbia albums, with four more scheduled to be released. He and his father, John A. wrote such definitive works as "American Ballads and Folk Songs," "Leadbelly," "Cowboy Songs," "Our Singing Country"—all published by MacMillan, and "Folk Songs U. S. A.," published by Duell, Sloan and Pearce.

Morris Office Inks Garner

NEW YORK — Erroll Garner has signed with the William Morris Office for a long-term booking pact. The Morris office will represent the pianist in night clubs, theaters, TV and in motion pictures. Negotiations were concluded Friday (22) between Martha Glaser, Garner's manager, and Saul Shapiro of the Morris office.

Garner is being handled for concert bookings by Sol Hurok, the only pop act that Hurok is currently booking. The pianist will start his Hurok concert tour on October 12. Garner has just released a new two LP album for Columbia Records titled "Paris Impressions." His last set, "Concert by the Sea," is one of the label's top-selling LP's.

Majors Holding

• Continued from page 2

do it because they either own their own distributors, have exclusive deals with them, or else are powerful enough to dominate their independent distributorship and demand that they expose their entire line.

Distrib Problems

An interesting point here is that American indie labels usually have to distribute thru the major records' distributing organizations or affiliates abroad. Foreign countries do not have the great number of indie distributing set-ups that are found in every major American city. Thus they will distribute thru Philips abroad or English Decca, EMI, etc. But they rarely get their whole line taken for distribution. The European firms pick and choose only those numbers or albums that they think will sell overseas, and sometimes a label with 50 albums may only have three or four set for international distribution.

An indication of the importance and increasing single record exposure of foreign artists in the United States is pointed up by the singles released by Capitol from its "World" series, Columbia's singles from its "Adventures in Sound" series, RCA Victor's and Decca's many single releases of English, French, German and Italian artists. Whether foreign acts will continue to come up with periodic smash hits is an unknown. But the fact that the large firms will keep trying to break them thru is apparent.

copyright a piece of music.

Sen. Humphrey said this copyright "handicap has limited the production of such music" in the U. S. "It is widely recognized in Europe and even behind the Iron Curtain as 'the music of the future,'" he said.

He pointed out that the Brussels Fair is devoting a full week to this form of "experimental music," and that there is no U. S. participation in the project.

According to Senator Humphrey, lack of copyright protection is depriving American composers of "the important royalty income from phonograph records" and motion picture scoring.

Senator Humphrey said he realizes it is too late for the bill to get action before this session ends, but served notice that he will introduce an identical bill next January.

JUKE ROYALTY REPORT READIED

WASHINGTON — The Senate gave its unanimous consent Friday (22) to the filing of a combined report on the O'Mahoney Bill, which proposes to make juke box music liable for performance royalties and doubles the mechanical royalty tax limit for records bought for juke play.

Combined report will contain both majority and minority views, in the belief that it would be better if both sides of the issue were seen at once. (See separate story, Music Machines section.)

AFM's 'Aid Pact' Builds Live Jobs

NEW YORK — The American Federation of Musicians under the guidance of President Herman D. Kenin is taking what many consider a more positive stand in the fight against mechanization. Latest indication of this is the successful negotiation of a mutual aid pact whereby musicians of the United States, Canada and 10 European countries all lend their support to a six-point program designed to curb the unregulated use of mechanical music.

International agreement was announced late last week by Stanley Ballard, just returned from a two-day international musicians' conference held at Zurich, Switzerland. AFM chief Kenin, with regard to the mutual aid pact which had been initiated by the AFM, stated that it would "go a long way toward correcting a serious employment situation caused by the

unbridled use of recorded music to supplant the live musician."

Aid for Strikes

The Zurich conference was co-chaired by Ballard and Hardie Ratcliffe, the latter president of the British Musicians' Union. Other countries represented included France, Italy, Spain, Germany, Switzerland, Great Britain, Sweden, Denmark and Norway. Provisions of the mutual aid pact are:

1) In event of a strike or lockout involving signatories, all parties to the agreement shall instruct their members not to accept employment in the making of recordings for an employer involved in the strike or lockout;

2) Each signatory shall seek to obtain labor contract provisions outlawing the making of recorded music for "general purposes," i.e., a recording to be used for transfer to other mechanical devices for public use. (Example: the making of a tape recording not to be heard by the general public, but intended for dubbing into more than one motion picture film or into a motion picture film and other devices such as records and transcriptions.)

3) Parties to the agreement would endeavor to secure in their respective bargaining agreements with employers, and would issue appropriate instructions to its members, a ban on employment in the

(Continued on page 43)

WAVY Shifts To Live Ork For Adult Hop

NORFOLK — WAVY-TV here, first station to institute a weekly recorded hop for adults, has abandoned dishing from the show and brought in a live ork policy. The series, rated by ARB as No. 1 live TV stanza in the Tidewater area, continues to mix evergreens with current pops. The juvenile dance party, still relying on wax, is not quite as strong but draws twice the rating of Dick Clark's "American Bandstand," also programmed by WAVY.

Both WAVY-Radio and TV program the "Nifty Fifty," which includes 35 top tunes and 15 current songs chosen by the management.

(Continued on page 43)

Welk Moves Plymouth Seg

NEW YORK — "The Plymouth Show Starring Lawrence Welk," formerly known as "Lawrence Welk's Top Times and New Talent," moves this fall on ABC-TV from Mondays at 9:30 p.m. to Wednesdays, 7:30-8:30 p.m., to capture more of the teen-age audience. It displaces "Disneyland," which switches to a Friday 8-9 p.m. berth. Welk's other weekly hour on Saturdays also gets a new title, "Dodge Dancing Party."

11 NEW LABELS OFF & RUNNING

NEW YORK — Eleven new labels joined the diskery parade this week, sending The Billboard their first releases for review. Here are the names and addresses of this week's new labels: Elmont Records, care of Cone Records, 1650 Broadway, New York; Hush Records, 402 Molino Street, Sunnyvale, Calif.; Palette Records, 1733 Broadway, New York; Guild Records, 1801 North Gower, Hollywood, Calif.; Lee Records, 1343 Walnut Street, Cincinnati, O.; Melody Hill Records, Grafton, Wis.; C. & F. Records, 3838 West 160th Street, Cleveland, O.; Volk Records, 5513 1/2 East Grand Street, Dallas, Tex.; R. & M. Records, 1705 Royal Road, East Meadow, N. Y.; Judd Records, Memphis, Tenn.; and Winspin Records, Brooklyn.

Siegel Tune Imports On Solid Upbeat

NEW YORK — The current interest in European song material on records has brought the high-flying international music mahoff, Paul Siegel, into his own. Siegel has placed a number of European songs on disks here as representatives of such firms as Edition Takt Und Ton of Germany; Edizioni Leonardi of Italy and Bals de France of Paris.

In all, Siegel has recently placed nine new songs in such American firms as Northern, Figure, Shapiro-Bernstein, Pineus, Sounds, Olman, Criterion, Chappell. Siegel also reports great excitement at Columbia Records over the French instrumental he (Siegel) found in Paris on Philips Records. The tune, "Tango d'Italie," by Joss Baselli, France's top ork, is being issued by Columbia. Meanwhile Siegel, on a whirlwind schedule, was set to fly back to Berlin, Germany, shortly to resume his disk jockeying on a radio station there.

Distributors on The Move in Middle West

CHICAGO — Record and tape distributors are on the move geographically. Amos Heilicher, veteran Minneapolis distributor, who with his brother, Danny, operates Heilicher Bros. Distributors, an indie label house, and the Columbia Records' franchise in a separate distribution set-up, has bought into Records Unlimited, Milwaukee indie distrib point. Approximately seven months ago Harold Lieberman, who operates two different indie label houses in Minneapolis under his own name, bought the Major Distributors, Milwaukee, the Mercury branch, which he has since changed to his own name.

Milt Salstone, powerhouse veteran Chicago distributor, was reported this week ready to open in

(Continued on page 43)

RED FOLEY JACKPOT FOR SHOP CENTER

FORT WAYNE, Ind.—Inexpensive but potent advertising of a local department store appearance by television's Red Foley scored beyond all expectations for the Grand Leader chain here recently, when slightly over 6,000 persons were clocked into a new shopping-center branch store between the hours of 10 a.m. and 6 p.m.

All of the store visitors were given 8 by 10 photos of Foley, and he was able to personally autograph most of them. The date was something of a trial balloon for the makers of Dickies work and casual clothes, now in their second year of sponsoring of Foley's "Jubilee U. S. A." on ABC-TV.

Foley was set up in the men's wear department of the store, assisted by three attractive professional models in handing out the photos, surrounded by displays of Dickies garments for men and boys. Two city police were called to keep the crowds in rein.

A Fort Wayne public relations agency lined up two live television shots for Foley, plus one live radio interview and three tapes on as many different stations. An all-out advance heralding job was carried on earlier in the week by the local ABC affiliate, WPTA-TV, with a sizable assist from the radio outlet which carries Foley's weekly NBC radio program.

In the three years that the shopping center has been open, its huge 2,500-car parking lot had never been filled before Foley's visit.

'BIRD DOG' GRABS LEAD IN FAST CHART SHIFT

NEW YORK — First place position on The Billboard's Best Selling Single Records chart is becoming as tough to hold on to as a slippery eel. Over the past six weeks four records have been in the No. 1 slot, two of them holding it down for two weeks each and the other two only grabbing the post for a week.

This week's pop record, "Bird Dog," by the Everly Brothers, moved into the No. 1 slot for the first time. It edged Domino Modugno's "Volare," which was a one-weeker in the No. 1 slot. Previous to "Volare," Rickey Nelson's "Poor Little Fool" lasted two weeks in the No. 1 position during the first two weeks of August. And prior to Nelson's hit, Elvis Presley stayed on top for two weeks in July with "Hard Headed Woman."

The last record to dominate the top slot on the singles best sellers was the smash summer novelty, "Purple People Eater." Sheb Wooley disk hit No. 1 on June 9 and remained there for a total of six weeks, losing out to the Presley record on July 21.

Many traders are of the opinion that when records fall in and

Crown Label Up Schwartz in Sales

NEW YORK — Crown Records, low-priced line, has promoted Marvin Schwartz, former Eastern manager, to assistant sales manager and director of sales promotion, a newly created post. Jack Bodenstein replaces Schwartz. Kay Kelleher, midwest manager, remains in charge of the label's midwest office in Chicago.

Hard Sell Called Answer to Discounts

WASHINGTON — Discounting, racks, record clubs and special deals are giving Washington dealers considerable concern these days. Many dealers are thinking about forming a new dealer association to help solve or at least ameliorate these problems. Others are willing to go it alone to try to find their own solution.

What appears to be happening is that the large swinging dealer who can buy enough to exert pressure on distributors and manufacturers to get better terms or first crack at distress merchandise, is able, thru judicious and aggressive merchandising, to continue to make good profits. But the smaller neighborhood dealer who works with a small stock and smaller orders, has been having a tough time keeping his income and profit up.

It is no secret any longer that a number of indie labels will give special price breaks to larger dealers, in this city, as well as any other. It is also no secret that major record distributors will transship their overstock to other cities—sometimes at cost, sometimes at a loss. The smart, active dealers appear to latch on to this stock and sell it at the highest possible price, altho this price is usually below list.

'Forced' to Discount

One dealer explained that it is necessary to discount in order to meet the competition from mail order houses that advertise in local and national newspapers, and to beat the discount houses that have sprung up in the Washington area. Another said that the record clubs offer close to 40 per cent off list and it is necessary to price-cut to keep customers coming in the

store. But these dealers point out that the price cutting is not as severe on the dealer as long as merchandise can be bought at a better price than the usual dealer discount.

Most dealers checked seemed to be of the opinion that discounting is here to stay. Discount houses that sell televisions, radios, washers, etc., do not care, they pointed out, if they do not make money on records. All they want is store traffic to build white goods sales. For the record dealer it is a different story.

(Continued on page 46)

'MOST BEAUTIFUL'

Plan Disks By Marilyn & Girl Ork

HOLLYWOOD — Billy Wilder, producer-director of "Some Like It Hot," and Matty Malneck, music chief of the new United Artists comedy, are working out a deal with UA's diskery to each single by "the most beautiful all-girl ork in history." The group, around which the film plot revolves, features Marilyn Monroe as vocalist, Tony Curtis on sax and Jack Lemmon on bass. (The latter two are disguised as blondes to escape gangsters in the pic.) Twelve others, all real chicks, fill out the band, including Beverly Hills, daughter of comic Joan Davis, on second trombone.

Wilder is also clearing the way for a p.a. tour in which the cast would perform in original garb, but the length and budget depends on Miss Monroe's willingness to participate. In addition to the sides planned for the band, UA will issue a sound-track album from the flick.

Garner Sets 7-Wk. Tour of Concert Halls

CHICAGO — Errol Garner and his personal manager, Martha Galsler, have set seven weeks of concert hall one-nighters featuring the Columbia keyboarder and his trio, starting October 12 at Orchestra Hall, Chicago. Garner, in the tradition of a classical performer, will work only three or four nights per week and no jump is over 200 miles. Tour, booked by Sol Hurok, will find the ducats going from \$2.20 to \$4.80.

Garner will work from New York.

(Continued on page 43)

Arts Center Gets Boost

WASHINGTON — The nation's Capitol moved nearer to having a new center for the performing arts when the House Public Works Committee favorably reported a bill last week (13) calling for construction of the center. Legislation, as approved by the committee, amends a Senate-passed version to require that the \$25 million in private funds for construction be raised in five years.

President Eisenhower has come out in strong support of the bill. He endorsed the performing arts center earlier this month in a letter to the House committee.

House action on the measure could come at any time now. The bill then would need only the President's signature to become law.

Miller Lands Stars for Chi School Show

CHICAGO — In co-operation with the U. S. Department of Education, WIND, local Westinghouse outlet, is promoting a "Back-to-School" evening live show at Lane Tech auditorium Sunday (24) with outstanding record names and civic and national figures participating in a forum and question-and-answer session. The first two hours of the session will be aired by WIND, starting at 7:30 p.m.

Howard Miller, who masterminded the program to stimulate interest in the return to school after Labor Day, has thus far assembled the following cast: Tommy Mara, Mitch Miller, Jenny Smith, Pat Wayne, Dale Wright, George Hamilton IV, Poni Tails, the Petites, Eddie Cochran, Jody Reynolds, Nick Noble and Dale Hawkins.

Miller will probably moderate the event in the 2,000-seat auditorium. Mayor Richard J. Daley of Chicago will be present and other national figures have been

(Continued on page 46)

REFINED, EVEN ELEGANT

Music Business Offices Redecorate to Beat Band

By FERRIS BENDA

NEW YORK — A note of elegance is starting to work its way into the Brill Building, 50th and Broadway, 57th Street and other areas where music publishers congregate these days.

The newly decorated offices of the publishers today feature walnut paneling on the walls, mixed gracefully with cane or wicker inserts for radiators and cabinets.

and secretaries are the new modern kind, tubular and shaped to fit the sitting down position.

These new, splendid offices usually contain wall-to-wall carpeting, sharp drapes, and a new, modern spinet—the latter usually in light wood too.

But most interesting of all are the pictures on the walls of these new offices. Originals and reproductions by such names as Toulouse-Lautrec, Kandinsky, Buffet, fine prints from Paris and London are neatly placed in prominent positions, replacing for good those sheet music covers that used to curl up on the wall.

These new publisher's offices still fulfill the same function: songs are taken, rewritten, cut on demos and occasionally recorded.

From the Globe Enterprises Production of Samuel Fuller's 'VERBOTEN!' LEO PEIST, INC

"DANCE EVERYONE DANCE" BETTY MADIGAN "A LITTLE BIRD TOLD ME" TINA ROBIN "MARJOLAINA"—GOGI GRANT "LADIES PLEASE REMOVE YOUR HATS"—LOU BUSCH

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Frey Sues Over Trade-Mark

NEW YORK — Audio Fidelity, Inc. operated by Sid Frey, has filed suit in U. S. Supreme Court for the Southern District of New York against Cosnat Distributing Corporation and King Karol, a local disk retailer.

The suit is in connection with alleged infringement of the registered trade-mark "Audio Fidelity," by Miller International Corporation of Media, Pa. The alleged infringement arises out of Miller's use of the slogan "Stereo Fidelity," on its stereo disks.

The suits claim that since December, 1954, the plaintiff has continuously and extensively sold goods under the tag, "Audio Fidelity," and that on July 15, 1958, the trade-mark was legally registered with the U. S. Patent Office.

Stereo Disks After 6 Mos. Doing Fine

Continued from page 1

sampler disks. Tho at first it was widely held that stereo would have to bring at least \$5.95 and up per disk, some prominent labels are selling at \$4.98, the same price as that carried by many monaural LP's.

It has been several years since the initial phenomenon of the sampler disk arrived and then disappeared with the advent of the scene of the low-price LP's. Now, stereo has brought samplers back, with a number of labels either issuing sampler stereo albums with excerpts of general product for sale or at least for use as dealer demonstration records.

Another indication of the initial good reaction to stereo records is the fact that RCA Victor has set back the introduction of its stereo tape cartridge until October at the earliest.

Workshop in Opera Set at Interlochen

INTERLOCHEN, Mich. — Establishment of a workshop in American Opera at the National Music Camp, beginning with the 1959 summer season, has been announced by Dr. Joseph E. Maddy, NMC president and founder.

Dr. Maddy stated the department (Continued on page 46)

The action seeks a judgment enjoining and restraining the defendants from using the designation on records and related goods and for an accounting of profits and damages.

According to Herman Kanon, attorney for the plaintiff, "We do not intend going into the Pennsylvania courts against the manufacturer at this time, pending the outcome of these initial suits."

It was recalled by traders that about five years ago, another legal battle took place between Sid Frey of Audio Fidelity and the same defendants, Cosnat and King Karol. At the time, Frey accused the two of counterfeiting and bootlegging his Dauntless International label diskings of "The Investigator."

Fine Arts 4 Does 6 Shows For Ed. TV

WILMETTE, Ill. — The Fine Arts Quartet—Leonard Sorkin, Abram Loft, Irving Ilmer and George Spokin, exclusive Concertape artists—has made the first of two series of six one-hour TV shows for the Ford Foundation thru the National Educational TV center, Ann Arbor, Mich.

These shows will be distributed free to 26 different educational TV outlets, and Concertdiscs is releasing three monaural LP's and four stereo LP's which are the musical portions of the Ford Foundation's series of Chamber Music.

Concertapes Distributor, Inc., a new and separate distributing corporation, has been formed, with Al Freiburger general manager. The distributing organization will service distributors thru 26 factory reps and will handle export business, except in Canada, where the parent company will operate.

LOCKED STUDIO

WILD Jock Runs 'Fever' 42 1/2 Hours

BOSTON — A disk jockey for station WILD here really put the needle to Peggy Lee's "Fever," Capitol's current favorite in this area.

During the recathon, O'Hara had used up 15 records, received more than 3,000 phone calls and 200 telegrams, mostly favorable, and had scared his brother into thinking he had died with a stuck record going.

Scott allowed as how it was a promotion stunt to put the WILD name across, but O'Hara explained that situation by saying, "Dad, I'm playing this record because I like it."

As an added gimmick, Scott called the Marines and five of these stalwarts lugged O'Hara out amid the biggest crowd the studio has ever seen.

Miller Hits Back at Frey In Label Row

MEDIA, Pa. — Dave Miller, operator of Somerset and Stereo Fidelity Records here, has lashed back at Sid Frey, owner of New York's Audio Fidelity label, for what he calls Frey's "hysteria and irresponsibility."

The blast came in the wake of a suit filed last week by Audio Fidelity against Cosnat Distributing and King Karol, a Manhattan dealer, charging that the Stereo Fidelity tag constituted an infringement against Audio Fidelity.

"In the first place," says Miller, "Frey is suing a distributor who does not even handle Stereo Fidelity. That's how much he's bothered to look into things."

Miller continued, "that Frey has not filed any action against the label itself. He is also not suing Columbia Records, which also identifies its stereo records as 'Stereo Fidelity'."

Meanwhile another Stereo Fidelity spokesman, Joe Martin, pointed out that the label is so successful that for the second time in six months it has had to turn to outside pressing facilities.

Crown Label Debts Stereo

NEW YORK—Crown Records has entered the stereo field, with packages priced at \$2.98. Special sets of three and five records each will be available to retail for \$8.95 and \$14.95, respectively.

Suits Filed On Copyright And Royalties

NEW YORK — Two lawsuits were filed in Federal Court here this week. One was filed by Arc Music against Ben Ghazi Music, claiming that "Love Is Strange" was an infringement on "Billy's Blues," and the other was filed by four music publishers against Seeco Records, claiming violation of section 1E of the Copyright Act.

Arc Music filed its suit against Bobbie Lee and Joseph Robinson, doing business as Ben Ghazi Enterprises and Ben Ghazi Corporation, and against Victor, Consolidated Music Sales and Mickey Baker and Ethel Smith.

3 HITS THE OLD MAN AND THE SEA DIMITRI TIOMKIN COLUMBIA BAISEZ-MOI (KISS ME) TEDDY KING VICTOR IT'S ALL IN THE GAME TOMMY EDWARDS MGM

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This directory is designed as a service
to record dealers and juke box operators
who constantly are seeking the distributor
of new labels and new lines.

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DISTRIBUTOR NEWS

By HOWARD COOK

Janet O'Brien of Record Distributors in Pittsburgh reports heavy action on "Dance, Everyone Dance" by Betty Madigan on Coral. It's one of the firm's top disks. "I Don't Want to Set the World on Fire" by Somethin' Smith and the Redheads on Epic is also strong. "Try a Little Tenderness" by Tab Smith and "But Not for Me" by Ahmad Jamal on Argo are also going well. "Summertime, Summertime" by the Jamies on Epic looks promising. Other hot items are "Wait for Me" by Roy Hamilton on Epic and "We Have Loved" by Jackie Wilson on Brunswick. Hottest LP's are "But Not for Me" by Ahmad Jamal on Argo, "Champagne Dance Music" and "The World's Finest Music" by Lawrence Welk on Coral, "Kane Is Able" by Jack Kane on Coral, and "Gallery of Gershwin" by Manny Albam and "Reunion in Hi-Fi" by the former Glenn Miller singers both on Coral.

Oscar Dachs, record manager of Morris Distributing Company, RCA Victor distributors in Syracuse, N. Y., lists "Pussy Cat" by the Ames Brothers as his hottest new platter. Strongest items are the Presley EP's of "King Creole." The firm has several strong albums which include "The Trembling of a Leaf" by Ray Hartley, "Having a Ball" by the Three Suns and Tchaikovsky's "Piano Concerto No. 1" by Van Cliburn. The Victor stereo sets are exceeding sales expectations. Dachs thinks that stereo will prove a healthy factor in stimulating the record business this fall.

Don Walters, of Columbia Record Distributors, Inc., in Baltimore, includes "Treasure of Love" by Eileen Rodgers among his top-selling records. According to Walters the platter is really hopping in the Baltimore-Washington area. Other top Columbia disks are "Anything" by the Country Lads, "Put a Ring on My Finger" by Les Paul and Mary Ford, "She Was Only Seventeen" by Marty Robbins, "Big Daddy" by Jil Corey and "City Lights" by Ray Price. "Enchanted Island" by the Four Lads, "A Certain Smile" by Johnny Mathis and "Everybody Loves a Lover" by Doris Day are still going strong. "Up Until Now" by Johnnie Ray and "Firefly" by Tony Bennett are the fastest-moving new Columbia records. Top LP's are "Sing Along With Mitch" by Mitch Miller, "Concert in Rhythm" by Ray Conniff and "Swing Softly" by Johnny Mathis. Walters reports that dealers are very receptive to Columbia's fall "Coupon Plan." The label's new stereo releases are moving well.

Stuart Levy, record mahoff at Faison Distributors in Buffalo, lists "La Paloma" by Billy Vaughn on Dot as his top platter. "My True Love," by Jack Scott on Carlton, is still big. "Born Too Late" by the Poni Tails is still climbing. "Your Cheatin' Heart" by George Hamilton IV on ABC-Paramount is jumping. "Down the Aisle of Love" by the Quin-Tones on Hunt is strong. "As Long As Life Goes On" by Milton Grayson on Keen is a sleeper. "The Happy Mandolin" by Peter De Angelis and "Ginger Bread" by Frankie Avalon on Chancellor are big. "You Gotta Have Rain" by Eydie Gorme on ABC-Paramount is going well. "Near You" by Francis Craig on Dot is breaking. Top LP's are "Stardust" by Pat Boone and "Billy Vaughn plays the Million Sellers" on Dot and "Eydie in Love" by Eydie Gorme on ABC-Paramount. Levy and fellow distribs in Buffalo are preparing for the second annual baseball game between disk jockeys and record distributors. They're bent on getting even for the 27-4 walloping of last year.

NEW YORK SCENE: Benny Blaine of Cosnat Distributing Corporation reports several strong disks with each of his lines. Atlantic is cooking with "My Life" by Chuck Willis, "The Dream" by the Bobbetts, "Forgive Me" by the Two Chaps, "My Bonnie" by Ray Charles, and "Mr. Brown Is Out of Town" by Betty Johnson. Carlton is hot with "My True Love" by Jack Scott, "I'm Sorry" by the Royal Holidays and "Lisa, The Tower of Pisa" by Frank Pizani. Central, one of Cosnat's new labels, could have a winner with "Now That You're Gone" by the Laddins. "Baby Doll" by the Excells on Central is also showing well. Argo has two hot disks with "Hey Boy—Hey Girl" by Oscar McLollie and Jeanette and "But Not for Me" by the Ahmad Jamal Trio. Class has strong contenders in "Rockin' Robin" by Bobby Day and "Moonglow" by Googie Rene. Hottest Dot platters are "La Paloma" by Billy Vaughn and "Susie Darlin'" by Robin Luke. "You Cheated" by the Slades is also perking. Best selling Jubilee disk is "City Lights" by Don Rondo. Josie has hot ones with "Betty Lou Got a New Pair of Shoes" by Bobby Freeman and "Broken Hearts" by the Moonlighters. Blaine feels that "Many a Time" by Pat Devlin on Blue Mill is a side to watch.

DISTRIBUTOR DOINGS: Central Records has appointed the following distributors: Northwest Tempo Distributors in Spokane, Wash.; F&F Distributors, Charlotte, N. C.; General Distributors, Baltimore; Music City Record Distributors, Nashville, and Roberts Record Distributors, St. Louis. Albie Monash of Central has just returned from an extensive promotion tour. . . Winspin Record has set Superior Record Sales in New York and Laredy Record Distributors in Newark, N. J. The label's current release is "Forever" b-w "Love I Have for You" by Sal Raimondi.

NOTES IN THE MAIL: Chicago record distrib Lennie Garmisa reports that Apt, the new subsid of ABC-Paramount, hit the Windy City with a real blast. "Little Star" by the Elegants, one of the company's first releases, has just climbed into the No. 1 slot in all of the record polls in the area. The platter has been out for less than two months. Sales have reached the 80,000 mark, and Garmisa is confident that it will go over 100,000. According to Garmisa, the disk has all of the ear-marks of "At the Hop" by Danny and the Juniors which sold over 160,000.

BRIEFS: Deepest sympathies to Dick Godlewski of Eastern Record Distributors in Hartford, Conn., on the recent passing of his wife.

TV-ers Host Time Buyers' Junket

ALBANY — Evidently one of the more successful ways of attracting time buyers to a promotional junket is for broadcasters to offer them a day in the country. One of the most successful such trips is that provided for Eastern agency time buyers by Capital Cities Television Corporation, owners of radio Station WROW and WTEN-TV, who Tuesday (12) played host to some 170 time buyers at their fourth annual "Time Out for Time

Buyers" at the nearby Saratoga Race Track.

Chartered buses took the New York City and Philadelphia guests from Gotham's East Side Airlines Terminal to Idlewild airport where two Eastern Airlines flew them here. Joined by a contingent from Boston agencies, chartered buses led by a police escort whisked the group to the track club house where cocktails and luncheon was served. A special "official program" of the day's events was mailed to those attending and it calendared events along the lines of a race track program. Following the races, the buses took the guests to the Shaker Ridge Country Club where dinner was served. The planes then returned the visitors to New York and Boston.

No Price Hike By Cricket

NEW YORK — Pickwick Sales Corporation, parent company of Cricket kiddie records, announces it will hold the line on continuing the sale of their seven-inch 78's and 45 r.p.m. singles at the 25-cent retail price. Cy Leslie, Pickwick president, stated that the 25-cent price is too great a stimulus to impulse sales and should not be increased at this time.

The firm, now in its 13th year in the kiddie field, has added the "Romper Room" and the "Wal-Lantz" characters to its line of licensees.

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When a customer buys a Mickey Mouse Club Record, he gets a wallet-size identification card to show he has joined the Mickey Mouse Record Club. With his second purchase, his card is initialed, stamped or punched by the dealer. After the third purchase, the customer gets his choice of any Mickey Mouse Club Record—FREE!

Buy Three—Get One Free

This club applies only to the 98c records, either 45 r.p.m. or 78 r.p.m. Each dealer must buy 75 seven-inch records to get 25 free records. Or he must buy 45 ten-inch 78 r.p.m. records to get 15 free ones. With each order he gets attractive browser boxes, window streamers announcing his store as Mickey Mouse Club headquarters, and a supply of ID cards.

Buy Three—Get One Free

Don't delay. Contact your Mickey Mouse Club distributor for full details. Be the first to bring traffic back to your store with this sure-fire Mickey Mouse Record Club!

DISNEYLAND RECORDS

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in Canada

U. S. Army Has Another Smash Revue for Tour

By BOB BERNSTEIN

"Rolling Along of 1958"

Book, lyrics, music and direction, Leonard Kobrick. Vocal director, Don Pfost. Produced for the Department of the Army. Officer-in-charge, Maj. Joseph H. Donahue, Inf. Previewed August 18, Fort Jay, Governor's Island, N. Y.

The fourth annual revue of all-Army talent can set out on its eight-month world tour with high glee. It's a fast-paced, delightful 80-minute variety guaranteed to fracture the G.I. audiences. The big surprise turns out to be the sophisticated musical sound, with the production numbers by Leonard Kobrick (Staff Entertainment director, First Army) incorporating modern jazz figures and played to the nines by 10 hip cats from all over, playing together for the first time.

Using the Geophysical Year as a theme, the show sends its all-male cast of 13 on a trip to the planets, stopping for each to have a specialty turn. PFC Barry Christy scores with some fancy baton twirling, Sp4 Jerry Holmes croones nicely a la Eckstine, PFC Walter Kopycinski raises temperatures with "Lullaby of Birdland" and "Flight of the Bumble Bee" on electric guitar and PFC Jose Escobosa proves a flamenco dancer of solid technique. The hit of the show is undoubtedly PFC Jack Larson, 19-year-old comic whose history of flight routine includes brilliant mimicry of Corno, Presley and other performers. He's a major talent along the lines of Mickey Rooney and Donald O'Connor, singing and dancing with skill and drawing yocks with even the slightest change of face.

The scenically simple production features a steaming rocket and a sexy robot (whom Larson weds in the finale), but it's the freshness, energy and good sound of the guys which is visually most appealing. The far-out sound of all the original numbers, the clever lyrics and the vocal talents of most of the cast are worth capturing on wax. Why doesn't a diskery latch onto one of these service shows? If they're all as good as "Rolling Along of 1958," there's money to be made in an LP.

Previn Trio in Elegant Debut A Step Forward for TV Jazz

By CHARLES SINCLAIR

Stars of Jazz, ABC-TV, 9-9:30 p.m., EDT, August 18 (caught again).

With a no-frills production that was pure simplicity but visually and musically creative, ABC-TV's ground-breaking "Stars of Jazz" series on August 18 went a long way toward proving, as host Bobby Troup put it, that "the difference between show tunes and jazz can be largely one of accent."

The proving was ably done by pianist-composer-conductor Andre Previn, drummer Shelly Manne and bassist Red Mitchell, whose names are high on the charts with contemporary jazz platters of the scores of "My Fair Lady," "Gigi," and "Pal Joey"—albums which, incidentally, receive discreet but effective plugging while the trio made its TV debut as a group.

Against modest gray backdrops, the trio—aided considerably by Hap Weyman's imaginative camera direction—probably accomplished more in half an hour for the cause of jazz on big-time TV than have some of the fancy music spectacles with twice the time slot length and 20 times the budget.

Previn's fine musical taste was evident in the numbers showcased: "Ascot Gavotte" (from the "Fair Lady" album), the funky-sounding Pettiford "Collard Greens," Gershwin's "But Not for Me," the evergreen "Stars Fell in Alabama," and the Rodgers-Hart "Zip" (from the "Pal Joey" album). And audiences got a fine close-look at Previn, Manne and Mitchell as KABC-TV's cameras prowled smoothly thru the trio, neatly catching the soloists as the group tossed the spotlight back and forth between themselves in a socko debut session.

The Metropole Marches On, Bright, Brassy, Brash & Busy

By BOB ROLONTZ

The Metropole, New York's indoor-outdoor, all-day all-night Dixieland jazz club, is still packing them in inside and still causing crowds to congregate outside on the pavement after more than a decade of operation. The draw of the bright, brash and brassy Dixieland played at the Seventh Avenue boite has outlasted many of the newer and swankier clubs and many of the newer and less hardy jazz forms.

Inside the club the crowds still jam the bars and crowd the tables. On the night caught (Tuesday, August 19), the bar was lined three deep, the tables were almost completely filled. The aficionados were good, honest folk, V.F.W. conventioners and wives and casual visitors, most of them over 30. The bar action is fast, the prices high, but the music pervades the joint and it is never subtle.

Outside on the street the atmosphere is easier. The club doors are always wide open and casual pedestrians, Dixieland fans, and youngsters not interested in laying out 80 cents for a beer, stand on the pavement and listen to the strains of "When the Saints Go Marching In," "High Society," "Royal Garden Blues" and other Dixieland favorites wafting along the avenue. Some of the street listeners are real Dixie fans and they argue about the music.

As for the music—it's Dixieland. Sometimes it's good, sometimes it's merely loud. But it makes little difference to the audience, inside or outside. The night caught, Charlie Shavers and Conrad Janis both led combos, and then joined the combos together for a wild jam session. Usually the club has 10 to 12 name personalities playing during the long working day which runs from 3 p.m. to 3 a.m. every day.

NIGHT CLUB

Morgana King: Onward and Upwards

Morgana King, recent United Artist pactee, is a comer. She has her own fresh, new approach to a song, and she continues to improve with each New York appearance. Her current selections at the Village Vanguard, N. Y., include several standards and a lesser-known tune — all of which she presents in a highly acceptable manner. Tho she seemed a bit hampered by a slight hoarseness, her sets offered many listen-

able moments. She does "I Found a New Baby," which is most often done in a fairly brisk tempo, as a torch ballad. Other tunes included "Let Me Love You," "I Get a Kick Out of You" and a scat blues. She alters tempos, creates new lyrics and phrases to good effect. Quite a talent.

Horace Silver and his new group, Blue Note artists, are also featured on the bill. Silver's new group includes Louis Smith on

trumpet, Junior Cook on tenor, Louis Hayes on drums and Eugene Taylor on bass. Silver has surrounded himself with a talented crew. On "Senior Blues" all are given a chance to show their abilities and all come thru. High-point of the set is a Neil Hefti arrangement of "Repetition," an up-tempo number. Sets are a bit long, but this is one of the best groups in the hard bop school. The Sam Most Quartet is the third attraction. Most is a deft flutist and clarinetist with a liquid style and imaginative ideas. Nice sound on such fare as "Tea for Two," "Say It Isn't So" and a few blues. Howard Cook.

NETWORK TV

Avalon Scores Amid Clark Talent

The Dick Clark show, the "Hit Parade" of the younger generation, came up with a lot of good acts last Saturday night (16) sparked by the personality kid Frankie Avalon. Avalon, whose latest hit "Gingerbread" is way up on the charts, sang this as well as his previous smash "Dede Dinah" to an enthusiastic reception on the part of the teen audience. The clean-cut youngster showed he is

on his way to bigger things than records by the poise he displayed in his two appearances.

In addition to Avalon, the show featured the Coasters, the Kirby Stone Four, Mary Swan and John Wayne's son Pat. The Coasters came thru well with their reading of "Yakety Yak," but let down a bit on their latest release, "The Shadow Knows." Mary Swan, a sweet, attractive

16-year-old from Philadelphia, was pleasant miming to her big voiced recording of "My Heart Belongs to Only You." Pat Wayne who bears a definite resemblance to his actor father, and will soon be seen in the movie "The Young Land" himself, acquitted himself nicely with his "That's Why I Love You," and in his interview with Clark. The Kirby Stone Four appeared slightly out of place on the show with the record of "Baubles, Bangles and Beads." Clark, as usual, was relaxed and easy-going in his emceeing and his Beech-Nut commercials.

Bob Rolontz.

NIGHT CLUB

Jimmy Simmons Shows Fine Promise

Jimmy Simmons, who's signed to the Atco label, isn't the kind of young male vocalist you'd normally expect to find holding forth in the plush interior of The Living Room, a chi-chi East Side (N. Y.) boite. He looks not unlike Elvis Presley, accompanies himself on an electric guitar and even does a startling accurate take-off on the Army's best known private. When doing a pop or standard, his vibrant

baritone has a definite country flavor with some rock and roll overtones.

But Carolina-raised Simmons quickly achieves a nice command of his blue-chip audience, particularly shifting over to spirituals like "Lonesome Road" or tunes with a strong folk flavor. He gives plenty of evidence that he might well develop a wax following with "popularized" versions of American folk ballads.

He also makes effective use of the old Mills Brothers trick of doubling the tempo on the second chorus of "Over the Rainbow" and "My Wonderful One," giving them a nice swing with a good sense of phrasing. Occasionally he shows a mild tendency to imitate unconsciously the style of the vocalist (Frankie Laine, Nat King Cole, etc.) who had the biggest record version of the song he's singing, as tho afraid his own styling isn't good enough. He needn't be. He's a very promising young cat.

Charles Sinclair.

NETWORK TV

Ed Brings Diskers on for Opening Now

Ed Sullivan employed something of a new teaser device on show caught (17) when he opened by intro'ing the top names to appear later on the seg, a possible indication that he's fighting harder than usual to keep viewers from switching over to the popular competing Steve Lawrence-Eydie Gorme show.

Perez Prado, moustachio'd Cuban, led off with his hit disk rendition of "Patricia," a turn

which featured some very interesting and imaginative camera work, not to mention the swinging Latin beat. Next in the musical department was the pert and, in this instance, flapperish Teresa Brewer, who presented a pretty picture with a zippy "Don't Bring Lulu." The gal looked actually sexy in some respects till she started singing in her high-pitched, almost childlike quality, which somewhat shattered the

illusion. She's a solid showman, just the same.

Roger Williams, a personable-looking performer, played his fast-moving disk version of "Near You" for a good response. Then the great Italian disk click, Demenico Modugno, came on to break up the house with his smash hit, "Volare." The audience appeared to be waiting for this and they gave the wild-looking Italian Prince a sustained ovation. For a disk-based wind-up, Miss Brewer returned to sing, rather demurely, "I Wouldn't Trade the Silver in My Mother's Hair," in honor of her mother's birthday. Ren Grevatt.

REVIEWED IN BRIEF

George Shearing

The George Shearing Sextet, with recent percussion addition Armondo Berraza, is currently holding forth at the Embers in its first N. Y. club date of the season. The Group's numbers include tunes from its latest Capitol album, "Burnished Brass," among them "Blame It on My Youth," "Lulu's Back in Town" and "Sometimes I Feel Like a Motherless Child." Each set ends with an exciting Latin tempo run which spotlights Berraza. The distinctive Shearing sound still has a highly listenable freshness and the segs are nicely programmed, each member getting a chance to wail. Standout selection is piano solo on "My Funny Valentine," in which Shearing improvises a la Bach.

(Cook)

Just Entertainment

CBS is currently providing a pleasant excursion into the land of yesteryear's hits, "Just Entertainment," a 2:45-3 p.m. radio

strip. Tho Monday stanzas are concerned with the period 1900-'20, the ensuing days take it by decades. Vern Smith offers informative chatter as narrator in a relaxed manner, with neat vocals by Marion Morgan and Bill Wean. It's an engaging program which deserves winter survival.

Rate the Records

WNTA-TV, N. Y., has come up with a variation of the popular dance party gimmick of voting on new disks, "Rate the Records," Fridays, 7-7:30 p.m. Two youngsters and a deejay comprise the panel, which on the preem judged three entries, picking Tony Bennett's "Firefly" over David Seville's "Little Brass Band" and Earl Grant's "The End." The Bennett disk thus became record - of - the - week for WNTA's radio and TV programming. The panel wrote so busily during the spinning, it's a wonder they heard anything. Teen complexes test the "danceability" of the

platters, but the ones used on the opener were poor dancers, so it's hard to say whether that's a good idea or not. Don Horan directed for movement very successfully on a mostly static show, and George Skinner was the delightful emcee. (Bernstein)

Herb Oscar Anderson

Herb Oscar Anderson, in his 6-9 a.m. jockey turn on indie WMCA, N. Y., seems happy about it all in a somewhat forced sort of way. Disks are chart hits and other selected pop material which constitute pleasant enough wake-up fare. The most disturbing aspect is his unfortunate habit of singing along with the records. No matter how good a jock's voice may be, this somehow becomes annoying particularly if you're trying to catch a disk you like. It's probably true that many jocks fancy themselves as vocal artists, but they should make disks of their own and let other peoples' records be, especially if they're not vocally equipped to do better than the record. This is true in Anderson's case. (Grevatt)

"THE SECRET"



*Breaking For
A Smash Hit With...*

Gordon MacRae

on Capitol

c/w

"A Man Once Said"

Record No. 4033



VOX JOX

By JUNE BUNDY

LONGHAIR: Gordie Baker, WSPR, Springfield, Mass., writes: "Last week we played Van Cliburn's recording of the Tchaikovsky in its entirety. Wonder if any other deejay has programmed this album on a pop show?" Why not? It's on the pop charts.

STEREO: KGO, San Francisco's first station to go stereo, has launched a "Stereo Hour" seven nights a week to excellent listener reaction.

THRILLING THREE: KVLB, Alpine, Tex., gets credit for the first sock hop in West Texas. Deejays Bob Beale, Phil Wayne and Steve Sadler, known as the "Thrilling Three," hosted the city's first hop. But, since it's a college town, they're planning a series and request ideas from jocks in other college towns.

A CONCERT CONTEST:

KDKA-FM suggests a promotion to be applied to AM shows which feature albums of any kind. As part of the Pittsburgh outlet's first anniversary celebration, it's asking the public to match a list of the 10 favorite symphonies of local critic James Ball. The 10 will then be programmed and winners will receive album copies.

On the KDKA-AM side, Clark Race, who became all-night jock this week, doubles in daytime 1-4 p.m. sessions during vacation season. Race plays all requests which come by telegram.

DRINKATHON: Roy Casberry, KFTV deejay, Paris, Tex., just emerged from 72 hours in a department store window, where he broadcast continuously in a promotion stunt for the store's annual

sale. At 15-minute intervals, Roy polished off a Dr. Pepper soft drink, crediting the sponsor with keeping him "cool, fresh and alert."

BIG GIVEAWAY: KLIF, key station in the Texas-owned McLendon chain, is offering one of the biggest giveaways in the history of indie radio. The Dallas outlet is distributing \$500,000 in cash and merchandise, with a winner every hour via ticket numbers. In progress since August 14, the huge promotion has already handed out 100,000 entrance tickets to Dallas residents.

CONGRATS: WBUZ's first anniversary in Fredonia, N. Y., was marked last week by a Record Hop Street Dance for 3,000 in a local car dealer's lot. Food, beverages, prizes all were donated. . . . Pete
(Continued on page 36)

ON THE BEAT

By REN GREVATT

Not so long ago Ralph Gleason, venerable jazz critic of The San Francisco Chronicle, spread the word around that certain trademarks of the so-called hip set were becoming very square in the view of the cognoscenti. Gleason was referring to such accoutrements as Jaguars, dark glasses and particularly, beards. Probably more than any other single item, the beard has become associated with the hippies as a distinguishing mark.

Our private investigation into the matter brought forth protestations from some of our bewhiskered friends to the effect that they are not trying to be different or "far out" at all. The clear implication was that there's no big deal about beards. In fact, it was even pointed out by one that beards in the music business occur no more frequently "than in normal life among

normal people." Well, frankly, I can't think of any beards who reside on n-y own supposedly normal block, so I had to conclude that perhaps there was something different about the musical beards.

Ahmet Ertegun, Atlantic Records mahoff, closely identified with the r.&b. world, for example, says, "I dig it (the beard). I never really thought much about it except that I like it this way. I grew it four years ago and I haven't had it off since." A colleague of Ertegun's stated stoutly, "The day that King Ibn Saud of Saudi Arabia cuts his off, Ahmet will do likewise and not before." Meanwhile, it's understood that Tommy Dowd, Atlantic's well-known engineer, has shaved his beard, perhaps bowing to the conventions of the engineering fraternity.

Mitch Miller, perhaps one

of the most famous beards of all, and credited widely as the man who instigated the trend, says "A man, to wear a beard, has to earn it in this business. It's sort of a badge of distinction. I've had mine for 18 years. And you know what my son says? He tells me, 'Mitch, you had a beard when you were only an oboe player.'"

Esteemed jazz critic Nat Hentoff another of the bushy breed, has still another reason for the beard. "With me it's strictly a convenience," says Nat. "Man, do you realize how much time and effort it saves in a year to not have to shave? All I ever have to do is trim it with a pair of scissors once a month and I'm in. You will probably see a few being shaved off now, but I won't be one of
(Continued on page 45)

WHEELING AND DEALING

TALENT TIDINGS

By BOB BERNSTEIN

Newest chapter in the rise of the bought master has been supplied by Trude Adams, comely thrush who emerged from successful club dates last month to cut her first disk. She hired four singers and a combo, waxed two sides at A&R Recording in New York, walked into 20th-Fox and sold the master. "The Power of Love," an inspirational rockaballad, is being touted as the hot side, backed with "You Sure Can Play the Piano," both clefted by Norman Martin. Release is set for next month.

A determined chick, chestnut-haired Trude has turned to records because "you need one to get the proper length act or guest spot." Calling herself "an entertainer, unclassifiable," she tosses comedy, show tunes and originals at bistro customers (Blue Angel, the Colony in London) with an absence of ballads. "People will suffer thru ballads if they like you but it's not commercial," opines Miss Adams, who is the only known soprano to sing the Figaro aria from "Barber of Seville" in niteries.

With a three-year contract under her belt, Trude expects to be etching ballads "but only originals, no standards" for the diskery, while

continuing her anti-ballad repertoire elsewhere. "If you have a good song, the easy way to get it exposed is to cut it yourself and sell it," says Miss Adams, wrapping up the disking phase of her career.

NOSTALGIA: Bernie Foyer, veteran writer-producer, thinks the time is ripe for a road show diametrically opposed to rock and roll. He's come up with 90 minutes of memories in a revue format titled "Follies of Yesterday," which, via Buddy Howe of GAC, is booked for Buffalo, Chicago, Boston, Miami and points west. Eleven youngsters will impersonate Eva Tanguay, Jenny Lind, John McCormack, the Castles and other late greats. The newest song will be "Over There," with a community sing closing the show. "We're convinced the public is ready to turn back the clock," says Foyer.

BROADCAST BEEPS: Ed Sullivan repeats the Moiseyev Ballet via tape in November. . . . NBC signed Ginger Rogers for a half-hour weekly musical series to debut in 1959. . . . "County Fair," long-run radio show, will be revived as a daytime strip on NBC-TV, starring Bert Parks, September 22. . . . Mary Martin stars in two live col-

orcasts on the same day during Easter week, one for kids, one for adults. The material will come from the one-woman show she's touring from September to April. It includes a 25-minute cycle by Linda Melnick and Mary Rodgers, daughters of composer Richard Rodgers. . . . Sonja Henie's upcoming 90-minute colorcast, just filmed in London, will intro British singers Eunice Juspon, Dora Byram and Otto Hara, plus Michael Wilding and Stanley Holloway. Phil Green and Michael Carr clefted 11 tunes for the Alan Neuman production. . . . Al Barker, absent for two years on European script jobs, returns with two TV series for fall.

Andre Previn, Shelley Manne, Diahann Carroll, Sheb Wooley and Johnny Green added to "Music, U. S. A.," the Westinghouse spectacular which stars Benny Goodman over CBS September 8. . . . Ben Hecht, noted author, hosts "an intellectual variety series" on WABC-TV, New York, starting September 15. . . . Garth Dietrich, Dick Clark's TV director, will ditto the Timex Jazz special for CBS November 10, with origination point changed to Miami Beach.

MUSIC AS WRITTEN

By BOB ROLONTZ

WAXEY MAXIE PLAYS HOST

Max (Waxe) Maxie Silverman's son Mark, married Anita Rock at the 2400 Hotel in Washington last Sunday (17). Max, of course, is the bossman of Quality Music in the Capitol City, the store that has probably helped get more artists and more record labels started than any other store in the East. In addition to the many relatives and friends of Max and his lovely wife, Bertha, who attended the ceremony, a number of record people were present at the happy festivities. These included such important execs as Leonard Chess and wife, Phil Chess, and the elder Mr. Chess, all of Chicago, Ahmet Ertegun, Neshui Ertegun, Jerry Wexler and wife, Fred and Miriam Bienstock, Herb Abrahamson and wife, all of New York, and Lou Krefitz, of Baltimore. Everyone had a great time. As the social event of Washington's current season it was—to put it in the vernacular, a gas.

ATLANTIC-CHESS EXCHANGE DEAL?

During some free time at Max Silverman's son's wedding last week, Atlantic and Chess execs discussed the possibility of an exchange deal. As we overheard it Chess would lend Muddy Waters to Atlantic who would wax 24 sides with Waters and John Lewis. Then Atlantic would release one of the sets and Chess the other, or both labels would issue both sets together. There was also a chance that Little Water would appear on some of the tracks. Nothing was concluded but don't be surprised if something on this order eventually happens between the diskeries. And it isn't such a bad idea anyway. The movie people lend out their stars to other companies—how about record firms doing the same thing? Might result in bigger sales all around.

NO SOUND TRACK ON "MARDI GRAS"

Due to the inability of the three diskeries whose stars are in the flick "Mardi Gras" to get together, there will not be any soundtrack album from the picture. Pat Boone, of Dot; Gary Crosby, of Verve, and Tommy Sands, of Capitol, are the three artists in the movie. There will of course be singles released from the flick by all of the artists on their home labels. However, it would seem to this reporter that the lack of agreement on a sound track is somewhat shortsighted. It denies a lot of buyers the LP they would like to have with the three artists on it. Somehow it should be possible for diskeries to agree to loans of top talent occasionally, as picture companies, agencies and booking offices do.

New York

Don Johnston, Dallas tunesmith, has come up with two new melodies which are due for an early release on the Dot label. They include a rock 'n' roller entitled "Hypnotized" and a catchy novelty name of "Luigi Pasqual, the Mandolin Man." The Click Clacks, another Dallas singing group, have recorded another of Johnston's songs for ABC-Paramount. It's entitled "Pretty Little Pearly."

Ork leader Dick Maltby will present a program of concert jazz at the Syosset High School Auditorium on August 21. Proceeds will be turned over to the school's music department. Program will feature scores of top jazz arrangers and Maltby himself. Teddy Charles and Rusty Dedrich will be guest artists. The Maltby Ork, by the way, will be featured on the Bert Parks Bandstand Show over NBC this week, starting today (18). . . . RCA Victor's Ethel Nagy married Gustave Gabriel Sunday, August 10.

Jack Scott is set for the Alan Freed Show opening at the Brooklyn Fox on August 29. . . . Benjamin Zuker is setting concert tours for Mahalia Jackson for fall-winter 1958 and spring 1959. . . . Benedict Bob Kornheiser and bride Ingrid are honeymooning thru New York and Canada. . . . Charlene Morris has signed a long-term pact with Orbit Records of Miami. Thrush is a protegee of Shep Fields. Gone Records will handle the disking on its Regal label. . . . Charlie Margulis left for a trip to Europe last week.

Parker Gibbs is off on a fishing trip in the Canadian Wilds. His wife, Janie, will join him next week. . . . ARC Records has set Spanton of Canada to handle its Hall Bros. record of "My White Convertible." The Hall boys are on the road pushing the disk in New York, Buffalo, Baltimore, Philadelphia and Pittsburgh. . . . Joe Schuster has started his own label, Sentry Records. The veteran songwriter has cut his tune, "Take Your Fingers Out of Your Mouth, I Want a Kiss From You," with Judy Allen, a New York Telephone Company operator. . . . Pat O'Day, of Argo Records, opens September 5 for two weeks at Eddy's in Kansas City.

Hollywood

Adam Ross was appointed professional manager of Artists Music and Daywin Music by Marty Melcher, the music pub firms' prexy. Ross also serves as musical director for Melcher's Arwin Records. Joe Lubin, recently named Arwin veepee, still serves the label as artist repertoire director and this week signed John Stewart to a recording contract.

Epic Records last week acquired the new novelty jump tune written and sung by Artie Wayne, "Ohhh You Said the Magic Word." Wayne spun the demo via long distance for Epic topper Joe Sherman who decided to buy it. Jerry Fieldings ork backs Wayne. Flip side, "The Gal in Clico."

Mat Dennis has returned to Hal Jovien's Premiere Artists

agency and was booked for the first time in his career as a stand-up act at Johnny Walsh's 881 Club in Hollywood starting August 20. Jovien also set Dennis as vacation sub for Harry Babbitt on his daily CBS Radio show for a three-week stand running simultaneously with the Club 881 engagement. Dorothy Kirsten, currently starring in "Madama Butterfly" with the Cincinnati Opera Company, was set by Wynn Rocamora to do four more "Chevy Show" guest shots. Jan and Arwin will guest on the Dick Clark show when the ABC-TV "American Bandstand" originates from Hollywood Bowl August 24.

ANOTHER
Dot
 SMASH!

THE HILLTOPPERS

PEGGY'S SISTER
 - and -

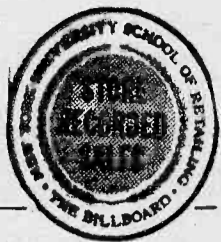
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The Billboard Weekly Index RECORD SALES IN RETAIL STORES

As Measured Against Average Weekly Sales, June-November, 1957
Based on The Billboard-NYU School of Retailing
Continuing National Study of Retail Record Sales



Total Unit Record Sales retained their somewhat healthy level, considering the sales period covered, for the period ending August 11. Actually the current level would be termed "somewhat healthy" due to the normal summer drop in sales that is experienced each year in the record business.

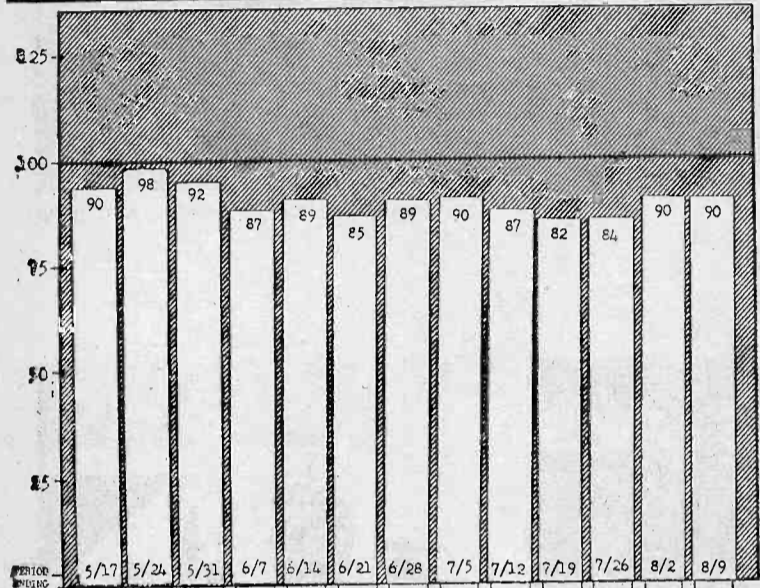
The greatest increase for the current period is racked up by

the EP's, and this is undoubtedly due to the two Presley "King Creole" packages. Both of these are registering unusually high sales.

Other speeds remained about the same as the previous period and thus did not change the overall picture. Profits for these summer weeks seem to about average as compared to 1957.

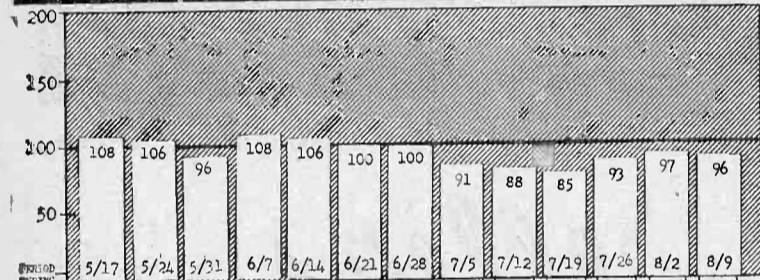
TOTAL UNIT RECORD SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



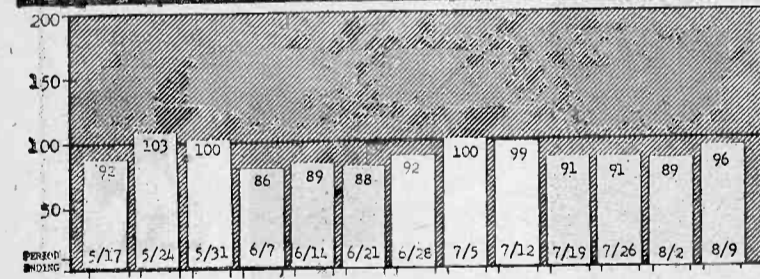
33 1/3 - 12" UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



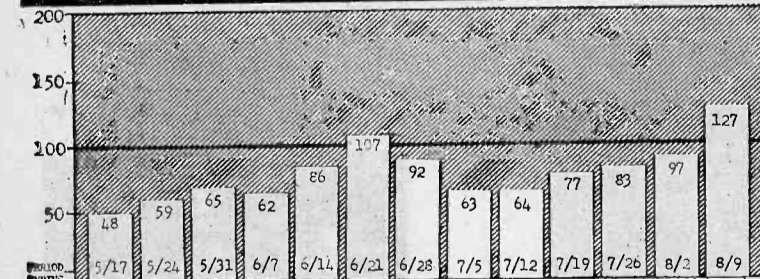
45 SINGLES UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



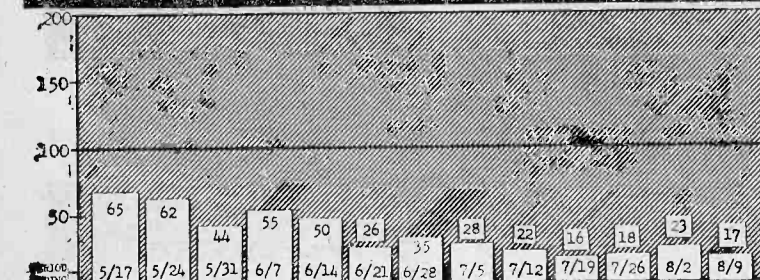
45 EP UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



78 SINGLE UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



DISK MERCHANDISING

Population Shifts Call for Flexible Approach to Sales

By RALPH FREAS

Many disk dealers still consider the rack jobber a pressing problem, unfair competition and a thorn-in-the-side. This was voiced most recently at the Music Merchant's Show in Chicago when the chairman at the Phonograph Record Clinic decried the business dealers are losing to such off-beat merchandising forms as racks and clubs.

Many dealers, however, are meeting rack competition head on. They are installing and servicing their own racks in supermarkets, drugstores, etc., and doing such a good job of it that the bigger rack operators work hard to compete in their markets. A case in point is Don Bertch, owner-manager of The Record Bar in Kalamazoo, Mich.

A year ago The Billboard reported on Bertch's operation. At the time, Bertch operated three racks; one in a grocery store, another in an appliance store and a third in a laundromat. He was planning to install a fourth in the staff store of a large hospital.

Progress Seen

How is Bertch's rack operation working out? What can other dealers learn from his experience? To find out The Billboard checked with Bertch. Here's how the situation shakes up today.

Bertch now has six racks. The rack in the appliance store grew to become a full-fledged concession which he considers a branch of the parent store. The hospital installation didn't work out. Its failure is attributed by Bertch to the fact that his merchandise wasn't properly showcased.

"They wouldn't put my records out in the open the way I told them to," says Bertch. "As a result, the customers couldn't handle the records the way they do in my store. And they didn't buy."

The grocery store rack has been pulled out.

"The owner of the store believed his son knew more about the record business than I did," Bertch explained. "He started telling me what he wanted on the rack. So I pulled it. It got to be too much of a headache."

Keeps Plugging

Failures in some locations and headaches in others haven't deterred Don Bertch. He's convinced that racks, supplementing his regular retail business, is the pattern for the future.

It's an understandable fact that the group forsaking city life adopts a completely new set of problems. They begin thinking in new categories, in terms of gardening, new gutters

for the house, buying storm windows and screens. If they think of records—the job of going to the city to buy them is looked upon as an onerous one.

Racks' Sudden Success

The reason racks have been so successful is that they impose no special effort on the part of the buyer. They are located in spots that the buyer is going to frequent. He doesn't have to go out of his way or make a special trip to buy a record.

Don Bertch's Kalamazoo area is ringed around on all sides with small towns and developments populated by the new suburbanites. A quick check of these towns will reveal that very few, if any, have record-music stores. Indeed, it is doubtful if any of them could support a full-fledged record-music store with the small volume of business this scattered population would generate. One good solution is to take the merchandise to them on a rack.

An interesting sidelight to the entire problem is the fact that dealers can solicit business from this shifting population thru a direct mail effort. But, as a recent Billboard study showed, only about one dealer in five uses direct mail promotion on a regular basis.

Get Rich Quick?

Not too many dealers are going to find the rack route a road to immediate riches. They will find, however, as Don Bertch has found, that they will more than hold their own and, over a period of time, show modest gains.

Bertch, for example, told The Billboard that each of his rack does about \$10 a week. Individually, that isn't much. But taken together it is \$60 a week that he wouldn't have gotten. Assuming that Bertch continues to put out racks at last year's rate, he'll be doing \$120 a week that he might have missed had he been content to wait for the business to come to him.

Does the rack operation involve much time and effort? Bertch doesn't think so. He does all of the servicing himself during the slow periods in his store. A tour of the six racks takes no more than a couple of hours.

It's Bertch's opinion that the fall and winter are going to be the biggest he has seen in recent years. A barometer of record sales, oddly enough, is his replacement needle business.

"When I start selling needles," he explains, "it means that people are starting to think about their phonographs after a lapse of time. I've already started selling needles — earlier this year than last. So it seems that business is going to pick up real good."

**BIG NEWS!
BIG HIT!**

"MY WHITE CONVERTIBLE"

b/w
"NOW YOU SAY WE ARE THRU"

by
THE HALL BROTHERS
Arc #4444

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GIVE TO DAMON RUNYON CANCER FUND

DOES YOUR ONE-STOP SERVICE MAKE MONEY FOR YOU?

Have you been paying pennies over wholesale for your one-stop service? Have you lost business because of delay in your one-stop deliveries? Have you missed a sale because your one-stop service has an inadequate inventory?

SWITCH TO MUSICAL SALES AND GET BACK ON THE PROFIT ROAD!

Musical Sales Company, Seeburg distributors for Baltimore, Washington and Virginia, is the oldest and largest one-stop record and accessory service in the nation. The huge Musical Sales building in Baltimore houses one of the most complete inventories in the country, and the vast shipping department guarantees same day service on any order from this nation or abroad for all labels, hits and accessories.

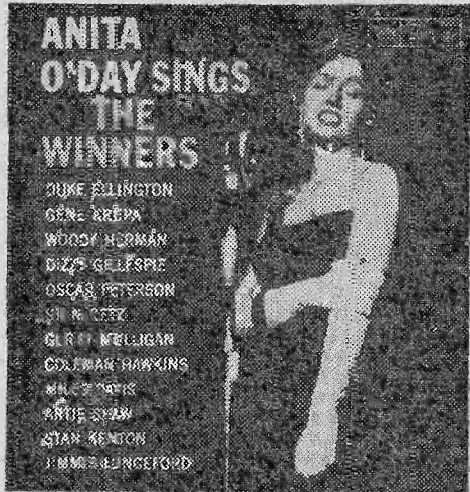
Remember, nobody beats Musical Sales' prices and nobody beats Musical Sales' service because Musical Sales is the oldest and largest one-stop service in the nation with worldwide distribution.
Call, write or wire your order today.



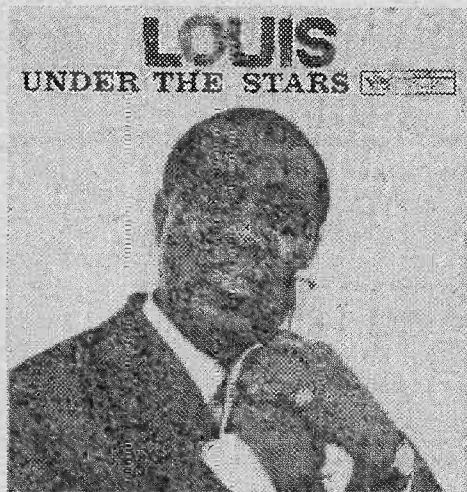
THE MUSICAL SALES CO.
Musical Sales Bldg. Baltimore 1, Md. Vernon 7-5755

New Albums from Verve

POPS...



ANITA O'DAY SINGS THE WINNERS MGV-8283



LOUIS ARMSTRONG UNDER THE STARS MGV-4012

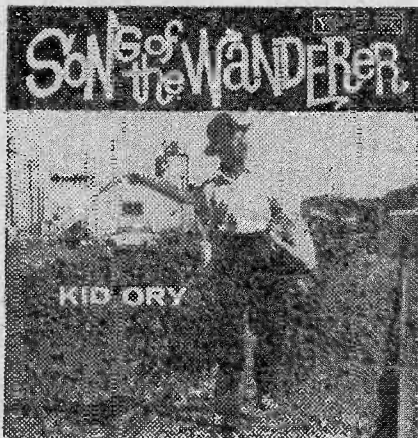


RANDY SPARKS MGV-2103

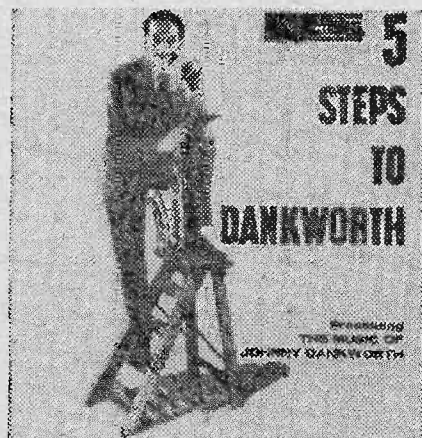


JOSEPHINE PREMICE IN PARIS MGV-2102

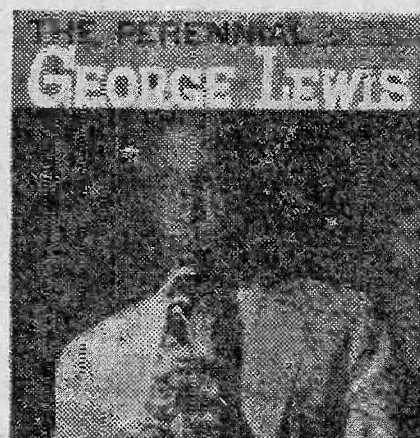
JAZZ...



SONG OF THE WANDERER—KID ORY MGV-1014



5 STEPS TO DANKWORTH—JOHNNY DANKWORTH AND HIS ORCH. MGV-20006



THE PERENNIAL GEORGE LEWIS MGV-8277



STAN GETZ AND THE OSCAR PETERSON TRIO MGV-8251

Current best sellers

POPS...



THAT WARM FEELING—RUSSEL GARCIA AND STRINGS WITH ROY ELDRIDGE MGV-2088



DANCE ATOP NOB HILL—ERNE HECKSCHER AND HIS ORCHESTRA AT THE FAIRMONT MGV-4007



THE FUTURE LIES AHEAD—MORT SAHL, ICONOCLAST MGV-15002



ELLA FITZGERALD SINGS THE DUKE ELLINGTON SONGBOOK WITH DUKE ELLINGTON AND HIS ORCHESTRA MGV-4010-4

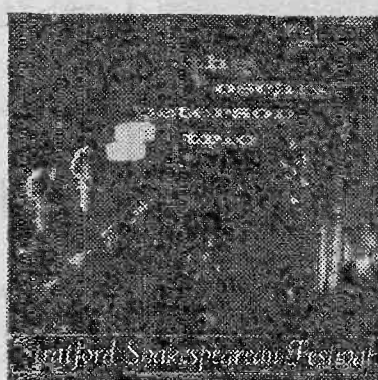
JAZZ...



ELLA FITZGERALD AT THE OPERA HOUSE MGV-8264



THE MODERN JAZZ QUARTET AND THE OSCAR PETERSON TRIO AT THE OPERA HOUSE MGV-8269



THE OSCAR PETERSON TRIO AT THE STRATFORD SHAKESPEAREAN FESTIVAL MGV-8024



STAN MEETS CHET—STAN GETZ, CHET BAKER MGV-8263

STEREO DAY!!! SEPT. 10
VERVE'S BIG STEREOGRAPHIC RELEASE...25 LP'S



451 N. CANON DR., BEVERLY HILLS, CALIF.

"SENSIBLE" MARKUPS**Pickering Prexy Warns: "Don't Price for Fast Stereo Dollar"**

By CHARLES SINCLAIR

NEW YORK — Stereo should not be "an open invitation to manufacturers to over-price new two-channel components and stereo units for the sake of a quick buck." The forthcoming boom in stereo products "is going to be so great that manufacturers will probably make more money in the long run with a smaller-than-usual markup on each unit."

So says Walter Stanton, fast-paced president of Pickering & Company, whose most recent stereo product — the Stereo Fluxvalve 371 cartridge at \$29.85—has already taken off like a Jupiter-C missile and who has some other stereo surprises up his sleeve.

No Blue Sky

"I don't believe in pulling price tags on stereo merchandise out of the air, figuring on a quick killing," he explains. "We've been in the hi fi business since 1948 when it was just an engineering business. We've watched our dealers and our customers grow. We now advertise in national media, and have a consumer reputation. We want to protect that—and keep our customers, not scare them away with pricing. Stereo represents a real opportunity to sell new products, if handled sensibly."

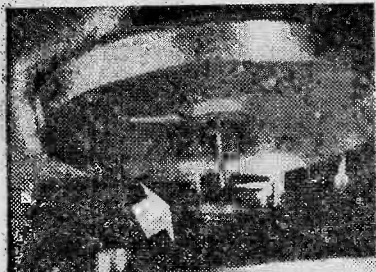
Representative of Stanton's belief in "sensible pricing" policy, coupled with a determination to achieve "quality in a quantity operation" in stereo, is the soon-to-be-marketed "Gyropoise 800" unit which the firm is calling a "stereotable."

"We didn't want to go into the turntable business with just another good turntable," says Stanton. "We wanted an unusual unit that dealers can really sell and which will catch the fancy of component purchasers."

'It Floats'

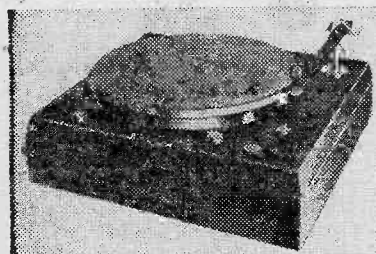
The \$59.85 (less base) Gyropoise indeed lends itself well to dramatic demonstration and is priced very competitively. Pickering designers (including Stanton himself, who doubles equally well between creative engineering and business duties) have evolved a unique suspension system for the table itself. It "floats" on magnetic rings.

"The only function of the center spindle is to keep it from floating away," quips Stanton.



Magnetic Rings

Using the ancient principle of "like poles repel," the magnets—one on the mounting, and one on the turntable (see arrow in photo)—are strong enough to support the weight of the table about a quarter-inch in the air, where it turns on its lubricated spindle without exerting any downward push.



Float New Gyropoise

Drive is from a small hysteresis motor ("It can be light; it doesn't have too much to do" says Stanton)

thru a special puck that is actually foam plastic with an outer rubber tire. The magnets do not set up a drag on the tone arm, nor do they create a hum field, according to Stanton.

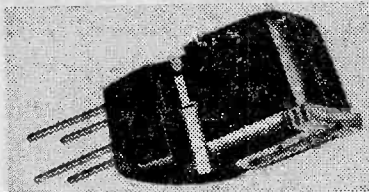
The turntable is a single speed unit (33 1/3 r.p.m.), and is tailored specifically for playing stereo records. "Rumble becomes critical in stereo disk playing," Stanton explains. "The turntable we've designed has no rumble at all since contact and vibrations are reduced as far as they can be."

The Gyropoise unit will be shown at the upcoming New York High Fidelity Show and will be in dealers' hands starting early next month.

Stereo Market

Pickering execs have a bullish attitude toward the fall sales season. By their figuring, "about 25,000,000 people daily" listen to

records played with a Pickering pickup right now, thanks to the fact that Pickering cartridges are standard equipment in Seeburg installations throught the world, in many radio stations of the U. S. and foreign countries, and in thousands of audiophile homes. This reached - by - Pickering market is likely to expand, the firm feels.



Stereo Fluxvalve

"Stereo records will do to stereo tape in the general home market what monaural LP's eventually did (Continued on page 20)

Five Stereo Kits From RCA Victor**Giant Firm Expects 'Thousands of Owners' to Convert Existing Units**

CAMDEN, N. J.—Unlike some major phono manufacturers who envision stereo as a perfect invitation to create "forced obsolescence," RCA Victor is launching a total of five kits enabling dealers and customers to "convert" existing Victor phonos for two-channel sound.

Raymond Saxon, v.-p. of the radio-Victrola division, feels that "many thousands of owners" will snap up the kits to gear for stereo on an "inexpensive and effective" basis.

Kit Range

The five conversion kits being launched by Victor include:

Model CK-2 consists of a complete record changer replacement including the new RCA Victor stereophonic cartridge with diamond-sapphire pick-up at \$49.95. This kit permits the playing of

stereophonic disks monaurally on the customer's present set.

Model SA-2 consists of a single speaker and a second amplifier unit in a mahogany-grained table cabinet at \$54.95. This unit, when combined with model CK-2, completes the conversion to stereophonic sound with separate amplifiers and speakers for each of the two channels.

Model SH-3 consists of a second (Continued on page 20)

No Price Increase On Califone Unit

HOLLYWOOD — "Every feature that could possibly be desired in a popular-priced transcription-playing phono."

That's how Robert Metzner, president of Califone Corporation, describes the firm's new Model 12V-9 unit, on which there has been "no increase in price."



Features of the 1959 model include:

An "entirely new" 12-watt straight AC amplifier, a plug-in cartridge which may be optionally monaural or stereo, an outlet for second channel, a new arm rest which secures the arm automatically, cushioned spring feet to prevent groove jumping, and stepped-up mike gain. Turntable is variable from 16 to 84 r.p.m. with a tone arm capable of handling platters up to 16 inches. Weight: 22 pounds.

GARLIC GOES ON NEW AUDIO ITEM

NEW YORK — Detecting the pleasant tang of melting mozzarella cheese (with overtones of garlic and oregano) in the main assembly room of the Pickering & Company plant recently, prexy Walter Stanton followed his nose and discovered that ingenious distillers of the stereo cartridge assembly section had found a new use for a precision conveyor belt oven used to bake the finish on electrical parts.

During lunchtime, the girls were running pizza pies thru it.

Dealers to Be Spotlighted at N. Y. Hi Fi Show

NEW YORK — Component dealers and retailers, for the first time, will get an important spotlighting at the upcoming New York High Fidelity Music Show opening September 30.

The show's printed program will list the names of retailers participating in the Registered Component Dealers program sponsored by the Institute of High Fidelity Manufacturers, according to Abraham Schwartzman, exec secretary.

Point of the move, according to the IHFM, is "a significant contribution to good consumer relations just when stereophonic sound reproduction is creating a new high in public interest." Tab for dealer registration is \$25, which also brings the Institute Award Plaque, and 100 copies of the consumer audio booklet, "Everyone Is Looking."

Exhibitor Service

As the new deal for dealers was announced, the IHFM also revealed a new exhibitor service to (Continued on page 20)

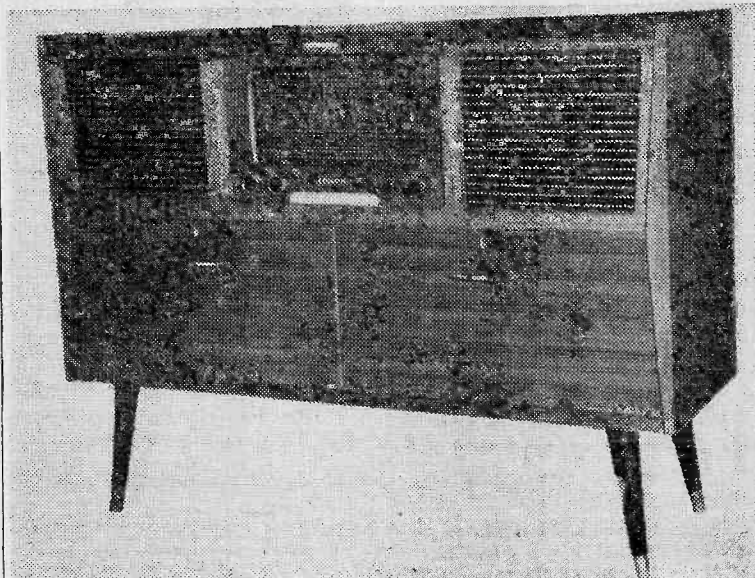
ALTEC EXEC OPINES**Says "Common Woofer Is Not True Stereo"**

NEW YORK—Altec Lansing is about to kick off the newest product hassle in the stereo field. This time the arguments will center on speaker systems, about which the veteran speaker manufacturer's John Hilliard, director of advanced engineering, states there has been "an ever-increasing number of unfounded claims, most of them based on sales philosophy rather than scientific fact."

Due to fire a major blast at some other speaker makers (alho they're not named) in an ad scheduled for the September issue of High Fidelity, Hilliard takes sharp issue with those who feel that in stereo one speaker system can skip bass below 300 cycles if the other is a good, wide-range unit.

"The two speakers must be similar in frequency response and character," says Hilliard. "In the high end of the spectrum they must have the same limits. At the low end, they must be similar down to 100 cycles. Below that point, the per-

(Continued on page 20)

New Product:**Versatile Console From Sweden**

TANBERG MODEL 10. A new look in stereo consoles comes from the Swedish electronics firm of Tandberg. Model 10, as photo indicates, plays stereo disks, stereo tapes, half-track stereo tape. It also has an AM-FM section complete with four-band short wave and 12-watt amplified. Price: \$1,195.

London Records And H. H. Scott In 'Marriage'

BOSTON — A deal that marks the first tie-up between London Records and a U. S. audio manufacturer will be realized this fall with the marketing of the London-Scott stereo tone-arm and cartridge (Model 1000) unit that's due to retail for \$89.95.

The arm-cartridge combination (there are no plans to sell components of the integrated design separately) has been "developed in cooperation with Arthur Haddy, originator of the London system of recording," according to execs of H. H. Scott. Haddy, a well-known engineer, is a pioneer in the fields of stereo records and two-channel pickups.

Special Design

"The integrated design minimizes tone arm resonance problems and assures proper alignment of stylus on record," says Herman Hosmer Scott, prexy of the manu- (Continued on page 20)

Zenith Elects Chief Engineer

CHICAGO — Nathan W. Aram has been elected assistant v.-p. by the board of directors of Zenith Radio Corporation, and also appointed the company's chief engineer. Announcement was made last week by Hugh Robertson, president.

In his new capacity, Aram reports to J. E. Brown, the corporation's vice-president in charge of all engineering.

Aram has been a member of Zenith's electrical engineering staff since he joined the company in June, 1939. Since 1946, two years before Zenith began the commercial manufacture of television receivers, Aram has been the electrical engineering supervisor of TV receiver design.

Aram attended Augustine College in Rock Island, Ill., from 1935 to 1937, where he was also radio operator for station WHBF. He completed his final two years of undergraduate study at Purdue University, receiving the degree of bachelor of science in electrical engineering. He was also an operator of the University's experimental television station at Purdue.

Aram is a member of the Institute of Radio Engineers and the Chicago Radio Engineers' Club.

LIBERTY

FALL MERCHANDISING PLAN

FEATURING THESE SELECTED MONAURAL HITS OF THE YEAR

DEALER TERMS:

1. 10% DISCOUNT on orders of at least one each of all LP's on July and August releases — STEREO and MONAURAL.
2. 15% DISCOUNT on orders of at least 25 assorted LP's of the standard Liberty LP Catalog.
3. 100% EXCHANGE PRIVILEGE
4. DATING—1/3rd Oct. 10th, 1/3rd Nov. 10th, 1/3rd Dec. 10th. 2% 10, E.O.M.



LRP-3087-PRIMITIVA — The exotic sounds of Martin Denny. The newest and most exciting yet by the creator of "Exotica."



LRP-3100-JULIE IS HER NAME, VOL. II—Julie London. Julie's most intimate to date.



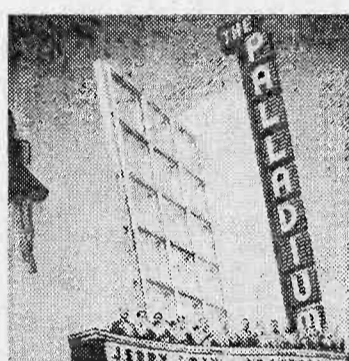
LRP-3062-ENCHANTMENT—Russ Garcia and his orchestra. Lush strings in original mood gems composed by Joe Greene.



LRP-3085-POLKA FESTIVAL—Bruno "Junior" Zialinski. Genuine polka party played by a real polka expert.



LRP-3086—THE TORCH IS BURNING — Franklyn McCormack includes "Melody of Love" plus 11 other great standards.



LRP-3089-PALLADIUM CONCERT—Jerry Gray and his Orchestra. 23 songs in two medleys—perfect for dance parties.



LRP-3088-MARIBITA—Leo Arnaud. Brilliant experiment in percussion sounds—most successful!

LRP-3080 — SAX APPEAL. Hollywood Saxophone Quartet. Fascinating Rhythm; Wait 'Til You See Her.

LRP-3082-KEYBOARD MAGIC — Ami Aloni, pianist. Surprise album of the year! Pop standards a la classics.

Plus . . . THESE SELECTED STEREO HITS OF THE YEAR:



LST-7006-EXOTICA—VOL. II. The exciting sounds of Martin Denny. An absolute "Natural" for Stereo.



LST-7018—A SWINGER'S HOLIDAY—Vic Schoen and his Orchestra. A new and swinging beat by one of America's best arrangers.



LST-7001-FORBIDDEN ISLAND—Jerry Gray and his Orchestra. Stereo makes Gray colorful.



LST-7003—MUSIC FOR THE GIRL YOU LOVE—Pete King and his "Orchestra". Brilliant arrangement of top standards.



LST-7004-JULIE—Julie London. Ballads as only Julie can sing them.

Plus

- LST-7001—HI-FI SHADES OF GRAY
Jerry Gray and His Orchestra
- LST-7007—SOLID! SOUTH PACIFIC
The Bobby Hammack Quintet
- LST-7008—MR. ACCORDION
Dom Frontiera
- LST-7009—AIN'T WE GOT FUN
The Four Grads' with the Spencer-Hagen Orchestra.

LST-7012—ABOUT THE BLUES
Julie London

LST-7013—PALLADIUM CONCERT
Jerry Gray and His Orchestra at the Hollywood Palladium.

LST-7014—DOUBLE OR NOTHING
Howard Rumsey's Lighthouse All Stars

LST-7015—ESSENCE OF ROMANCE
The Spencer-Hagen Orchestra.

* LIBERTY'S notable achievement—SPECTRA-SONIC SOUND, in both stereo and monaural—is accomplished through the use of the world's only fully transistorized recording studio, located in Hollywood, California. The specially designed equipment therein, and the technical know-how of LIBERTY'S engineers combine to produce for you the finest sound possible on a disc.



★ SEE YOUR LIBERTY DISTRIBUTOR FOR FULL DETAILS ★



BIG!

BIG!

BIG!

big
in every way

- IN STEREO FIDELITY SOUND!
- IN VERSATILITY!
- IN SALES POTENTIAL!

MAGNIFICENT V-M 'STEREO-FIDELIS' MASTER CONSOLE MODEL 1000

- IT'S A TAPE RECORDER (with Stereo Playback)
- IT'S A PHONOGRAPH (with Stereo Cartridge)
- IT'S A DELUXE AM-FM HIGH-FIDELITY RADIO

A COMPLETE HOME MUSIC CENTER
AUTOMATED INTO ONE 5 ft. CABINET!

Call Your V-M Representative TODAY!



V-M CORPORATION • BENTON HARBOR, MICHIGAN
World Famous for the Finest in Tape Recorders, Phonographs and Record Changers

Your most discerning customers will seriously consider this magnificent instrument when you display it in your showroom. It incorporates all of the finest V-M features and refinements *and more!* Here is the *crown of the V-M line*—ready for you to feature and sell! It's the talk of every trade show, every hi fi and home show. See it! Sell it!

THE TAPE RECORDER—Plays both stacked and staggered stereo tapes. Records and plays back monaurally as well.

THE PHONOGRAPH—Features all-new V-M 'Stere-O-Matic'® 4-speed record changer. Plays both stereophonic and standard records of all speeds and sizes.

THE COMBINATION AM-FM TUNER—Has latest deluxe circuit features. No station drift with V-M Automatic Frequency Control.

AUTOMATIC CLOCK TIMER—Allows you to start and stop the console's many functions at *any time you choose . . . all automatically.* A handsomely styled mechanism that is also ideally suited for timing selections or recordings.

Beautifully finished Walnut louvered cabinet. \$1,025.00*
* Slightly higher in the West.

Two complete and individual amplifier-speaker systems, mounted in their own special bass reflex ported speaker cabinets.

EDITORIAL—STEREO

3-Prong Hi-Fi Hazard

At last, somebody came right out and said it.

Roy Allison, editor of Audiocraft—consumer-slanted audiophile member of The Billboard's publishing family—is the man who had the nerve to look an industry, as well as his advertisers, in the eye and have what may well be the last word on the topic of three-terminal versus four-terminal stereo phono cartridges. (See recent issues of The Billboard.)

In a special editorial in the September issue of Audiocraft, Allison reviews the situation (still one of the hottest potatoes in the audio field) and states:

"There are two major disadvantages of a three-terminal unit, either of which amounts to a sufficient reason, in our opinion, to warrant cessation of their manufacture—with the possible exception of those cartridges made specifically for ready-to-play phonograph manufacturers, and not sold for general use."

Making his point in clear and readable language, Allison points out to consumer readers what he considers the two reasons for a "Who-Needs-It?" attitude toward three-prong pickups in anything other than package stereo phonos:

1. **HUM:** "The only way you can avoid a ground loop with a three-terminal cartridge is to keep the left-channel amplifier, pre-amp and speaker system isolated from the corresponding units for the right channel. That pretty much rules out a ganged gain control, a balance control, or any of the channel switching that is so convenient in a stereo system."

2. **ELECTRICAL SHOCK:** "Every potential user should be warned against connecting one to an AC-DC or transformerless appliance. If the main sound system is wired to an earth ground, this may blow a house fuse; if not, touching any metal of the system may give the operator a severe shock and, possibly, kill him."

In a period when many audio customers are making interim "conversions" of their hi-fi rigs, dealers and manufacturers will be well-advised to note the Audiocraft advice.

New Motorola Radios Do a 'Dick Tracy'

CHICAGO — Another step toward the Dick Tracyesque "wrist radio" concept of personal communications has been scored in the new "Handie-Talkie" Pocket Receiver, and accompanying "Handie-Talkie" Pocket Transmitter, being introduced by Motorola.

"The fully transistorized receiver adds a complete new dimension to 2-way mobile radio systems by extending easy communications capability to the man on foot," says Motorola.

The new Motorola pocket receiver picks up all radio signals on a system's frequency, making possible the immediate contact of key personnel in police, fire, military, construction, forestry, refineries, utilities and manufacturing activities—and any others using 2-way radio.

Communications can be maintained with the system's base station or any of its mobile stations.

A second model of the Pocket
(Continued on page 41)

Arvin Deal For Dealers Saves \$9.22

COLUMBUS, Ind.—A transistor portable radio gift package on which customers can save \$9.22 is being offered to distributors and dealers by Arvin Industries, Inc., for back-to-school and Christmas promotions.

The package consists of one Arvin model 8576 five-transistor "pocket-book" portable radio which has a suggested retail price of \$44.95, a carrying case valued at \$4.95, an earphone attachment which also sells for \$4.95, and a battery priced at \$1.25, a total of \$58.10. Suggested retail price for the package is \$48.88.

Designed as a self-display unit, the package carries no special "seasonal" features but can be used in gift promotions throughout the year, according to Richard H. Williams, director of sales for Arvin's Electronics and Appliance division. Separate display cards will be pro-

STEREO SCENE

No Future Seen for Conversion

NEW YORK — Don't look for a lot of promotional noise on the subject of converting last year's phonos to stereo. With the dealers and manufacturers too, it will be a hush-hush subject this fall. Advertising of conversion kits for specific phono lines, despite their availability, are unlikely to appear in quantity.

It's easy to appreciate the phono firms' point-of-view. They want to sell complete new units. And dealers are hardly likely to take a different tack. Probably the only exception will be dealers with large, effective service departments. This kind of a set-up could result in a profitable conversion specialization.

Another possibility is the entry of strictly service organizations into the stereo business. An electronics or TV service firm, for instance, might hang out a shingle—"Stereo Conversions, Inc." And they could clean up because it's doubtful if they'd have any competition from phono dealers.

Another consideration that tends to sway dealers from the conversion business is the inherent difficulty of the work. To do an effective job, the dealer would have to know more than just the lines he carries. He would have to know virtually every make and model and the special problems presented by each. The conversion on one model might require rebuilding from the turntable up. The dealer might quote a price on a simple conversion only to discover later that the conversion required additional labor and parts.

In short, it's a job for a specialist. Most dealers will shy away and try to sell complete units.

vided to tie in the promotion with various occasions. A clear plastic cover protects the radio and accessories when the package cover is removed.

Combination mailers, will banners, and catalog sheets describing the gift package and complete with dealer imprints can be obtained free by distributors and dealers with their orders. Newspaper ad mats also are available.

PHONO MERCHANDISING

Get Fall Sales Off to a Flying Start With a 'Stereo Clinic'

By FRED PERNITZ

There is probably no better way to get started in stereo than by holding a "Stereo Clinic." And next to deciding to hold one, the important thing is to do it quickly.

There are many advantages to holding a clinic and holding it now.

1. Get into high gear. The summer's over and the most important selling season of the year is upon us. A single concentrated sales program now can generate enough steam and enthusiasm to last thru December. It can set an attitude for you and your sales people that points straight to profit. And once the goal is set, the rest is routine.

2. Good, fast training. Stereo has been with us on tape for several years. But the promotion and sales of stereo tape and players was a drop in the bucket compared to what will take place with the stereo phono and disk. Every manufacturer has a stereo line and, as far as the public is concerned, it's a new product. Few know much about it. The same applies to sales people. By holding a Stereo Clinic, you and your sales people will not put off learning the basic sales facts until later. Learning these basic sales facts now and gaining the experience of handling the public is essential to top-volume selling thruout the fall season.

3. Establish your store. By holding a Stereo Clinic now, you get to the public the firstest with the mostest. You establish your store as "Stereo Headquarters" in your area. Getting this impression in the public's collective mind will pay off continually in the future. If your Stereo Clinic is properly handled, this can be the biggest positive gain for you. When ever anyone decides that they are ready for a stereo phono, they'll come to you.

4. Educate the public. Why should John Q. Public want stereo? What is different about it? Can the difference justify spending the money for a new phonograph? These are just a few of the questions that are going to hit you in the next few months. Remember, the public knows nothing about the stereo disk, what it is and how it works. If you expect to sell them, you have to tell them. Excite their interest. Educate them. And, begin now.

5. Immediate sales. All of the above are important gains but the most important of all is immediate sales of stereo phonos and disks. A Stereo Clinic, properly handled, will bring in enough interested prospects and quicken enough interest to move merchandise.

What to Do

Clinics take time, effort and money. But, viewed against the benefits that accrue, the staging of a clinic isn't as difficult as it seems at first. Many retailers have held clinics at various times to introduce a variety of new products (high fidelity, tape recorders, etc.). Their experiences are outlined in detail below to provide you with a simple tested procedure.

1. Take time to plan thoroly. Hold it in

your store or use a local meeting place. Some component manufacturers may want to send representatives to speak at your clinic, so write your sources and make the necessary arrangements. Be sure to offer a choice of several dates in order to let them fit your clinic into their schedule.

2. Contact someone from the cartridge and needle industry to discuss the mechanical details. Get in touch with a local record distributor and invite him to demonstrate his latest Stereo release. Finally, a member of the clinic might be invited to make a short talk on his or her personal satisfaction with Stereo at home. Your program should last no more than two hours if held to one night. Otherwise, schedule two programs for successive weeks.

3. Offer door prizes: sample records, minor accessories suit the purpose. If you handle it properly, your wholesaler or co-operating manufacturer will contribute prizes to go with the ones you donate.

4. Advertise the clinic: Send invitation letters or cards to everyone on your mailing list. Be sure to mention the door prizes that will be offered. If refreshments such as coffee and soft drinks will be served, tell your customers so in the invitation. Besides the direct mail approach, it is well worth while to advertise the clinic over the local radio station and in the local newspaper. This depends of course on the size of the budget.

5. Build your window around the clinic theme and invite passersby to attend. This is a good opportunity to demonstrate the power of your window display technique. There should also be several displays and signs within the store reminding your regular customers of the date of the clinic.

6. Have entry blanks printed up for the door prizes: Ask your customers to sign their names, addresses, and to give a list of their present home audio equipment. A good question to ask them might be, "What problem about Stereo causes you the most concern?" It is a good idea to mail entry blanks to customers already on your mailing list. Above all, be sure to have a supply on hand at the clinic.

7. Make arrangements for publicity: Before and after the clinic: Newspapers are interested in events like this if they are properly informed. Pictures of the crowd attending the meeting or of the grand prize winner as you present the prize are two good possibilities.

8. Follow up the answers given to the questions on the entry blanks: Many of these people will be good prospects for purchase of major items and most of them will need records and smaller accessories. Keep in touch with them by using frequent direct mail pieces.

Holding a clinic has proven to be a successful way to increase sales in all fields. Stereo is now here in full force and the customers are curious and ready. Bring them together for a profitable result.

Stereo Phono Firm Gets Nod To Continue

NEW YORK—The creditors of Paramount Enterprises, stereo phono firm, met last Wednesday to decide what position they would take in the bankruptcy appeal made by the firm (The Billboard, August 18). The group, representing eight of the biggest creditors, did not accept Paramount's terms but they did clear the way for the firm to continue in business—at least for the present.

The offer they rejected was payment of 70 cents on the dollar in 15 equal payments over a period of seven and a half years. Instead, they have appointed an accountant to explore further the firm's finances. After the accountant's report is delivered, the creditors' committee will recommend payment subject to the approval of the court's referee. Meanwhile, Paramount Enterprises has been

Hoffman Markets 3-Speaker Bass Reflex for \$95

HOLLYWOOD — A new speaker system has been introduced as the latest addition to Hoffman Electronics components line.

R. L. Jablonski, national service manager of Hoffman's Consumer Products Division, said the system includes an all wood cabinet available either in upright console or lowboy styling, and in a choice of four finishes, mahogany, blonde, walnut or maple.

The system, of bass reflex design, also includes three matched Jensen Alnico V speakers crossover network, 20-foot extension cord with plug, and 8 ohms impedance. Suggested retail price is \$95.

Jablonski also announced the remainder of the Hoffman components line now consists of: Transistor pre-amp and amplifier; AM-FM four-speed record changer with choice of cartridges, and a "Custom Sound Chamber" enclosure priced at \$65.

granted the authority to continue in business.

Altec Debs a 'Premium' FM

ANAHEIM, Calif. — Addition of a premium quality high fidelity FM tuner to its line of AM and AM-FM tuners has been announced by Altec Lansing Corporation, Anaheim, Calif.

New 307A FM tuner, priced at \$96, features "high sensitivity, complete stability and a new, simpler circuit design for fewer components and longer life," the firm states.

Perfect reception in most areas can be obtained with a simple two-foot wire antenna, according to Altec Lansing execs. Three IF stages provide adjacent channel rejection so that weak stations next to strong ones can be heard without interference, and it has between-station silencing.

An exclusive germanium detector circuit reduces distortion and suppresses noise. The signal-seeking automatic frequency control provides easier, more exact tuning and prevents drift.

OLYMPIC RUNS A FAST RACE

HOLLYWOOD — Morris Sobin, Olympic Radio & TV proxy, is currently marking a nice pace in the phono sales race, stating that "high fidelity unit shipments are up over 49 per cent over last year" and that portable phono sales have "moved upward some 132.5 per cent over a comparable period" in 1957.

Olympic, says Sobin, is now "the industry's largest supplier of three-way radio-phono-TV combinations" whose sales have "greatly boosted Olympic's sales volume."

The firm's TV set sales are also on an upbeat, according to Sobin, showing "an increase of over 17 per cent" at a time when "industry shipments of TV for the same period showed a decline of more than 13 per cent."

Album of the Week

"MELIS AT MIDNIGHT"

CELP-414

39 West 60th Street
New York 23, N. Y.
Judson 6-3620

SEECO

SOMERSET

12" L. P. Record Albums
Incomparable Fidelity
at a truly
Sensible Price!
\$1.98 retail

"THE SIDE SPLITTER"

DTL #253

REDD FOX

"NIGHT IN HOLLYWOOD"

DTL #250

GEORGE KIRBY

DOOTO RECORDS

9512 South Central Ave.
Los Angeles 2, Calif.

Altec Exec

• Continued from page 16

formance of the lesser speaker is relatively unimportant."

Tucked away in that statement is a sonic firecracker. Electro-Voice, for example, is currently pushing a stereophonic speaker package which operates thru a crossover, feeding a second channel only from mid-bass on up. As Hilliard elaborates:

"If the lesser speaker goes down to only 300 cycles, or has major irregularities in its response, a phenomenon called the orchestral shift will occur."

"Speakers that are inefficient below the 300-cycle point will not provide true stereo. This is obvious because the 300-cycle point is above middle C on the piano, 70 cycles above the primary pitch of the female voice and nearly 200 cycles above primary male pitch," adds Hilliard.

With other speaker makers exploring ways of mating a small speaker system with a large one for stereo, operating with or without a crossover, or with a third channel operation feeding a common woofer, the Altec Lansing exec's ringing statement is likely to stir up plenty of feuding.

In addition, Hilliard also took a swipe at the theory that two mediocre speakers are all you need for stereo. Said he:

"One exceptional speaker system and one of moderate abilities will provide better stereo than matched speakers of intermediate quality."

Five Stereo Kits

• Continued from page 16

amplifier and a three-speaker sound system in a console cabinet, available in mahogany and lined oak-grained finishes at \$79.95. This unit is a de luxe version of model SA-2.

Model SK-2 is a modification parts kit including the RCA Victor stereophonic cartridge with a diamond-sapphire pick-up at \$19.95.

The model AK-1 is an AC-DC dual channel amplifier at \$29.95.

"These five conversion kits give the present hi-fi set owner complete flexibility in converting to stereophonic sound and assures each owner of a new RCA Victor high fidelity 'Victrola' that his instrument will not become obsolete," Saxon said. The conversion kits will be available thru RCA Victor distributors in the next few weeks.

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HEY! DIG THAT SOLID CAT

NEW YORK — Irving Greene, who is probably the most savvy agency adman operating in the hi-fi field (he is a former engineer and custom builder, and a former audio dealer) points out a new thought on the topic of stereo.

"If you hear somebody referring to music as being 'Solid, man!' he may be discussing its stereo effect rather than its musical merit," says Greene.

Reason: According to Greene, who is an erudite-type cat, the word "stereophonic" derives from the ancient Greek word "stereos"—which means, literally, "solid."

Sensible Markups

• Continued from page 16

to monaural packaged tape recordings," says Stanton. "We feel that our sizable position in the field of transducers will expand considerably because we arrived early on the scene with the right cartridge at the right place, and are now following it up with other new products."

Advertising Step-Up

Pickering will be making its major bid for consumer attention this fall. The firm's "Fluxvalve" pickups, "Gyropoise" turntables, "Uni-poise" arms, and "Isophase" electrostatic speakers ("We tried to pick names that sounded classically Greek but still expressed their function," says Stanton) will be backstopped with an advertising-promotion budget that is 20 per cent larger than the equivalent spending last year.

"We will be using the important audiophile-slanted magazines, as well as Playboy. We are exploring the use of the 'shelter' magazines like Better Homes & Gardens. We may go into special Sunday supplements too, and will have a complete line of dealer aids and a co-operative advertising program. There are no plans to buy radio time on a national spot basis, but we will go into radio deals with dealers," Stanton told The Billboard.

N. Y. Hi-Fi Show

• Continued from page 16

be inaugurated the closing day of the show.

Arrangements have been made for a single shipping company to transport displays destined for succeeding events sponsored by the Institute, thus eliminating the usual piecemeal pickup and delivery and potential waste and confusion. This year, the Philadelphia audio show runs almost back-to-back with the New York event, also sponsored by IHFM.

London Records

• Continued from page 16

facturing firm. "This is extremely important when stereo disks are played as it keeps cross-talk to almost unmeasurable levels."

The extremely low tip mass and high vertical compliance of the stylus assembly are claimed by Scott to reduce record wear to "an absolute minimum," since the tip mass is "at least 50 per cent lower than on cartridges of conventional design." Frequency response is stated to be 20-20,000 cps, with tracking force of 3.5 grams and 4 millivolt output.

A diamond tip of 0.5 mil size is used, and the length of the arm from pivot to stylus is 12.5 inches. The height of the arm is adjustable to allow for different turntable heights.

Audio Feedback

By CHARLES SINCLAIR

AUDIO-DEALERS-TO-DISKERIES

If audio dealers could specifically request stereo disk versions of well-known musical numbers with an eye to their dramatic use in stereophonic demonstrations, one that is likely to be on many a list is Prokofiev's "Alexander Nevsky" score. There are two major monaural versions of it now—an old one on Columbia with Eugene Ormandy and the Philadelphia ork, and the more recent (and much better sounding) Vanguard version with Quadri and the Vienna Philharmonic. With its eerie strings and earthquake bass, huge chorus of voices and tense "Battle on the Ice" segment, the Vanguard release is still high on the list of monaural "demo" records and is the delight of many an audiophile. By all indications, the original Vanguard recording tapes were monaural and can rule out the Columbia disk, so there's likely to be a big fat gap in the stereo catalogs on this work for some time—until some label with the resources and fine sound of Capitol or London does it. In stereo, "Nevsky" would be a gasky. A.&r. men please take note.

MOVABLE SPEAKERS FOR STEREO?

For audio dealers, too, stereo disks are causing a mild headache because of the different views that different labels have about how much "mix" there will be between channels. Set up a pair of speakers for stereo using one label's two-channel disk, and the dealer promptly finds that the next label played will produce an overly blended effect—or a big "hole in the middle" effect. "It's gotten to the point," says an exec of New York's Hudson Radio, "where we're thinking seriously of putting one or both speakers on a small, sliding track and moving them back and forth until they sound right. I wish record companies would agree between themselves. It's worse than the old hassles over recording curves."

UNDERGROUND RECORD PLUGS

One of the newest public audio installations in New York is completely underground (most of the time) and goes belting around the city at something like 50 miles per hour. It's the Muzak installation in the Independent Subway's non-stop express that runs from Times Square out to Rockaway Beach. Since it's a captive audience (is that a loud "Amen" we hear from New Yorkers?) within the subway, the unit is already the target for record pluggers. One of the most recent was 20th Century-Fox, which persuaded Muzak and the Transit Authority to play Johnny Mathis' "A Certain Smile" during a recent excursion. Film, by the oddest coincidence, is playing at the Paramount Theater in Times Square. "Next thing you know they'll be holding d.j. auditions for subway conductors," cracked one rider.

SALES SEMINAR FOR THE IRISH

Having just moved into its new \$500,000 plant, ORRadio Industries, which makes Irish-brand audio tape, is now making final plans for its first International Sales Seminar. Total of 32 field reps, plus overseas sales execs, will be on hand for technical sessions, plant tours, sales panels, new product demos and a preview of fall and winter sales planning. Nat Welch, recently returned from Europe, will officiate.

COOK IS COOKING IN STEREO

Speaking of records, we have on hand an interesting letter from Randy Ketcham, the wide-awake sales manager of Cook Laboratories concerning some of the firm's latest audio activities. Writes Ketcham:

"Final perfections have been added to the Microfusion process for manufacturing records directly from pure vinyl powder, plus Microfusion additive. The entire production of Cook LP's and stereodiscs is now being manufactured by this process at our plant near Stamford, Conn., our subsidiary plant in Trinidad, and our affiliated plant in Canada. We are offering for sale complete Capsule Microfusion Record plants. Several have been sold domestically and abroad, and are in active production.

"At the request of the U. S. Department of Commerce, we will have a complete Microfusion plant in operation at the International Trade Fair in Vienna this September."

THE PRINTED CIRCUIT

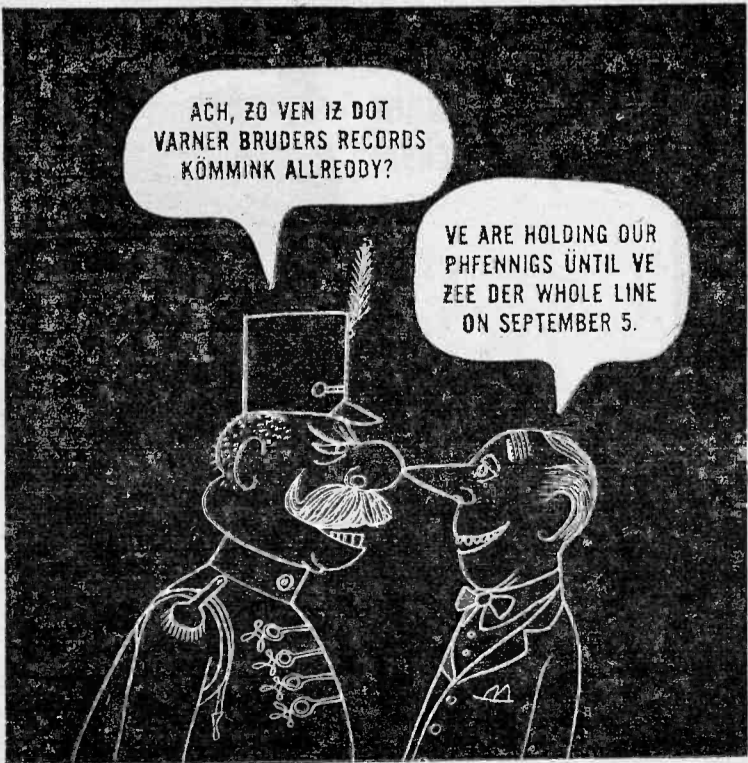
Stephen J. Welsh has been appointed to the post of marketing manager for the General Electric audio components, effective the first of next month. He has been district sales manager in New York City for GE hi-fi gear since 1950. . . . Sylvania has named Kenneth W. Connor to the newly created post of resident sales manager in Syracuse for Sylvania Home Electronics. He'll head a staff of local salesmen there. . . . Same firm has also named Roth Appliance Distributors of Milwaukee as a franchised distributor for TV, radio and phono products. . . . Ernest W. Jackson Jr., former city sales division manager for the Steck Company (Austin, Tex.), has joined the Audioland U. S. A. firm as personnel chief.

OVER-THE-TRANSOM STUFF

WE HEAR THAT: McIntosh is quietly developing, at the cost of some \$100,000, a stereo preamp that will sell for around \$250 and will be pretty much the living end in new components. . . . General Electric is having distortion troubles with its new stereo cartridge design. Unit is now overdue on the market. . . . Component firms whose sales are at a level where they're thinking of taking on a national distributor are thinking twice. The largest audio dealers cannot get rid of the impression that there's a wholesale price they're missing out on.

ACH, ZO VEN IZ DOT
VARNER BRUDERS RECORDS
KOMMINK ALLREDDY?

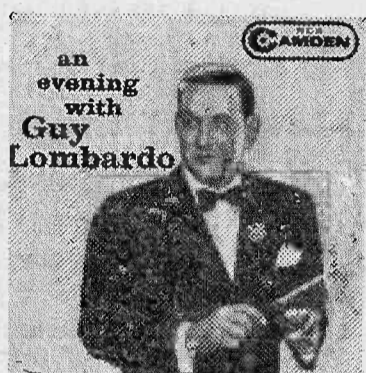
VE ARE HOLDING OUR
PHFENNIGS UNTIL VE
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ON SEPTEMBER 5.



THE MOST POWERFUL RELEASE IN THE HISTORY OF **RCA CAMDEN** BUDGET - PRICED AT **\$1.98** EACH



Top Standards in hi-fi by Mr. C. **I'm Confessin', It's Only A Paper Moon, Long Ago And Far Away**, nine others. CAL-440



Great chapters in the musical history of this time-honored dance orchestra. A collector's item for dancers. CAL-445



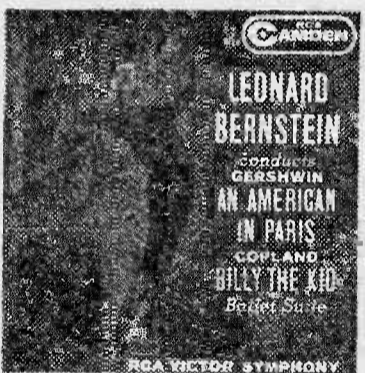
A kaleidoscope of cheerful moods by the happiest combo that ever brightened a dimly-lit room. Twelve popular favorites. CAL-454



Fiedler and the Boston Pops play the complete score of one of the most melodic ballets ever written. A can-can triumph! CAL-438



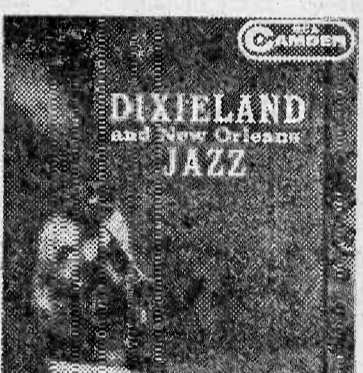
All-star performers do such hits as: **Autumn Leaves, I Get Ideas, Around The World, Love Me Tender, Melody Of Love.** CAL-444



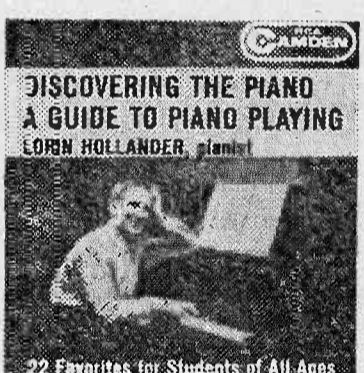
A high fidelity recording of two towering American works by this country's greatest native conductor. A real value! CAL-439



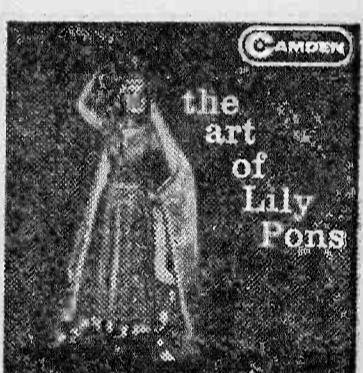
36-count 'em—36 of the very best standards in one wonderful hi-fi long play album, by a top European society band. CAL-442



A two-beat text book. Features masters like Bechet, Beiderbecke, Berigan, Goodman. Notes by Leonard Feather. CAL-446



A unique, helpful guide for teachers & students. Liner notes outline techniques for performing famous piano works. CAL-460



A two-record album of the most dazzling achievements of a lovely and gifted coloratura soprano. Full of variety and charm. CBL-101 (LIST PRICE: \$3.98)

NEW! BIG SALES-MAKERS IN STEREO—ONLY \$2.98 PER ALBUM



ORDER FROM YOUR DISTRIBUTOR TODAY! Manufacturer's nationally advertised prices shown—optional with dealer

The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING AUGUST 16

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

This Week	Last Week	Weeks on Chart
1. Tchaikovsky: Piano Concerto No. 1	1	4
Van Cliburn, RCA Victor LM 2252		
2. Stardust	5	5
Pat Boone, Dot DLP 3118		
3. South Pacific	4	22
Sound Track, RCA Victor LOC 1032		
4. Johnny's Greatest Hits	2	20
Johnny Mathis, Columbia CL 1133		
5. The Music Man	3	26
Original Cast, Capitol WAO 990		
6. Gigi	6	10
Sound Track, M-G-M E 3641 ST		
7. South Pacific	7	230
Original Cast, Columbia OL 4180		
8. My Fair Lady	8	125
Original Cast, Columbia OL 5090		
9. Sing Along With Mitch	9	7
Mitch Miller, Columbia CL 1160		
10. Nearer the Cross	11	12
Tennessee Ernie Ford, Capitol T 1005		
11. Swingin' on Broadway	20	13
Jonah Jones, Capitol T 963		
12. 'S Awful Nice	13	9
Ray Conniff, Columbia CL 1137		
13. Oklahoma!	14	151
Sound Track, Capitol SAO 595		
14. The King and I	18	107
Sound Track, Capitol W 740		
15. Sail Along Silvery Moon	—	17
Billy Vaughn, Dot DLP 3100		
16. The Eddy Duchin Story	23	87
Sound Track, Decca DL 8289		
17. Around the World in 80 Days	16	72
Sound Track, Decca DL 9046		
18. Warm	21	36
Johnny Mathis, Columbia CL 1078		
19. Elvis' Golden Records	22	17
Elvis Presley, RCA Victor LPM 1707		
20. Ricky Nelson	10	5
Imperial IMP 9050		
21. Carousel	—	60
Sound Track, Capitol W 694		
22. Film Encores	19	57
Mantovani, London LL 1700		
23. Pat's Great Hits	23	36
Pat Boone, Dot DLP 3071		
24. The Late, Late Show	25	24
Dakota Staton, Capitol T 876		
25. Till	—	16
Roger Williams, Kapp KL 1081		



The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value,

as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Pop Albums

MY HEART SINGS

Polly Bergen—Columbia 1171

Warm vocalizing by Miss Bergen on a nicely varied collection of tunes with excellent backing from the Luther Henderson ork. She has a caressable way with a lyric that should find approval from her fans. Selections include "Just One of Those Things," "When I Fall in Love" and "The Lady Is a Tramp." Pretty cover shot of the artist adds to over-all appeal. Strong potential.



SONGS OF THE WORLD

(2-12")—The Norman Luboff Choir—Columbia 13

A truly inspired production, both as to artwork and layout of the double-fold, two-LP packaging as well as the music itself. There are 24 songs from 24 nations, most of them unfamiliar but beautiful in their own right with the choir's usual artful and highly enlightened vocalizing. Various songs carry authentic backings of flute, accordion, guitar, etc. Six-page booklet within carries photos and lyrics of all tunes. Cover is strong, front and back.



CHAMPAGNE DANCING PARTY

Lawrence Welk—Coral 757226

Stereo and Monaural

This Welk package has an interesting gimmick which should spark even more sales than usual for Coral's perennial best selling album artist. Welk introduces each selection personally with a folksy little sentence or two about the tune. Selections include "Row, Row, Row"; "All Alone," "Dear Old Lady," etc. Stereo-wise, the album's appeal is still primarily to Welk fans.



A MUSICAL TRIP TO LATIN AMERICA WITH LAWRENCE WELK

Coral 57187

Lawrence Welk and his orchestra step out of character here to play a group of tunes in the Latin manner and does an excellent job. The band plays the tunes as tho it had been specializing in south-of-the-border tunes all the time. The arrangements are first rate and the sound is excellent. Tunes include "In Acapulco," "My Shawl" and "Maria Elena" as well as other Latin favorites. A strong album for the many, many Welk fans.



Low-Price Pop Albums

PERRY COMO SINGS JUST FOR YOU

Perry Como—RCA Camden CAL 440

Here's a solid package for the racks, with strong appeal for the whole family. Como warbles in his usual ingratiating fashion on a collection of old sides, featuring such great standards as "It's Only a Paper Moon" and several oldies—"A You're Adorable," "Let's Take an Old-Fashioned Walk," etc.



AN EVENING WITH GUY LOMBARDO

Guy Lombardo—RCA Camden CAL 445

This is a first-rate package for the low-price album buyer, and a fine set for the supermarkets and the racks. The sides, most of which were recorded in the 1930's, feature the Guy Lombardo band, sounding just like it does today, in a collection of well-known standards. Sides include "Ti-Pi-Tin," "Liebestraum," "The Old Apple Tree" and "I'll See You in My Dreams." The sound is good, too. A good buy for \$1.98.



The fastest, most complete and most authoritative evaluation of packaged records

----- **Pop EP Albums** -----

BOBBY DARIN

Atco EP 4502

Darin is currently making a big name for himself via his two hit singles, "Splish Splash" and "Early in the Morning." This set contains those selections plus "I Found a Million-Dollar Baby" and "I Can't Go On." All are performed in driving fashion. Set appears a strong entry.



----- **Pop Talent Albums** -----

JACK KANE IS ABLE

Coral 757219

Stereo and Monaural

Jack Kane, Canadian arranger of CBS-TV, makes his album debut here and a notable one it is. Kane has a brilliant sense of ork dynamics and a wonderful feeling for the interplay of horns, reeds, string and rhythm in readings which have much of the flavor of swing. It's a collection of pop, musical comedy and standard type tunes, which comes across in sparkling fashion in the stereo version. Album title is most apt.



----- **Low-Price Sampler Albums** -----

THE SOUND OF MAGNIFICENCE

101 Strings—Somerset 99

The string-filled "101" ork has proved one of the stronger sellers in the low-price field, and this sampler should do nicely, with its 99-cent tag, in doing further missionary work for the group. Total of 10 instrumental selections from as many "101" albums are included, ranging from "Frankie and Johnny" to "Claire de Lune." Package should be an eye-catcher in rack locations.



----- **Jazz Albums** -----

DUKES OF DIXIELAND VOL. 3

Audio Fidelity AFLP 1851

Stereo and Monaural

This package was a powerful seller as a monaural album last year, and this stereo version should be even a stronger sales bet. Stereo enhances the group's exuberant dixieland know-how and exciting sound—particularly a stirring duet between bass drum and trumpet on "When Johnny Reb Comes Marching Home."



BASIE PLAYS HEFTI

Count Basie—Roulette 52011

The Count Basie band, which has been sounding better than ever on records recently, has a fine new album here playing an attractive group of original tunes composed and arranged by Neal Hefti. The band, as always, swings, and the material is worth swinging. Tunes are titled "Has Anyone Here Seen Basie," "Cute," "Sloo Foot" and "Scoot." The band is recorded in fine style and the sound is great. A strong, new set for Basie fans—and who isn't?



----- **Jazz Special Merit Albums** -----

GUYS AND DOLLS LIKE VIBES

The Eddie Costa Quartet—Coral 57230

This is the first jazz treatment of Frank Loesser's great "Guys and Dolls" score. Costa, last year's "Down Beat Critic's Poll" winner on vibes, is given fine backing from P. Motian on drums, W. Marshall on bass and especially excellent work from Bill Evans on piano. It's a swingin' set that could also draw pop buys. Costa continues to develop and expand. This is one of his best to date.



THE BLUES IS EVERYBODY'S BUSINESS

Manny Albam—Coral 59101

Another fine set by top-flight composer-conductor-arranger Albam. This is a well-constructed and executed suite interpreted by several of today's leading jazz artists. Packaging is attractive and notes are excellent. If exposed, this is sure to draw buys.



(Continued on page 24)

ALBUM COVER OF THE WEEK

NO SELECTIONS THIS WEEK

• **Most Played by Jockeys** FOR SURVEY WEEK ENDING AUGUST 16

Albums are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. BILLY VAUGHN PLAYS THE MILLION SELLERS
..... Billy Vaughn
Dot DLP 3119
2. STARDUST Pat Boone
Dot DLP 3118
3. 'S AWFUL NICE Ray Conniff
Columbia CL 1137
4. BAUBLES, BANGLES AND BEADS Kirby Stone Four
Columbia CL 1211
5. SING ALONG WITH MITCH Mitch Miller
Columbia CL 1160
6. JUMPIN' WITH JONAH Jonah Jones
Capitol T 1039
7. LESTER LANIN GOES TO COLLEGE Lester Lanin
Epic LN 3474
8. BURNISHED BRASS
..... George Shearing Quintet With Brass Choir
Capitol T 1038
9. COME FLY WITH ME Frank Sinatra
Capitol W 920
10. SOUNDS OF THE GREAT BANDS
..... Glenn Gray and the Casa Loma Ork
Capitol W 1022

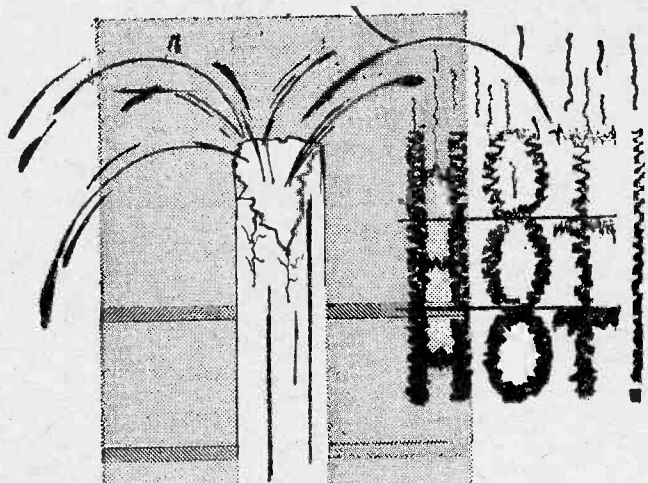


Best Selling Pop EP's

FOR SURVEY WEEK ENDING AUGUST 16

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1. KING CREOLE, VOL. 1 .. Elvis Presley, RCA Victor EPA 4319
2. KING CREOLE, VOL. 2 .. Elvis Presley, RCA Victor EPA 4321
3. UNCHAINED MELODY Rickey Nelson, Imperial EP 153
4. RICKY NELSON Imperial EP 153
5. SING ALONG WITH MITCH
..... Mitch Miller, Columbia EP B-11601
6. ELVIS Elvis Presley, RCA Victor EPA 992
7. HYMNS Tennessee Ernie Ford, Capitol EAP 1-758
8. SPIRITUALS Tennessee Ernie Ford, Capitol EAP 1-818
9. JAILHOUSE ROCK Elvis Presley, RCA Victor EPA 4114
10. FRESHMEN FAVORITES .. Four Freshmen, Capitol EAP 3-743



Torrid in the East!
**"THE TEN COMMANDMENTS
 OF LOVE"** by
HARVEY and THE MOONGLOWS

Chess 1705

from their forthcoming LP

"Look, It's the Moonglows"

Chess LP 1430

Breaking Everywhere!

"CAROL" by

Chuck Berry

Chess 1700

Blazing and Growing!

"LA-DO-DADA"

by

Dale Hawkins

Checker 900

Argo Jazz's Steaming!

AHMAD JAMAL

Argo LP 628—But Not for Me

Argo 5294X45—Music, Music, Music

RAMSEY LEWIS

Argo LP—Ramsey Lewis—Vol. 1

Argo 5303X45—Carmen

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 Chicago 16, Illinois
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• **Review Spotlight on Albums . . .**

• Continued from page 23

----- **Sound Albums** -----

**BREAKING THE SOUND BARRIER
 VOL. 1—PERCUSSION**

American Percussion Society, Paul Price,
 Conductor—Urania 1007
 Stereo and Monaural

A brilliant demonstration of not only stereo, but more important, just pure hi-fi sound. There are 45 types of percussion instruments used here in many patterns of sound. Rhythmic sequences as well as sound pictures of "New Year's Eve," "Cuban Christmas," etc., are features. Quite an array of sounds covering the whole frequency spectrum—a great test for the set. Will make customers sit up and take notice, too.



GIANT WURLITZER VOL. 3

Leon Berry, Organist—Audio Fidelity AFLP 1844
 Stereo and Monaural

An excellent sound piece despite the fact that the Wurlitzer frequently has been the subject of attempts at the ultimate in hi-fi diskings. Original was good, but this is markedly better, producing the big full "roller rink" or "in the theater" sound.



----- **Specialty Albums** -----

THE KINGDOM OF EDDIE LAWRENCE

Eddie Lawrence—Coral 57203

Here is a collection of all those wonderfully comic personalities that Eddie Lawrence has made part of the American scene, the Old Philosopher, the Professor, the guy whose record won't play correctly on his record player and many more. All of the sides were previously released singly, but they are even funnier again in this collation. Eddie Lawrence fans will have a ball with this set and so will anyone who wants to laugh.



**THE WORLD'S RAREST MUSIC BOXES
 IN HIGH FIDELITY**

Columbia 134

A most unusual selection of sounds will provide kicks for hi-fi enthusiasts as well as those with an antiquish turn of mind. These boxes are all curios from yesteryear and they vary in size from the tiniest coat pocket boxes to big barrel organs, hand organs and Spanish piano organs. The set was recorded in Utrecht, Holland, and pictures many of the pieces on the cover. Fine specialty merchandise.



----- **Folk Stereo Albums** -----

FLAMENCO FIESTA

Carlos Montoya and Troupe—Rondo 503
 Stereo and Monaural

Stereo is bringing on a rush of flamenco-on-wax, for Spanish excitement, percussive effects and heel-and-toe dancing are very dramatic in two-channel sound. This offering is no exception. The troupe members here really warm up to Montoya's skilled "Bulerias" and "Alegrias," and the result is a colorful, lively session, interspersed with some fine solo guitar studies in the classic vein. With its attractive cover, this package is worth pushing.



----- **Folk Talent Albums** -----

SCARLET RIBBONS

Carolyn Hester—Coral 57143

Miss Hester has mastered the sweet lyric quality of the folk balladeer. She impresses with her thoughtful and warm approach on a listenable collection of traditional and newer folk fare including "Black Is the Color of My True Love's Hair," "Ye Banks and Braes" and the album title tune. It's an attractive debut album, and tho the market may be limited, this can move with folk music devotees.



----- **International Albums** -----

PRESENTING POPP

Andre Popp and Ork—Columbia 130

This latest Columbia waxing of the gifted, inventive young French maestro should be required listening for all pop arrangers. It's fairly Popp-ing with musical ideas, sometimes mischievous, sometimes melodic and flowing, but always in superb taste. His "The Clock" is a comic gem, and his "Military Tango" is a neat musical satire, while his "Mechanical Music" is a haunting echo of forgotten carnivals. Deejays on the prowl for off-beat instrumentals will have a field day with Andre Popp. Cover shot is cute.



----- **C&W Albums** -----

HANK WILLIAMS SINGS 36 MORE OF HIS GREAT HITS

Hank Williams (Vol. 2)—MGM 3E4

A set of three LP's constituting a companion volume to the earlier released Volume 1. Specially packaged like the latter, with interesting photographs and notes about the already legendary Hank. Best known hits are in Volume 1, but this set contains some terrific material, including weepers, sacred songs, happy novelties, blues, etc. Examples are "I'm Sorry for You My Friend," "I Just Don't Like This Kind of Livin'," "Lost on the River" (by Hank and Audrey Williams), etc. Fans of Williams will find it hard to put down, for together with Volume 1 it just about wraps up the definitive Williams' material.



Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

(Each item is rated strictly according to its sales potential in the category in which it is classified)

- SPOTLIGHT**—Sure-Fire Merchandise—Top Demand
- ★★★★—Very Strong Sales Potential—Essential Inventory
- ★★★—Good Potential—Will Sell
- ★★—Moderate Potential—Salable Qualities
- ★—For dealers who stock all merchandise.

POPULAR ★★★★★

LONG AGO AND FAR AWAY

Tony Bennett. Columbia 1186

A fine mood album by the chanter who is given strong, lush ork support from Frank DeVol. It's an excellent jockey programming item and a potent offering sales-wise. Front and back cover shots of the artist should also help create interest in the set. Numbers include "Long Ago and Far Away," "The Way You Look Tonight" and "My Foolish Heart." Strong potential.

TORCHIN'

Frankie Laine. Columbia 1176

Frankie Laine wraps up a group of moving "torch" standards—"I Cover the Waterfront," "You've Changed," "I Got It Bad," etc.—with his usual taste and expressive warmth. Lushly effective backing by Frank Comstock. A solid package for deejays.

POP HIT PARTY

Columbia CL 1237

Package includes a collection of tunes released by several Columbia artists. Some are current hits or near hits. All were fair sellers. It's a set that can appeal to both young and adult buyers. Selections include "Everybody Loves a Lover" by Doris Day, "A Certain Smile" by Johnny Mathis and "Enchanted Island" by the Four Lads. Good potential.

THE WORLD'S FINEST MUSIC AS INTERPRETED BY LAWRENCE WELK

Lawrence Welk. Coral 757113

STEREO AND MONAURAL

Of all Welk's many albums this one lends itself very well to stereo. The TV maestro conducts a 76-man orchestra, featuring 52 strings. The arrangements are lush, performances commendable, and selections (all derived from well-known classical works) comical—"Clair De Lune," "Stranger in Paradise," "Tonight We Love," etc. Strong appeal for beginning stereo collectors, Welk fans or not.

LAWRENCE WELK PRESENTS KEYBOARD KAPERS

Coral CRL 57214

Package with have a fine sale. Sound is bright, with instrumentation featuring electric organ, two grand pianos and the "Tinkly" piano. Tunes are all great ones, including "Cecilia," "Jealous," "Anything Goes," etc. Cover shows the popular TV maestro with his featured musicians.

POPULAR ★★★

BAUBLES, BANGLES & BEADS

The Kirby Stone Four. Columbia 1211

The night club and TV act have a dozen smartly produced songs here. Gal voices and a driving rhythm are integrated in the arrangements. Sound is big. Songs include "Baubles, Bangles and Beads," "Zing! Went the Strings of My Heart," "In the Good Old Summer-time," etc. A happy-sounding package.

REUNION IN HI-FI

The Former Glenn Miller Singers. Coral 59104

Here's another Miller memorial-type album, featuring Marion Hutton, Ray Eberle, "Tex" Beneke, and the Modernaires. The warblers recreate some of their best-known Miller sides—"Chattanooga Choo-Choo," "Elmer's Tune," "Serenade in Blue," "Kalamazoo," etc., with Stan Applebaum providing suitable Miller-styled backing. Double-cover features informative booklet with photos and notes by Barry Ulanov. Excellent nostalgia for jocks and rabid Miller collectors.

STEVE ALLEN PLAYS NEAL HEFTI

Coral 57211

A swinging album of big band fare in which Hefti again shows his strong association with Basie. This is a Basie-oriented group of arrangements in which Steve Allen moves in as occasional piano soloist. Tunes are all Hefti originals except for two, where Allen was a co-writer with Hefti. "Sure Thing," "Coral Reef," "Li'l Darlin'," are included. Allen name can help sell this one and the buyers won't be disappointed. Dancing or listening.

TIME FOR TERESA

Teresa Brewer. Coral 57232

Cuts cover shot of the pert Miss Brewer sets off this group of repackaged singles by the gal. Tunes include "I Think the World of You," "You Send Me," "Dancin' With Someone," etc. Various backings are offered by Dick Jacobs, Jack Pleis, Lawrence Welk and Les Brown. Displayable cover can help bring sales.

WE LIKE GIRLS

Various Artists. Coral 57227

Set is composed of a collection of sides formerly released as singles by several former artists on the Coral roster. Artists include the McGuire Sisters singing "Sugartime"; Teresa Brewer on "Till I Waltz Again With You" and Pearl Bailey on "Takes Two to Tango." It's a set that can appeal to both teen and adult buyers. Other artists featured are Francis Wayne, Debbie Reynolds, Eddie Gorme. Nice programming set. Good potential.

THE FANNY BRICE STORY

Kaye Ballard. M-G-M E 3704

A cheerful helping of songs Fanny Brice made famous in wonderful old-time arrangements. Miss Ballard mimics her with skill in the farce bits like "I'm an Indian" and "The Sheik of Ave. B," but relies on her own attractive alto for the torch songs. Helpful male group. Solid entertainment which will draw chiefly on the Brice name. Titles include "My Man," "Rose of Washington Square," "Second Hand Rose."

FRONT ROW CENTER

Barbara McNair. Coral 57209

Sultry, creamy-toned thrashing stints on a group of fine slow tunes. "Hello Young Lovers," "The Party's Over," etc. Miss McNair registers particularly well on "If I Were a Bell" and "Always True to You in My Fashion." Cover photo, tho, doesn't do her justice. Eminently listenable wax for jocks.

WE LIKE BANDS

Various Artists. Coral 57229

This set contains a collection of sides made by some of the top bands in the country as well as studio orks, many of which were smash hits over the years. These include Les Brown's "I've Got My Love to Keep Me Warm," Count Basie's "Jumpin' at the Woodside," Woody Herman's "Blue Prelude," and Dick Jacob's "Main Title" and "Molly-O." A first-rate collection for band fanciers.

EXCITING

George Cates Chorus & Ork. Coral 57220

Intriguing ork and chorus sounds are presented by the Cates crew in this easy-listening set. Clever and imaginative usage of the voices as instruments is the highlight of the album. A good deejay programming set; it can also cop a fair share of coin. Attractive cover shot of a pretty gal adds to over-all appeal. Good prospects.

MALLET MAGIC

Harry Breuer. Audio Fidelity AFLP 1825

STEREO & MONAURAL

Breuer performs with deft-musicianship on the marimba, vibraphone and glockenspiel in this album, which provides stereo fans with a provocative sound-experience. Instrumentals include exciting versions of "Mosquitos" Parade March" and "Bumble Bee Bolero."

THEME SONGS OF THE GREAT SWING BANDS IN HI-FI

Leroy Holmes & Ork. M-G-M 3708

LeRoy Holmes and his ork have re-created the theme songs of the great bands of the '30's on this new release. Theme songs include those of Benny Goodman ("Goodbye"), Glenn Miller ("Moonlight Serenade"), Artie Shaw ("Nightmare") and those of Tommy Dorsey, Jimmy Dorsey, Charlie Barnett, Lionel Hampton, Harry James, Glen Gray, Duke Ellington, and Bunny Berrigan. The arrangements are good and the performance is first-rate.

RED HOT HARP

Robert Maxwell, His Harp & Ork. M-G-M 3676

A nicely varied set of tunes and tempos are presented by the Maxwell ork featuring Maxwell on harp. It's a good

dance set, and it can also appeal to those who want a mood album. Numbers include fox-trots medium-beaters and Latin-American rhythms. Some of the tunes are "Don't Get Around Much Anymore," "Bing Bang Boomerang" and "Good Night, Sweetheart." Good prospects.

ALAN FREED PRESENTS THE KING'S HENCHMEN PLAYING NEW ORLEANS ROCK 'N' ROLL

Coral 57216

The younger set, especially rock and roll fans, will dig this new Alan Freed release. It features the Freed crew playing a group of rock and rollers in driving instrumental style, with the rhythms that the kids love to dance to on the bop, the stroll, the stop and the chicken. Tunes are originals such as "Flip Flap," "All Tore Up" and "Shufflin'."

RANDY SPARKS

Randy Sparks. Verve MG-2103

An excellent recital of folk-styled material by the tenor, including seven originals of which "Hangman" is most exciting. But in Cole Porter or "Green-sleeves," Sparl keeps up a high standard of talent with voice and guitar. Handsome cover shot of artist should lure many.

POPULAR ★★

MIDNIGHT IN ROME

Walter Baracchi. Piano; Gianni Monese & Ork. Vox 770

A better-than-average package of instrumental music. Italian compositions are in a groove currently popular here. Performances and material have mood and color, and the piano of Walter Baracchi is excellent for the type of romantic material offered. Compositions are by D. Modugno, R. Rascel, M. Marini, etc.

JOSEPHINE PREMICE IN PARIS

Josephine Premice. Verve MG-2102

Josephine Premice, currently one of the stars of the Broadway musical, "Jamaica," turns in some soulful performances here on a group of French songs, mainly of love and the emotions that go with it. She handles each ballad with feeling, and sings them all in French, backed by a modern musical combo. Older fans of the thrush and the new fans she has gained thru "Jamaica" will be interested in this new set.

THE GIRL FROM MONTMARTRE

Colette Renard. Coral 57215

There is a standardized, almost cliché, method of introducing a new Parisian chanteuse to U. S. audiences; you turn her loose on wax with Gallic evergreens like "La Vie En Rose," "Mon Homme," "La Seine," etc., and hope for the best. This platter is no exception. That ex-model Colette Renard manages to rise above the unimaginative showcasing of this album and makes herself heard over Raymond Legrand's too-loud backgrounds is a tribute to her expressive, rich voice and clear diction. She's a great chick and will probably develop a U. S. following.

PIANORAMA

Jerry Carretta. Coral 57212

A curvaceous brunette pin-up on the cover gives this ver solid display value. Contents spotlight lighthearted, society-styled instrumental treatments—featuring Carretta's tasteful piano work with a danceable tempo. Quantity-wise the package is a Brill Building bonanza, featuring 64 standards—many by Mack Gordon, Johnny Mercer, and Walter Donaldson.

POPULAR ★

THIS IS SHEILA

Sheila Guyse. M-G-M E3698

LOW PRICE-POPULAR ★★★★★

THE HAPPY-GO-LUCKY SOUND

The Three Suns. RCA Camden CAL 454

Well-known Three Suns sound is featured on an attractive collection of tunes. For the \$1.98 price tag, the package is a real bargain. It's a danceable item that should move well. Tunes included "Perdido," "After You've Gone" and "Allah's Holiday." Strong chances in this market.

LOW PRICE-POPULAR ★★★

DANCE DANCE

Geraldo & Ork. RCA Camden CAL 442

The British society maestro does a broad range of material in varying tempo. The tunes are done in the usual medley fashion, but the arrangements are bright and so is the sound. A good dance package. Cover is unusual, the names of the tunes being fashioned in a colorful, geometric design.

LOW PRICE-POPULAR ★★

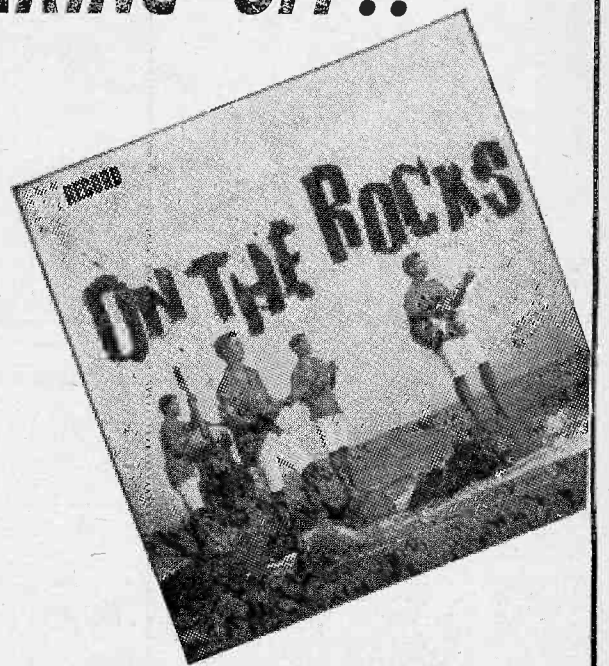
PAL JOEY

Bill Seymour & Ork. Parade SP-3

Routine readings of songs from the film (not the play) "Pal Joey" with pleasant vocals by unbilled chatters. Title and price should help sales.

(Continued on page 42)

TAKING OFF!!



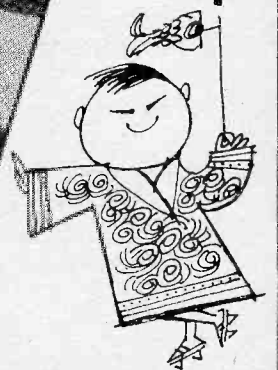
ON THE ROCKS featuring The SURFERS

On The Rocks features Hifi's sensational find, the Surfiers. From the mid-Pacific, from faraway Hawaii they bring you songs of the Islands with a new sound.

All native Hawaiians, they have harmonized at many luaus and exotic beach parties. The arrangements (voices chording like the brass section of an orchestra) are their own. The bass, guitar and uke beat is also theirs.

The Surfiers have the virile freshness of youth spent in the tropic sun of palm-fringed beaches.

Flying High



FLIGHT TO TOKYO

by GEORGE WRIGHT

Flight to Tokyo is an imaginative musical excursion by George Wright to one of the most fascinating cities in the Orient.

George plays the 5 manual Wurlitzer Theater Pipe Organ, Mightiest Wurlitzer of Them All. From the bewildering (to most) array of stop keys, combination pistons, levers, switches, push buttons and manual keys, George has invented new Oriental sounds of Tokyo with a few other startling ear ticklers thrown in just for fun.

Let your imagination travel to the land of Buddha, to the Palace Theater in Tokyo as George Wright takes you on a Flight to Tokyo.

STEREOPHONIC

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HONOR ROLL OF HITS

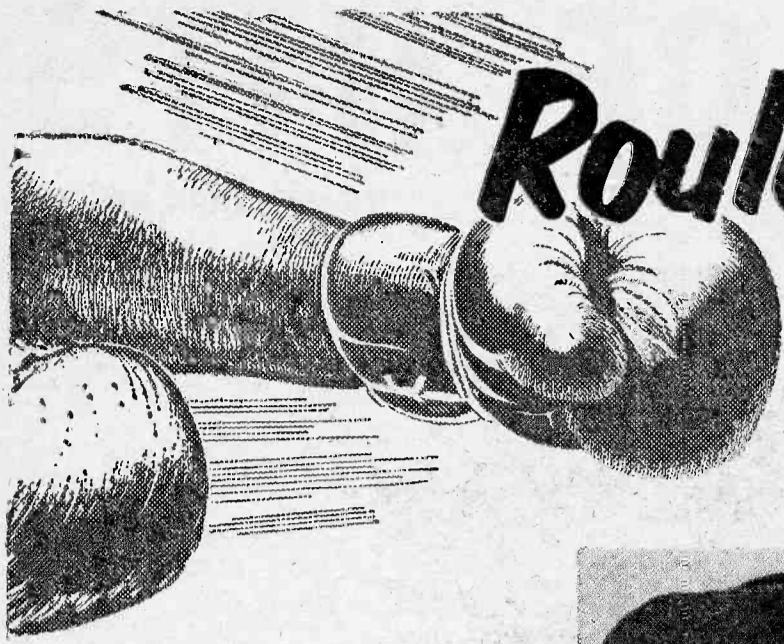
TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending August 16

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Volare (Nel Blu Dipinto Di Blu)		1	4		
By Domenico Modugno, F. Migliacci and M. Parrish—Published by Robbins (ASCAP) BEST SELLING RECORDS: Dean Martin, Cap 4028; Domenico Modugno, Dec 30677 RECORDS AVAILABLE: Jesse Belvin, Vic 7310; Dalida, Verve 10146; Alan Dale, M-G-M 12699; Aurelio Fierro, Col 41223; Marty Gold, Kapp 232; J. J. Jones, Morocco 1002; Rosa Linda, Challenge 59016; Charles Magnante, Grand Award 1019; Umberto Marcato, Kapp 228; McGuire Sisters, Coral 62021; Nilla Pizzi, Vic 7361; Nelson Riddle, Cap 4024.					
2. Little Star		5	5		
By Venosa-Picone—Published by Keel (BMI) BEST SELLING RECORD: Elegants, Apt 25005.					
3. Patricia		2	9		
By Perez Prado—Published by Peer (BMI) BEST SELLING RECORD: Perez Prado, Vic 7245. RECORDS AVAILABLE: Morty Craft Ork, M-G-M 12672; Jerry Martin, Chock 106; Ray Peterson, Vic 7303.					
4. Poor Little Fool		4	8		
By S. Sheeley—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5528. RECORD AVAILABLE: Johnny Angel & the Dodgers, Sky 119.					
5. Just a Dream		3	4		
By Jimmy Clanton-C. Matassa—Published by Ace (BMI) BEST SELLING RECORD: Jimmy Clanton, Ace 546.					
Second Ten					
11. Splish Splash		11	9		
By Darin-Murray—Published by Portrait (BMI) BEST SELLING RECORD: Bobby Darin, Atco 6117.					
12. Everybody Loves a Lover		15	5		
By Richard Adler & Robert Allen—Published by Korwin, Inc. (ASCAP) BEST SELLING RECORD: Doris Day, Col 41195.					
13. Born Too Late		16	4		
By S. Tobias & C. Strouse—Published by Mansion (ASCAP) BEST SELLING RECORD: Poni Tails, ABC-Paramount 9934. RECORD AVAILABLE: Judy Harriet, Surf 5027.					
14. If Dreams Came True		13	6		
By R. Allen & A. Stillman—Published by Korwin (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15785.					
15. Western Movies		18	3		
By Fred Smith-Cliff Goldsmith—Published by Elizabeth-Aries (BMI) BEST SELLING RECORD: Olympics, Demon 1508. RECORD AVAILABLE: Marlene Gwynn, Ensign 34021.					
16. Willie and the Hand Jive		14	7		
By Johnny Otis—Published by El Dorado (BMI) BEST SELLING RECORD: Johnny Otis Show, Cap 3966.					
17. Ginger Bread		17	4		
By C. Ballard-H. Hunter—Published by Jimskip & Ramed (BMI) BEST SELLING RECORD: Frankie Avalon, Chancellor 1021.					
18. Are You Really Mine?		24	2		
By Hoffman-Manning-Markwell—Published by Planetary (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4090.					
19. Devoted to You		25	2		
By Boudleaux & Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1350. RECORD AVAILABLE: Cliff Butler, Nasco 6010.					
20. Hard Headed Woman		12	9		
By Claude De Metruis—Published by Gladys (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 7280.					
Third Ten					
21. Early in the Morning		23	3		
By Harris-Bobby Darin—Published by Royalty (ASCAP) RECORDS AVAILABLE: Bobby Darin and the Rinky Dinks, Atco 6121; Ding Dongs, Brunswick 55073; Buddy Holly, Coral 62006.					
22. A Certain Smile		20	7		
By Paul Francis Webster and Sammy Fain—Published by Miller (ASCAP) RECORDS AVAILABLE: Leni Barteri, Big B-1012; Jerry Fuller, Lin 5015; Sunny Gale, Dec 30670; Bud Herman, 20th Fox 107; Johnny Mathis, Col 41193; Montenegro Ork and Chorus, 20th Fox 107; Ray Rivera, Patio 100; Andy Russell, Vic 7299; Milton Sparks, Hunt 320; Sandy Stewart, Atco 6118.					
23. Stupid Cupid		26	2		
By Sedaka & Greenfield—Published by Alden (BMI) RECORD AVAILABLE: Connie Francis, M-G-M 12683.					
24. One Summer Night		22	5		
By Danny Webb—Published by Melody Lane (BMI) RECORD AVAILABLE: Danleers, Mercury 71322.					
25. Yakety Yak		21	12		
By Jerry Leiber and Mike Stoller—Published by Tiger (BMI) RECORDS AVAILABLE: Coasters, Atco 6116; Tompall and the Glasers, Robbins 1006.					
6. Bird Dog				7	2
By Boudleaux & Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1350. RECORD AVAILABLE: Don Woody, Dec 30277.					
7. My True Love				6	6
By Jack Scott—Published by Starfire-Peer Intl. (BMI) BEST SELLING RECORD: Jack Scott, Carlton 462.					
8. Rebel-Rouser				8	8
By Duane Eddy-Lee Hazlewood—Published by Gregmark (BMI) BEST SELLING RECORD: Duane Eddy, Jamie 1104.					
9. When				10	8
By Jack Reardon-Paul Evans—Published by Sounds & Michele (ASCAP) BEST SELLING RECORD: Kalin Twins, Decca 30642.					
10. Fever				9	6
By Davenport-Cooley—Published by Lois (BMI) BEST SELLING RECORD: Peggy Lee, Cap 3998.					
26. Left Right Out of Your Heart				19	8
By Mort Garson-Earl Shuman—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: Vaughn Monroe, Vic 7284; Patti Page, Mercury 71331.					
27. Enchanted Island				28	7
By Robert Allen and Al Stillman—Published by Korwin (ASCAP) RECORDS AVAILABLE: Four Lads, Col 41194; Jane Morgan, Kapp 221.					
28. Tears on My Pillow				30	2
By Sylvester Bradford & Al Lewis—Published by Vanderbilt-Boonie (ASCAP) RECORD AVAILABLE: Little Anthony and the Imperials, End 1027.					
29. Rock-In' Robin					1
By J. Thomas—Published by Recordo (BMI) RECORDS AVAILABLE: Bobby Day, Class 229; Thurston Harris, Aladdin 3430.					
30. Endless Sleep				27	13
By Jody Reynolds-Dolores Nance—Published by Johnston-Montei-Elizabeth (BMI) RECORDS AVAILABLE: Jody Reynolds, Demon 1507; Gene Ross, Herald 517; Jimmy Witherspoon, Rip 126.					
30. Guess Things Happen That Way				29	11
By Jack Clement—Published by Knox (BMI) RECORD AVAILABLE: Johnny Cash, Sun 295.					

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



Roulette's 1-2 Punch!

JIMMIE RODGERS



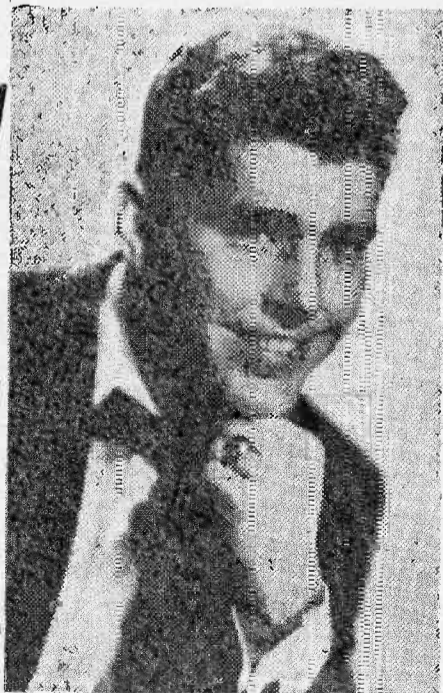
ARE YOU REALLY MINE

b/w

THE WIZARD

R-4090

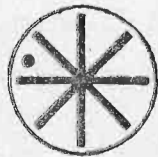
BUDDY KNOX



SOMEBODY TOUCHED ME

R-4082

a sound bet...
buy



ROULETTE

The Billboard

HOT 100

FOR THE WEEK
ENDING
AUGUST 31

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
18	14	2	1	LITTLE STAR	Elegants, Apt 25005	4
54	2	1	2	VOLARE (Nel Blu Dipinto Di Blu)	Domenico Modugno, Decca 30677	4
92	34	17	3	★ BIRD DOG	Everly Brothers, Cadence 1350	4
12	9	5	4	JUST A DREAM	Jimmy Clanton, Ace 546	4
8	6	3	5	MY TRUE LOVE	Jack Scott, Carlton 462	4
1	1	4	6	POOR LITTLE FOOL	Ricky Nelson, Imperial 5528	4
2	3	5	7	PATRICIA	Perez Prado, RCA Victor 7245	4
10	13	9	8	FEVER	Peggy Lee, Capitol 3998	4
26	18	16	9	BORN TOO LATE	Poni Fails, ABC-Paramount 9934	4
5	5	7	10	WHEN	Kalin Twins, Decca 30642	4
6	8	8	11	REBEL-ROUSER	Duane Eddy, Jamie 1104	4
9	9	12	12	WILLIE AND THE HAND JIVE	Johnny Otis Snow, Capitol 3966	4
23	21	19	13	WESTERN MOVIES	Olympics, Demon 1508	4
19	16	14	14	EVERYBODY LOVES A LOVER	Doris Day, Columbia 41195	4
—	43	25	15	★ DEVOTED TO YOU	Everly Brothers, Cadence 1350	3
3	4	10	16	SPLISH SPLASH	Bobby Darin, Atco 6117	4
11	15	11	17	GINGER BREAD	Frankie Avalon, Chancellor 1021	4
14	12	15	18	IF DREAMS CAME TRUE	Pat Boone, Dot 15785	4
68	37	20	19	VOLARE (Nel Blu Dipinto Di Blu)	Dean Martin, Capitol 4028	4
93	26	24	20	ARE YOU REALLY MINE?	Jimmie Rodgers, Roulette 4090	4
4	7	13	21	HARD HEADED WOMAN	Elvis Presley, RCA Victor 7280	4
72	35	31	22	STUPID CUPID	Connie Francis, M-G-M 12683	4
—	42	27	23	SUSIE DARLIN'	Robin Luke, Dot 15781	3
84	52	44	24	★ SUMMERTIME BLUES	Eddie Cochran, Liberty 55144	4
35	33	38	25	★ ROCK-IN' ROBIN	Bobby Day, Class 229	4
—	73	63	26	★ TEARS ON MY PILLOW	Little Anthony and the Imperials, End 1027	3
16	17	21	27	ONE SUMMER NIGHT	Danleers, Mercury 71322	4
38	25	22	28	SOMEBODY TOUCHED ME	Buddy Knox, Roulette 4082	4
52	24	26	29	EARLY IN THE MORNING	Bobby Darin and the Rinky Dinks, Atco 6121	4
31	38	29	30	CHANTILLY LACE	Big Boyzes, Mercury 71343	4

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
27	32	28	31	THINK IT OVER	Crickets, Brunswick 55072	4
41	40	37	32	EARLY IN THE MORNING	Buddy Holly, Coral 62006	4
13	19	23	33	LEFT RIGHT OUT OF YOUR HEART	Patti Page, Mercury 71331	4
22	28	30	34	A CERTAIN SMILE	Johnny Mathis, Columbia 41193	4
7	11	18	35	YAKETY YAK	Coasters, Atco 6116	4
37	30	34	36	MOON TALK	Ferry Corq, RCA Victor 7274	4
78	44	46	37	BETTY LOU GOT A NEW PAIR OF SHOES	Bobby Freeman, Josie 841	4
94	79	51	38	★ SHE WAS ONLY SEVENTEEN	Marty Robbins, Columbia 41208	4
—	92	47	39	LA PALOMA	Billy Vaughn, Dot 15795	3
—	—	—	40	★ IT'S ALL IN THE GAME	Tommy Edwards, M-G-M 12688	1
60	53	57	41	★ OVER AND OVER	Bobby Day, Class 229	4
61	50	41	42	ITCHY TWITCHY FEELING	Bobby Hendricks, Sue 706	4
32	36	35	43	BLUE, BLUE DAY	Don Gibson, RCA Victor 7010	4
—	—	71	44	★ LAZY SUMMER NIGHT	Four Preps, Capitol 4023	2
74	61	54	45	WIN YOUR LOVE FOR ME	Sam Cooke, Keen 2006	4
15	23	33	46	FOR YOUR PRECIOUS LOVE	Jerry Butler and the Impressions, Abner 1013	4
20	27	43	47	DO YOU WANT TO DANCE!	Bobby Freeman, Josie 835	4
29	29	36	48	ENCHANTED ISLAND	Four Lads, Columbia 41194	4
—	—	52	49	HOW THE TIME FLIES	Jerry Wallace, Challenge 59013	2
25	31	42	50	WHAT AM I LIVING FOR!	Chuck Willis, Atlantic 1179	4
—	85	64	51	★ WIZARD	Jimmie Rodgers, Roulette 4090	3
50	69	58	52	BY THE LIGHT OF THE SILVERY MOON	Jimmy Bowen, Roulette 4083	4
45	74	56	53	KATHY-O	Diamonds, Mercury 71330	4
34	54	55	54	DON'T ASK ME WHY	Elvis Presley, RCA Victor 7280	4
21	22	39	55	GUESS THINGS HAPPEN THAT WAY	Johnny Cash, Sun 295	4
53	46	48	56	COME CLOSER TO ME	Nat King Cole, Capitol 4004	4
—	—	—	57	★ CAROL	Chuck Berry, Chess 1706	1
33	55	50	58	THE FREEZE	Tony and Joe, Era 1075	4
—	—	95	59	★ PUT A RING ON MY FINGER	Leo Paul & Mary Ford, Columbia 41222	2
30	39	40	60	ANGEL BABY	Dean Martin, Capitol 3988	4

THE INDUSTRY'S FASTEST AND MOST COMPLETE PROGRAMMING AND BUYING GUIDE

These 100 sides are listed in order of their national popularity, as determined by weekly local studies prepared for The Billboard in markets representing a cross-section of the

United States. These studies take into consideration such factors as disk jockey plays, juke box activity and record sales.

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	74	61		SUMMERTIME, SUMMERTIME	Janies, Epic 9281	2
—	—	—	62		THE WAYS OF A WOMAN IN LOVE	Johnny Cash, Sun 302	1
63	65	71	63		PADRE	Toini Arden, Decca 30628	4
39	57	45	64		THAT'S HOW MUCH I LOVE YOU	Pat Boone, Dot 15785	4
—	—	—	65	★	WHEN WILL I KNOW	George Hamilton IV, ABC-Paramount 9946	1
74	98	87	66	★	GOTTA HAVE RAIN	Eydie Goran, ABC-Paramount 9944	4
—	88	83	67	★	CERVEZA	Boots Brown, RCA Victor 7269	3
—	—	88	68	★	DANCE, EVERYONE, DANCE	Bobby Madison, Coral 62007	2
—	95	78	69		CHARIOT ROCK	Champs, Challenge 59018	3
—	51	68	70		ALONE WITH YOU	Faron Young, Capitol 3982	3
17	20	32	71		ENDLESS SLEEP	Jody Reynolds, Demon 1507	4
—	—	—	72	★	CITY LIGHTS	Ray Price, Columbia 41191	1
—	—	76	73		STRAIGHTEN UP AND FLY RIGHT	DeJohn Sisters, Sunbeam 106	2
—	—	—	74	★	COUNT EVERY STAR	Rivieras, Coed 503	1
89	45	65	75		BLUE BOY	Jim Reeves, RCA Victor 7266	4
73	—	61	76		HEY-BOY, HEY-GIRL	Oscar McLollie & Jeanette, Class 228	3
77	80	73	77		HAPPY YEARS	Diamonds, Mercury 71330	4
—	—	—	78	★	THE GREEN MOSQUITO	The Tuna Rockers, United Artists 139	1
76	71	69	79		MIDNIGHT	Paul Anka, ABC-Paramount 9937	4
—	—	—	80	★	STRANGE ARE THE WAYS OF LOVE	Gogi Grant, RCA Victor 7294	1
—	—	—	81	★	PRISONER SONG	Warren Storm, Nasco 6015	1
—	—	—	82	★	TOPSY II	Cozy Cole, Love 5003-4	1
56	56	—	83	★	LEROY	Jack Scott, Carlton 462	3
—	—	60	84		BORROWED DREAMS	Bobby Helms, Decca 30682	2
—	58	—	85	★	DRIP DROP	Drifters, Atlantic 1187	2
—	—	89	86		DEVOTION	Janice Harper, Capitol 3064	2
—	—	91	87		DOWN THE AISLE OF LOVE	The Quin-Tones, Hunt 321	2
—	—	—	88	★	NEAR YOU	Roger Williams, Kapp 233	1
—	—	—	89	★	MY LIFE	Chuck Willis, Atlantic 1192	1
—	—	94	90		FIRE OF LOVE	Jody Reynolds, Demon 1509	2

From The Hot 100:

THE BILLBOARD'S BEST BUYS

These records, of all those listed on The Billboard Hot 100, have shown sales break-out potential for the first time this week. Action sides are listed in capital letters.

CAROL **Chuck Berry**
(Chuck Berry—ARC, BMI) Hey, Pedro (Chuck Berry—ARC, BMI) Chess 1700

PUT A RING ON MY FINGER **Les Paul and Mary Ford**
(Hollins, BMI) Fantasy (Jimskip, BMI) Columbia 41222

THE WAYS OF A WOMAN IN LOVE **Johnny Cash**
(Hi Lo, BMI) You're the Nearest Thing to Heaven (E&M—Hi Lo, BMI) Sun 302

LAZY SUMMER NIGHT **The Four Preps**
(Rooney—Spina, ASCAP) Summertime Lies (Morris, ASCAP) Capitol 4023

The above are previous Billboard Spotlight Picks

WIN YOUR LOVE FOR ME **Sam Cooke**
(Hermosa, BMI) Almost in Your Arms (Love Song from "Houseboat") (Famous, ASCAP) Keen 2006

The following records, not previously selected as Best Buys, are on the chart for the first time this week.

SUMMERTIME BLUES **Eddie Cochran**
(American, BMI) Love Again (American, BMI) Liberty 55144

IT'S ALL IN THE GAME **Tommy Edwards**
(Remick, ASCAP) Please Love Me Forever (Ricky, BMI) M-G-M 12688

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	—	91		RAMROD	Duane Eddy, Jamie 1109	1
88	—	75	92		JUST LIKE IN THE MOVIES	Upbeats, Swan 4010	3
24	47	81	93		PURPLE PEOPLE EATER	Sheb Wooley, M-G-M 12651	4
—	—	—	94		YOU CHEATED	The Shields, Dot 15805	1
—	—	—	95		NO ONE KNOWS	Dion and the Belmonts, Laurie 3015	1
48	63	92	96		RETURN TO ME	Dean Martin, Capitol 3894	4
—	—	—	97		THE LITTLE BRASS BAND	David Seville, Liberty 55153	1
—	84	66	98		YOU'RE A SWEETHEART	Little Willie John, King 5142	3
42	48	49	99		YOU CHEATED	Stades, Domino 599	4
—	—	—	100		TREASURE OF LOVE	Eileen Rodgers, Columbia 41214	1



BEST SELLING POP SINGLES IN STORES

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

FOR
SURVEY WEEK
ENDING
AUGUST 16, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. BIRD DOG (BMI)—Everly Brothers . . .	3	3	19. VOLARE (Nel Blu Dipinto Di Blu) (ASCAP)—Dean Martin	20	3	34. SUMMERTIME BLUES (BMI)— Eddie Cochran	—	1
DEVOTED TO YOU (BMI)— Cadence 1350			Outta My Mind (ASCAP)—Cap 4028			Love Again (BMI)—Liberty 55344		
2. LITTLE STAR (BMI)—Eleganis	2	5	20. STUPID CUPID (BMI)—Connie Francis	22	5	35. PURPLE PEOPLE EATER (BMI)— Sheb Wooley	28	13
Getting Dizzy (BMI)—APT 25005			Carolina Moon (ASCAP)—M-G-M 12683			I Can't Believe You're Mine (ASCAP)— M-G-M 12651		
3. VOLARE (Nel Blu Dipinto Di Blu) (ASCAP)—Domenico Modugno	1	4	21. IF DREAMS CAME TRUE (ASCAP)— Pat Boone	18	7	36. SECRETLY (ASCAP)—Jimmie Rodgers .	38	16
Marti in Citta (BIEM)—Dec 36677			THAT'S HOW MUCH I LOVE YOU (BMI)—Dot 15785			Make Me a Miracle (ASCAP)—Roulette 4070		
4. JUST A DREAM (BMI)—Jimmy Clanton	5	7	22. ROCK-IN' ROBIN—Bobby Day	34	3	37. SUSIE DARLIN' (ASCAP)—Robin Luke	41	2
You Ain't to Please (BMI)—Ace 546			OVER AND OVER—Class 229			Living's Loving You (ASCAP)—Dot 15781		
5. POOR LITTLE FOOL—Ricky Nelson . . .	4	8	23. EVERYBODY LOVES A LOVER (ASCAP)—Doris Day	23	5	38. THINK IT OVER (BMI)—Crickets	47	2
Don't Leave Me This Way (BMI)—Imperial 5528			Instant Love (ASCAP)—Col 41195			Fool's Paradise (BMI)—Brunswick 55072		
6. PATRICIA (ASCAP)—Perez Prado	6	10	24. TEARS ON MY PILLOW (ASCAP)— Little Anthony and the Imperials . . .	35	2	39. ENCHANTED ISLAND (ASCAP)— Four Lads	36	7
Why Wait? (BMI)—Vic 7245			Two People in the World (BMI)—End 1027			Guess What the Neighbors'll Say (BMI)— Col 41194		
7. MY TRUE LOVE (BMI)—Jack Scott . . .	7	11	25. EARLY IN THE MORNING (ASCAP)—Bobby Darin and the Rinky- Dinks	24	3	40. LA PALOMA (ASCAP)—Billy Vaughn . .	47	2
LEROY (BMI)—Carlton 462			Now We're One (BMI)—Atco 6121			Here Is My Love (ASCAP)—Dot 15795		
8. SPLISH SPLASH (BMI)—Bobby Darin	12	10	26. A CERTAIN SMILE (ASCAP)— Johnny Mathis	26	8	41. KATHY-O (ASCAP)—Diamonds	46	2
Judy, Don't Be Meedy (BMI)—Atco 6117			Let It Rain (ASCAP)—Col 41193			HAPPY YEARS (ASCAP)—Mercury 71330		
9. REBEL-ROUSER (BMI)—Duane Eddy	8	8	27. ONE SUMMER NIGHT (BMI)— Danleers	19	8	42. IT'S ALL IN THE GAME (ASCAP)— Tommy Edwards	—	1
Stalkin' (BMI)—Jamic 1104			Whirlin' and A-Dealin' (BMI)—Mercury 71322			Please Love Me Forever (BMI)—M-G-M 12688		
10. WHEN (ASCAP)—Kalin Twins	10	9	28. GUESS THINGS HAPPEN THAT WAY (BMI)—Johnny Cash	30	13	43. BETTY LOU GOT A NEW PAIR OF SHOES (BMI)—Bobby Freeman	40	2
Three o'Clock Thrill (BMI)—Dec 36642			COME IN, STRANGER (BMI)—Sun 295			Starlight (BMI)—Josie 841		
11. FEVER (BMI)—Peggy Lee	9	6	29. WHAT AM I LIVING FOR? (BMI)— Chuck Willis	29	16	44. FOR YOUR PRECIOUS LOVE (ASCAP)—Jerry Butler and Impressions	31	11
You Don't Know (BMI)—Cap 3998			Hang Up My Rock and Roll Shoes (BMI)— Atlantic 1179			Sweet Was the Wine (ASCAP)—Abner 1013		
12. BORN TOO LATE (ASCAP)—Poni Tails	16	5	30. LEFT RIGHT OUT OF YOUR HEART (ASCAP)—Patti Page	21	8	45. RETURN TO ME (ASCAP)—Dean Martin	37	20
Come On, Joey, Dance With Me (BMI)— ABC-Paramount 9934			Longing to Hold You Again (ASCAP)— Mercury 71331			Forgetting You (ASCAP)—Cap 3894		
13. WESTERN MOVIES (BMI)—Olympics .	14	5	31. ENDLESS SLEEP (BMI)—Jody Reynolds	27	14	46. SOMEBODY TOUCHED ME (BMI)— Buddy Knox	—	1
Well! (BMI)—Demon 1508			Tight Capris (BMI)—Demon 1507			C'Mon, Baby (BMI)—Roulette 4082		
14. GINGER BREAD (BMI)—Frankie Avalon	15	6	32. MOON TALK (ASCAP)—Perry Como . .	32	4	47. THE FREEZE (BMI)—Tony and Joe . .	39	3
Blue Betty (ASCAP)—Chancellor 1021			Brats There a Heart So True (BMI)—Vic 7242			Gonna Get a Little Kissin' Tonight (BMI)— Era 1075		
15. ARE YOU REALLY MINE? (ASCAP)—Jimmie Rodgers	25	3	33. BLUE BLUE DAY (BMI)—Don Gibson	33	7	48. EARLY IN THE MORNING (ASCAP)— Buddy Holly	45	2
THE WIZARD (ASCAP)—Roulette 4090			Tco Seen to Know (BMI)—Vic 7010			Now We're One (BMI)—Coral 62666		
16. HARD HEADED WOMAN (ASCAP)—Elvis Presley	11	9				49. HIGH SCHOOL CONFIDENTIAL (BMI)—Jerry Lee Lewis	—	10
DON'T ASK ME WHY (ASCAP)— Vic 7280						Fools Like Me (BMI)—Sun 296		
17. YAKETY YAK (BMI)—Coasters	13	12				50. ANGEL BABY (BMI)—Dean Martin . . .	44	6
Zing! Went the Strings of My Heart (ASCAP)— Atco 6116						I'll Gladly Make the Same Mistake Again (ASCAP)—Cap 3988		
18. WILLIE AND THE HAND JIVE (BMI)—Johnny Otis Show	17	9						
Ring-a-Ling (BMI)—Cap 3966								

artists' biographies

artists' biographies



Buddy Knox Comes Up With Another Hot Disk

Buddy Knox, who's now 25, began his life in Happy, Tex., and his musical career as an undergraduate at West Texas State College. There he met three fel-

lows who were to become his closest friends and with whom he formed a singing and instrumental group called the "Rhythm Orchids." Buddy played the guitar; Jimmy Bowen, the bass; Don Lanier, guitar, and Dave Alldred, drums. After graduation, the boys formed their own record company in Dumas, Tex. When they put out "Party Doll," which Buddy himself had written, New York beckoned and Roulette Records signed the group.

"Party Doll" was followed by another hit, "Rock Your Baby to Sleep," and in "Hula Love" he came up with his third success. Currently, "Somebody Touched Me" is on Billboard's charts and climbing.



T. Edwards Returns And Climbs on Charts

Singing was not a full time occupation for Tommy. While appearing occasionally at East and Midwest clubs and holding down a regular 15-minute radio show

in Virginia, his time was mostly devoted to writing and selling songs. In 1946 he sold "That Chick's Too Young to Fry" which Louis Jordan made into a hit.

But then Tommy began to do the singing on the demos himself, and when M-G-M heard him they were greatly enthused, not only over the tune, but especially his appealing voice. Tommy's first three platters for M-G-M sold very well but with the advent of rock and roll he, like many other successful singers, had to alter his style somewhat. He just recently re-recorded his former hit "It's All in the Game" which currently is on the way up on Billboard's charts.

*Best Wishes from Mercury
for a Successful
Fall Season*

SURE FIRE NEW RELEASE

I Wish

THE PLATTERS

MERCURY 71353



M-G-M Records

1540 BROADWAY, N. Y. C. JUdson 2-2000

Chart Breakers



CONWAY TWITTY IT'S ONLY MAKE BELIEVE

K12677 on 45 & 17 RPM

 PICKED BY
CASH BOX


MARVIN RAINWATER NOTHIN' NEEDS NOTHIN'

(LIKE I NEED YOU)

K12701 on 45 & 78 RPM

 PICKED BY
CASH BOX


DICK HYMAN TRIO CHICKY- CHA

K12698

 PICKED BY
CASH BOX


ART MOONEY & HIS ORCH. SAW MY BABY ON TV

K12703

 PICKED BY
CASH BOX


Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 16

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TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Born Too Late, Poni Tails, ABC-Para.
Devoted to You/Bird Dog
Everly Brothers, Cdc.
Little Star, Elegants, Apt.
Patricia, Perez Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Tears on My Pillow
Little Anthony & the Imperials, End
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

Little Star, Elegants, Apt
Patricia, Perez Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Volare (Nel Blu Dipinto Di Blu)
Dean Martin, Cap.

NORTHERN OHIO

Bird Dog/Devoted to You
Everly Brothers, Cdc.
Just a Dream, Jimmy Clanton, Ace
Little Star, Elegants, Apt
Patricia, Perez Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Rebel-Rouser, Duane Eddy, Jam.
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.
Western Movies, Olympics, Dem.

NORTHWEST

Bird Dog/Devoted to You
Everly Brothers, Cdc.
Blue Blue Day, Don Gibson, Vic.
Ginger Bread, Frankie Avalon, Clr.
Just a Dream, Jimmy Clanton, Ace
Left Right Out of Your Heart
Patti Page, Mer.
Little Star, Elegants, Apt
My True Love/Leroy, Jack Scott, Car.
Splish Splash, Bobby Darin, Atco
Willie and the Hand Jive
Johnny Otis Show, Cap.

PHILADELPHIA

A Certain Smile, Johnny Mathis, Col.
Ginger Bread, Frankie Avalon, Clr.
Just a Dream, Jimmy Clanton, Ace
Little Star, Elegants, Apt
Patricia, Perez Prado, Vic.
Purple People Eater, Sheb Wooley, M-G-M
Volare (Nel Blu Dipinto Di Blu)
Dean Martin, Cap.
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

DETROIT

Devoted to You/Bird Dog
Everly Brothers, Cdc.
Just a Dream, Jimmy Clanton, Ace
Little Star, Elegants, Apt
Patricia, Perez Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Volare (Nel Blu Dipinto Di Blu)
Dean Martin, Cap.
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.
Western Movies, Olympics, Dem.

EAST TEXAS

Hootchy Koo, Jimmy Clanton, Ace
It's All in the Game, Tony Edwards, M-G-M
Just a Dream, Jimmy Clanton, Ace
Little Star, Elegants, Apt
My Life, Chuck Willis, Atl.
My True Love/Leroy, Jack Scott, Car.

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

Patricia, Perez Prado, Vic.
Willie and the Hand Jive
Johnny Otis Show, Cap.
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

FLORIDA

Bird Dog, Everly Brothers, Cdc.
Little Star, Elegants, Apt
My True Love, Jack Scott, Car.
Patricia, Perez Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Splish Splash, Bobby Darin, Atco
When, Kalin Twins, Dec.
Willie and the Hand Jive
Johnny Otis Show, Cap.

LOS ANGELES

Fever, Peggy Lee, Cap.
Little Star, Elegants, Apt
Poor Little Fool, Ricky Nelson, Imp.
Purple People Eater, Sheb Wooley, M-G-M
Volare (Nel Blu Dipinto Di Blu)
Dean Martin, Cap.
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.
When, Kalin Twins, Dec.
Western Movies, Olympics, Dem.

NEW YORK AND NEWARK

Bird Dog, Everly Brothers, Cdc.
Little Star, Elegants, Apt
Patricia, Perez Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Splish Splash, Bobby Darin, Atco
Tears on My Pillow
Little Anthony & the Imperials, End
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.
Yakety Yak, Coasters, Atco

NORTHERN NEW YORK STATE

Devoted to You/Bird Dog
Everly Brothers, Cdc.
Ginger Bread, Frankie Avalon, Clr.
Just a Dream, Jimmy Clanton, Ace
My True Love/Leroy, Jack Scott, Car.

— ST. LOUIS AND KANSAS CITY —

Bird Dog, Everly Brothers, Cdc.
My True Love/Leroy, Jack Scott, Car.
Over and Over, Thurston Harris, Ala.
Patricia, Perez Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Rebel-Rouser, Duane Eddy, Jam.
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.
Western Movies, Olympics, Dem.

— SAN FRANCISCO AND OAKLAND —

Enchanted Island, Four Lads, Col.
Just a Dream, Jimmy Clanton, Ace
Patricia, Perez Prado, Vic.
Poor Little Fool, Ricky Nelson, Imp.
Rebel-Rouser, Duane Eddy, Jam.
Splish Splash, Bobby Darin, Atco
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.
When, Kalin Twins, Dec.
Willie and the Hand Jive
Johnny Otis Show, Cap.

SOUTHERN OHIO

Are You Really Mine? Jimmie Rodgers, Rit.
Bird Dog, Everly Brothers, Cdc.
Just a Dream, Jimmy Clanton, Ace
Little Star, Elegants, Apt
My True Love/Leroy, Jack Scott, Car.
Poor Little Fool, Ricky Nelson, Imp.
Rebel-Rouser, Duane Eddy, Jam.
When, Kalin Twins, Dec.

— WASHINGTON AND BALTIMORE —

Are You Really Mine? Jimmie Rodgers, Rit.
Betty Lou Got a New Pair of Shoes
Bobby Freeman, Jos.
Early in the Morning
Bobby Darin & the Rinky Dinks, Atco
Just a Dream, Jimmy Clanton, Ace
Little Star, Elegants, Apt
Patricia, Perez Prado, Vic.
Rock-In' Robin, Bobby Day, Cls.
Volare (Nel Blu Dipinto Di Blu)
Domenico Modugno, Dec.

HER FIRST ON EPIC...AND A SMASH!

ANNE SHELTON
"DO YOU LOVE ME
LIKE YOU KISS ME?"

b/w "SOUVENIR D'ITALIE"

EPIC 5-9285



HIT!

ROY HAMILTON

"EVERYTHING"

b/w
"Wait for Me"
Epic 5-9282

HIT!

JIMMY BREEDLOVE

"LOVABLE"

b/w
"Whirlpool"
Epic 5-9283

HIT!

SOMETHIN' SMITH
and THE REDHEADS

"I DON'T WANT TO SET
THE WORLD ON FIRE"

Epic 5-9280

HIT!

LESTER LANIN

"THE TOREADOR SONG"

Epic 5-9279

HIT!

CLARE NELSON

"I'M A BIG GIRL NOW"

b/w
"YOU'RE NOBODY 'TIL
SOMEBODY LOVES YOU"

Epic 5-9284

HIT!

THE JAMIES

"SUMMERTIME, SUMMERTIME"

Epic 5-9281



HIT!

SCOTT GARRETT

"THE DAY I DIED"

Okeh 4-7104

HIT!

TINY AND TIM

"LOVE AT FIRST SIGHT"

Okeh 4-7105



the pick of the hits are on...

M-G-M Records

1540 BROADWAY, N. Y. C. JUdson 2-2000

Chart Breakers

CONNIE FRANCIS

**STUPID
CUPID**

K12683



PICKED BY
CASH BOX

TOMMY EDWARDS

**IT'S ALL IN
THE GAME**

K12688



PICKED BY
CASH BOX

MUSIC VENDER
HIT PARADER
PICK

JOHNNY DESMOND

**THE HOT
CHA CHA**

K12695



PICKED BY
CASH BOX

**SAM (THE
MAN) TAYLOR**

**MAN THAT'S
CHOICE**

K12696
on 45 & 78 RPM



PICKED BY
CASH BOX

• 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. VOLARE (NEL BLU DIPINTO DI BLU) (Robbins) . . .	2	4
2. PATRICIA (Southern)	1	19
3. IF DREAMS CAME TRUE (Korwin)	5	6
4. EVERYBODY LOVES A LOVER (Korwin)	7	3
5. ENCHANTED ISLAND (Korwin)	3	6
6. A CERTAIN SMILE (Miller)	4	9
7. COME CLOSER TO ME (Peer)	10	3
8. POOR LITTLE FOOL (Epic)	—	1
9. LEFT RIGHT OUT OF YOUR HEART (Shapiro-Bernstein)	6	8
10. RETURN TO ME (Southern)	8	19
11. BORN TOO LATE (Mansion)	11	3
12. YOUNG AND WARM AND WONDERFUL (Frank)	9	8
13. ARE YOU REALLY MINE? (Planetary)	—	1
14. REBEL-ROUSER (Gregmark)	12	2
15. SECRETLY (Planetary)	14	14

• Best Selling Sheet Music in Britain

(For week ending August 16)

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

Tulips From Amsterdam—Cinephonic (Sikorski)	Stairway of Love—Leeds (Planetary)
All I Have to Do Is Dream—Acuff-Rose (Acuff-Rose)	I Could Have Danced All Night—Chappell (Chappell)
On the Street Where You Live—Chappell (Chappell)	I May Never Pass This Way Again—Chappell (Oval)
Trudie—Henderson (Kassner)	Twilight Time—Victoria (Porgie)
Return to Me—Southern (Southern)	Who's Sorry Now—Feldman (Mills)
When—Southern (Sounds)	Sugar Moon—Frank (Frank)
You Need Hands—Lakeview (Leeds)	A Very Precious Love—Blossom (Witmark)
Big Man—Grosvenor (Beechwood)	Little Serenade—Macmelodies (Maurice)
Only Man on the Island—Bron (Shapiro-Bernstein)	Patricia—Southern (Peer)
	Book of Love—Francis Day (Regent)
	Endless Sleep—Hill & Range (Johnstone-Montel-Elizabeth)

• Best Selling Pop Records in Britain

(For week ending August 16)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1. WHEN—Kalin Twins (Brunswick)		2
2. ALL I HAVE TO DO IS DREAM/CLAUDETTE—Everly Brothers (London)		1
3. RETURN TO ME—Dean Martin (Capitol)		3
4. HARD HEADED WOMAN—Elvis Presley (RCA)		4
5. TULIPS FROM AMSTERDAM/YOU NEED HANDS—Max Bygraves (Decca)		5
6. ENDLESS SLEEP—Marly Wilde (Philips)		7
7. BIG MAN—Four Preps (Capitol)		6
8. RAVE ON—Buddy Holly (Coral)		9
9. PATRICIA—Perez Prado (RCA)		10
10. THINK IT OVER—Crickets (Coral)		12
11. SPLISH SPLASH—Charlie Drake (Parlophone)		20
12. SUGAR MOON—Pat Boone (London)		11
13. WHO'S SORRY NOW—Connie Francis (M-G-M)		13
14. POOR LITTLE FOOL—Ricky Nelson (London)		—
15. FEVER—Peggy Lee (Capitol)		—
16. TWILIGHT TIME—Platters (Mercury)		8
17. THE ONLY MAN ON THE ISLAND—Tommy Steele (Decca)		17
18. LITTLE BERNADETTE—Harry Belafonte (RCA)		—
19. TRUDIE—Joe Henderson (Pye-Nixa)		—
20. ON THE STREET WHERE YOU LIVE—Vic Damone (Philips)		14

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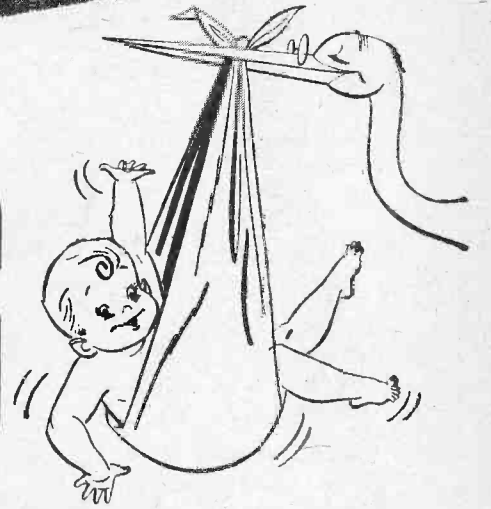
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Sings

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IT'S A BOY



(MORNING)

K12705

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Records

2-2000



VOX JOX

• Continued from page 12

Smythe is Colorado Chairman for "America's Deejays Salute Benny Goodman Week," heading the excitement this week with Goodman albums on his own KOA radio and TV shows in Denver. . . . A note from KBBB, Borger, Tex., discloses Dottie Knight as "the world's only pregnant deejay, another KBBB exclusive." The station also reports its new

promo slogan: "A contest an hour," and suggests that stations should pool ideas in groups of 15 or 20 for limitless supplies of gimmicks.

CHANGES MADE: WNAJ, Yankton, S. D., and Sioux City, Ia., reports some switching. Ed Nelson moves into the all-night spot. Bill Miller takes over the morning slot with "Bill's Bandwagon." Jack Bruce now heads

up production and direction of all live talent shows, kicking off with a September 13 special starring the Everly Brothers, Smiley Burnette and Bob Gibson.

JAZZ ISSUE: Our jazz roundup of last week ran too long to include all the comments, so here's more of the fascinating material sent in by jockeys:

"Response indicates that the jazz selections serve as a change of pace for the non-jazz ear. The balance of the program gives jazz men a chance to discuss what just happened without making them miss the good parts. We've discovered a greater audience for jazz (whether

of the wildly appreciative or mildly receptive levels) than we ever thought existed. And teens sometimes call who report they've been shocked to discover something beside rock and roll could say what they want to hear.

Another new jazz jock is Al Reid, who recently launched a weekly progressive jazz show, "Journey Into Jazz," over KTRH-FM, Houston, Tex., from 9 to 10 p.m. on Saturdays. Reid, who works at the Disk Den in Houston during the day, features such "cerebral jazz types" as Dave Brubeck, the Modern Jazz Quartet and Lennie Tristano.

Gene Milner, WIP, Philadelphia, spotlights hour-long musical biographies (via wax) of jazz stars on his "Jazz Roost." The feature, tagged "Jazz Classics," is so popular locally that the Sons of Italy recently invited him to appear at their hall and repeat his Frank Sinatra bio-hour.

GONE WEST: Mike Ruppe Jr. just moved from WCUE, Akron, to KWK, St. Louis, leaving his Cue Letters in the hands of Paul Howard, who also gets the 11 a.m.-2 p.m. strip. Good luck, Mike and Paul.

THIS 'N' THAT: John Quincy Adams Jr., record co-ordinator for WHDH, Boston, has been named program director for the Concert Network, FM chain. . . . Pa Johnson, formerly of WDIX, Orangeburg, S. C., has moved back home to Charlotte, N. C., where he runs a morning show for WKTC. But WDIX and several other stations will carry the show by direct line, so it looks like a "Pa Johnson Network" is in the works. . . . Tom Edwards, WERE spinner in Cleveland, has a new disk coming out on Dot. Meanwhile, Tommy Edwards is in town promoting "It's All in the Game," so Ohioans are mucho confused. . . . KNIT, Abilene, is quickening pulses with a bevy of "air hostesses" who spin the Top 30 and 80 comers every day; male voices are heard only after 7 p.m. and for two hours in the afternoon. . . . RCA Victor is sponsoring a Sunday p.m. stereo series on KTOW, Oklahoma City. The station just landed Nick Reyes as program director.

SING IT, HUGH: Hugh Williams, spinner for WTNS, Coshocton, O., turns chanter for the Hojo label, with good local action on his first sides, "Hippety Heart" and "Silhouette of a Dream." Top side was penned by Quentin Welty, ad manager of WWST, Wooster, and Bob Heeter, program director of same.

Gimbel Asks 200G in Suit

HOLLYWOOD — Some big name musicians are watching Superior Court proceedings here with personal interest in the suit brought last week by pianist Jakob Gimbel against Warner Bros. and RCA Victor. Gimbel alleges the two disclosed he was off screen pianist and musical advisor on the film "Serenade," the Maria Lanza starrer, after promising complete secrecy. He's asking \$200,000 in damages since Warners not only publicized his connection with the pic but turned the sound track over to Victor, who issued it as an album bearing Gimbel's name.

Several noted instrumentalists found themselves in the same position in the past three years but have held off suits, it is reported, pending a decision in the Gimbel case.

Everest Sets New Releases

NEW YORK—The new Everest stereo tape and disk label, distributed by Decca, completed arrangements this week for stereo recordings by the London Philharmonic Ork and the London Symphony Ork and the release of the first material from Michael Todd Jr.'s Lisa Music Corporation. The latter set is to be titled "Michael Todd's Broadway." Lisa Music is a subsidiary of Michael Todd Company, Inc.

The New JERRY BUTLER and The Impressions

YOU'VE BEEN WAITING FOR

"LOVE ME"

b/w "COME BACK, MY LOVE"

Abner 1017

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"STORMY WEATHER"

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The
Billboard

"HOT 100"

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by JIMMY REED

VeeJay 287

R&B Albums

FM JIMMY REED

Vee-Jay LP 1004

Fine down-home blues—instrumentals and vocals. This package has the authentic flavor and comes at a time when much inferior blues is being released. Lovers of the true folk quality will appreciate the legit flavor of Reed's performances—both the singing and the guitar and harmonica arrangements. Sides include "Honest I Do," "Ain't That Lovin' You Baby," "You Don't Have to Go."



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The Billboard Reviews

THIS WEEK'S SINGLES

Reviews of New Pop Records

THE COASTERS

The Shadow Knows . . . 82
ATCO 6162—The Coasters follow up their smash "Yakety Yak" with a funky novelty that has a down to earth feeling. Kids can dance to this one and it has a chance to bust thru quickly. Watch it. (Tiger, BMI)

Sorry But I'm

Gonna Have to Pass

 . . . 78

A swinging novelty with a biting beat is sold with spirit by the Coasters over a listenable bass figure. Good side by the boys altho flip is more important. (Tiger, BMI)

TONI ARDEN

If Your Heart Doesn't

Dance (It Isn't Love)

 . . . 80

DECCA 30732—Emotional thrashing stint by the chick who recently scored with "Padre," on a pretty tune that could catch on. (Gold, ASCAP)

You're Not Losing

a Daughter, Mama

 . . . 73

Frellach-type tune is handed a happy sing by Miss Arden. Tune is in the vogue of those happening at the moment, but flip appears stronger. (Daniels, ASCAP)

THE FOUR ESQUIRES

Hideaway

 . . . 79

PARIS 520—The boys have the Ames Brothers' sound on this attractive medium tempo ballad. It's sung with heart to a shuffle-type backing. Worthy of attention. Has a big band backing. (Jack Gold, ASCAP)

THE FOUR ESQUIRES

WITH ROSEMARY JUNE

Repeat After Me

 . . . 78

An appealing tune in beguine tempo has Miss June in an echoey sound repeating the pledges of the boys. Interesting instrumentation in the backing. Action possible. (Greta, BMI)

ROSEMARY CLOONEY

The Loudspeaker Bird

 . . . 79

M-G-M 12705 — A cute and clever "Katzenjammer" type novelty which bounces along with appeal. Good rendition by Miss Clooney in her first single outing in a spell. Worth watching. (Kassner, ASCAP)

It's a Boy

 . . . 72

A happy rouser by Miss Clooney in a tune which has strong Italian ties. Cute reading but flip is the side to watch. (Regent, BMI)

NITE ROCKERS

Nite Rock

 . . . 78

RCA VICTOR 7323—Rhythm guitars provide the setting on this train blues. The group has a good sound here. Side bears watching. (Salem, BMI)

Oh, Baby

 . . . 77

Rocker blues is given a peppy rendition by the lead with good group accompaniment. Tri-market appeal. (Salem, BMI)

BROOK BENTON

Crazy Love With You

 . . . 77

VIK 0336—A tune which varies from the common groove. It's a likable melody, with a distinctive performance. Very tastefully produced.

I'm Coming Back to You

 . . . 75

A pretty tune, slow in tempo, chanted with a lot of heart. Arrangement and performance varies from run of mill sides. Worth exposure. (Eden, BMI)

THE FOUR VOICES

Tell Me You Love,

Tell Me You're Mine

 . . . 77

COLUMBIA 41234—Attractive ballad is sold with feeling by the Voices in an Ames Brothers fashion over good ork accompaniment. Side has a chance. (Opus, BMI)

Fight Spnt

 . . . 74

Rickey-tick effort with a shuffle beat is performed with spirit by the boys over happy combo backing. (Opus, BMI)

THE LOVERS

Love Bug Bit Me

 . . . 77

ALADDIN 3419 — Bright, happy swinger is handed a strong reading by the Lovers over an infectious bass figure. Side could get action with exposure. (Aladdin, BMI)

Tell Me

 . . . 74

On this side the Lovers come thru with a pleasant reading of a rockaballad over a vocal and instrumental combo backing. Flip is stronger. (Aladdin, BMI)

THE DIMPLES

Toy Telephone

 . . . 77

ERA 1079—Happy novelty tells a cute story, with the girls lending a moppet sound. Could break thru. (Warman, BMI)

Gimmie Gimmy

 . . . 73

Medium rocker is rendered cheerfully by the group for attractive results. Flip appears stronger. (Hilary, BMI)

CHAUNCEY RITTENHOUSE & HIS

SALOON SALON FOUR

The Happy Whistler

 . . . 77

COLUMBIA 41220—The hit tune of a few seasons ago is performed brightly and spiritedly by the Rittenhouse crew with good whistling and good backing. Jockeys will spin and it could move. (Birchwood, ASCAP)

Lambeth Walk

 . . . 71

Snappy version of the English standard with hoked up piano and horn featured. (Mills, ASCAP)

THE PLATTERS

It's Raining Outside

 . . . 76

MERCURY 71353 — Another strong ballad effort by the group which will pull spins both here and from the group's fans abroad. (A.M.C., ASCAP)

I Wish

 . . . 76

An expressive thought voiced by Tony Williams with the group backing in its usual style. Can go, too. (A.M.C., ASCAP)

STEVE CARL WITH THE JAGS

18-Year-Old Blues

 . . . 76

METEOR 5046—Carl sings this teenage blues with feeling and style over listenable backing. Record starts strongly with spoken intro. With exposure this side has some chance. Good material. (Met, BMI)

Curfew

 . . . 75

A driving rocker is sung with emotion by Steve Carl, who shows off some listenable vocalistics on this side. Lad has a style.

TOMMY LEONETTI

Soulmates

 . . . 76

VIK 0335—A tender rockaballad, produced very skillfully, Leonetti's soulful vocal is abetted by a restrained chorus and unobtrusive triplet figure in the arrangement. Leonetti sings very well here. (E. B. Marks, BMI)

Dream Lover

 . . . 74

A lively rhythm side. Leonetti's vocal is backed by a pretty arrangement, using voices. (Dominion, BMI)

ESQUIVEL

That Old Black Magic

 . . . 76

RCA VICTOR 7316—Smooth, well-orked arrangement of the evergreen. Wordless chorus helps. Excellent sound. Plenty of orchestral effects. Good jockey side. (Famous, ASCAP)

Cielito Lindo

 . . . 74

Happy treatment of the South American standard. Piano is featured in the sparkling Latin arrangement. It can move. (Peer, BMI)

GENE MUMFORD

More Than You Know

 . . . 76

COLUMBIA 41233—Gene Mumford comes thru with a most attractive reading of the standard on this, his first for Columbia. Large ork and voices supports him. A good side that has a chance. (Miller, ASCAP)



Pop Records

JERRY BUTLER & THE IMPRESSIONS

COME BACK MY LOVE (Eden-Tollie, BMI)

Butler follows his hit, "For Your Precious Love," with another strong contender. The tune is a rockaballad, clefted by Roy Hamilton, and the rendition is given good group and ork support. Strong potential in both pop and r.&cb. marts. Flip is "Love Me" (Tollie, BMI). Abner 1017



THE PLAYMATES

THE DAY I DIED (Kellern, ASCAP)

WHILE THE RECORD GOES AROUND (Planetary, ASCAP)

The group handles "The Day," an interesting, philosophical bit of material in highly salable fashion. The side has a contagious beat and sound, and it appears a likely bet to score. Flip, "While the Record," is an equally potent medium-beat offering on which the trio is helped by a fern chorus. Tune and lyrics are good. Either can make it. Roulette 4100



DALE WRIGHT

PLEASE DON'T DO IT (Buckeye, ASCAP)

GOODY GOODY GOOD-BYE (Buckeye, ASCAP)

These are Wright's two best sides since "She's Neat." "Please Don't" is a down-to-earth blues that is warbled to strong effect. Flip, "Goody," is a bright, rapidly delivered song with a sound that could catch on. Both bear watching. Fraternity 818



JANE MORGAN

LE JOUR OU LA PLUIE VIENDRA (Garland, ASCAP)

THE DAY THE RAINS CAME (Garland, ASCAP)

Miss Morgan has a possible two-sided winner with English and French versions of a currently popular Gallic number. The arrangement includes subtle rock figures that perfectly suit the caressable warble. Both are strong sides. Kapp 235



Please Give Me

One More Chance

 . . . 74

Gene Mumford bows on the label with a strong reading of a rockaballad, backed by a big ork and girl's voices. Mumford was the former lead of Billy Ward's Dominoes. (Khr, BMI)

THE AMES BROTHERS

No One But You

 . . . 76

RCA VICTOR 7315—Pretty waltz is expressively handled by the group with lush backing from Hugo Winterhalter. Some coin possible. (Mellin, BMI)

Fussy Cat

 . . . 73

Sprightly singing by the crew on a cute, folksy theme. Fair potential. (Paxton, ASCAP)

SAL MINEO

Secret Doorway

 . . . 75

EPIC 9287—Pretty ballad gets sincere, tender reading from the movie star. Some coin possible. (Witmark, ASCAP)

Souvenir of Summertime

 . . . 75

Vacation time rockaballad with long intro finds Mineo in familiarly pleasant form. Fair prospects. (Comely, BMI)

FRANKIE TUCKER

Good Goodbye Woo

 . . . 75

DECCA 30707 — A rocker with a novelty lyric. Tucker chants it in a good belting style, with a group of chick voices in the background. Re-iced and bluesy. (Lark, BMI)

Fools Will Be Fools

 . . . 73

Rockaballad. Again Tucker is backed by the chick voices. Good production. (Lark-Round, BMI)

ARTHUR GODFREY

The Waiting Game

 . . . 75

COLUMBIA 41240 — Tune recently used by Beafonte is handed a talking reading by Arthur Godfrey that should appeal to his fans. It has a warm feel and could grab spins. (Kerwin, ASCAP)

False Potomac Moon

 . . . 72

Godfrey sings and plays the uke on this tune, which seems like a tribute to his acreage in Virginia. (Camelot, ASCAP)

CURT MASSEY & MARTHA TILTON

San Diego Waltz

 . . . 78

CAPITOL 4034—Pretty three-quarter time melody is nicely handled by the duo. Tune tells of a love affair gone wrong. Lovely chorus and ork accom-

pany. It rates spins. (Plymouth, ASCAP)

The California Story

 . . . 72

A waltz tribute to the State of California is presented with appeal by Massey, but flip appears top side. (Plymouth, ASCAP)

BARBARA ALLEN

Tommy's Song

 . . . 78

FELSTED 8537—A hip novelty with jazz changes and whistling, warmly delivered by thrush. Good jockey item. (Montauk, BMI)

Never Let Me Go

 . . . 72

Waltz gets pleasant reading from chick with jazz backing. (Sudbury, BMI)

LONNIE SATTIN

The Clock Has No Hands

 . . . 74

SUNBEAM 111—A smooth and pleasant ballad with gentle triplet backing. Nice performance by Sattin on a good song. (Aldon, BMI)

Ae-Cent-Tebu-Ate the Positive

 . . . 74

A slow rocking version of the old Johnny Mercer hit song. Nice coupling. (Morris-Remick, ASCAP)

The fastest, most complete and most authoritative evaluation of this week's new releases

MITCH MILLER ORK AND CHORUS
BLUEBELL (Empress, ASCAP)
IT SEEMS LIKE ONLY YESTERDAY
 (Empress ASCAP)

"Bluebell" is a zingy novelty with a lilting march beat much along the lines of several other of the orkster's big ones. Chorus reading is brisk and cheerful. Flip, "It Seems," shows a glee-club-like warble on an attractive, sweet melody. Either can happen. Columbia 41235



-----Pop Disk Jockey Programming-----

RUTH BROWN
THIS LITTLE GIRL'S GONE ROCKIN'
 (Leeds, ASCAP)

Spins of the chick's latest platter should prove a real threat for both adult and teen listeners. She's at her best on the swingin' rocker, penned by Bobby Darin. "Why Me," the flip, is a gospel-flavored tune that can also please (Eden-Progressive, BMI). Antia 1197



HILDEGARDE
SOUVENIRS OF SUMMERTIME (Conley, BMI)
OF SUN, THE SAND AND THE SEA
 (Conley, ASCAP)

The chanteuse charms with a bilingual lyric on "Souvenirs," a moderate rocker. It's a switch in style for the thrush, and her chanting makes for fine jockey wax. Good choir support helps. "Of Sun," the flip, is a rockaballad with a summertime story. The performance is equally fine, and she adapts herself nicely to the world of the triplet. Coral 62027



JANE MORGAN
I MAY NEVER PASS THIS WAY AGAIN
 (Oval, ASCAP)

This is one of the tastiest disks to come along in a while. Miss Morgan presents a lovely reading of the fine inspirational song that should flip audiences. It's a quality rendition that rates heavy whiffs. Flip is a pretty go on Rodgers and Hammerstein's "You'll Never Walk Alone" (Williamson, ASCAP). Kapp 238



-----Pop Talent-----

SCOTT GARRET
THE DAY I DIED (Kellem, ASCAP)
IN MY HEART (Wildcat-Walnut, BMI)

Talented newcomer will give the Playmates a real race on "The Day." He has a good way with a lyric, and his debut disk is a strong one. "In My Heart," the flip, is an equally acceptable delivery on a rockaballad with a soprano wailing in the background. Okeh 7104



BOBBY DENTON
 Back to School . . . 74
 JUDU 1001—Rockaballad with a seasonal teen topic is given a salable warble by the artist. Can move with exposure. (Jec, BMI)

Sweet and Innocent . . . 74
 Medium tempo ballad is nicely handled by Denton with an assist from a chorus. Potential appears similar to flip. (Tree-Tune, BMI)

GORDON MacRAE
 A Man Once Said . . . 74
 CAPITOL 4033 — Dramatic ballad with inspirational overtones. The chanter is given lush ork and choral support on the pretty tune. Good programming side for adult segs. Some coin possible. (Edwin H. Morris, ASCAP)

The Secret . . . 74
 Mild rocker with a Latin flavor is charmed to good effect by MacRae. Good chorus and ork backing assist. Potential appears similar to flip. (Daywin, BMI)

PLAS JOHNSON
 Blow Your Blues Away . . . 74
 CAPITOL 4029—Snapper rocker is nicely handled by Johnson on tenor.

The Evelyn Freeman voices offer peppy vocal assistance. Side can cop both pop and r.&b. loot. (E-Lar, BMI)

Everyone Knows . . . 74
 Blues-like ballad is given a listenable outing by Johnson against good ork support. It can move as well as flip.

JOE FULLER
 Nothing But You . . . 74
 HI 2009—Effective warble by Fuller on a pretty rockaballad with soft chorus and ork support. Good chanting effort has a sound that could catch on if the disk is exposed. (Jec, BMI)

Back to School . . . 74
 Teen-slanted rocker is also belted with appeal by the artist. Good talent. He could have a winner with either of these sides.

FRANKIE SANDS
 Got Me a Baby . . . 74
 IMPERIAL 5535 — Medium rocker gets a bouncing delivery from Sands and mixed group. Fair potential. (Post Music, ASCAP)

Wondrous Oas . . . 73
 Celestial ballad gets airy reading from chanter and choir.

MARK TAYLOR
 My Greatest Dream . . . 74
 HI 2006—Mark Taylor sells this rockaballad with feeling over routine backing by the group and combo. Taylor has a sound. (Kenny Marlow & Jec, BMI)

Linda Lou . . . 72
 Average novelty is sold with some drive by Taylor over handclapping support. Taylor acquits himself well on both sides.

WAYNE CARROLL
 The Wall Around Your Heart . . . 74
 KING 5146—Carroll shows personable crooning baritone style on this pretty ballad with slow triplet backing. Chorus fills out the sound. Nice effort could win spins. (Jay & Cee, BMI)

He Created . . . 71
 A moderately inspirational tone here refers to His Great creations, including a lady love. It's an upbeater with moderate appeal. (Jinnskip, BMI)

JORY NICHOLS
 Ashamed . . . 74
 ABC-PARAMOUNT 9951—This disk has the gospel-like sound of disks by the Chantels. A lot of sound here

and it might have some interest, tho material is weak. (Devere, BMI)

Steady Love . . . 71
 Rockaballad is sung in deboted but somewhat hiccuppy tones by Nichol with choral backing. (Milford, ASCAP)

DOUGLAS CORNELL & HIS HOT RODS
 Hey! Cool . . . 74
 BRUNSWICK 55088—A bright side. Cornell chants a novelty-flavored lyric, with a chick contributing the title phrase. Rocking rhythm. (Herb Reis, BMI)

Let's Park . . . 70
 In contrast to flip, this is a ballad, tender in thought, tastefully done. (Shapiro-Bernstein, ASCAP)

THE ORIGINALS
 The Whip . . . 73
 JACKPOT 48007 — A Latin-flavored handclapping rhythm number. Solid dance material features familiar guitar and sax sounds. Vocal is confined to expressions of "Wow." Good for jukes. (Jat, BMI)

Blue Kat . . . 73
 A good blues instrumental with same line-up as the flip. Side is slower making for good contrast.

LLOYD GLENN
 Cute-Tee . . . 73
 ALADDIN 3407 — Listenable instrumental riff is played well by the Glenn combo with a piano featured in a style like Fatha Hines. (Aladdin, BMI)

Black Fantasy . . . 72
 On this side, the Glenn combo tackles an intricate item for good results. Both sides are good for jukes. (Aladdin, BMI)

JUDY AND JOYCE
 Nursery Rock . . . 73
 DECCA 30729—Rocker has a slight Latin beat. The novelty paraphrases several nursery rhymes. Fair chances. (Pineclaw, BMI)

Washboard Sam . . . 72
 Rocker blues is given a vigorous outing by the chicks who use a Bo-Diddley rhythm in the telling. The gals are good. (Pineclaw, BMI)

THE CASTINOS
 Loapla . . . 73
 C&M 440—Slow blues rocker with shuffle beat makes an attractive instrumental. (Tino, BMI)

Bia Cha . . . 71
 Rockachacha boasts a strong honking tenor sax solo. (Tweety, BMI)

DIAHANN CARROLL
 The Big Country . . . 73
 UNITED ARTISTS 142—An attractive Western-type ballad, the melody of which is from the pic of the same name. Creamy thrushing by Miss Carroll on her initial dinking for the label can get spins. (Chappell-United Artists, ASCAP)

Guiding Light . . . 71
 A philosophical ballad showing great devotion for her love. Nicely handled by the gal. Flip rates an edge. (Largo, BMI)

SONNY DAY
 Jalousie . . . 73
 ABC-PARAMOUNT 9950 — The cat has a sort of Louis Prima approach on this rockin' interpretation of the oldie. Fair chances. (Harms, ASCAP)

Beyond the Shadow of a Doubt . . . 70
 Minor key rocker is handled for fair results by the better. Slim chances. (Fee-Bee, BMI)

CHOKER CAMPBELL BAND
 *Walking on My Thin Sole Shoes . . . 73
 APT 25011 — Medium-beat rocker blues is given a listenable belt by the artist against helpful ork backing. Some coin possible. (Everlast, BMI)

Walk a White . . . 70
 Medium-paced, walkin' blues with the title phrase interjected. Flip appears stronger. (Everlast, BMI)

BOB KAYLI
 Everyone Was There . . . 73
 CARLTON 482—Newcomer Kayli offers a sprightly medium beater which makes use of the titles of practically every hit disk of the day. Fair prospects. (Bengal & Jones, BMI)

I Took a Dare . . . 69
 He took a dare from the gang to love her. So hangs this doubtful tale. Appeal is on the flip. (Bengal & Jones, BMI)

JOAN AND JOY
 You're My Guy . . . 73
 APT 25008—Slow-beat ballad with accented drumbeat backs the femmo duo on this pledge to a sweetheart. Okay performance. (Keel, BMI)

I Don't Want to Borrow Your Love . . . 69
 Medium rocker by the gals comes off for fair results. (Keel, BMI)

THE JAYTONES
 Gasoline . . . 73
 BRUNSWICK 55087—A rocker with a novelty lyric. Lead chanter is effective. Arrangement has a driving rhythm and vocal gimmicks. (Sheldon, BMI)

The Clock . . . 68
 A rockaballad, with triplet figure in the arrangement. Lead singer does a good job. (Stratton, BMI)

ERNESTINE ANDERSON
 My Man . . . 73
 Mercury 71354 — A jazzy, upbeat version of the standard sung in good night club style by the thrush, new to the label. Good performance, with nice band backing. (Feist, ASCAP)

Wrap Your Troubles in Dreams . . . 72
 Classy thrushing on another oldie by Miss Anderson, with nice piano backing. Good jock fare on both sides. (Shapiro-Bernstein, ASCAP)

CLARE NELSON
 I'm a Big Girl Now . . . 74
 EPIC 9284—The thrush revives the old Sammy Kaye-April Stevens hit with new lyrics. It's a kittenish approach. Fair chances. (World, ASCAP)

You're Nobody 'Til Somebody Loves You . . . 72
 The evergreen is presented in rockaballad tempo by the thrush with big ork and chorus support. Potential similar to flip. (Southern, ASCAP)

THE YOUNGTONES
 Come On Baby . . . 72
 BRUNSWICK 55089 — Rocker with teen appeal lyric has strong sax work and pleasant group sound. (Champion, BMI)

O Tell Me . . . 70
 Rockaballad is nicely handled by group. (Champion, BMI)

BOB BAIN
 Wagon Wheels . . . 72
 CAPITOL 4031—The fine standard is performed pleasantly here by the Bob Bain chorus and ork, with a rock and roll beat added. Listenable side. (Shapiro-Bernstein, ASCAP)

Strollin' Home . . . 70
 Theme from Dvorak's "New World" symphony is performed in rock and roll style here by the Bain crew. (Snyder, ASCAP)


THE FIREFLYS
 The Crawl . . . 73
 ROULETTE 4098—A variation of the stroll, this is a danceable side which is mainly instrumental. A possibility for jukes. (Greenfly & Figure, BMI)

Where the Candlelights Glow . . . 68
 A calypso effort for okay result by the boys. (Cranford, BMI)

JIMMY ROYSTER
 They May Not Like Me . . . 71
 SKY MEJ-1—The label's first release is a nice rockaballad, warily handled by chanter and group. (ASCAP)

Rock . . . 70
 Royster delivers rocker well with good choir backing. (ASCAP)

(Continued on page 40)



CLIFFIE STONE



Gone Modern
On A Big Band
Instrumental Version of

NEAR YOU

c/w

Nobody's Darlin' But Mine

record no. 4044

• Reviews of New Pop Records

• Continued from page 39

ROSINA PAGAN

Luna D'Amor 71
PALLADIUM BB 600—Latin-flavored tune, with a pretty melody line. The thrush's vocal, with a chick chorus in background, is effective. (Atlantic, BMI)

Rock-a-Bolero . . . 70

A novelty. The chanteuse sings with a Latin accent, delivering a pleasant vocal. Tune is just what the title indicates. (Atlantic, BMI)

THE DOODLERS

The Dangerous Dangeroo 71
THE JONES 1002—A medium rhythm item in a minor key which tells about the latest in a series of monsters to invade the disk world. Material, however, isn't in a class with other novelties of the moment. (Jones, BMI)

It's a Sin to Tell a Lie . . . 68

A rhythmic interpretation of the standard, largely in unison style. The spoken bit in the middle takes off the "Somethin' Smith" approach. Little here. (Bregman, Vocco & Conn, ASCAP)

THE SWINGING PHILLIES

Frankenstein's Party 71
DE LUXE 6171—This is an upbeat blues which in effect tells about Frankenstein "at the hop." It moves without telling much of a message.

L-O-V-E . . . 68

This slow rockaballad has an elaborate introduction followed by a lightly meshuga lead performance in the refined r.&b. style. Not much here. (Wisto, BMI)

Jazz

THE ILLINOIS JACQUET QUARTET

VERVE 89186 — Funky blues spotlights Jacquet's tenor with groovy

organ accompaniment by Wild Bill Davis. Danceable side and also good for boxes. (Strethen, BMI)

No Sweat . . . 76

Wild Bill Davis on organ offers swingin' medium beat support for the tenor man on one of his own tunes. This, too, can score on boxes. Good potential. (Reeve, BMI)

THE OSCAR PETERSON TRIO

Golden Striker 74

VERVE 10145 — Eighteenth century piano approach leads into a swingin' up-tempo outing by Peterson with rhythm. It's a good deejay side for jazz or pop jocks. (Rayven, BMI)

Bye Bye Blackbird . . . 74

Medium-tempo run on the standard also provides good programming fare. Potential appears similar to flip. (Remick, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 76 or less:

CANTOR HYMAN J. ADLER: God Is the Answer (English Version)/God Is the Answer (Yiddish Version)—Star-X 514

JOHNNY BACHEMIN: Make Up Your Mind/Get Happy—Jones 1004

WILL BLACKBURN: Spinning Away/If I Knew Somebody—Sandy 1013

JUDY CONNORS: Talk to Me/Mary Jane —A-Bell 606

TOM CRUM: Dance, Baby, Dance/Castles in the Sky—"Mr. Crum" 801

HERBIE DUNCAN: Hot Lips Baby/Little Angel—Mar-Vel 1400

PEGGY ANNE ELLIE: My, My, How the Time Goes By/Cuer-Na-Va-Ca — Journal 3552

FERN FISHER: Tommy/He's the Most—Hi 2007

BETTY GETTY: Tarnished Love/Gossip—Goode 3966

Poetry Mating a Dead Fad

• Continued from page 2

of a sentence in iambic pentameter they were recording the new art form. Dot Records issued "Word Jazz" and "Son of Word Jazz" with Ken Nordine. Cadence released a record with Kenneth Patchen. But more than that, the jazz night club owners heard about the sensational new art form and, turning their minds to commercial channels, started to book poets into their clubs, to recite their works over saxes and trumpets playing flatted fifths and other bop chords.

In Greenwich Village in New York one jazz operator sent out a call for poets. About a dozen showed up. He had them declaim their works in private, and then selected six of them to appear in front of his regular audience at one of the regular evening jazz sessions. Such important names as Langston Hughes, Patchen and Keouac were hired to concertise on Sunday afternoons and evenings. One club owner got so excited about the whole thing that he even put a drama to jazz. (In rhymed couplets, of course.) Other major cities, such as Chicago, booked poets into their jazz rooms. It got so that more poets were working than members of the AFM.

Confusion Compounded

Hipsters and poetry aficionados turned out for the readings. It got so that a customer at one of these jazz joints wasn't sure if he was at a club or a library. In fact it is understood that many libraries were thinking of hiring jazzmen to retaliate.

But alas. In the sophisticated Eastern cities the new art form never got off the ground. The club owners discovered that after the novelty wore off (one performance) customers stopped coming. The clink of glasses and the talk seemed to smother the poetry of the contemporary writers, and soon the jazz clubs were back to the regular Sunday jazz sessions. The club with six poets cancelled them after one of its top musicians ran screaming from the bandstand shouting

"I can't stand it!" The records of the jazz-poetry readings turned out to be so-so sellers. The brave new art form picked up its folios and silently stole away.

Now the clubs are back to wordless jazz. In San Francisco the poets still hold forth, entertaining their cultish audiences, and in other cities there is an occasional jazz concert. But it is not the same. The renaissance is over.

2 Dealer Groups


• Continued from page 2

dealer in the position of being an unwilling but captive discounter." The dealer group "considers the plan to be so worded that it contains what amounts to a 'booby trap' for unsuspecting dealers," and resolves that "the Association is aware of the continued inroads being made on the record dealer's pocketbook, including those made by manufacturers who are in competition with their own dealers." It was further resolved that the TRDA "abhors this plan on the part of Columbia Records to take from the dealer his rightful profit."

On another front, the SORD, referring to alleged factory deals being made by large mail-order and chain houses, indicated that "various members of this organization have feared this move for some time."

"If it becomes a reality," a spokesman said, "SORD will have no alternative than to investigate the possibility of forming a national buying co-op, with buying power equal to or greater than that of the mail-order houses."

"If the distributor level is dispensed with in relationship to any buying group," he continued, "we feel that the ultimate consumer will reap a disservice from the industry. We are hopeful that responsible, forward-looking officials at the manufacturing level will take a long and objective look at this situation before they establish any new trends in this industry."



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DAVID HILL: A Promise of Things to Come/Cha! Bull!—RCA Victor 7322
JOE LEE: Jo's Mix/Ethel Mae—Fernwood 108
MEN ABOUT TOWN: There's No Tellin'/Here Comes the Showboat—Broadway 109
LEE PICKETT: She Left Me With the Blues/Fatty Patty—Jolt 331
THE PLURAL'S: Miss Annie/Donna My Dear—Wanger 186
THE RAIDERS: Walking Thru the Jungle/My Steady Girl—Brunswick 55090
REGGIE & JIMMIE: You're Leaving/We're Not Greedy Guys—DeLuxe 6170
DARWIN VENNERRI: To You/I Know How You Wonder—Win 702

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Motorola Radios

• Continued from page 19

Receiver, now being given operational field tests, will provide a "selective signaling feature," i.e. pick up only messages meant for the particular individual using the unit. It will ignore all others, even tho they are on the same frequency.

Pocket Sending

Also in the operational field testing stage is the new Motorola Pocket Transmitter which together with the pocket receiver provides full 2-way radio communications to the man on foot. The 46-ounce transmitter can easily be carried on the user's belt.

The new Motorola "Handie-Talkie" Pocket Receiver utilizes 17 transistors and five diodes to provide high sensitivity levels. Built-in antenna is in the case and may be supplemented by a plug-in external antenna for maximum range. The use of semiconductors also contributes to the low power drain characteristics and high reliability standards.

Modular high quality printed circuits make up the entire inner chassis which is chock mounted on a rubber cushion in the shatter-proof plastic case.

The Motorola receiver operates from easily changed mercury cells or mickel-cadmium batteries. The rechargeable nickel-cadium cells provide up to 20 hours operation per charge, while the replaceable mercury cells operate 120 to 200 hours.

Lightweight Unit

The entire receiver weighs but 10 1/4 to 12 ounces, depending on the type of battery used, clips onto a user's belt, or easily fits into a shirt or coat pocket.

The crystal-controlled receiver is available for operation in either the 25-54 Mc. or the 144-174 Mc. frequency bands, making it usable in virtually all existing and mobile two-way radio systems.

The receiver puts out 100 milliwatts audio power to a built-in speaker, providing clear, crisp voice messages, adequate in most applications. Where extremely high noise levels are present, such as in construction or certain manufacturing activities, an external, plug-in lapel speaker can be used.

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DIAHANN CARROLL

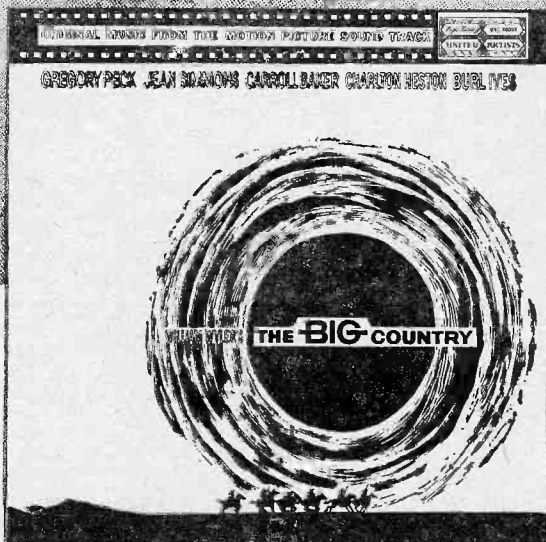
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Class RECORDS

Reviews and Ratings of New Popular Albums

Continued from page 25

POPULAR EP ★★★

THE PURPLE PEOPLE EATER

Shelb Wooley. M-G-M X1608. Set contains Wooley's smash single, "The Purple People Eater"; "Recipe for Love," a single that was formerly released and did fairly well; "Are You Satisfied?" a rockaballad, and "I'm Too Young," a folk-type melody.

POPULAR EP ★

MY HEART IS IN ALASKA

Paul Page. North Star Records; Juneau, Alaska EP-1

COUNTRY & WESTERN ★★★

MISTER COWBOY

Rex Allen. Decca DL 8776. Fine Western and folk material. Allen sings these sides with style and heart, and the choice of tune is excellent. "Cindy," "Sweet Little Moses," "Old Joe Clark," "Rancho Grande" — give some idea of the range of material.

POLKA ★★★

CARNIVAL POLKA

Steve Adamczyk & His Hungry Six. Dana DLP 1261. Nine bouncy polkas, a waltz, and two numbers in oberek tempo make up this latest offering from the Dana label, which specializes in this cheerful brand of music.

PERKY POLKAS

The Bohemians. Vox 25.640. The Czech polka, oldest and most outdoor bandstand in sound, gets a thumping salute from a fine group. Cute cover. Best sides: "Am Wenzelplatz," "Prager Maedchen."

SPOKEN WORD ★★★★★

JUST SO STORIES

Read by Boris Karloff. Caedmon TC 1088. A rewarding sequel to the first selection of Kipling stories. Karloff spins sentences out like streamers to enchant kids over eight. "How the Leopard Got His Spots" is particularly delightful among four wonderful tales.

SPOKEN WORD ★★★

MOLL FLANDERS

Read by Siobhan McKenna. Caedmon TC 1090. Siobhan McKenna catches you up in the colorful narrative of a girl who weds her half-brother with a voice at first lulling and casual, then subtle and dramatic but always sweet and clear.

RELIGIOUS ★★★

THE WORLD OF MAN VOL. 2

Harold Courlander. Folkways 7432. An illuminating lecture by Courlander touching briefly on basic beliefs of 11 religions, with on-the-spot recordings of songs and ritual. Volume II of a series, with full text. Collectors, educators and ethnic folk fans will be excited.

THE STAMPS-BAXTER QUARTET SINGS YOUR FAVORITE GOSPEL SONGS

Biltone BL-0504. Clean barbershop harmony from the

vigorous Dallas group, with bass Clyde Roach a standout. "My Mansion Over Yonder," "I'm Happy Now" and "What a Beautiful Day" are among the best sides. Should especially please Middle and Southwest grass roots.

LATIN AMERICAN ★★★★★

THE LA PLATA SEXTETTE SWINGS FOR YOU

Seeco CELP 417. This colorful Latin package spotlights swingy instrumental treatments with a solid terp beat of 12 effective Latin tunes, some sparked by verveful vocalizing of Feliciano and Teila. Leader Frank Sanchez' guitar solos are a stand-out. A strong entry for the market.

SPECIALTY ★★★★★

THE ABC'S OF HI-FI

(2-12"). Cook 5022. A rather lengthy discussion, for the uninitiated, on the many aspects of hi-fi in the home and how to get the best out of it. One of the two disks, for instance, covers "Use of Records and Tapes," "Turntables," "Acoustics," etc., all as narrated by Emory Cook with frequent demonstrations of points covered by actual sounds.

SPECIALTY ★★★

SONGS THEY CENSORED IN THE HILLS

Sid (Hardrock) Gunther. Seeco Celp 422. A package of country novelties. Titles give the general idea: "Blood Shot Eyes," "I'll Go Chasin' Women," "Rye Whiskey, Rye Whiskey," etc. Gunther does these songs with enthusiasm and style, and virtually every one is good for many laughs.

FOLK ★★★

TYROLEAN ECHOES

German Vocal. Dana 8003. A bright and cheerful waxing of German-vocal tunes from the Tyrol, complete with thigh-slapping "Schuhplattler" dancers, and various male and female vocalists. Most numbers are done in yodel style, and will probably delight Americans of Alpine ancestry as well as nostalgic tourists.

THE RITCHIE FAMILY OF KENTUCKY

Jean Ritchie. Folkways 2316. The youngest of 14 narrates, with comments by mom and 18 hymns and English folk tunes authentically rendered by 58 members of the family. Dulcimer, guitar and unaccompanied early tapes show sound problems. Boxed package includes lyrics, photos and notes. A must for ethnic collectors.

YODEL IN HI-FI

MarieLouise Tichy With 2 Rudis. Vox 760. A group of charming renditions, some instrumental, with the typical tyrolean accordion and glockenspiel sounds and others with vocal by Miss Tichy and the Rudis. The yodels are done in rather startling fashion which definitely catches the ear, yet they are not overdone. Interesting Swiss cover. Primarily for folk and international minded buyers. Attractive wax.

FOLK ★★

II. SUPER COMICO

Gennaro Amato. Dana 8006. A collection of venerable Italian "comic songs" sung with vigor and rollicking style by Gennaro Amato, backed by small groups led by Nick Aversano and

Antonio Libardo. There are mid-song bursts of recitative in Neapolitan-flavored Italian which would probably convulse the folks from the old country, but the album is strictly of specialized interest.

FIESTA FLAMENCO

Nino de Murcia & Ork. Vox 680. Another entry in the current crop of "Gypsy Festival" type platters, whose popularity seems to be growing as flamenco singing and dancing receives more showcasing in TV, clubs, concert dates, etc. Numbers here are well handled by de Murcia in traditional style, with some excellent solo guitar work and occasional flashes of hand-clapping and heel-and-toe dancing in the background.

NORWEGIAN FOLK SONGS

Sung With Guitar by Pelle Joner. Folkways 8725. Sixteen mostly quiet folk songs are handled with taste and love by the bass-baritone. Lovely cover shot, texts and translations, but appealing largely to Norwegian descendants.

INTERNATIONAL ★★★

GUITARS AT TWILIGHT

Cuco Sanchez sings with Guitar & Harp. Acorn. Columbia 133. A romantic, melancholy collection of Mexican pop songs are showcased here, several penned by Cuco Sanchez, one of Mexico's top vocal stars. His style is suave and melodic, and flavored with the classic sadness of the flamenco singers. Backings are well-handled with a guitar and a harp spotlighted. His "Anoche estuve llorando" (Last Night I Cried) is particularly effective. Stunning color cover, a still life of a guitar amidst green plants, is a real eye-catcher.

INTERNATIONAL ★★

VIVE LA FRANCE

Various Artists. Seeco SCLP 9125. A group of talented French vocalists sing current French pop songs on this new Seeco release. Names of the singers include Gerado Calvi, Jean Siegfried, Denise Varone, Pierre Miguel and Claud Robin. The tunes include "Bambino," "Ecoutez Le Trombone," "Jacqueline" and "Buenos Noches Mi Amour." Songs are performed spiritedly, mainly in French, and oftentimes in other languages as well. A listenable set for international song fans.

Reviews and Ratings of New Classical Albums

CLASSICAL ★★★

OVERTURES IN HI-FI — Paris Conservatoire Orch. (Wolff). London CS 6015

Here's an interesting collection of overtures, which should appeal to collectors as well as stereo addicts. High quality performances. Selections include Suppe's "Pique Dame," Nicolai's "The Merry Wives of Windsor," Adam's "Si J'Etais Roi," Auber's "Le Domino Noir," Herold's "Zampa," and Reznicek's "Donna Diana."

TCHAIKOVSKY: SYMPHONY NO. 2 — Vienna Philharmonica Symphony Orch. (Swarowsky). Urania 1006

A warm reading of this early work, with graceful emphasis on the Ukrainian folk themes. Should please well against minor monaural competition and delight stereo classicists, especially with the wild finale.

VIVALDI: 5 OBOE CONCERTOS — Alberto Carolli, oboe; Gli Accademici di Milano. (Santi). Vox 720

Graceful, flowing performances of the Vivaldi works—an important area of the great Venetian composer's works hitherto largely ignored in favor of the string concertos by record firms—make this recording of considerable interest to chamber music fanciers. Oboist Carolli's playing is sure, and his technique genuinely something to hear in solo segments where he lightly skips thru a flight of thirty-second notes. Attractive graphic artwork in the cover design.

CLASSICAL ★★

MOZART: VIOLIN CONCERTOS NO. 4 (K218) & NO. 6 (K268)—Reinhold Bar-chet, Violin; Pro Musica Orch., Stuttgart (Reinhardt). Vox 110

Small-scale, chamber ensemble interpretation compatible to the works. Sound musicianship and sweet soloing, but No. 4 faces stiff competition. The little-recorded No. 6 is a more valuable contribution.

16 2/3 RPM CLASSICAL ★★★★★

VI LIN CONCERTOS: TCHAIKOVSKY, (Continued on page 43)

Reviews and Ratings of Stereo-Only Albums

(Ratings Indicate Relative Strength Among Stereo-Only Albums)

SOUND ★★★

THE ORGAN IN STEREO

Reginald Foot. Rondo 505. The huge Wurlitzer concert organ in the Richmond, (Va.) Shrine Mosque is no stranger to audio-minded buyers; its sharp attack, variety of effects and earthquake bass have been on records several times previously. Now, in a stereo edition, it sounds bigger than ever under the coaxing of veteran keyboarder Reginald Foot. Tunes are hi-fi warhorses like "Persian Market" for the most part, but the "Scotch Medley" has some nice twists.

LOW PRICE —

STEREO SOUND ★★★★★

STEREO DEMONSTRATOR

Stereo-Fidelity 1. Despite a rather unimaginative cover, this stereo sampler should do business. At the \$1.98 price it's a bargain which includes 11 tracks, some particularly impressive. Among these are the "Theme From 'Spellbound,'" and the "1812 Overture," out of other stereo albums by S-F. Could cause some activity at the racks.

BEST SELLERS!

THE SWALLOWS ITCHY, TWITCHY FEELING Federal 12333

KENNY MARTIN I'M SORRY Federal 12330

EARL BOSTIC PINKIE King 5144

DONNIE ELBERT COME ON SUGAR Deluxe 6168

BILL DOGGETT BLIP BLOP King 5138

LITTLE WILLIE JOHN YOU'RE A SWEETHEART

b/w LET'S ROCK WHILE THE ROCKIN'S GOOD King 5142

NEW RELEASES!!

BILL DOGGETT HOLD IT b/w BIRDIE King 5149

LITTLE WILLIE JOHN TELL IT LIKE IT IS b/w DON'T BE ASHAMED TO CALL MY NAME King 5147

THE CHANTERS FIVE LITTLE KISSES b/w ANGEL DARLING Deluxe 6172

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• Reviews and Ratings of New Jazz Albums

JAZZ ★★★★★

THE GERRY MULLIGAN SONG BOOK VOL. 1
Gerry Mulligan & the Sax Section. World Pacific Stereo 1001

STEREO & MONAURAL

Most compulsive performance by the reed men, abetted by guitar, bass and drums marks one of the fairly infrequent occasions where a small ensemble is enhanced with the dual track approach. The original was a fine set but the definition and drive seems to come off even better in stereo. Worth featuring.

A GALLERY OF GERSHWIN
Manny Albam & Ork and the First Modern Piano Quartet. Coral 59102.

STEREO & MONAURAL

This handsome package is going to be a pure delight to jazz fanciers and a hot waxing for dealers and deejays, for it represents an exciting blend of talents—the Quartet members (Dick Marx, Eddie Costa, Hank Jones & Johnny Costa) and arrangers Manny Albam (ork) and Irving Joseph (piano group). Individually and collectively, the keyboarders are outstanding in some of Gershwin's best tunes ("Love Walked In," "Bess, You Is My Woman," etc.) and Albam's swinging "concert" ork framework sets the mood perfectly. In stereo, the effect is frequently stunning, with the instrumentalists emerging in clear spatial perspective.

JAZZ ★★★

SOPHISTICATED LADY — THE SONGS OF DUKE ELLINGTON
Manny Albam Chorus & Ork. Coral CRL 57231

Manny Albam, whose Coral LP's last year, "The Jazz Greats," Vols. 1 and 2, set the jazz world on its respective ear, shows off his lighter side here with these cheery arrangements of many of Duke Ellington's better known tunes. Al Cohn is featured on many of the tunes and a chorus adds a neat touch. The band is composed of top jazzmen, and the tunes include the title song, plus "In a Mellow Tone," "Solitude," and "Duke's Place." Many Albam fans and many Ellington fans will be interested.

THE JAZZ MESSENGERS
Elektra 120

STEREO & MONAURAL

An excellent recording job, in which the star by far is Art Blakey on drums. He gets a pounding drive from his equipment. Bill Hardman on trumpet and Jackie McLean on alto are good on solos but they have a tendency to be somewhat sloppy on their ensemble work. This set, incidentally, features the new Messengers, with Blakey

the only holdover from earlier personnel. Good recording generates some added interest in stereo.

ONLY THE BLUES

Sonny Stitt. Verve MG V 8250

A nicely swinging set by the altoist on a listenable four-set package. Mainstream buyers should find this attractive fare. Rhythm section includes Ray Brown, bass; Herb Ellis, guitar; Stan Levy, drums; and Oscar Peterson, piano. Roy Eldridge is featured on trumpet. A good demo track is "Blues for Bags." It's a hard driving set that can have wide appeal.

SOFT SWINGIN' JAZZ

The Joe Newman Quartet featuring Shirley Scott at the Organ. Coral 57208

A mildly swinging set by the Newman crew. The over-all feeling is quiet and relaxed. In addition to Newman's easy-to-take trumpet stylings and vocals, Shirley Scott is an absolute gasser on organ. Set can have wide appeal. It deserves exposure. Selections include "Moonglow," "Top Marvelous for Words," and "I Let a Song Go Out of My Heart."

JAZZ ★★

JAZZ IN BLACK TIE

Morty Craft & Ork. M-G-M E 3699

Craft uses a lush, big ork approach on the tunes that gives them more of a pop than jazz flavor. The arrangements are good, and most of the tunes have a beat. It's a fine jockey programming item, and the set can also cop buys from those seeking dance or mood sets. Selections include "Midnight Sun," "Early Autumn" and "Take the A Train."

THE IMPECCABLE MR. WILSON

Teddy Wilson. Verve MG V 8272

Wilson's piano mastery is attractively displayed on a listenable array of tunes. Light rhythm backing helps create the mood. It's a set that can have wide appeal. His approach is as fresh and young as ever. Tunes include "Ain't Misbehavin'," "Laura," and "Love Is Here to Stay." Accompanying are Al Lucas on bass and Jo Jones on drums. It's a fine set and one that can move.

MIDNIGHT IN LONDON

Eddie Thompson Quintet & Trio. Vox 660

English pianist Eddie Thompson bows on the label with a group of jazz classics and standards. Thompson, one of England's brighter jazz stars, shows off some listenable modern piano stylings on this moodish jazz set. Thompson is backed by E. B. Hayes on sax, J. Scott on flute, A. Watts on bass and J. Green on drums. Set features subtle, quiet modern jazz. Should interest jazz buffs.

THE MANY SIDES OF TOSHIKO

Toshiko Akiyoshi. Verve MG V 8273

AFM 'Aid Pact' Builds Jobs

• Continued from page 5

making of recorded music except for specific purposes, i.e., a recording that constitutes a final product.

Movie Tracks

4) With regard to motion pictures, signatories shall endeavor to include in collective bargaining agreements a provision that no sound track be made for a motion picture the major portion of which was filmed outside the country in which the music scoring takes place. (Provided such a country is one in which a signatory operates.) This provision would be enforced unless another sound track for such film was also scored in the country or countries of major filming. If the major filming occurs in a country or countries wherein no signatory operates, no sound track shall be recorded except in the country in which the film company has its principal offices, unless another sound track

for such film was also scored in such country.

5) There shall be a mutual exchange of forms of labor contracts.

6) Signatories shall inform each other of significant developments in the making of recorded music.

The Zurich conference and the mutual aid pact are an outgrowth of talks initiated in Europe in early July by Kenin. It is prophesied by American observers that this is the first step in a tighter control of mechanicals on the international level. American recording, TV and radio pacts expire in February, 1959, and it is felt the negotiation of new AFM pacts in these fields may well reflect a forthright attempt to build live employment.

WAVY Goes Live

• Continued from page 5

ment to "balance out the programming, so that there won't be too much rock and roll." The NBC affiliate carries daytime web schedules, but reserves nighttime for local radio shows which feature "conservative rock and the good judgement of program director Lee Allen." Distribution of WAVY's weekly top 50 sheets has reached 20,000.

WAVY, which calls itself a "controlled music station," says the 15 places reserved for private choice almost always turn out to forecast pop hits "at least on the local level," so there's nothing wrong with mixing them into the survey reports.

WAVY-TV which marks its first anniversary next week, has, in addition to the top live show in the area, the top syndicated and top multiple weekly shows ("Gray Ghost" and "Popeye").

Distribs Move

• Continued from page 5

Cleveland. When contacted, Salstone would not comment, but it is known that Phil Skaff, prominent member of the MS staff here, is a native Clevelander and that research of this market has been made by Salstone and his chief aide, Marv McDermott.

Harold (Pappy) Daily, veteran Texas distributor who started in Houston and now has two additional distrib points in Dallas, Big State and Daily Bros., has definitely bought into R&D Distributing New Orleans. Walter Reilly, former salesman for several N. O. distribs and regional rep for Tops Records most recently, opened this house early in 1958.

Garner Sets Tour

• Continued from page 5

City to Kansas City on this fall tour, then starting in February he will jump from Los Angeles eastward to Kansas City. Miss Glaser has terminated with Associated Booking Corporation and is currently negotiating with several different agencies to handle various branches of Garner's career.

Miss Glaser and Garner held confabs Saturday evening (16) at French Lick, Ind., during the Sheraton Hotel's jazz fete, with Columbia distribs and personnel from three offices: Indianapolis, Louisville and Cincinnati. The Columbia entourage was headed by Maurie Rose, new regional man for the firm. Meeting was first of a number which Miss Glaser hopes to hold with Columbia sales personnel.

Toshiko, the young, pert Chinese-born, Japanese-matured pianist, has turned out one of her best albums here. She indicates on this new set that she is a growing artist and she is finding her own style and depending less on the Bud Powell influence. Tunes are originals and standards with "The Man I Love," "Minor Mood," and "After You've Gone" showing her off best.

SOULVILLE

Ben Webster Quintet. Verve MG V 8274

Jazz styles may change and jazz artists may come and go but Ben Webster, like old man river, goes on forever. Ben Webster is mainstream and his appeal is mainstream, too. On this new set he shows off his soulful tenor work supported by O. Peterson on piano, R. Brown on bass, H. Ellis on guitar and S. Levey on drums. The tunes include "Soulville," "Lover Come Back to Me," and the lovely "Time on My Hands." A fine album by a fine tenorman.

CLIMBING... CLIMBING... CLIMBING THE CHARTS

THE ORIGINAL

"ITCHY TWITCHY FEELING"

b/w

"A THOUSAND DREAMS"

BOBBY HENDRICKS

SUE #706



Billboard **HOT 100**

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	# STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
			61		ITCHY TWITCHY FEELING	Bobby Hendricks, Sue 706	3

The Billboard August 18, 1958, Issue

SUE RECORDS 271 W. 125th St., Suite 303, New York 27, N. Y. MO 6-7068

LP'S

\$2.47—\$3.10—\$3.70

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¢

78's — 76¢

Free Strips

• Reviews and Ratings of New Classical Albums

• Continued from page 42

PAGANINI, MENDELSSOHN, BRUCH—
Bronislaw Gimpel and Ivry Gitlis, Violin.

Various orchestras and conductor:
The four violin concertos provide over one and one half hours of playing time—bargain for the price of the album. The reproduction is smooth and in no way inferior to the average 33 1/3 r.p.m. disk. Competition on each of the works is formidable, but in this special category the set can enjoy good sales. Gimpel is heard on the Tchaikovsky and Paganini concertos; Gitlis presents the Mendelssohn and such works. All were formerly released.

SEMI-CLASSICAL ★★★★★

THE BLUE DANUBE
The Vienna Philharmonic Orch. (Krips). London CS 6007

AUDITION

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

STEREO & MONAURAL

Strauss is a powerful sales figure in stereo monaural dress, so this package should fare well sales-wise in both fields. Rich romantic arrangements of such nostalgic Strauss standards as the title tune, "Emperor Waltz," "Roses From the South Waltz." And a sparkling change of pace item, "Pizzicato Polka."

SEMI-CLASSICAL ★★

STEREO FEAT FOR ORCHESTRA
The Boston Festival Ork (Page). Rondo 510

STEREO & MONAURAL

A fine light classical mood set with a group of favorite selections, "A Midsummer Night's Dream," "Dance Macabre," "Dance of the Buffoons," etc., included. The non-name ork registers a splendid performance which is well captured in this stereo set.

LOW PRICE-SEMI-CLASSICAL ★

Light Concert
Michel D'Angelo. Promenade 2100

UA SWINGS WITH 3 RED HOT SINGLES!

The Tune Rockers

"THE GREEN MOSQUITO"

UA 139

LEE ANDREWS and the Hearts

"WHY DO I"

UA 136

THE RAYS

"ELEVATOR OPERATOR"

b/w "Souvenirs of Summertime"

UR 2001

XYZ Distributed by UNART RECORDS a division of

UNITED ARTISTS

RECORDS

729 SEVENTH AVE., NEW YORK CITY

• This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . .

C&W RECORDS

HANK SNOW

My Lucky Friend (Silver Star, BMI)
A Woman Captured Me (Snow, BMI)—RCA Victor 7325
"Friend" is a pretty waltz effectively sung by the great artist. Tune tells about a cat lucky enough to have a real, true love. "A Woman," the flip, is a train-blues with a folkish flavor that tells of a gent who surrendered to feminine wiles.

WEBB PIERCE

Tupelo County Jail (Cedarwood, BMI)
Falling Back to You (Cedarwood, BMI)—Decca 30711
Lyrically "Tupelo" reminds of the "Birmingham Jail." Pierce delivers it in traditional style with good c.&w. string support. "Falling" is a weeper that is also handled in mountain fashion. Honky-tonk piano figures prominently in the backing. Two fine sides.

• Reviews of New C&W Records

JOHNNIE & JACK

Lonely Island Pearl80
RCA VICTOR 7324—Mountain harmonies on a bright, folkish melody. Tune tells of a cat returning to his native chick. Their fans should go for this. (Cedarwood, BMI)

Leave Our Moon Alone.78

The duo offer the ditty in their usual, attractive hill fashion. Topical theme is done in a country-rumba vein. Flip appears stronger. (Cedarwood, BMI)

MARGIE BOWES

Won'tcha Come Back to Me76
HICKORY 1084 — Listenable sound by the thrush on a rhythmic weeper. It's in honky tonk tempo. Fans of this sort should find it attractive. Good potential. (Acuff-Rose, BMI)

One Broken Heart.76

C.&w. ballad is rendered against mild rock backing. The thrush impresses on the pretty tune. This can also move. (Cedarwood, BMI)

FERLIN HUSKY

I Will75
CAPITOL 4046 — Rcker is nicely handled by Husky with unusual backing including harpsichord. It's a good chanting effort. It can move. (Bee-Gee, BMI)

All of the Time.74

Shuffle-pace ballad is warbled with appeal by the artist. It can move in both pop and c.&w. marts. (Central Songs, BMI)

SLIM WHITMAN

Wherever You Are75
IMPERIAL 8319—Mournful Western item is well delivered by chanter with good backing. Fair prospects. (Cajun, BMI)

At the End of Nowhere.73

Ballad features refined sound and whistling from Whitman. (Commodore, BMI)

(Continued on page 46)

Tabbed for Big C&W sales!

Tabby West

on

CARELESS DARLIN'

I CAN'T STOP LOVIN' YOU

record no. 4039



FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Al Turner, one of the founders of "Big D Jamboree," Dallas, is back on stage and, according to Johnny Dolan, "Big D's" tub-thumper, is also engaged in a bit of booking and ram-rodging, and doing a good job. "Big D," Dolan says, recently upped its admissions from 60 cents to 90 cents, without any harm to the box office. The hypo was made to bring in more names. Recent guests included Kitty Wells and Jimmy and Jack, Jimmie Davis; Mitchell Torok, who is now a regular on the show; Riley Crabtree; Jim Edward, Maxine and Bonnie Brown, Wally Fowler, Martha Carson, the McCoy Kids and Billy Jack Saucier. Upcoming guests are George Jones, August 30; Marty Robbins and his troupe, September 6, and Tom Tall, September 13. Negotiations are on to bring in Johnny Cash for "Big D's" 14th anniversary show late in September.

The Browns, Jim Edward, Maxine and Bonnie, introduced their new RCA Victor release, "Would You Care" b.w. "The Trot," as guests on Louisiana Hayride, Shreveport, Saturday (23). James O'Gwynn, who has been appearing in Alaska, returned to the "Hayride" cast on the same day. . . . Johnny Horton journeys to East Point, Ga., Saturday (30) for a guest shot on WTJH's "Saturday Night Jamboree." . . . Ferlin Husky is booked for an appearance on "Louisiana Hayride" September 20, following his subbing stint on the Arthur Godfrey show. Charlie Walker appears on "Hayride" the same night.

George Jones, James O'Gwynn, Johnny Horton, Linda Brannon and Jimmy Martin and the Sunny Mountain Boys will tour the month of September in Texas, New Mexico, Arizona and Colorado. Jones is currently on a 17-day tour with Faron Young. . . . Rod Brasfield headed a nine-people package which played a park date at Greenville, Tenn., recently, sponsored by Pet Milk. According to Claude Day, promoter, the unit showed to more than 18,000 people in three performances. Date was set by John Kelly's World-Famed Attractions, Nashville.

Wanda Jackson, following her engagement, August (Continued on page 46)

• C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 16

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Blue Blue Day, Don Gibson, Vic.
2. Poor Little Fool, Ricky Nelson, Imp.
3. She Was Only Seventeen, Marty Robbins, Col.
4. City Lights, Ray Price, Col.
5. Bird Dog, Everly Brothers, Cdc.

Dallas-Fort Worth

1. Blue Blue Day, Don Gibson, Vic.
2. Guess Things Happen That Way, Johnny Cash, Sun
3. I Can't Stop Loving You, Don Gibson, Vic.
4. It's a Little More Like Heaven, Hank Locklin, Vic.
5. Oh, Lonesome Me, Don Gibson, Vic.
6. Poor Little Fool, Ricky Nelson, Imp.
7. Blue Boy, Jim Reeves, Vic.
8. Alone With You, Faron Young, Cap.
9. The Ways of a Woman in Love, Johnny Cash, Sun
10. Come In, Stranger, Johnny Cash, Sun

Houston

1. Blue Boy, Jim Reeves, Vic.
2. Bird Dog, Everly Brothers, Cdc.
3. Blue Blue Day, Don Gibson, Vic.
4. Hard Headed Woman, Elvis Presley, Vic.

• C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING AUGUST 16

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Records	Last Week	Chart
1.	BLUE BLUE DAY (BMI)—Don Gibson	2	12
	Too Soon to Know (BMI)—Vic 7010		
2.	GUESS THINGS HAPPEN THAT WAY (BMI)— Johnny Cash	1	14
	COME IN, STRANGER (BMI)—Sun 295		
3.	POOR LITTLE FOOL (BMI)—Ricky Nelson	4	8
	Don't Leave Me This Way (BMI)—Imperial 5528		
4.	HARD HEADED WOMAN (ASCAP)— Elvis Presley	3	9
	Don't Ask Me Why (ASCAP)—Vic 7280		
5.	BLUE BOY (BMI)—Jim Reeves	5	7
	Theme of Love (ASCAP)—Vic 7266		
6.	BIRD DOG (BMI)—Everly Brothers	12	2
	DEVOTED TO YOU (BMI)—Cadence 1350		
7.	OH, LONESOME ME (BMI)—Don Gibson	6	27
	I CAN'T STOP LOVING YOU (BMI)—Vic 7133		
8.	SHE WAS ONLY SEVENTEEN (BMI)— Marty Robbins	9	2
	Sittin' in a Tree House (ASCAP)—Col 41208		
9.	ALONE WITH YOU (BMI)—Faron Young	8	9
	Every Time I'm Kissing You (BMI)—Cap 3982		
10.	JUST MARRIED (BMI)—Marty Robbins	7	21
	STAIRWAYS OF LOVE (ASCAP)—Col. 41143		
11.	CITY LIGHTS (BMI)—Ray Price	11	7
	INVITATION TO THE BLUES (BMI)—Col 41191		
12.	SEND ME THE PILLOW YOU DREAM ON (BMI)— Hank Locklin	13	20
	Why Don't You Haul Off and Love Me? (BMI)—Vic 7127		
13.	SECRETLY (ASCAP)—Jimmie Rodgers	10	15
	Make Me a Miracle (ASCAP)—Roulette 4070		
14.	JEALOUSY (BMI)—Kitty Wells	20	6
	I Can't Help Wondering (BMI)—Dec 30662		
15.	IT'S A LITTLE MORE LIKE HEAVEN (BMI)— Hank Locklin	14	17
	Blue Grass Skirt (BMI)—Vic 7203		
16.	WHEN (ASCAP)—Kalin Twins	19	4
	Three o'Clock Thrill (BMI)—Dec 30642		
17.	REBEL-ROUSER (BMI)—Duane Eddy	—	3
	Stalkin' (BMI)—Jamie 1104		
18.	ARE YOU REALLY MINE? (ASCAP)— Jimmy Rodgers	—	1
	The Wizard (ASCAP)—Roulette 4090		
19.	ALL I HAVE TO DO IS DREAM (BMI)— Everly Brothers	15	18
	Claudette (BMI)—Cadence 1348		
20.	THE WAYS OF A WOMAN IN LOVE (BMI)— Johnny Cash	—	1
	You're the Nearest Thing to Heaven (BMI)—Sun 302		

• Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING AUGUST 16

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Sides	Last Week	Chart
1.	ALONE WITH YOU—Faron Young	1	10
	Cap 3982 —BMI		
2.	BLUE BLUE DAY—Don Gibson	7	8
	Vic 7010—BMI		
3.	GUESS THINGS HAPPEN THAT WAY—Johnny Cash	2	14
	Sun 295—BMI		
4.	BLUE BOY—Jim Reeves	3	6
	Vic 7266—BMI		
5.	CITY LIGHTS—Ray Price	4	7
	Col 41191—BMI		
6.	INVITATION TO THE BLUES—Ray Price	5	6
	Col 41191—BMI		
7.	COME IN, STRANGER—Johnny Cash	13	11
	Sun 295—BMI		
8.	POOR LITTLE FOOL—Ricky Nelson	—	3
	Imperial 5528—BMI		
9.	SQUAWS ALONG THE YUKON—Hank Thompson	10	2
	Cap 4017—BMI		
10.	THE WAYS OF A WOMAN IN LOVE—Johnny Cash	—	1
	Sun 302—BMI		
11.	BIG WHEELS—Hank Snow	9	8
	Vic 7233—BMI		
12.	SEND ME THE PILLOW YOU DREAM ON— Hank Locklin	12	18
	Vic 7124—BMI		
13.	JEALOUSY—Kitty Wells	—	5
	Dec 30662—BMI		
14.	BIRD DOG—Everly Brothers	—	1
	Cadence 1350—BMI		
15.	JUST MARRIED—Marty Robbins	11	21
	Col 41143—BMI		

5. Poor Little Fool, Ricky Nelson, Imp.
6. City Lights, Ray Price, Col.

New Orleans

1. Blue Blue Day, Don Gibson, Vic.
2. Guess Things Happen That Way, Johnny Cash, Sun
3. Blue Boy, Jim Reeves, Vic.
4. Hard Headed Woman, Elvis Presley, Vic.
5. Jealousy, Kitty Wells, Dec.
6. Crying Over You, Webb Pierce, Dec.
7. Poor Little Fool, Ricky Nelson, Imp.
8. The Ways of a Woman in Love, Johnny Cash, Sun

St. Louis

1. Are You Really Mine?, Jimmie Rodgers, Rit.
2. Blue Blue Day, Don Gibson, Vic.
3. Bird Dog, Everly Brothers, Cdc.
4. Guess Things Happen That Way, Johnny Cash, Sun
5. Patricia, Perez Prado, Vic.
6. The Ways of a Woman in Love, Johnny Cash, Sun
7. Alone With You, Faron Young, Cap.

Memphis

1. Blue Boy, Jim Reeves, Vic.
2. You're the Nearest Thing to Heaven, Johnny Cash, Sun
3. Bird Dog, Everly Brothers, Cdc.
4. Guess Things Happen That Way, Johnny Cash, Sun
5. She Was Only Seventeen, Marty Robbins, Col.
6. Devoted to You, Everly Brothers, Cdc.

Nashville

1. Blue Blue Day, Don Gibson, Vic.
2. Guess Things Happen That Way, Johnny Cash, Sun
3. Hard Headed Woman, Elvis Presley, Vic.
4. Invitation to the Blues, Ray Price, Col.
5. Alone With You, Faron Young, Cap.
6. She Was Only Seventeen, Marty Robbins, Col.
7. The Ways of a Woman in Love, Johnny Cash, Sun

R & B Best Sellers in Stores

FOR SURVEY WEEK ENDING AUGUST 16

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Title	Label
1	2	5	JUST A DREAM (BMI)—Jimmy Clanton You Aim to Please (BMI)—Ace 546	BMI
2	3	5	LITTLE STAR (BMI)—Elegants Getting Dizzy (BMI)—APT 25005	BMI
3	1	5	PATRICIA (ASCAP)—Perez Prado Why Wait? (BMI)—Vic 7245	BMI
4	4	8	POOR LITTLE FOOL (BMI)—Ricky Nelson Don't Leave Me This Way (BMI)—Imperial 5528	BMI
5	6	7	MY TRUE LOVE (BMI)—Jack Scott LEROY (BMI)—Carlton 462	BMI
6	5	6	SPLISH SPLASH (BMI)—Bobby Darin Judy, Don't Be Moody (BMI)—Atco 6117	BMI
7	18	2	BIRD DOG (BMI)—Everly Brothers DEVOTED TO YOU (BMI)—Cadence 1350	BMI
8	15	3	WESTERN MOVIES (BMI)—Olympics Well! (BMI)—Demon 1508	BMI
9	8	5	REBEL-ROUSER (BMI)—Duane Eddy Stalkin' (BMI)—Jamie 1104	BMI
10	10	9	WILLIE AND THE HAND JIVE (BMI)— Johnny Otis Show Ring-a-Ling (BMI)—Cap 3966	BMI
11	7	12	YAKETY YAK (BMI)—Coasters Zing! Went the Strings of My Heart (ASCAP)—Atco 6116	BMI
12	9	4	WHEN (ASCAP)—Kalin Twins Three o'Clock Thrill (BMI)—Dec 30642	BMI
13	11	5	ONE SUMMER NIGHT (BMI)—Danleers Wheelin' and A-Dealin' (BMI)—Mercury 71328	BMI
14	12	3	FEVER (BMI)—Peggy Lee You Don't Know (BMI)—Cap 3998	BMI
15	16	3	GINGER BREAD (BMI)—Frankie Avalon Blue Betty (ASCAP)—Chancellor 1021	BMI
16	13	9	HARD HEADED WOMAN (ASCAP)—Elvis Presley Don't Ask Me Why (ASCAP)—Vic 7280	BMI
17	—	1	WIN YOUR LOVE FOR ME (BMI)—Sam Cooke Love Song From "Houseboat" (ASCAP)—Keen 32006	BMI
18	14	5	FOR YOUR PRECIOUS LOVE (ASCAP)— Jerry Butler and the Impressions Sweet Was the Wine (ASCAP)—Abner 1013	BMI
19	—	1	YOU'RE A SWEETHEART (ASCAP)— Little Willie John Let's Rock White the Rockin's Good (BMI)—King 5142	BMI
20	—	1	BETTY LOU GOT A NEW PAIR OF SHOES (BMI)— Bobby Freeman Starlight (BMI)—Josie 841	BMI
20	—	1	EARLY IN THE MORNING (ASCAP)— Bobby Darin & the Rinky Dinks Now We're One (BMI)—Atco 6121	BMI

Most Played R & B by Jockeys

FOR SURVEY WEEK ENDING AUGUST 16

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Title	Label
1	5	3	PATRICIA—Perez Prado Vic 7245—ASCAP	BMI
2	1	11	YAKETY YAK—Coasters Atco 6116—BMI	BMI
3	11	8	WILLIE AND THE HAND JIVE— Johnny Otis Show Cap 3966—BMI	BMI
4	12	3	WHEN—Kalin Twins Dec 30642—ASCAP	BMI
5	2	5	SPLISH SPLASH—Bobby Darin Atco 6117—BMI	BMI
6	4	17	WHAT AM I LIVING FOR?—Chuck Willis Atlantic 1179—BMI	BMI
7	3	5	FOR YOUR PRECIOUS LOVE— Jerry Butler and Impressions Abner 1013—ASCAP	BMI
8	7	8	HARD HEADED WOMAN—Elvis Presley Vic 7280—ASCAP	BMI
9	8	3	LITTLE STAR—Elegants Apt 25005—BMI	BMI
10	9	4	ONE SUMMER NIGHT—Danleers Mercury 71322—BMI	BMI
11	6	3	JUST A DREAM—Jimmy Clanton Ace 546—BMI	BMI
12	10	3	REBEL-ROUSER—Duane Eddy Jamie 1104—BMI	BMI
13	14	9	POOR LITTLE FOOL—Ricky Nelson Imperial 5528—BMI	BMI
14	—	1	FEVER—Peggy Lee Cap 3998—BMI	BMI
14	—	1	YOU'RE A SWEETHEART—Little Willie John King 5142—ASCAP	BMI
14	15	2	WESTERN MOVIES—Olympics Demon 1508—BMI	BMI

Reviews of New R & B Records

BUDDY GUY & BAND
Sit and Cry . . . 76
ARTISTIC 1501—A wild and wailing Southern blues interpretation with Guy bleeding a lot of meaning out of it. Good wax for territorial action. (Armel & Ghana, BMI)

Try to Quit, You Baby . . . 76
Good Southern blues here, too, with more frantic shouting by Guy. Two fine sides for their market.

JOHNNY & JUDY
Bother Me Baby . . . 76
ALADDIN 3420—Driving disk is sold with enthusiasm by the pair. It has a lot of life. (Aladdin, BMI)

Who's to Say . . . 73
Reflective ballad with a beat is sung with some feeling by the chicks. Ballad is rather intricate but it is spinable. (Aladdin, BMI)

CHARLES CLARK
Row Your Boat . . . 75
ARTISTIC 1500—This uses the first phrases of the oldie, then branches into a blues chant in which "he'll row for the rest of his life." Harmonica wails here. For Southern trade. (Armel, BMI)

Hidden Charms . . . 74
This has a modified Southern flavor with good wailing by Clark against a

ON THE BEAT

Continued from page 12

them. I've had mine for three years and I must say, this is the greatest.

When George Cates was in the hospital several years ago, suffering from a heart attack, he was, as hospital tradition sometimes dictates, not permitted to shave. As his whiskers grew, his health slowly returned. Cates naturally came to associate his satisfactory recuperation with the growth of the beard. In a word, it became a good luck omen and had no bearing on Cates' niche in the music business. "You can tell DeLugg he won't be shaving his off if that's the case," Cates said, "because I'm not shaving mine."

Milton DeLugg, Dot Records' New York musical director, told me that "Quite frankly, I wouldn't shave mine off unless Pete Fountain and George Cates did likewise, altho I might sell my Jaguar if I got the right offer for it. But DeLugg appears safe as far as the beard is concerned, because Cates has no intention of shaving his, for a very important reason.

Any critique of beards, of course, would be incomplete without a reference to The Billboard itself as regards personnel on the paper. It's no secret that Eugene Burr, a one-time drama editor of The Billboard, possessed a beard, reportedly to gain entre to the Shubert theaters, which was occasionally denied him because he was such a tough critic. Rumor has it that a photo of The Billboard staff showed up with Burr without beard. The management took such a dim view of the whiskers that the beard was touched away by an artist. In more recent years, an advertising salesman for the paper also grew a beard but it was shaved off promptly at the request of the management.

Where the beards will go from here is anybody's guess. Opinions are solicited and this column will keep an eye on trends for use in later reports.

C. & M. Records, of Elizabeth, N. J., reports activity on "Loapin'," by the Castinos. It's selling in New Jersey, Nashville and Richmond areas. C. & M.'s affiliate, Wanger Records, is getting action in Philly with "Miss Annie," by the Plurals. . . . Package of Clyde McPhatter, Jerry Butler and the Impressions and Sil Austin's band, put together by GAC's Tim Gale, is racking up healthy grosses on its one-month tour of one-nighters. . . . Cecil Scaife has started Hi Records in Nashville. . . . Woody Herman has cut out from Associated Booking and has signed with the Willard Alexander office. Herman is currently on a State Department - ANTA sponsored tour of Latin America and reportedly fractured an audience of 15,000 in Caracas.

Country star Ferlin Husky has cut "I Will," a side which rocks with a harp backing. Meanwhile, Erroll Garner has cut a series of

rather diluted primitive backing with swinging harmonica. Swinging sound. (Armel Music & Ghana, BMI)

BIG BILL BROONZY
Hey, Hey . . . 71
MERCURY 71352—A blues from the Mercury vault, which could catch some spins as a result of the great artist's recent passing. (Parliament, BMI)

Tomorrow . . . 71
Another blues in the old style. Same commercial prospects. (Parliament, BMI)

This Week's R & B Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . .

R & B RECORDS

NO SELECTIONS THIS WEEK.

R & B Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 16

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Just a Dream, Jimmy Clanton, Ace
2. Little Star, Elegants, Apt
3. My True Love, Jack Scott, Car.
4. Western Movies, Olympics, Dem.
5. Win Your Love for Me Sam Cooke, Keen
6. Splish Splash, Bobby Darin, Atco
7. Early in the Morning Bobby Darin & the Rinky Dinks, Atco
8. For Your Precious Love Jerry Butler & the Impressions, Abn.

Charlotte

1. Little Star, Elegants, Apt
2. Western Movies, Olympics, Dem.
3. Just a Dream, Jimmy Clanton, Ace
4. Splish Splash, Bobby Darin, Atco
5. Willie & the Hand Jive The Johnny Otis Show, Cap.
6. Bird Dog, Everly Brothers, Cdc.
7. Patricia, Perez Prado, Vic.
8. Do You Want to Dance? Bobby Freeman, Jos.
9. Poor Little Fool, Ricky Nelson, Imp.

Chicago

1. Little Star, Elegants, Apt
2. Just a Dream, Jimmy Clanton, Ace
3. Poor Little Fool, Ricky Nelson, Imp.
4. Devoted to You, Everly Brothers, Cdc.
5. Ginger Bread, Frankie Avalon, Chan.
6. Patricia, Perez Prado, Vic.
7. Fever, Peggy Lee, Cap.
8. Are You Really Mine? Jimmie Rodgers, Rit.
9. Hard Headed Woman Elvis Presley, Vic.
10. My True Love, Jack Scott, Car.

Cincinnati

1. For Your Precious Love Jerry Butler & the Impressions, Abn.
2. You're a Sweetheart Little Willie John, King
3. Little Star, Elegants, Apt
4. Flip Flop, Bill Doggett, King
5. Win Your Love for Me Sam Cooke, Keen

Detroit

1. Patricia, Perez Prado, Vic.
2. Little Star, Elegants, Apt
3. Poor Little Fool, Ricky Nelson, Imp.
4. Just a Dream, Jimmy Clanton, Ace
5. Fever, Peggy Lee, Cap.
6. Willie & the Hand Jive Johnny Otis Show, Cap.
7. Splish Splash, Bobby Darin, Atco
8. Win Your Love for Me Sam Cooke, Keen
9. Devoted to You, Everly Brothers, Cdc.
10. Bird Dog, Everly Brothers, Cdc.

Los Angeles

1. Patricia, Perez Prado, Vic.
2. Just a Dream, Jimmy Clanton, Ace
3. Little Star, Elegants, Apt
4. When, Kalin Twins, Dec.
5. Splish Splash, Bobby Darin, Atco
6. One Summer Night, Danleers, Mer.
7. My True Love, Jack Scott, Car.
8. Bird Dog, Everly Brothers, Cdc.
9. For Your Precious Love Jerry Butler & the Impressions, Abn.

sides featuring the cat on a swinging harpischord, "I Can't Get Started," and "Just Blues," the latter his own tune. . . . Ruth Brown's newest, "This Little Girl's Gone Rockin'," was clefted by Bobby Darin. . . . Joe Lubin, veepee of Arwin Records, has signed a new group, the Strattons. . . . Bob King, Canadian RCA Victor artist, has made a cross-Canada jockey tour promoting his disk "Party Hop." Disk was made by Victor's Hugh Joseph in the firm's Montreal studios. . . . Roulette has acquired two masters from Bob Fisher and Phil Perry of Firefly Records. Disks are "The Crawl," and "Where the Candelights Glow," by the Fireflies, and Phil Anthony's "My Promise to You" and "Bop Bop Bop."

Lou Krefetz, of Poplar Records, will handle the national distribution thru his distribu-

(Continued on page 46)

New Orleans

1. Patricia, Perez Prado, Vic.
2. Poor Little Fool, Ricky Nelson, Imp.
3. Little Star, Elegants, Apt
4. Western Movies, Olympics, Dem.
5. Just a Dream, Jimmy Clanton, Ace
6. When, Kalin Twins, Dec.
7. Yakety Yak, Coasters, Atco

New York

1. Little Star, Elegants, Apt
2. Poor Little Fool, Ricky Nelson, Imp.
3. Patricia, Perez Prado, Vic.
4. Fever, Peggy Lee, Cap.
5. My True Love, Jack Scott, Car.
6. Ginger Bread, Frankie Avalon, Chan.
7. Splish Splash, Bobby Darin, Atco
8. When, Kalin Twins, Dec.

Philadelphia

1. Patricia, Perez Prado, Vic.
2. Just a Dream, Jimmy Clanton, Ace
3. Little Star, Elegants, Apt
4. Fever, Peggy Lee, Cap.
5. You're a Sweetheart Little Willie John, King
6. When, Kalin Twins, Dec.
7. Splish Splash, Bobby Darin, Atco
8. Ginger Bread, Frankie Avalon, Chan.

St. Louis

1. Just a Dream, Jimmy Clanton, Ace
2. My True Love, Jack Scott, Car.
3. Bird Dog, Everly Brothers, Cdc.
4. Little Star, Elegants, Apt
5. Patricia, Perez Prado, Vic.
6. Western Movies, Olympics, Dem.

Washington, D. C.

1. Patricia, Perez Prado, Vic.
2. Yakety Yak, Coasters, Atco
3. Just a Dream, Jimmy Clanton, Ace
4. Splish Splash, Bobby Darin, Atco
5. Win Your Love for Me Sam Cooke, Keen
6. Rockin' Robin, Bobby Day, Class
7. For Your Precious Love Jerry Butler & the Impressions, Abn.
8. You're a Sweetheart Little Willie John, King
9. My True Love, Jack Scott, Car.

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#1546-TEACHO WILTSHIRE
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NEWARK, N. J.

FOLK TALENT AND TUNES

• Continued from page 44

20-23, at Ray Perkins' Flame Theater Lounge, Minneapolis, hopped into Pennsylvania for a series of dates for booker Harry Cooke. Her next appearance on ABC-TV "Jubilee, U. S. A.," which emanates from Springfield, Mo., is set for August 30. . . . Hank Thompson and His Brazo Valley Boys are booked for the sixth straight year at the Texas State Fair, Dallas, in October, presenting three free shows daily during the run of the fair. . . . Jim Halsey, head of Thunderbird Artists, Inc., and personal manager for Hank Thompson and Wanda Jackson, spent last week at the Wort Hotel, Jackson, Wyo., where the Thompson crew was the attraction.

Joe Allison, emcee of Nat Nigberg's "Country America," beamed Saturday nights over KABC-TV, Los Angeles, will be seen on his

own television show on the same station, starting in October. This will in no way affect his chores as host to the guests on the Nigberg stanza. . . . The Four Marksmen, of "Jubilee, U. S. A." (new name for "Country Music Jubilee"), appeared Sunday (24) at Mrs. Edie Ruton's Hillbilly Park, Newark, O. On Wednesday (27), the Marksmen show their wares at the Appleton City, Mo., Fair, where Suzi Arden and the Country Gentlemen entertained Tuesday (26).

Leon McAuliff and His Cimarron Boys are set Wednesday and Thursday of this week (27-28) at the Indiana State Fair, Indianapolis, their second year in a row there. . . . This Wednesday (27), comics Flash and Whistler join Billy Walker, Suzi Arden, Slim Wilson and the Jubilee Promenaders, with L. D. Keller, at the fair in Mazon, Ill. . . . Jackie Dee, whose initial waxing on the Liberty label couples "Strolypso Dance" and "Buddy," accompanied her manager, Ray Scrivner, of Abco Music, Nashville, on a business trip to New York last week. Previously, Miss Dee and her band, known as the Dates, put in 10 days in Nashville prepping for an upcoming road trek. While there they also appeared on Dave Overton's "5 o'Clock Hop" and Noel Ball's Saturday afternoon show, and also helped Station WENO celebrate its raise in power to a 5,000-watt station.

Jim Edward, Maxine and Bonnie Brown are building a new home for their parents in Pine Bluff, Ark. The new domicile, comprising 11 rooms, three baths, an office and a patio, will be ready for occupancy in about three weeks. Their new release, "Would You Care," was recently Spotlit in The Billboard, and the kids report that it is catching on rapidly in all sections. . . . Tom Tall, now working under the management of Ed Fletcher and currently on personals in California, is slated to leave the Coast September 1 on an extended tour to plug his new release on the Crest label, "To Be Alone" b/w "High School Love." Tom is skedded for guest shots on a number of top country shows thru September and October.

Ole Dad Kingsley and Harold Thorp, originators of the weekly Wednesday night country show, "Grand Ole Jamboree," at the Grand Theater, Woodstown, N. J., were recent visitors on "World's Original Jamboree," Wheeling, W. Va., to book talent for their attraction. They have been running weekly since last February. . . . Smiley Burnette, current at the Ohio State Fair, Columbus, thru Friday (29), appears on "Jubilee, U. S. A." from Springfield, Mo., Saturday (30) and then follows with the Saline County Fair, Benton, Ark., September 2-5; \$ellebrity \$ale Day, Decatur, Ill., 6; the fair at Knoxville, Tenn., 8-10; fair, Ellettsville, Ind., 12, and the Auditorium, Sioux City, Ia., 13.

Harmon Stadium, Okmulgee, Okla., Tuesday (26) will house a c.&w. package featuring Bobby

Lord and Norma Jean, of "Jubilee U.S.A.," and Carl Blankenship, Vernon Stewart and Bill Parks, of Razorback Records, along with Bobb Cobb and the Oklahoma Playboys. The same unit will be a feature of the Labor Day Celebration at Henryetta, Okla., September 1. . . . Bobby Barnett, of Thoreau, N. M., visited deejays in the Oklahoma-Arkansas sector recently to plug his new Razorback label release, "Blue Day" b/w "Wasted Dreams." . . . John F. Kennedy, of Garden State Productions, Newark, N. J., reports that the Thompson Brothers, currently appearing at the Wonderpool, Newark, are slated to sign with one of the major labels almost any day now.

Jackie Dee and Her Dates, a new combo, will headline the Teenarama Show at Terre Haute, Ind., Friday (29), to kick off an extended p.-a. tour arranged by her personal manager, Ray Scrivner, of Abco Music, Nashville. Recently inked by Liberty Records, Miss Dee's first release on that label couples "Strolypso Dance" and "Buddy," both from her own pen. Both sides chalked good ratings in the trade charts. Jackie also has had one of her tunes recorded by Brenda Lee, and another has been waxed by the Casualteens. They are slated for release early in September.

Red Foley's itinerary from September 1 to mid-October, stacks up as follows: Berea, Ky., September 3; Springfield, Mo., 6; Duluth, Minn., 7; Brainard, Miss., 8; Grand Forks, N. D., 9; Fargo, N. D., 10; Mason City, Ia., 11; Springfield, Mo., 13; St. Paul, Minn., 14; Sioux Falls, S. D., 16; Worthington, Ia., 17; Eau Claire, Wis., 18; Springfield, Mo., 20; Wichita, Kan., 26; Springfield, Mo., 27; Kansas City, Mo., 29; Springfield, Mo., October 6; Evansville, Ind., 10; Springfield, Mo., 11; Dallas, Tex., 15, and Plainview, Tex., 16.

With the Jockeys

Freddie Rose, veteran country singer and deejay, is manning the turntables at Station KFAY, Fayetteville, Ark., via a show called "Hillbilly Heaven." . . . Marvin McCullough, platter whirler at KRMC, Tulsa, Okla., is back in harness following a fortnight's vacation in Alabama, his home State. Marv spins two and a half hours of c.&w. music Monday thru Saturday. . . . Linda May, 15-year-old country singer, has just had her first release on Max Jaffee's Avalanche Records, and Max urges deejays who may have been missed in the original mailing to write in for a sample. His address is 1709 Lincoln Boulevard, Venice, Calif. Tunes are "Eleven Days" and "Get Goin'."

Last week we mentioned that Fred Diamond, who described himself as a "frustrated songwriter," had available for jockeys who will write him a new gospel-type recording featuring a pair of his original tunes. We failed, however, to list his address. It's P.O. Box 294, Lansing, Mich. Fred was also anxious to learn the whereabouts of the country writer, Jenny Lou Carson.

ON THE BEAT

• Continued from page 43

tion network of "I Slipped, Tripped and Fell in Love With You," by Bobby Long on the Glowhill label of Newark. New indie label was formed in Hollywood this week under the name of Jolt Records. It is co-owned by George Jay and David Holt. First release is a novelty rock and roller,

Hard Sell Is the Answer

• Continued from page 5

They have to make money on disks. And thus sharp buying is important.

Another dealer noted that it isn't enough just to price cut. Merchandise, even at cut prices, must

be aggressively sold—advertised, displayed, and pushed. And along with sales or cut price items, hot items—such as a Presley or Van Cliburn album—must be sold as well, to enable the dealer to make decent profits.

Group Buying

For the smaller dealer whose buying is limited to minor purchases one large dealer suggested that he band together with a number of other neighborhood shops, and buy in concert, thus being able to swing better deals with distributors and with manufacturers. This procedure, the dealer pointed out, is similar to that performed by food stores who banded together many years ago in order to buy merchandise at a better price and sell it at a lower price than before.

Some dealers complained that altho the record business was expanding, it was doing so at the expense of the smaller dealer and more and more customers were buying from racks, thru clubs and at discounters. But, here again, other dealers stated that sharper buying procedures, smart discounting and aggressive merchandising would keep the dealer's customers and add new ones, as well as let the dealer make a real profit again.

Reviews of New C & W Records

• Continued from page 44

HYLO BROWN
John Henry 74
CAPITOL 4035—A peppy adaptation of the old folk tune. Brown uses a high falsetto in telling the tale. Good side for jocks. Backing is good. (Central Songs, BMI)

There's More Pretty Girls Than One 72
Sprightly c.&w. honky-tonker is given a salable belt by Brown with traditional c.&w. string support. Fair chances. (American, BMI)

RAY JACKSON
Texas-Alaska 73
D1012—Another in the series about the fact that Texas is no longer the largest State. Side includes slices from several other disks in answer to a narrator's questions. This might attract if exposed.

Alaska 70
Traditional c.&w. ballad salute to the 49th State. Possible territorial interest, but weak for general market. (Glad Music, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less:

BUDDY DURHAM: Little Home in West Virginia/Orange Blossom Special, Down Yonder, Golden Slippers, Red Wing — Emperor 102
SMITTY & CORN HUCKSTERS: Love Me While I'm Young/I'm Going Back to My Franlein—Skippy 103

Suit Filed

• Continued from page 6

Strange" was partly copied from "Billy's Blues," penned by Billy Stewart and Joe Williams and written in 1955. "Love Is Strange" was a big hit for Mickey and Sylvia on the Groove label in 1957.

The four publishers that filed suit against Seeco Records were Famous Music, for "Love Letters"; Shapiro-Bernstein Music, for "The White Cliffs of Dover"; Joy Music, for "Love Is a Simple Thing," and Mills Music, for "One Morning in May." In their suit for which the lawyers were Abeles & Bernstein, the publishers asked for an accounting and triple royalties on all four songs. The publishers claimed that Seeco had been licensed for all of the songs and had paid the 2-cent royalty on all the songs but alleged that the record company owed additional royalties and thus asked for the full sum as payment and for an accounting.

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Elmira Down 25%; Revue Comment Good

Laud GAC-H Show, Connee Boswell; Rain Hurts Gate

ELMIRA, N. Y. — Sporadic rain and poor economic conditions caused the Chemung County Fair's attendance decline of 25 per cent. Rain smacked the event practically every day.

Edward L. Hardeman, treasurer, and Robert S. Turner, secretary, said the drop at the gate was not disheartening, considering the many ways in which there were improvements. Agriculturally, there were more entries than ever before.

Total attendance was given as 44,318, about 15,000 less than last year and 24,000 behind the all-time record of 68,500 in 1956. Rain washed out the opening Sunday (10), and the expected good business on Wednesday and Friday nights. It threatened whenever it did not rain.

An encouraging note was the GAC-Hamid "Satellite Revue," this year's No. 1 unit which was down somewhat from last year's business but not as much as other units at the fair. On Tuesday (12) it picked up the \$1,200 lost to the Sunday rain. Featured was singer Connee Boswell in her first fair date. George Hamilton IV was in for two days.

Web Act Success

With the revue was the Al Youngman band; emcee Bob Holiday; the Grimaldis, musical novelty; Therons, bike act; Markhys, acrobatic; Elkon Sisters, contor-

(Continued on page 50)

Ernest Jones Killed in 40-Foot Fall

SIoux CITY, Neb. — Ernest Jones, 35, a performer with the Atterbury - Hornbeck Enterprises, was killed when he fell 40 feet from a pole here. Jones, a sway-pole performer, was trying to put a 10-foot extension on the pole when he fell.

Jones, Max Stevens and Barbara Winters, partners in the 60-foot pole act were billed as the Sky Kings and had been headquartered in Sioux City. Their next booking was in Quebec City, Que.

CALIF. SEEKS WORLD'S FAIR

WASHINGTON — Los Angeles will be the site of the next World's Fair in 1963, if California congressmen have their way.

The representatives banded together last week and introduced resolutions in the House asking the President to designate the "vicinity of Los Angeles" as the spot for the fair.

Rep. Edgar W. Hiestand (R.) said the attendance at Brussels "indicates a continuing world-wide interest in these great fairs." He added that resolutions of the L.A. city council have approved the project, and only presidential designation is needed for the go-ahead.

MEMPHIS FAIR SETS UP FREE EXHIBIT AREA

MEMPHIS — A new exhibit feature of the Mid-South Fair, to be called the Mid-South Industrial Exposition, with free space to manufacturers in a seven-State area, has been set up, Glenn Pinkston, fair director of exhibits, announced last week.

The exposition is open to manufacturers at no charge. Bearing the cost is a group of sponsors which includes State and regional industrial development organizations, the Memphis Chamber of Commerce, four Memphis banks and The Memphis Commercial-Appeal, morning newspaper.

Pinkston said the exhibits will be displayed in connection with the Made-in-the-Mid-South show in the Shelby County Building.

Gainesville Plays Odessa Road Date

GAINESVILLE, Tex. — The Gainesville Community Circus went to Odessa for performances Saturday afternoon and night (16).

It was the first out-of-town engagement for the circus since the show lost most of its properties by fire in 1954.

Gate Off, \$\$ Up At Mo. State Fair

SEDAIJA, Mo. — Athlo the Missouri State Fair thru Thursday (21) had chalked up about 10 per cent less attendance than a year ago to that same point, receipts, due to a hike in gate and parking charges, were running well ahead of 1957.

The event was hurt by rain on opening day, Saturday (16), that started at 11 a.m. and continued throught the day. A program of auto races, set for that afternoon by Al Sweeney's National Speedways, was called off and re-scheduled for Sunday morning where it drew a good turnout as did the afternoon program of Sweeney races.

Jimmy Hetzer's night grandstand revue, International Spectacular, started off slow on Monday, which was also slow for the fair, but built up and by Thursday was pulling strong turnouts.

ROGERS EYES 200G GROSS AT WISCONSIN STATE FAIR

Thursday Show Grosses \$25,607; Aids Attendance, Parking Receipts

By HERB DOTTE

MILWAUKEE — Roy Rogers, appearing at the Wisconsin State Fair here, again demonstrated that he is the strongest crowd-puller outdoor show business has ever known.

In for the regular nine-night run, plus a Friday (15) performance, he and his company fractured all past records for night grandstand business thru the first seven nights and were well on the way to a 10-night gross of over \$200,000 by Sunday's (24) finale.

The previous peak night grandstand gross here was \$84,551, set in 1953, when eight night shows were given by a traditional fair revue.

Last year "West-O-Rama" grossed \$77,236 and played to 47,635 people to reverse the night grandstand down-trend of recent years. In 1956 night grandstand receipts had fallen to a postwar low of \$41,357.

On the basis of a \$200,000 gross, Rogers will go out with more than \$100,000 for his end,

while the fair will get over \$70,000 or roughly the same amount as the total gross by "West-O-Rama" last year.

Rogers was in on a \$40,000 guarantee, after which the fair was to get the next \$40,000 of receipts. Over the first \$80,000, Rogers was to get 70 per cent, the fair 30 per cent.

Additionally, the fair reaped the benefits of Rogers' appearance in higher outside gate totals and 5 per cent greater parking income. Thru Thursday (21), with three days still to go, the outside gate count was 542,409, up from 518,594 at the corresponding point last year. The fair operates with a 75-cent gate.

Strength Amazes

Rogers' phenomenal pull amazed Bill Masterson, fair manager, who in contracting the Western star took leave of the long-established circuit of major Mid-west and Southern fairs, which for years had booked their night grandstand show as a unit from Barnes-Carruthers Theatrical Enterprises, Chicago.

It was Masterson who had played a major part in persuading the Barnes-Carruthers office to

(Continued on page 50)

200,000 in Sight For West Virginia Fair

Entries Exceed Previous Highs; Air Cargo Drop by 3 Planes a Feature

RONCEVERTE, W. Va. — A 200,000 week was in the making for the West Virginia State Fair thru Thursday (21), with weather near perfect and exhibits hitting new highs in numbers and quality.

C. T. (Tom) Sydenstricker, manager, paid compliments to the Cetlin and Wilson Shows, returning after an absence of several years. He termed the show the finest ever to play the date, giving particular praise to the showfronts and lack of ride duplication.

As is the fair's pattern, it hosted a different high school band daily. At the grandstand the Fontane Sisters were very well received. Also booked thru GAC-Hamid was Lanny Ross, slated for Friday and Saturday (22-23).

On a daily basis, the attendance was down a bit on Monday (18), even with last year on Tuesday, and up on Wednesday, when 50,000 persons jammed the grounds. Fair presented several military displays. A feature was to be Saturday's air cargo drop in the new area west of the fairgrounds. Three planes were to participate beyond the parking area, with the proceedings visible from the grounds.

Harness racing was complicated due to the excessive number of entries, necessitating several divisions. On Wednesday, for instance, there were 18 starters requiring two fields of nine each. On the livestock end there were 115 herefords, 82 angus, and 62 shorthorns, representing seven States.

Ronceverte has become excellent grandstand territory, and the GAC-Hamid attractions had a good week there.

PNE Execs Aim At Million Gate Record

VANCOUVER, B. C. — Officials of the Pacific National Exhibition last week set their sights on the possibility of hitting a million attendance, based on early turnouts which during the first week of the run were described as "phenomenal."

With two extra days tacked onto this year's run for the British Columbia Centennial, the million figure was looked upon as a possibility. The first two days of the 15-day run saw 120,000 people come into the grounds. Last year's attendance was 820,000 and if weather held and turnouts matched '57, the new record was in sight.

One of the outstanding successes of the first week was the new Roller Coaster on the new Playland fun zone. From the time the gates opened this ride, with few exceptions, has been running with a full pay load. In addition, other midway segments were reported doing well with most operators smiling.

The Polack Bros. Circus, in for

(Continued on page 52)

Uphill Battle for Hamburg After 11% Setback During First 3 Days

By IRWIN KIRBY

HAMBURG, N. Y. — Last year's attendance total of 325,926 appeared relatively safe from assault last week, as the Erie County Fair struggled to get loose from gusty winds and rain. At midweek a deficit had been halved to where the total gate figure was 11 per cent behind 1957.

The vast layout had a couple of new elements of interest this year and patrons responded in appreciable numbers to view them. One of these was a round, 40-foot diving pool behind the Conservation Building. Novel for agricultural fairs, it is used for diving and skin-diving exhibition. During the week, thousands of persons rimmed the storm fence-enclosed pool to watch the proceedings.

On the far side of the track was the first showing of the "Agricultural Museum." Under a big, striped tent roof was an assortment of antique farm implements contributed by friends of the fair.

Attendance on opening day Saturday (16) and the following day totaled 68,052. This trailed the first two days of 1957 by 20,000, or 23 per cent. On Monday, however, the 26,624 customers were only 3,000 off the pace and cut the deficit to 11 per cent. Outlook appeared excellent.

Other promotional elements include a beauty contest and Sunday's (17) parade of antique cars. Close to 100 units made the drive past a well attended grandstand, as the local newspaper baseball finals were being conducted on the

infield diamond. Opening day features included a two-hour matinee program of racing, sponsored by the Buffalo Bicycle Racing Club.

The traditional horse show was held for four mid-week days in the track infield, with events in 10 major divisions and 50 class events. Prizes totaled \$5,000 in cash. Another equine attraction was Genesee Brewing Company's seven-horse hitch of Lipizzan horses pulling the Emperor Franz Josef carriage.

Hamburg draws more than 300,000 admissions annually, without a charge for children up to age 16. Gate fee is 75 cents, and parking is a quarter. The 160-odd acres are ample for major throngs. Grandstand prices range from 50

(Continued on page 50)



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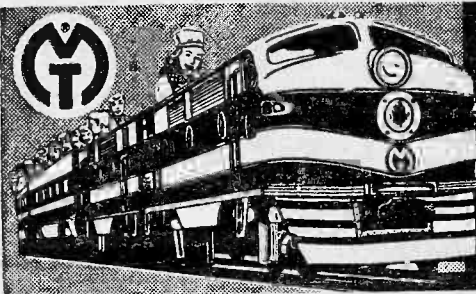
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Ocean Beach Sets Finale For Sept. 7

NEW LONDON, Conn.—City-owned-and-operated Ocean Beach Park is closing down officially for the season on Sunday September 7. Evening parking charges will be discontinued after 5 p.m. daily, effective September 2.

The park board has tabled a request that the miniature golf range be made available for children after 8 p.m. Concessionaires' rule now prohibits youngsters after that hour. The board is still to take action on the proposed change of collection method for repeat rides on the Dodgem cars.

This season should be the park's second best—receipts are over the \$200,000 mark already.

Seek Location For '59 Rodeo World Series

DENVER—The National Finals Rodeo Commission last week sent invitations to the mayors of 37 U. S. cities asking for bids on a site for the first of the annual world-series rodeos.

The Denver-headquartered commission, organized last month by the Rodeo Cowboys Association, is looking for a city in which to stage the five-day event.

The rodeo would decide the world's championships, with a record purse offered. It would pit together the top 15 riders in each rodeo event.

John Van Cronkhite, producer and general manager of the rodeo, said the commission hopes to stage the event at the end of the 1959 season. A different city will be chosen for the rodeo each year. To win the event, cities must bid by offering facilities, co-operation and other inducements.

If there is already an RCA-ap-

Altamont Fair Aims At 100,000 Goal

ALTAMONT, N. Y. — By almost any standard, this year's fair here was the biggest and best in 64 years. The fair proclaimed itself as the Sunflower Fair on its huge flower-shaped road markers, Regional Fair in advertising, and Tri-County Fair in the telephone book, but patrons had no trouble finding it in record numbers.

An excursion into the 100,000 attendance class seemed assured as of Thursday (21), with the results being better than last year on each of the first three days.

Daily totals, with last year's in parenthesis, were, Monday (18) 7,075 (6,058); Tuesday 28,711 (26,752); Wednesday 8,159 (7,661) Tuesday, first of two kiddie days, was the biggest one-day turnout ever. Previous high for the week was 93,000.

Dan Frederick, president, said this year's edition exceeded last year's on every count. Weather was the same as last year's which gave encouragement to the hopes for a new record, especially since a second kids' day was in store for Friday.

Altamont's kids' days are well promoted, with groundwork done before the summer recess. Schools are given envelopes which are distributed by teachers to 65,000 kids in the classroom. Kids mark their names and addresses and hand back the envelopes, which are picked up by fair representatives. A couple of weeks prior to fairtime, the envelopes are stuffed and mailed to the homes.

This is what kids get in the mail: Free admission. Stub which is good for giveaways of bicycles and other prizes. Ticket which is exchangeable for three rides ducats

proved rodeo presented in that city, the management of that rodeo must concur before the championship can be staged there. The commission is looking for an arena big enough to hold a rodeo, and with a minimum seating capacity of 8,000. Most outdoor arenas, except possibly those in the Southwest, would be ruled out because of the weather, Van Cronkhite said.

NO RECESSION

Superior Fair Counts Record \$\$

SUPERIOR, Wis. — The Tri-State Fair shrugged off any effects of a recession and closed its six-day run here Sunday (17) with a new all-time record on receipts.

Seegar Swanson, longtime secretary-manager, reported total attendance—about 100,000 paid and free—was only up 2½ per cent. The night grandstand show, a GAC-Hamid production with names, was 30 per cent ahead of last year. Royal American Shows were up 23 per cent, and two programs of locally produced stock car races on the final Saturday and Sunday afternoons showed a 25 per cent hike over a year ago.

Swanson, a newspaper editor, said that the only explanation he could offer for the big increase in the face of a tight economy here and in Duluth was the name attractions and a 15 per cent hike in promotion. This increased promotion was directed, thru radio, TV and newspapers, to a wider area than ever before and registrations at various points on the fairgrounds indicated the fair had drawn people from towns never

before looked upon as fertile territory.

The night show featured the Mariners on three nights, Scamethin' Smith and the Redheads on two, and the Shep Fields orchestra thruout the run. On Sunday night Sam Howard's swim and dive show did okay on a usually slow night. The weekend afternoon auto races, promoted by the Duluth-Superior Auto Racing Association, had two packed stands, featuring drivers from Canada, Michigan, Wisconsin and Minnesota.

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 3. Lottie Harris, Ohio, fair-warm 978.50
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 6. H. Lucas, Mich., rainy 642.70
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ARENAS & AUDITORIUMS

**Des Moines Nears Profit;
 Facilities, Labor Assist**

By TOM PARKINSON

AT DES MOINES, the Veterans Memorial Auditorium may well go into the black this year, due largely to the dilligence of its manager, Horace Strong. If this happens, it will be despite a rather unusual set of competing circumstances.

Strong declares that his building's facilities have proved to be excellent. There is a dividing curtain for the main arena, plus other usable spaces. The cooling system, which is in lieu of full air-conditioning, has proved out. It uses the ice rink equipment to cool the air prior to an event. By practice in the few years the building has been in operation, management has increased the cooler period from a maximum of four hours to a maximum of eight hours, depending upon how much of the building is involved, plus other factors.

While there is a preponderance of plus factors for the building, it is the lesser negative side, of course, that causes the complications.

PERHAPS CHIEF AMONG these is the generally unrealized fact that the nation's "largest legit theater" is in Des Moines. This is KRNT Theater, and it proves to be stiff competition for the shows that might otherwise be expected to put the municipal building closer to the profit side.

Thus Veterans Memorial has to step briskly in the convention field and others. And then it is up against Iowa liquor laws. There is reason to believe that some conventions and similar events have changed their minds about booking the building largely because persons in charge learned there were complications with serving liquor. These complications often can be resolved, but perhaps the convention or trade show chairmen decide on a different course in that connection—a different location.

Those events which do play the building, and of course there are many major ones that do, have found not only the facilities but also the service departments highly satisfactory, Strong reports with pride. Booking repeat business is aided by this situation. Once over the initial hurdle, there is every chance the building will hold its tenants for second and subsequent times.

IT IS OVER-SIMPLIFIED by the thought that if labor relations can outweigh liquor restrictions, Des Moines Veterans Memorial Auditorium soon will be among those paying its own way.

**Long Route
 Of Fairs for
 GAC-H Animals**

OTTAWA — More than three dozen fair dates will have been played this year by the Jungle Racing attraction booked by GAC-Hamid. Unit has been in New York, Ohio, Indiana and elsewhere and has earned generally favorable comments. It consists of 26 acts including the former Kochman racing greyhounds, clown Dime Wilson; Vidbel's elephants; Jack Joyce's mixed animal routine; Evy Karoly, high school riding; camel, llama, elephant and shetland pony racing, and riding mechanic for kids.

**Marshfield, Mass.,
 Fair Pulls 70,000
 In First Three Days**

MARSHFIELD, Mass. — Good weather favored the opening days of the 91st Marshfield Fair and indications were that the records set last year would not only be held but surpassed by at least a small margin.

The first three days saw a total of more than 70,000 pass thru the gates, altho 15,000 of these were children admitted free from various institutions and the Children's Day Tuesday (19). This figure was almost on a par with last year, but poor weather hit toward the closing days.

The pari-mutuel horse racing for the first two days of the six-day meet, based on an eight-race card, was Monday, \$78,801, and Tuesday, \$78,805. This is slightly ahead of last year.

Joie Chitwood's thrill show was the grandstand attraction Sunday (17). The afternoon performance drew a good house and the evening was a sellout.

There also was a good turnout for the grandstand show Monday

**Palmyra, N. Y.,
 Up 5% to New
 68,000 Mark**

PALMYRA, N. Y. — Attendance at the 103d annual Great Palmyra Fair was a 3,000 increase to a new record of 68,000; it is reported. The result topped the previous record by close to 5 per cent, Secretary W. Ray Converse said.

Converse credited the increase to enlarged promotional activities and more exhibitors in all departments, particularly in 4-H activities where some 1,000 youngsters produced 2,500 exhibits. Biggest day's business was on Friday (15), Youth Day, when Minnie Pearl was the grandstand attraction. About 22,000 attended the fair on that day.

New features included the "Teen-agers' Canteen" with dance floor, built on the west side of the grounds and featuring a record hop nightly. About 1,600 dancers used the facility during the five-day fair ended Saturday (16). Also added was a basketball foul-shooting contest which went off well. Its salute to the golden years attracted 172 oldsters who were guests of the fair management.

In the entertainment division, Teithoffer Shows claimed midway grosses 40 per cent higher than last year. Ward Beam provided nightly grandstand attractions including ice revue, hillbilly show, animal racing, and hypnotist Joan Brandon. Also showing was Jack Kochman's Hell Drivers.

and Tuesday nights when five acts supplied by the Al Martin Agency of Boston appeared. These were: Schaller Bros., gymnasts; Watkins' Chimpanzees; LaBlonde Trio, comedy aerialists; Prince El Kigardo and his wild animal act, and Kenny and May, hand balancers.

E. W. Burr's Playtime Amusement Company of Quincy was in charge of the midway with more pieces than last year.

**First Mass.
 Fair Breaks
 All Records**

SOUTH WEYMOUTH, Mass.— Despite two days of rain the Bay State's first fair of the season wound up its seven-day stand Saturday (16) with shattered records in all departments.

Patronage at the Weymouth Fair's 93rd year out-distanced any other year in its history by chalking up a total gate of just over 190,000. This compares with the record up to last year which was over the 150,000 mark.

Even with rain marring the racing, horse players poured \$581,183 thru the mutuel windows in the six days. This breaks the record achieved last year when \$570,003 was wagered. The livestock and poultry also had the biggest list of entries to date with 4-H Clubs signing up in greater numbers than ever before.

Biggest night in the history of the event was the closing Saturday. Total for the day was 42,000, the highest gate so far. This was attributed to the fireworks display introduced for the first time this year. Joie Chitwood's thrill show also drew record crowds to the two shows on opening Sunday.

**Boston Garden
 Re-Elects Brown**

BOSTON — Walter A. Brown was re-elected president and general manager of the Boston Garden-Arena Corporation last week at the annual meeting of the stockholders and directors held at the Boston Garden. Also re-elected, among other officers, was Edward J. Powers, who has been vice-president and treasurer for many years.

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Rogers Socko at Wisconsin

Continued from page 47

bring out "West-O-Rama," which proceeded to bring a halt to declining grosses here.

From prevue night on, Rogers exerted tremendous pulling power. Prevue night, when the fair itself is inoperative, actually serves as something of a dress rehearsal, but 5,050 paid \$6,506 to see the show that night.

Saturday night (16), the first regular night of the run, saw Rogers pull a record-breaking single night crowd of 14,197 who paid \$24,853.25. The previous biggest single night crowd in the fair's history was set in 1948, the fair's centennial year, when 13,080 paid \$12,568.

Saturday's whopping \$24,853.25 was in turn topped the following night when the show played to 14,375 and grossed \$26,132. Monday night (18), normally the lightest of the run, and hit this year by cold weather, turned in an amazingly good gross of \$22,842 from 13,845 payees and the following night the crowd hit another high—14,528 who paid \$25,607. This figure in turn was topped two nights later, when 15,615 paid \$28,093 to see the performance.

Even more impressive, perhaps, than these totals was what oc-

curred Wednesday (20). Rain fell at about 4 p.m. and the skies threatened for an hour prior to the 7 p.m. starting time. But at show time about 14,000 filled the partially covered grandstand and overflowed on chairs spotted on the paved race track.

It was sprinkling slightly at starting time and a scant few minutes later rain fell. And for one hour and 10 minutes there was intermittent light and heavy rains. In between the rains the hardy customers who were without roof for protection scurried back and forth to their seats.

Rogers and his company meanwhile were drenched. But they persisted, and the customers were impressed no end by the trouper's performance in the face of such a handicap. After an hour and 10 minutes, the heavy rain turned into a downpour. The show was interrupted but after a delay of perhaps 15 minutes it was resumed, again in heavy, almost driving rain. And the show, practically all of the two-hour bill, was completed in rain.

The performers were drenched. So, too, were many of the customers but fully half of the 14,000 people who probably accounted for receipts of about \$25,000 stayed

to the end. The management meanwhile had announced that refunds were available to those who left because of the rain, but at least half of the gross nevertheless was saved.

Besides Rogers and Dale Evans, his wife, and their children, the Rogers shows here offered the Sons of the Pioneers, Trigger, Trigger Jr., Pat Brady and his jeep, Rafael Mendez and his two sons in a top-flight musical act; the Ruddells, trampoline; the Y-Knot Twirlers, square dance group, and Baudy's Leopards.

Fully 50 per cent of the turnout for Rogers were moppets. A 7 p.m. starting time, an hour earlier than in the past, was cited by Masterson as helpful in building the Rogers turnouts. Observers also credited an intensive publicity-promotion campaign centered by Masterson on Rogers as another factor.

Afternoon grandstand attractions, except for harness horse races, drew good crowds. The horses were in three afternoons and drew extremely light crowds, suggesting that they will be abandoned as a fair feature in the future.

Sports car races, presented at the fair for the first time, Saturday (16), drew 6,000 people, which was rated a good turnout. A 150-mile stock car race the following day was staged to a crowd of 20,000 and another race program Thursday was presented to a crowd of the same size.

Hamburg Battle

Continued from page 47

cents for bleachers to \$1.50 for box seats at the night shows. Attractions included GAC-Hamid's Rin Tin Tin and Rusty for the kids on the first two days, Godfrey Talent Winners introduced by Tony Marvin the first two nights, Mickey Sullivan's band, Lippiatt's racing donkeys, Jack Kochman Hell Drivers on Monday and Tuesday (18-19), International Auto Daredevils on Thursday and Saturday, baseball and softball on the infield, and Bill Lydle's big car auto racing on closing day Saturday (23).

President Earl Lexo delivered an address Friday afternoon. During the week there were GAC-Hamid acts performing afternoons and evenings. Nightly fireworks concluded the shows. Premium moneys totaled close to \$40,000 this year, treasurer George Sipprell reported.

On the midway, the big James E. Strates array was in the same straits as the fair office, coming back during the week after a windy and rainy premiere on opening weekend.

Elmira Down

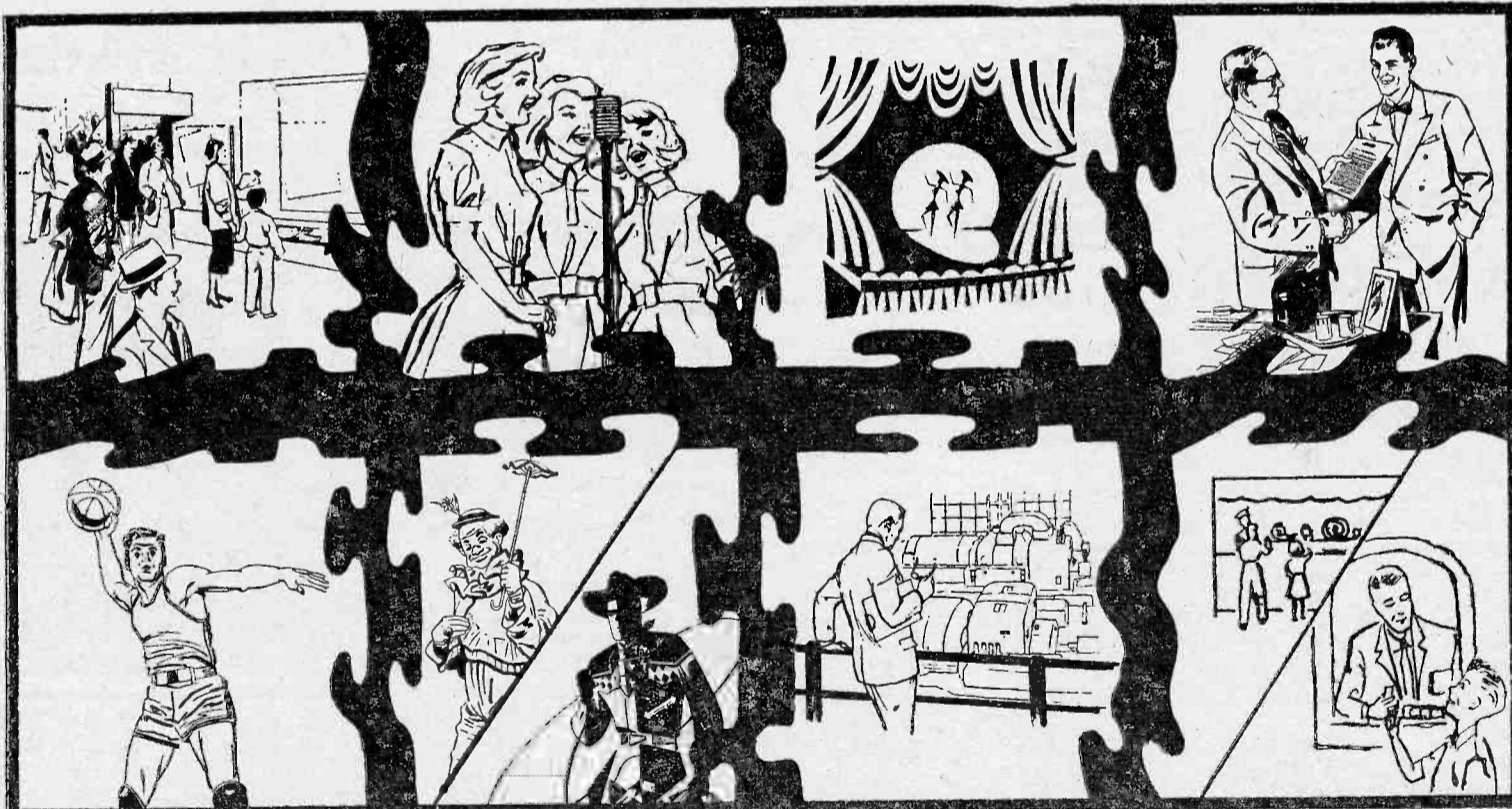
Continued from page 47

tion; and 20 Manhattan Rockettes. Comment was most favorable on the Flying Ballet routine, an innovation for fair shows which featured aerial web numbers. There were three other production numbers, produced and staged by Hal Sands.

The Rin Tin Tin troupe entertained kids on Tuesday and Wednesday, as did Popeye. Jungle racing and an animal program drew 2,000 persons Saturday afternoon and about the same at night.

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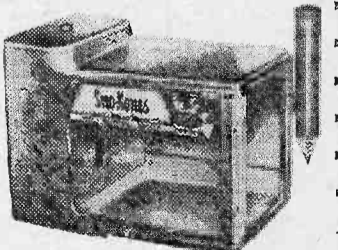
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 Badger State: Aberdeen, S. D., 25-29.
 Baker United: Oblong, Ill., 25-29; Palestine 30-Sept. 1; Oakland 2-3.
 Beam's Attractions: (Fair) McConnellsburg, Pa.; (Fair) Port Royal, Sept. 1-6.
 Bee's Old Reliable: (Fair) Burksville, Ky.; (Fair) Munsfordville, Sept. 1-6.
 Belle City, No. 1: (Fair) Shawano, Wis., 28-Sept. 1; (Fair) Weyauwega 4-7.
 Bernard & Barry: Sarnia, Ont.
 Big D Am. Co.: Graettinger, Ia., 31-Sept. 1.
 Big State: (Fair) Boerne, Tex.
 Blue Grass: (Fair) Lebanon, Tenn.; Paducah, Ky., Sept. 1-6.
 Blue Valley: Appleton City, Mo., 25-27; Chilhowee 29-30; Louisburg, Kan., Sept. 1.
 Brodbeck & Schrader: (Fair) Garden City, Kan.
 Brown, Al: Bloomfield, Neb., 25-26; Parker, S. D., 27-29; Wagner 31-Sept. 1; Wheaton, Minn., 4-7.
 Buck, O. C.: (Fair) Bath, N. Y., 27-Sept. 1; Reidsville, N. C., 2-6.
 Burke, Harry: Abbeville, La., 25-26; (Fair) Morgan City 29-Sept. 1.
 Burkhardt: Oakland City, Ind., 27-Sept. 2; (Fair) Pitkin, La., 6-13.
 Byers Bros.: Benton, Ark., Sept. 1-6.
 Capell Bros.: Evanston, Wyo., 30-Sept. 1; Montrose, Colo., 4-7.
 Capital City: (Fair) Greenville, Tenn.; (Fair) Sweetwater, Sept. 1-6.
 Carl, A. J.: Marne, Mich.; Newaygo 31-Sept. 1.
 Carpenter Bros.: Pemberville, O.
 Carroll's Greater: Webster, S. D., 27-29; Forman, N. D., 31-Sept. 3.
 Central States: Hastings, Neb., 25-28; Hosington, Kan., Sept. 1.
 Cetlin & Wilson: (Fair) Indianapolis, Ind., 27-Sept. 4; (Fair) Reading, Pa., 8-14.
 Chanos, Jimmie: (Fair) Fairborn, O.
 Cherokee Am. Co.: Hillsboro, Kan. Ralston, Okla., Sept. 1; Pauls Valley 3-6.
 Collins, Wm. T.: Boone, Ia., 25-28; Lincoln, Neb., 30-Sept. 5.
 Conklin: Sherbrooke, Que., 25-28; Quebec City 29-Sept. 7.
 Copeland: Lapaz, Ind., 26-30.
 Crafts Expo.: (Fair) Sacramento, Calif., 27-Sept. 7.
 Crafts 20 Big: (Fair) Ojai, Calif., 28-Sept. 1; (Fair) Lancaster 4-7.
 Cumberland Valley: (Fair) Cookeville, Tenn.; (Fair) Crossville, Sept. 1-6.
 D & D Am. Co.: Muscatine, Ia., 28-30; Cascade 31-Sept. 1.
 Dauberman's Rides & Concessions: Columbia, Pa., 28-Sept. 1; Wiconisco 2-6.
 Davidson United: Madrid, Ia., 28-Sept. 1; Emerson 5-6.
 Davis Am. Co., No. 1: Astoria, Ore., 26-Sept. 1; Sweet Home 3-7.
 Deluxe Ride Co., No. 1: Manton, Mich., 27-Sept. 1.
 Deluxe Ride Co., No. 2: Pontiac, Mich.
 Dickson United: Wayland, Mich.
 Dixie Am. Co.: Sheldon, Mo., 27-30; Wellsville, Kan., Sept. 1-3; Galena 4-6.
 Dobson's United: (Fair) Crandon, Wis., 26-28; (Fair) Luxenburg 30-Sept. 1; Plainview, Minn., 4-7.
 Donovan Bros.: Onega, Kan.; Blue Rapids, Sept. 6-9.
 Down River Am. Co.: Chesaning, Mich., 27-Sept. 1; (Fair) Chelsea 3-6.
 Drago, No. 1: (Fair) Mazon, Ill., 27-Sept. 1; Medaryville, Ind., 3-6.

Drago, No. 2: (Fair) Pana, Ill., 27-Sept. 1; Goldsmith, Ind., 4-6.
 Drew, James H.: (Fair) Clintwood, Va.; (Fair) Maryville, Tenn., Sept. 1-6.
 Dudley, D. S.: (Fair) Liberal, Kan., 25-Sept. 1; (Fair) Beaver, Okla., 2-6.
 Dyers: Bellevue, Ia., 25-27; Mineral Point 28-30.
 Eastern Am. Co.: So. Windsor Me., 25-Sept. 1.
 Eddie's Expo.: Stoneboro, Pa., 27-Sept. 1; (Fair) Jamestown 3-6.
 Emshoff: Beaver Dam, Wis., 30-Sept. 1; Muscoda 3-4; Cazenovia 6-7.
 Endy, D. B.: (Fair) Timonium, Md., 29-Sept. 6.
 Evans United: Winfield, Kan., 26-29; Lexington, Mo., Sept. 2-6.
 Fairland Am. Co., No. 1: Youngstown, N. Y., 28-Sept. 1.
 Fera Bros.: Natick, R. I., Sept. 1.
 Fitzsimmons: (Fair) Oakley, Kan., 27-30; Pond Creek, Okla., Sept. 1-6.
 Franklin, Don: (Fair) Marshfield, Wis., 27-Sept. 1; Tyler, Tex., 13-20.
 Fred's Playland: Bristol, Va.
 Funland: (Fair) Marshfield, Mo., 27-30.
 Gala Expo.: Jonesboro, Ark.
 Gem City: (Fair) Russellville, Ky.; (Fair) Clarksville, Tenn., Sept. 1-6.
 Gentsch: (Fair) New Albany, Miss.
 Georgia Am. Co.: (Fair) Ellijay, Ga.; (Fair) Jasper, Sept. 1-6.
 Geren, W. R.: Litchfield, Ky., 26-Sept. 1; Austin, Ind., 2-6.
 Glades Am. Co.: Piney River, Va.; (Fair) Goochland, Sept. 1-6.
 Gladstone Expo.: (Fair) Ochokosh, Wis., 27-30; Prairie Du Chien, Sept. 1-6.
 Gold Bond: Plymouth, Wis., 26-Sept. 1.
 Gooding Am. Co., No. 1: (Fair) Columbus, O.
 Gooding Am. Co., No. 2: (Fair) Jackson, Mich.
 Gooding Am. Co., No. 3: (Fair) Charleston, W. Va.
 Gooding Am. Co., No. 4: Girard, O.
 Gooding Am. Co., No. 5: (Fair) Charlotte, Mich.
 Gooding Am. Co., No. 6: (Fair) Columbus, O.
 Gooding Am. Co., No. 7: Bedford, Ind.
 Gooding Am. Co., No. 8: (Fair) Canfield, O.
 Gooding Am. Co., No. 9: Jacksonville, O.
 Gooding Am. Co., No. 10: Barberton, O.
 Grand American: (Fair) Dunlap, Ia., 26-29; Dayton 30-Sept. 1; (Fair) Unionville, Mo., 2-5; Moulton, Ia., 6-8.
 Great Western: Gridley, Calif., 25-31; Firebaugh, Sept. 1-7.
 Green Tree: (Fair) Pennington Gap, Va.; (Fair) Newport, Tenn., Sept. 3-6.
 Hale's Shows of Tomorrow: Kearney, Neb., 25-29; Red Oak, Ia., 31-Sept. 1.

Hames, Bill: Gainesville, Tex.; Marshall, Sept. 1-10.
 Hammond, Bob: Coffeyville, Kan., 25-31; Alva, Okla., Sept. 1-6.
 Hannah Am. Co.: Fairchance, Pa.: Clarksville, Sept. 1-6.
 Hannum, Morris: (Fair) Meyersdale, Pa.; (Fair) Edenburg, Sept. 1-6.
 Happyland: (Fair) Traverse City, Mich.
 Hartsock, Roy: Payson, Ill., 28; New Cambria, Mo., 29-30; Frankfort 31-Sept. 1.
 Hartsock Bros.: Lucerne, Mo., 27-30; Centerville, Ia., Sept. 1; Laredo, Mo., Sept. 3-6; Green City 10-13.
 Heart of America: (Fair) St. Paul, Neb., 25-29; Gaylord, Kan., 30-Sept. 2; (Fair) Washington, Kan., 4-6.
 Heth: (Fair) DuQuoin, Ill., 25-Sept. 1; (Fair) Dickson, Tenn., 3-6.
 Holiday Am. Co.: Gardner, Kan., 27-30; Chapman, Sept. 1.
 Hottle, Buff, No. 1: Jackson, Mo.
 Hottle, Buff, No. 2: Union City, Tenn.; Trenton, Sept. 1-6.
 Hugo's Novelty Expo.: (Fair) Tonganoxie, Kan., 25-29.
 Hunt Am. Co.: (Fair) Lyons, Ind., 26-30; (Fair) Dyersburg, Tenn., Sept. 1-6.
 I. T.: (Fair) Flemington, N. J., 26-Sept. 1.
 Ideal Rides: (Fair) Ridge Farms, Ill., 26-30; (Fair) Bremen, Ind., Sept. 1-6.
 Imperial: (Fair) Odell, Ill., 25-27; (Fair) Mendota 29-Sept. 1; Monmouth 3-6.
 Inland: Missoula, Mont., 27-30; Moses Lake, Wash., Sept. 5-7.
 Johnny's United: (Fair) Decatur, Ala.; (Fair) Athens, Sept. 1-6.
 Kemp & Turpin United: Mayview, Mo., 28-30.
 Ken-Penn Am. Co.: Butler, Pa., 28-Sept. 1; Carmichaels 3-7.
 Key City (Fair) Paris, Tenn.; (Fair) Hohenwald, Sept. 1-6.
 Lee Am. Co.: (Fair) Heflin, Ala.
 Lindle: (Fair) Henry, Ill., 26-29; Ashkum 30-Sept. 1.

(Continued on page 52)

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THE FINAL CURTAIN

BOZEMAN—Dr. James K., 47, former physician for the World of Mirth Shows, recently in a Tampa hospital. He was a Commander in the Navy during World War II and at the time of his death was medical director of Tampa College and vice-president of the Florida State American Medical Technologists. Survivors include his widow, Mary; a daughter, Anna, and two sons, Clark and Robert.

CAMPFIELD—Mrs. Arthur, 83, widow of tent manufacturer Arthur Campfield, August 18 in her Pennsylvania home. She was a member of the National Showmen's Association, Showmen's League of America and Greater Tampa Showmen's Club, Ladies' auxiliaries. Burial August 20 in the NSA plot in Ferncliff Cemetery, Hartsdale, N. Y. There are no known survivors.

COLLEANO—Bonar, 34, member of the Colleano family of circus performers, recently in an auto accident at Binkenhead, England. He had been performing in England about eight years as an actor. Among surviving relatives are Con Colleano, wire walker, and Winnie Colleano Brown, aerialist.

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DRINARD—Larry, 37, formerly with minstrel shows and for 13 years with WDNC, Durham, N. C., at Durham August 17.

HOLT—James Mathew, 75, for many years a top performer in slack wire walking and juggling, in Weston, W. Va., July 30. He had been on the Keith vaudeville circuit.

JONES—Ernest, 35, member of the Atterbury-Hornbeck swaypole act, recently in a 40-foot fall in Sioux City, Neb. (Details in General Outdoor section).

OLMSTEAD—George S., 85, former manager of the Academy of Music, Sterling, Ill., known in circus business for many years, and an early-day promoter of auto races at the Sterling fairgrounds, at Sterling July 24. Survivors include his widow, Grace, and Harry Kidd, Sterling newspaperman, a nephew.

MARRIAGES

SCHLACK-POHL—Dr. Otto Schlack, Chicago physician and circus fan who formerly was with Collmar Bros. Circus, and Jeanne Pohl, Chicago, Saturday, August 16.

BIRTHS

TOMER—A son, David Carlton, to Mr. and Mrs. Robert H. Tomer, Spokane, Wash., recently. Father formerly was with Ringling-Barnum and now is with the General Telephone Company.

WEST—N. L., longtime associated with Boss Harris Shows, August 7 in a Houston hospital. Burial was in Donna, Tex.

WRIGHT—Inez, wife of Earl Wright and mother of Lawrence Wright, midway concessionaires, August 16 in Detroit. She was a member of the Ladies' Auxiliary of the Michigan Showmen's Association. Burial was in Roseland Park, Detroit.

Carnival Routes

Continued from page 51

Lynn's Midway: Floodwood, Minn., 29-Sept. 1.

M. D. Am. Co.: Cobleskill, N. Y., 25-28; Lititz, Pa., Sept. 3-6.

Mac's Am. Rides: Summit, S. D., 27-28.

Marks-Manning: (Fair) Woodstock, Va.; (Fair) Roanoke, Sept. 1-6.

McKenna's Rides: (Fair) Chilton, Wis., 29-Sept. 1; Friendship 4-7.

McKeown Am. Co.: Romeo, Mich., 28-Sept. 1.

Meecker No. 1: Ellensburg, Wash., 27-Sept. 1; Lewiston, Idaho 3-7.

Merriam's Midway: Columbus, Neb., 25-28; Schuyler 30-Sept. 1; Guthrie Center, Ia., 2-6.

Midway of Mirth: Stonefort, Ill.

Mighty Hoosier State: (Fair) Lithfield, Ky., 26-Sept. 1; Austin, Ind., 2-6.

Mighty Interstate: (Fair) Oneida, Tenn.; (Fair) Wartburg, Sept. 1-6.

Monarch Expo.: (Fair) Rock Falls, Ill.; (Fair) Portageville, Mo., Sept. 1-6.

Moore's Modern: Imperial, Neb.; Mitchell, Sept. 1-6.

Motor State, No. 1: Wauseon, O., 25-Sept. 6.

Mound City, No. 1: Hillsboro, Ill., 27-28; Benld 29-Sept. 1; Salem, Mo., 4-6.

Mullins Royal Pine: (Fair) Springfield, Me., 29-Sept. 1.

Murphy's Northern State: Axtell, Neb., 26-27; Brule 28-29; Bridgeport 30-Sept. 1; Hemmingford 2-4; Martin, S. D., 5-7.

New England Am. Co.: Lewiston, Me., 26-Sept. 8.

Nolan Am. Co.: Perrysville, O.; New London 31-Sept. 1.

North American: Tracy, Minn., 30-Sept. 1; Mankato 2-5.

North State: Axtell, Neb., 25-27.

Norton's Rides: Glasgow, Mont., 25-29.

Olson: (Fair) Des Moines, Ia., 25-31; (Fair) Louisville, Ky., Sept. 4-13.

Orange Bros.: Apathe, Okla.; Davenport, Sept. 2-3; Collinsville 4-6.

Page Bros.: (Fair) Camden, Tenn.; (Fair) Waverly, Sept. 1-5.

Page Comb.: Little Valley, N. Y.; Trumansburg, Sept. 1-6.

Palmetto Expo.: Rockingham, N. C.; Pembroke, Sept. 1-6.

Pan American: Chatsworth, Ga.

Parada: (Fair) Garnett, Kan.; Deepwater, Mo., Sept. 1-2.

Penn Premier: (Fair) Culpeper, Va., 26-30; (Fair) Warsaw, Sept. 1-6.

Peter Paul Am. Co.: Verona, Wis.

Playtime: (Fair) Topsfield, Mass.

Powelson Am. Co., No. 1: (Fair) Canton, O., 27-Sept. 3; Tuscarawas 4-6.

Powelson Am. Co., No. 2: Parkersburg, W. Va., 27-Sept. 1; McConnellsville, O., 3-6.

Prell's Broadway: (Fair) Portsmouth, Va., 26-Sept. 3.

Raines Am. Co.: Ottawa, Kan., 25-29.

Rainier: Longview, Wash.

Reid's Golden Star: Maynardville, Tenn.; Ruthledge, Sept. 1-6.

Reid, King: Essex Jct., Vt.; (Fair) Rutland, Sept. 1-6.

Reithoffer (Green): (Fair) Gilbert, Pa., 26-27.

Ritter's United: (Fair) Norco, Calif., 29-Sept. 1.

Rock City: Aurora, Neb., 25-29.

Rogers Bros.: Two Harbors, Minn., 26-29; Bovey, Sept. 1; Madison 4-7.

Rohr's Modern Midway: Hoopston, Ill., 29-Sept. 1; Charleston, Mo., 2-6.

Rose City Rides: Farmington, Mo., 27-30.

Royal American: (Fair) St. Paul-Minneapolis, Minn., 25-Sept. 1; (Fair) Topeka, Kan., 6-11.

Royal United: Amboy, Ill., 25-28; Wyoming 27-28; Nauvoo 30-Sept. 1; Creve Coeur 2-4; El Paso 5-7.

Rumble Greater: Madisonville, Ky.

Schafer's 20th Century: Hannibal, Mo.; Columbus, Kan., Sept. 1-6.

Siebrand Bros., No. 1: Boise, Idaho; Filer, Sept. 1-6.

Silver Star: Syracuse, Neb., 26-28.

Skerbeck Am. Co.: Cheboygan, Mich., 26-Sept. 1; Onekeme 2-6.

Smiley's Am. Co.: New Castle, Va., 26-30; Martinsville, Sept. 1-6.

Smith, George Clyde: Stafford, Va.; (Fair) Front Royal, Sept. 1-6.

Smith's Funland: Franklin, W. Va.; Romney, Sept. 1-6.

Southland Am. Co.: Graceville, Fla.; Attapulgus, Ga., Sept. 1-6.

Stafford's: Fontanette, Ind., 28-31.

Stanley, Wm. D.: East Grand Forks, Minn., 26-Sept. 1; Lake Park 5-7.

Stephen's, Otto: Newtown, Mo., 25-28; Mercer 30-Sept. 1.

Strates, James E.: Syracuse, N. Y.

Strong's Am. Co., No. 1: (Fair) Franklin, Neb., 25-27; Stockville 29-31; Lodgepole, Sept. 1.

Strong's Am. Co., No. 2: (Fair) Pawnee City, Neb., 25-27; Horton, Kan., 28-30.

Stumbo's Tri-State: Ord., Neb., 25-27; Tripp, N. D., 28-30.

Sunset Am. Co., No. 1: (Fair) West Point, Neb., 25-27; (Fair) Bethany, Mo., 31-Sept. 4.

Sunset Am. Co., No. 2: Oregon, Ill., 31-Sept. 2.

Swain, Drexel, N. C.

Tatham Bros. Comb.: (Fair) Clinton, Ill., 25-28; (Fair) Toluca 29-Sept. 1; (Fair) Mt. Pulaski 5-6.

Tennessee Valley Am. Co.: (Fair) Gallatin, Tenn.; Town Creek, Ala., Sept. 1-6.

Theiss, No. 1: De Pue, Ill., 29-Sept. 1; Ashton 5-6.

Theiss, No. 2: Prairie City, Ill., 28-30; Colchester, Sept. 1-3; Cuba 4-6.

Thomas, Art B., No. 1: Belleville, Kan., 26-30; Huron, S. D., Sept. 1-6.

Thomas, Art B., No. 2: Fergus Falls, Minn., 25-28; Butte, Neb., 30; Winner, S. D., 31-Sept. 1; Redwood Falls, Minn., 4-7.

Thomas Joyland: Oak Hill, W. Va.

Thomas, W. A.: Lexington, Neb., 25-28; Johnstown 30-Sept. 1; Hay Springs 3-4; Gorden 5-7.

Tidwell, T. J.: Canadian, Tex.

Tinsley, J. T.: Pickens, S. C.; Gainesville, Ga., Sept. 1-6.

Tip Top: Elmwood, Wis., 25-27; Cloquet, Minn., 30-Sept. 1; Blair, Wis., 5-7.

Tivoli Expo.: Newellton, La.; Greenville, Miss., Sept. 1-6.

Uncle Joe's Am. Co.: Roaring Springs, Tex.; (Fair) Tipton, Okla., Sept. 1-6.

United States: (Fair) Pennsboro, W. Va.; (Fair) (Camp Caesar) Webster Springs, Sept. 1-6.

Venditto Bros.: East Providence, R. I.

Virginia Greater: (Fair) Pittsboro, N. C.; Asheboro, Sept. 1-6.

Volunteer: (Fair) La Grange, Ky.; Moss, Tenn., Sept. 1-6.

W. B. J.: Blissfield, Mich., 29-30.

Wade, W. G.: (Fair) Detroit, Mich., 29-Sept. 7.

Wall, Alfred, Am. Co.: Wanatah, Ind., 29-Sept. 1; Francesville 3-6.

Wallace Bros.: Elkhorn, Wis., 29-Sept. 1; Beaver Dam 3-7.

West Coast, No. 1: (Fair) Salem, Ore., 28-Sept. 6.

West Coast, No. 2: (Fair) Sacramento 27-Sept. 7.

Western, No. 1: Monroe, Wash., 25-Sept. 1; Cashmere 2-7.

Western, No. 2: Issaquah, Wash., 25-Sept. 1; Davenport 2-7.

Wilcox, Dick: (Fair) Blue Hill, Mo., 29-Sept. 1; Guildford 2-6.

Williams Am. Co.: (Fair) Dublin, Va.; (Fair) Bland, Sept. 1-6.

Wilson Famous: Abington, Ill., 25-28; Streater 29-Sept. 1; (Fair) Sandwich 3-7.

Wolfe: Windsor, N. C.; Snow Hill, Sept. 1-6.

Wonderland Expo.: (Fair) Eureka, Kan.; (Fair) Hugo, Okla., Sept. 1-6.

World's Finest: Sherbrooke, Que., 25-28; Quebec City 29-Sept. 7.

World of Mirth: (Fair) Ottawa, Que.

World of Pleasure: Alpena, Mich., 25-29; Jamestown, Tenn., Sept. 2-6.

Young, Monte: Payson, Utah, 25-Sept. 1.

Circus Routes

Adams Bros.: Beatrice, Neb., 25.

Beatty, Clyde: Grand Island, Neb., 25; North Platte 26; Sterling, Colo., 27; Scotts Bluff, Neb., 28; Cheyenne, Wyo., 29; Fort Collins, Colo., 30; Greeley 31; Colorado Springs, Sept. 1; Pueblo 2; Trinidad 3; Las Vegas, N. M., 4; Santa Fe 5; Albuquerque 6-7.

Benbro Bros.: Winfield, Kan., 25; Cheney 28; St. Francis 29; Lewellen, Neb., 30; Bridgeport 31; Frederick, Okla., Sept. 9; Cape Girardeau, Mo., 11; Bentonville, Ark., 24-25.

Cristiani Bros.: Salisbury, Md., 25; So. Norfolk, Va., 26; Hampton 27; Richmond 28; Charlottesville 29; Danville 30.

Hagen Bros.: Middletown, N. Y., 25; Poughkeepsie 26; Haverstraw 27; Piermont 28; New Windsor 29; Pompton Lakes, N. J., 30; Port Richmond, N. Y., 31-Sept. 1.

Hunt Bros.: Ship Bottom, N. J., 25; Absecon 26; Cape May 27; Ocean City 28; Avalon 29; Port Norris 30; Villas, Sept. 1.

Kelly-Miller: Weiser, Idaho 27; Emmett 28; Mountain Home 29; Twin Falls 30.

Mills Bros.: Flourtown, Pa., 25; King of Prussia 26; Upper Darby 27; Medina 28; Chester 29; Wilmington, Del., 30; Milford, Sept. 1; Seaford, Md., 2; Easton 3; Chestertown 4; Elkton 5; Belair 6.

Polack Bros.: Vancouver, B. C., 25-Sept. 1; Kennewick, Wash., 5-7; Seattle 11-14.

Ringling Bros. and Barnum & Bailey: Denver, Colo., 28-Sept. 1.

Strong, John A.: (Hillsdale Shopping Center) San Mateo, Calif., 25-30; Modesto, Sept. 4-6; Lodi 12-14.

Trapeze Bros.: Fernie, B. C., 28; Cranbrook 29; Creston 30; Castlegar, Sept. 1.

Thrill Shows

Aut Swenson Thrillcade: (Fair) Toronto, Ont., 25-Sept. 1; (Fair) Versailles, Mo., 3; Bethany 4; Lincoln, Neb., 5; Sandwich, Ill., 6; Hinsdale 7.

Jack Kochman Hell Drivers: (Fair) Essex Junction, Vt., 25; (Fair) Wattsburg, Pa., 27; (Fair) Burton, O., 28; (Fair) Indianapolis, Ind., 29-31; (Fair) Findlay, O., Sept. 1.

Jack Kochman Intl. Auto Daredevils: (Fair) Little Valley, N. Y., 26; (Fair) McConnellsburg, Pa., 27; (Fair) Myersdale 28; (Fair) Canton, O., 29; (Fair) Bath, N. Y., 30; (Fair) Stonesboro, Pa., 31; (Fair) Flemington, N. J., Sept. 1.

Ice Shows

Ice Capades of 1959: New York, Sept. 3-16.

Shipstads & Johnson's Ice Follies: San Francisco, Calif., 25-31.

Ticket Tax Repeal Goes To President

WASHINGTON — Legislation excluding the first \$1 of admission tickets from the federal excise tax, and exempting admissions to swimming pools, beaches and skating rinks from the tax, passed the Senate last week and needs only the President's signature to become law.

Legislation will make the first \$1 of an admissions charge exempt from the tax. If the admission is \$1.50, the tax will be incurred only on 50 cents.

Exempting pools, beaches and skating rinks from the admissions levy will give a break to operators who have been in competition with public facilities. In the past, tax-writing committees of both houses have been openly sympathetic to the exemption because the facilities provide healthy, physical exercise.

Fall Sidelines Condors' Frangy

TRENTON, N. J.—Fair dates of the Les Condors aerial act have been canceled, due to an accident and injuries suffered to Roberto Frangy of the trio. Frangy fell from the rigging July 15 during rehearsal, rupturing his abdominal muscles. An operation ensued and he will be out of action for several months. One of the fairs at which a replacement act is necessary is the Montgomery County Fair, Dayton, O.

Chicago Changes Sport Show Dates

CHICAGO — New dates were announced last week for the Chicago Sportmen's and Vacation Show. Thomas E. Durant, general manager of the show for Show Management, Inc., said the event will be February 27-March 8. This is a week earlier than announced previously.

This will allow it to use more space in the International Amphitheater, with more than 500,000 square feet available.

Miscellaneous

Bisbee's Comedians: Hopkinsville, Ky., 25-30.

Brunk's Comedians: Cortez, Colo., 25-30.

Burke's Wild Cargo: (Fair) Indianapolis, Ind., 27-Sept. 4.

Fraker's Wild Life: Alpena, Mich., 25-29; Fayetteville, Tenn., Sept. 8-13.

Matchstick City: (Shopping Centers) Indianapolis 25-26; (Fair) Indianapolis 27-Sept. 4.

Popo Circus Productions: Oakland, Calif., 25-Sept. 11.

Scott, Tommy, Country Shows: Rutland, Vt., 25; Barre 26; Montpelier 27; Burlington 28; St. Albans 29; Plattsburg, N. Y., 30; Massena, Sept. 1; Potsdam 2; Ogdensburg 3; Gouverneur 4; Watertown 5; Carthage 6.

Toby and Susie: Mexico, Mo., 25-31; Centralia, Sept. 1-7.

PNE Execs Aim

Continued from page 47

the PNE Shrine, was keeping up with last year. The RCMP Musical Ride, augmented by an armed forces show, was drawing 10,000 each night at 50 cents in the stadium. Sam Snyder's water show was due in for the second week at a \$1.50 top.

NAAPPB Hails Action To Amend Ticket Taxes

CHICAGO—John S. Bowman, secretary of the National Association of Amusement Parks, Pools & Beaches, last week hailed the passage by Congress of the tax-adjustment bill.

The bill, awaiting the signature of the President, provides exemption of the first dollar from admission tax as well as elimination of all federal admission tax from rinks and pools.

If the President signs it into law, as anticipated, it would mean that there would be no federal tax on a \$1 ticket. The limit now is 90 cents. It would mean further that on a \$1.50 ticket the tax would be only 5 cents or 10 per cent of the amount over \$1. Under present law the percentage is figured on the entire \$1.50.

Bowman declared passage was a tribute to collective action by such organizations as the National Ballroom Operators' Association, the park association thru its legislative committee, and the Participating Sports Association.

He said the Participating Sports Association spearheaded the drive. It represents certain rink and pool operators. Their campaign for the measure spanned two years and was based on the inequity that forces commercial pools and rinks to collect taxes while municipal pools and rinks are tax-free tho in competition with private operators.

Vernon (Bud) Platt, Feasterville, Pa., pool operator who headed the Participating Sports Association efforts, said: "Removal of the unjust taxes is the greatest thing that has

happened to pools and rinks." He foresees a spurt in building of these facilities by private operators.

Bowman said that the bill "gives the industry more benefits than it had hoped for," and that it is a "terrific break, especially for the ballrooms," which have been short on business recently.

Ocean View Extends Run To Sept. 8

NORFOLK, Va.—Extension of this season was announced last week by Ocean Beach Amusement Park here. Park normally operates until Labor Day but this time will go at least thru September 7. It may stay open longer.

Management pointed out that many Navy personnel are back now after an absence of several months, that schools don't open until September 8, and that last winter's fire delayed opening of some phases of the park this spring.

Plans call for the fishing pier to continue into late fall and for the ballroom to stay open until Christmas and New Year's.

It was reported that business for the park is only slightly below normal, despite the delays caused by rebuilding fire damage.

The park company's other two operations, Seaside Part at Virginia Beach and Seaview Beach near Norfolk, will shutter Labor Day.

Grocery Deal Keeps Paragon In the Running

NANTASKET BEACH, Mass.—A successful promotion with 51 Stop & Shop supermarkets has been the saving grace for Paragon Park this year, according to Lawrence Stone, who with his mother, Mrs. Rose Stone, operates the big South Shore funspot.

The plan attracted more than 50,000 patrons in 12 days, Stone said, and looks like bailing out the park in a season that has been plagued by rains, storms, fog and excessive heat.

Customers at the supermarkets get a gift coupon with every dollar's worth of groceries, which, with 25 cents, is redeemable for \$1.50 worth of rides. Supplementing this, Stone also has found bargain days on Fridays and Saturdays to be good promotion. All big rides on these days are 12 cents and kiddie rides six for a quarter.

The spot, 20 miles from Boston, is served by buses and the ships of the Wilson Line's Nantasket fleet. However, for nine days of the summer, fog was so bad that the boats couldn't operate. They probably bring the largest contingent of patrons. Stone figures that so far the season is behind last year, which was only a moderate one.

Several new pieces have kept up the customers' interest. Business has been good on a new Scrambler and a Fetton machine gun shooting gallery. A newly constructed Crazy House also has done well. Stone is enthusiastic about the new Universal ticket system.

Free acts supplied by the Al Martin Agency, Boston, have been successful in drawing business. Fireworks displays also are featured thruout the season.

PARK ASSOCIATION READIES FOR TOUR

Singhiser Heads Travel Group; Reception Set; Few Seats Open

CHICAGO—Jack Singhiser, of Fontaine Ferry Park, Louisville, has been named chairman of the NAAPPB's upcoming tour of Europe. Singhiser, second vice-president of NAAPPB, succeeds Bill Mnar, of Canandaigua, N. Y., first vice-president, who found it necessary to withdraw as chairman because press of business affairs will keep him from making the trip.

NAAPPB secretary John S. Bowman also extended an invitation to Eastern Seaboard members of the organization to join with the tour group in a reception at the Hotel New Yorker, New York, on Sunday September 7. The air tour group will leave September 8. Another group in the tour will leave September 3 by ship.

Mrs. Jack Singhiser has been named chairman to arrange special events in Europe for ladies who

will be on the tour. A possibility is a visit to fashion establishments in Paris.

Latest to indicate they will join the tour are Mr. and Mrs. Ben Sterling, Moosic, Pa.; Mr. and Mrs. Sol Nuger, Biloxi, Miss.; Mr. and Mrs. Tom Smith, Minersville, Pa., and Frank Tillyou, Steeplechase Park, New York. About 65 are in the party.

Bowman said that a few places on the tour party remain open and that late reservations could be arranged by telephoning him in Chicago, altho time is at a premium now.

The tour will go to London, Copenhagen, Rome, Munich, Brussels, Blackpool and Paris, visiting amusement parks and other points of interest and holding a late summer session at the Belgian World's Fair.

San Antonio's Playland Sets Grocery Deal

SAN ANTONIO — Handy Andy Supermarkets, chain of grocery stores thruout the city, sponsored Handy Andy's Playland Party at Playland Park on Saturday (23) from 10 a.m. to 6 p.m.

A pass was obtainable at any Handy Andy store good for admission to Playland Park, a coupon for registering for prizes in drawings to be held at 12, 2 and 4 p.m., and a coupon for riding any of the major rides for 10 cents or the kiddie rides for 5 cents.

Wilkes-Barre Park Buys Site After Leasing for 56 Years

WILKES-BARRE, Pa. — Operating on leased land since the first ride was installed 56 years ago, Sans Souci Park figured in the largest property transfer transaction in Luzerne County in a decade when it purchased for \$125,000 the park area and bordering acreage from Glenn Alden Corporation, the world's largest anthracite producer.

A little more than 50 acres is involved in the transaction, which will give the park "assurance of a home site for years to come, with plenty of room to expand and fulfill our aims for a park that grows in size, service and attractions every season," according to Edward J. Lee, president and managing director.

Batt Going To Europe

NEW YORK — Harry Batt, operator of Pontchartrain Beach in New Orleans, dropped into New York briefly last week prior to his advance trip to Europe ahead of the parkmen's delegation.

Batt headed to Toronto for the Canadian National Exhibition opening, then was to fly to Manchester, England, to join Leonard Thompson, British operator, in Blackpool.

Business at Pontchartrain has held up okay this year, he said.

ROLLER RUMBLINGS

Insurance Highlight At RSROA Conclave

CLEVELAND — "The most successful in 21 years" was the way a spokesman for the Roller Skating Rink Operators' Association (RSROA) described the 1958 convention and American Championships held at the Rollercade at Cleveland. Crowds filled all seats, with standing room at a premium, as some 1,300 amateur competitors from all over the United States, Canada and Hawaii vied for competitive honors in the meet. Full details on the championships will be reported in a later issue.

About 300 rink operators attended the convention, exchanging promotional ideas and working out the details of the RSROA's concern in the conduct of roller skating. An amateur card insurance program was adopted by the convention as one of the highlights.

Meredith Shattuck, of Redwood City, Calif., was re-elected as president for a two-year term. Incumbents John Sawyer and Benjamin Morey were re-elected to three-year terms on the board of control. Joseph Spillman, operator of St. Mary's Rink, San Antonio, was elected to a position on the board to succeed Robert Y. Gould, of St. Petersburg, Fla.

The insurance plan adopted for amateurs is an innovation in the field of roller skating. It will provide for medical reimbursement to registered RSROA members for accidents sustained while skating in any RSROA rink up to \$200 per accident, with a \$10 initial expense-deductible clause. The program was lauded unanimously by a standing vote of all operators present "as one of the most outstanding contributions to roller skating in the history of the industry." The plan was prepared and researched by Victor J. Brown, chairman of the advisory council.

William T. Brown nominated Thomas S. Boydston, of Lincoln, Neb., a past president and member of the advisory council, to life membership, RSROA's highest honor. The award was made unanimously, recognizing Boydston's outstanding service to the

(Continued on page 60)

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Massive Strates Hamburg Line-Up Bucks Weather

Show Geared for Hefty Earnings; German Organ Highlights Backend

HAMBURG, N. Y.—Ill-timed weekend weather and declining attendance had its effect on midway grosses at the Erie County Fair here. The James E. Strates Shows provided its usual massive layout, befitting the huge potential of an event at which it is an annual fixture. The old-time German band organ on the backend was an unexpected popular feature with visitors.

Business, which has been spotty thru most of the early season, was back some 15 per cent on the first three days, and the reasons were obvious to all onlookers. Saturday (16) opened cool and gusty, and Sunday pulled a shower around 4:30 p.m., which was coupled with threatening weather. By the time the weekdays rolled around the show had a deficit to make up.

Indications were plain that if crowds turned out in big numbers for the final days, the Strates organization would be more than amply geared to handle them. Thirty-two rides were in place, including a lead-off battery of the four office-owned Ferris Wheels. Shows numbered 13, and concession space was well filled.

The three consecutive Strates dates—Hamburg, Syracuse, and York, Pa.—make up a top-grossing string which always leaves the unit in healthy financial condition for dates in the South, where the North Carolina State Fair in Raleigh looms as one of the lushest spots in that part of the nation.

Units Listed

In operation were the following rides: four Ferris Wheels, two

Merry-Go-Rounds, two Rolloplanes, Hot Rods, Caterpillar, Looper, Tilt-a-Whirl, Octopus, Spitfire, Rock-o-Plane, Pretzel, Rocket, Pony Ride, Miniature Train, and kiddie Ferris Wheel, Sky Fighter, Roto-Whip, Boat Ride, Tanks and Autos.

Shows included the "Broadway to Hollywood Revue," Al Mercy; "South Pacific Revue," Vince (Willie Coconut) Dwyer; "Rock 'n' Roll"; the Slim Kelly-Whitey Sutton Side Show, featuring Johann Petrusen the Viking Giant; Motor-drome, Russell Peloquin; Menagerie, Bert Pettus; Warren's Wild Life; the Great Lester, illusions; Arcade, Bertha McDaniels; Fun-house, and Glass House.

Carl Parsons and Jules Lasures joined the concession line-up, which

(Continued on page 61)

Altamont Big For Coleman; Record Gross

22 Rides Share In Bonanza; Kid Days Go Over Big

ALTAMONT, N. Y. — Coleman Bros. Shows was well geared for its best slot of the season when the Altamont Regional Fair opened Monday (18), and by midweek the planning was paying off handsomely. The fair had its biggest week and so did the Coleman organization.

Owner Dick Coleman fielded 22 rides, eight shows and some 60 concessions, which were hard put to handle the crush on the first of two kids' days, Tuesday, when attendance was well over 22,000. Since the midway lies as a connection between the fair proper and the free-act grandstand, customer traffic was dense and rewarding. There was a terrific pile-up as kids fought for the privilege of riding.

Supplementing the Coleman

(Continued on page 61)

Gooding Grosses OK At Missouri State

SEDALIA, Mo.—The Gooding Amusement Company, in its first stand at the Missouri State Fair here, thru Thursday (21) was racking up satisfactory grosses, altho attendance was slightly off. Sunday (17) was a big day for the midway and some 7,000 patrons rode the Wild Mouse.

The fun zone had a strong line-up of 30 rides, 16 shows and a number of merchandise concessions. Five of the rides showed here for the first time, the Mouse, which led the field; Merry Mixer, next in line, and the Hurricane, Flying Saucers, and Turnpike.

On the back-end were three shows brought in by Charlie Hodges, the Minstrel Revue, Side Show and the Bearded Fat Lady. Others included Joy Purvis' Cocoa Club Revue, Jack Hatcher's Motor-drome, H. P. Smith's Blimpo, Mark Williams' Nightmare Alley, Doc Hartwick's snakes and turtles, T. H. Brownell's pygmy horses, Zacchini

Bros.' Dark Ride, Harvey Wilson's Glass House, Warren's Arcade and Fred Strunk's Collette Show.

Staff, headed by F. E. Gooding, president, includes Hal Eifort, general manager; Charles O'Brian, assistant manager; S. B. Berkshire, secretary-treasurer; Morris Lipsky, concession manager, and C. W. (Chick) Franklin, publicity man.

Buck Hopes Stay High For Malone

MALONE, N. Y. — Franklin County Fair promised to be a good one for the O. C. Buck Shows midway, despite a torrential down-pour which hit the place Thursday (21) afternoon. Early business was good and the best days were still to come. It had also rained the night before.

Elmira, the Chemung County Fair, was on a par with last year despite off-and-on rainfall, owner Buck reported. Fair's gate was down but the midway held its own.

Besides the Buck regulars, there were Danny Mann with five concessions joining here, and Ozark with five. Danny Dorso stays on with the corn game.

EXPAND LINE-UP

Skerbecks Up 30% On Michigan Tour

CARO, Mich. — Altho Skerbeck's Amusement Company has spent much of the season in recession-hit Michigan, its gross thus far is a whopping 30 per cent ahead of last year due to excellent business on the Upper Peninsula, according to Eugene Skerbeck, co-owner.

The show opened its season on the fairgrounds at Escanaba and spent nine weeks in that country. Both Newberry and Iron Mountain were 50 per cent ahead of last year, with the only slow spots being Marquette and Lake Linden, both of which were hurt by weather and poor tourist trade.

As a result of the good business, Skerbeck and Pauline Skerbeck, co-owners, have started to expand their line-up. A Roller Coaster and a Turnpike have been ordered from Schiff Coaster Company, Miami, both of which are scheduled to be delivered soon. In addition, much new canvas has been purchased from Anchor Tent Company, Evansville, Ind., for concessions and back-end shows.

Show moved here last week

where an advance crew spent two weeks ballyhooing the midway. Additional rides and shows have been booked. Following Caro will be fairs at Cheboygan, Onkema and Ludington and then a small unit will play church festivals until October when it will all go into the barn at Escanaba. Show played Muskegon, Mich., this season, the first show in for many years. Skerbecks have signed for a return engagement there in 1959.

Current line-up includes 12

(Continued on page 61)

B. Altenburg Named Agent By Skerbecks

CARO, Mich. — Bob Altenburg, long-time back-end show operator, has been named general agent of Skerbeck's Amusement Company.

This will be the first time that anyone except a Skerbeck has general-agented the show, which has been in business for over 100 years.

Altenburg has operated shows for the past 15 years on Wallace Bros., Dyer, Tivoli, Gladstone, L. J. Heth, Schafer's Just for Fun, Don Franklin, Fidler United and Belle City shows.

The two Skerbecks, Eugene and Pauline, are scheduled to take a trip to Germany after the season closes to scout new rides and attractions.

Beam Signed For 1959 at McHenry, Md.

McHENRY, Md.—Beams Attractions closed at the Garrett County Fair by copping the 1959 contract before leaving the grounds. Attendance for the fair was down from last year, but concessions and shows reportedly had a satisfactory week.

Cancellations and substitutions of grandstand attractions brought a late attendance drop, it is reported. Candy and Cookie Cole, kids of concession operator Ted Cole, plugged the gap in midweek with a 15-minute musical act, Candy playing the organ and Cookie on accordion. Cookie, on the Hazleton, Pa., football team, has an athletic scholarship at Cornell University.

Rides, Shows Up, Games Off At Milwaukee

MILWAUKEE — Rides grosses at the Wisconsin State Fair were up thru the first four days of nine-day event. Midway shows held to about 1957 levels. Food and drink concessions also held close to last year's figures, but games concessions were down.

A Wild Mouse, new this year, helped to up the ride grosses in the permanent amusement park area owned and operated by Charlie Rose.

In the Fun on the Farm sector, operated by Archie Gayer and Ralph Ammon, Music Jubilee, operated by Jim Reeves and featuring "Grand Ole Opry" talent, turned in grosses which were about 10 per cent higher than a "Grand Ole Opry" talent show last year.

Glen Porter's Monkey Speedway was the No. 2 grossing show, with Archie Mac Askill's Palace of Wonders, illusion show, third.

Other shows in the line-up were Ronald Street's Midget Show, Bob Matthews' flea circus, and Wild Cargo, pin-head and pythons, operated by George Surteets and Norman Wolfe.

Games concession operations were supervised by Hank Shelby.

Lititz, Pa., On Streets After 5 Yrs.

LITITZ, Pa. — After five years on a lot location, the Lititz Community Fair is back where it started, but bigger than ever. The event is scheduled for the city streets, with exhibits on the adjacent high school gymnasium, according to Carl V. Reedy, veteran superintendent. The M. D. Amusements of Hazleton has the midway, September 3-6.

Exhibit phase is under Future Farmers of America supervision. Dembrosky took delivery of a factory-new Scrambler at the fair in Cobleskill, N. Y.

FAIR OK DESPITE RAIN

Hagerstown Inked For Vivona Return

HUNTINGDON, Pa. — Daily rainfall jolted the expectations of Amusements of America during its initial appearance at the Hagerstown, Md., Fair, but the Vivona family left for its following fair here with two solid sources of satisfaction.

While there were no gross totals to compare with, since it was the show's first visit here, over-all business was satisfactory. Rides and back-end units did okay for the week, and concessionaires agreed the spot's true potential was only scratched.

Additionally, there was the pleasure of leaving town with the 1959 contract. Dr. Robert Snavely made the award, which he said was the first time the fair had contracted a show prior to March. Snavely, president, and Cy Young, manager, were generous with praise for the midway, which they called the largest and most modern Hagerstown has had.

On hand were 24 rides, 13

shows and more than 80 concessions. Rides were the two Ferris Wheels, Roll-o-Plane, Merry-Go-Round, Junior Hot Rods, Scrambler, Spitfire, Tilt-a-Whirl, Dark Ride, Caterpillar, Chairplane, Octopus, Rideo, Helicopter, Roller Coaster, Airplane, Live Ponies, and seven kiddie rides.

Big Minstrel Unit

Heaviest unit on the backend is the Latin Quarter, working behind a double-decked front and featuring the "Brownskin Vanities" show produced by Kid Drifty. Lavish for a truck-show minstrel revue, it has Buddy Hinton's seven-piece band, Oscar Jeanette and Ozell, calypso; Helen Smith, blues singer; Lady Cassena, exotic and shake; Zoobop and Blowtop, off the Silas Green Minstrels, a dance line and others. Total on the performing end is 20.

Other shows are Mickey Donahue's Motordrome, Harvey Boswell's Wild Life, Eddie Knapp's

(Continued on page 61)

Royal Pine's Business Fair

BANGOR, Me.—Mullins Royal Pine Shows is limiting itself to New England fairs and celebrations, Owner Cliff Mullins notes, with pretty satisfactory results so far. Mullins is devoting most of his time to managing some property he has acquired.

The show's rides, including a Chairplane, Ferris Wheel, kiddie Auto and Train rides, girl shows, light plant and other units have been booked into the fairs in Skowhegan and Union, Me., with the King Reid Shows. Mullins is also playing the Springfield, Me., fair under his own banner over Labor Day.

Opening Fairs Slow For Marks-Manning

COVINGTON, Va. — Opening fairs for the Marks and Manning Combined Shows indicated rough sledding ahead in tobacco country, it appeared last week. Hendersonville, N. C., and Lynchburg, Va., were on a par with 1956 but not as good as last season. The fair here drew rain on Wednesday and Thursday (13-14), with the lot being well drained, Ross Manning reported.

John Marks, coming out of a brief retirement this year, was prominent around the lot with his well-known cigar and cane, cutting up jackpots and livening the proceedings. Former operator of the show bearing his name, he is augmenting the Manning midway with rides of his own.

Outlook was dubious to Manning, altho he conceded things might improve when all crops were in and paid for. He credited Dave Cooley, secretary, with doing a fine job publicizing the Hendersonville date, and Joe Behoff and Allen Travers, who did the job in Covington.

Midway consisted of 13 major rides, 6 kid rides, and 61 concessions. There were 67 present in

Hendersonville. A recent addition was Mike Roman with this cookhouse.

Other concessionaires included George Harms with 12, Murray Levitt 10, Little Bit Pinkston 4, Pittman 5, Mr. and Mrs. Nelson Wilkins 6, Heavy Oaks 4, Mickey Vogel 3, Mr. and Mrs. Eddie Mohr, Big Stack 5, and the Jones bingo managed by Mr. and Mrs. Howard Drayer.

Show units included Joe Pelquin's Motordrome, girl shows handled by Honey Lee Walker and Jack and Bonnie Norman, Ted Brown, Funhouse, Lee-Ola and Jerry, Side Show.

Dutch Whiteside Joins John Ward

SHEFFIELD, Ala. — A. R. (Dutch) Whiteside, veteran concessionaire, has been named concession manager of the John R. Ward Shows. Whiteside, who brought his own string to the show, spent the still date season at his Miami home, marking the latest opening he's made in many years.

STORE TOPS SHOW

'Getting Tired,' Wolfe Figures He'll Retire

WINDSOR, N. C.—With the tobacco market just opened, the Wolfe Amusements headed here this week with high expectations. Crops were excellent and prices good. While engrossed in the business of operating a truck show, Owner Wolfe speculated about the likelihood he will retire after the season's close.

"Would you believe it," he wondered, "my salvage store is outgrowing the show. I think 35 years is long enough. I think I'll sell or lease the stuff for next year." He's getting "too old and tired," he said.

Wolfe's salvage store in Landrum, S. C., in a 100-year-old building, does pretty well for itself. Right now it operates only three days a week, and reportedly does better than the show.

If there's a recession, he said, it's hiding somewhere. After a summer in the Carolinas, the fair season opened two weeks ago in Weirwood, Va. Business was okay, as it was the following week in Tasley under operator Edgar Thomas. Wolfe's 10 rides were on the lot, plus 7 shows and 35 concessions. In addition there was an independent midway of 50 other concessions. All got a good slice of the money, it is reported.

On the unit is the bingo of Jud Wild, who bought and disposed of the Raley Bros. Shows, Buck Denby as concession manager, secretary Ernie Sylvester, and electrician Chuck Helms. Among the show units are Margo, 5-in-1, Minstrel, an Illusion, and three others.

MIDWAY CONFAB

Rhody Riding worked monogram hats for Sydney Daniels at the Hamburg, N. Y., fair. Among the midway visitors during the week there were Kay Leeworthy, of Dunkirk, N. Y., merchandiser Ben Hoff, and Jim Stabile, of the Miami Club.

On his Northern fair trip, Jim Stabile gathered Miami club dues from Richard Coleman, Sr. and Jr.; Francis (Bobby) Coleman, Buddy Wagner, Blackie Wiener, Joe Francino, William Canavan, Walter Cox, Roy Cooper, C. J. Ely, Eugene O'Donnell, Carl Parsons, W. Smitty, Pat Pesanello, Dolph Illario, David Backovitz, Earl Calloway, R. K. Burns, Ralph Reynolds, Bernie Feldman, Joe Gerber, Berman Pelley, Sr. and Jr.; Nate Kilberg, John Rosania, and James Cassara.

Julie O'Donnell gave hubby Gene O'Donnell a battery charger

to note their 23d wedding anniversary on the Strates shows, and the hilarious inscription had everyone in stitches. . . . One of the top shows at the Hagerstown (Md.) Fair was Tony Mason's "Girl-A-Rama," managed by Johnny Royal and featuring Nancy Muncy.

Charles P. Landrus, young son of Mr. and Mrs. Fred Landrus, of the Side Show on World of Pleasure, is back in good health after being hospitalized recently in Bay City, Mich.

Mrs. Ted Lemmings, mother of Mrs. Richard (Margaret) Copeland, is seriously ill in Summerville, Ga. . . . Lisa Del Mar, of Gem City Shows, recently purchased a GMC tractor. . . . Mae Joe Woodrow Arnold is confined at 5851 Cote Bielente, St. Louis, and would like to receive mail. . . . Paul De Witt and Mrs. Irene Hester recently middle-aisled it at Columbus, Ga. . . . Barbara LeMay reports that her Girl Show is doing well on the Interstate midway. Wayne Barchinges is front talker.

Aline Oakes, wife of Ray Oakes Jr., Tampa games manufacturer, is recuperating following eye surgery.



Morris Hannum Shows

One of the Great Eastern Shows

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<p>CONCESSIONS: Still have space for legitimate games, Arcade, Derby, Photos, Jewelry, also Eats and Drinks.</p>	<p>HELP: Can place Ferris Wheel Man at once. Also experienced Help on other rides. Top wages and bonus.</p>
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Also the National Soybean Festival, Portageville, Mo., next week; followed by Wynne and Russellville, Ark., Fairs.

<p>CONCESSIONS Open midway—Hanky Panks, come on. Can also place Jewelry, Long Range, Derby, Novelties, Age and Weight, Eating Stands, Bear and Glass Pitches.</p>	<p>HELP Can place one Foreman and two Second Men.</p>
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Contact: E. L. WINROD, Mgr., Rock Falls, Ill., this week (Phone: Fire Department); Portageville, Ill., next week.

PENN PREMIER SHOWS

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Northern Neck Agricultural Fair, Warsaw, Va., Sept. 1-6 Incl., followed by The Great Staunton, Va., Agricultural Fair, Sept. 8-13 Incl.

<p>CONCESSIONS Want Cookhouse, Photos, Custard, French Fries, Novelties, Derby Racer, Hoopla, Ball Games or any other legitimate Concessions. Can place Gunner for 6-Cat.</p>	<p>RIDES Want Helicopter, Round-Up, Merry Mixer, Scrambler or any Ride not conflicting. These are big ride spots.</p>	<p>HELP WANT TILT-A-WHIRL FOREMAN, ALSO WHEEL FOREMAN AND SECOND MEN. WANT WHEEL FOREMAN AND SECOND MAN. Also Roll-o-Plane Foreman and other Ride Men who drive semis. Good salary plus bonus. All winter's work. Hot Rod Foreman who was with Buster, phone me.</p>
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Can place Monkey Show, Snake Show, 2-Headed Baby, Fat or any good Grind Show not conflicting. Harry Fink, answer.

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LLOYD D. SERFASS, Owner & Mgr.; HARRY (BUSTER) WESTBROOK, Bus. Mgr.
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WANT CONCESSIONS AND SHOWS

FOR LITITZ, PA., COMMUNITY FAIR, SEPT. 3-6, BACK ON THE STREETS. ALSO WAYNE COUNTY FAIR, HONESDALE, PA., SEPT. 9-13, & DAUPHIN COUNTY FAIR, GRATZ, PA., SEPT. 15-20.

WANT—Rides not conflicting. Can place Ride Help for Tilt, Merry-Go-Round, Ferris Wheel, Octopus, Scrambler, Roll-O-Plane, Rock-O-Plane, and Foreman for 8-Ride Kiddieland.

All replies: ARLENE DEMBROSKY, Cobleskill, N. Y., until Thursday.

VOLUNTEER SHOWS

La Grange, Ky., this week; followed by Moss, Tenn., Fair.

CONCESSIONS: Age and Weight, Balloon Darts, any Hanky Panks. Need Agents for Skillo, Pin Store, Razzle and Hanky Panks. Book any Grind Show, Girl Show. Mob for Inside Concession. Contact C. R. LEONARD

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For Boonville, Indiana, Centennial, September 14-20.

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Wants for Abilene, Amarillo and Lubbock, Tex., starting Abilene, Sept. 13. Agents for Allbi Store, Hanky Panks, Shooting Gallery and Derby. (Morris Woods, Johnnie, Pete, Charlie and all old Agents, contact me now.) Reward for information on present whereabouts of Hank Miller.

GEO. JONES
Warren Hotel, Salina, Kans.

CUMBERLAND VALLEY SHOWS

#1 UNIT

WANT FOR THESE OUTSTANDING FAIRS

CROSSVILLE, TENN., AND McMINNVILLE, TENN.

All legitimate Concessions open. Can place Cookhouse for McMinnville. Also Photo, Dart Games, Ball Games, Pitch-Till-You-Win, Fishpond, Bear Pitch, Glass Pitch, or what have you. Must be Hanky Pank only. (No flats or gypsies, please!)

SHOWS—Any family-type Show that does not conflict with what we have.

RIDES—Can place #5 Wheel or Rockoplane or any other major Ride that does not conflict. No kiddie rides. These Fairs are "RED" ones!

#2 UNIT

WANT FOR THESE OUTSTANDING FAIRS

SPENCER, TENN., AND SPARTA, TENN.

All legitimate Concessions open—such as Long and Short Range Galleries, Hanky Panks, Bear Pitch, etc., or what have you. (No flats or gypsies, please!)

SHOWS—Mechanical City, Snake Show, Funhouse, Ten-In-One, or any good family-type Show.

RIDES—#5 Wheel or any other major Rides not conflicting. Can use live Pony Ride on both units.

CAN USE good Help in all departments on both units.

Address all mail and wires to

LAVOY WINTON, Fairgrounds, Cookeville, Tenn., August 25-30

I. T.'s Take Holds OK at Middletown

NEW YORK—Final day's rain-out at the Middletown (N. Y.) Fair lopped some \$1,500 off the expected gross for I. T. Shows, but the week still wound up very good for the show.

It was the opening fair date for the New York-based midway, which returned to Gotham for a couple of weeks until the fair in Flemington, N. J. It opened a two-week engagement at Houston Street and Avenue B in Manhattan, a thickly populated neighborhood which has always been a good one for rides and concessions.

Paid attendance at the fair was off 3 per cent, but the 100,000-plus turnout produced grosses equal to 1957, the show noted.

GEORGE CLYDE SMITH SHOWS

WANTED FOR THE FOLLOWING FAIRS

Warren Co. Fair, week Sept. 1, Front Royal, Va.

V. F. W. Fair, week Sept. 8, Oxford, N. C.

Five Co. Fair, week Sept. 15, Farmville, Va.

Madison Agrl. Fair, week Sept. 22, Madison, N. C.

WANTED: Ball Games, Pitch-Till-You-Win, Cork Gallery, Basket Ball, Slum Spindle, Hoopla, Fish and Duck Ponds, Age & Scales, Six Cats, Buckets, Swinger, Grab, Custard, Penny Pitch, Photos, Novelty, String Games, Spot the Spot and Jewelry.

WANT: Side Show, Girl Show, Snake Show and Monkey Show.

WILL BOOK: Tilt, Octopus, Spitfire and Rolloplane.

WANT: Agents for office-owned Hanky Panks, also general Ride Help, Truck and Tractor Drivers.

All replies: George Clyde Smith Shows, Stafford, Va., this week; Front Royal, Va., next week.

Firemen's Fair, week Sept. 29, Enfield, N. C.

Atlantic District Fair, week Oct. 6, Ahsokie, N. C.

Chowan Co. Fair, week Oct. 13, Edenton, N. C.

Littleton Fair, week Oct. 20, Littleton, N. C.

WANT WANT WANT

For Montgomery County Fair, Clarksville, Tenn., followed by Maury County Fair, Columbia, Tenn. Car given away free every night—Cisco Kid and fireworks free in grandstand.

Can place first-class Bingo. Concessions: Place Hanky Panks of all kinds. Rides: Will book complete set of Kiddie Rides and any major Ride of merit. Shows: Will book any Grind Show or any Show of merit, including Girl Shows and Ding Shows. All replies to

THOMAS D. HICKEY, GEN. MGR., or DON GRECO, Bus. Mgr.
c/o Fair Secretary's Office, Logan County Fair, Russellville, Ky.

GEM CITY SHOWS

ROHR'S MODERN MIDWAY

Biggest Labor Day in Illinois, Hoopston National Sweet Corn Festival, 3 Full Days and 4 Nights.

Then the first in Charleston, Mo., with a string of Arkansas Fairs to follow.

Want Short Range, Cork Gallery, Photos, African Dip, Pitch Games, Hanky Panks only. Can use one more family-type Show. Francis Hadsall wants experienced Bingo Help. HAVE 1957 #5 ELI FOR SALE. TERMS TO RESPONSIBLE PARTY.

FRANK MYERS, Concession Mgr.; D. J. ROHR, Owner
Hoopston, Ill., this week; then per route.

TATHAM BROS.' COMBINED SHOWS

Big free Stage Show and Betty and Benny Fox, Sky Dancers. This is the greatest Free Show on earth.

Concessions Wanted—Hanky Panks only. Aug. 26-28, Clinton, Ill., on the downtown streets, Free Pancake Fair. Over 60,000 served free pancakes last year, bigger this year! Aug. 29-Sept. 1, Toluca, Ill., Labor Day Fair. Big parades daily. This is a big Labor Day spot. Sept. 3-6, Mt. Pulaski, Ill., Fiesta Day Fair. This is big—we have played this for 11 years. Don't write or wire. Come on, will place you. BILL TATHAM, CLINTON, ILLINOIS.

GIRLS \$100—GIRLS \$100

Enlarging Shows for Southern Fairs. Can use Strippers. Hula Rumbas for two large Sit-Down shows. Wardrobe and transportation furnished if needed. Long season, closing late November in Florida. Wire or come on will place you.

MELVIN SHAFFER

Care Blue Grass Shows, Lebanon, Tenn., this week; then as per route.

FOR SALE

GIRL SHOW—68-foot front built on semi. Complete with 1950 G.M.C. tractor (excellent condition), 30 by 80 top and seats. Can be had Sept. 13. SIDE SHOW, built new last winter. All poles and banner line built of aluminum. Most attractive show on the road. 160-foot front, 20 by 110-foot top. FREDDIE JONES. CONTACT: MICKEY'S MOUSE CIRCUS—14 by 14-ft. top, 27-foot front. Actors, pit, props and everything included. Built new this season. 1956 PRAIRIE SCHOONER House Trailer. You can't tell it from new. These shows and trailer can be seen at the Michigan State Fair, Detroit, Aug. 29-Sept. 7; Allegan, Mich., Sept. 8-13.

JOE SCIORTINO

c/o W. G. WADE SHOWS, Detroit; c/o HAPPYLAND SHOWS, Allegan.

W. R. GEREN Presents MIGHTY HOOSIER STATE SHOWS

WANT WHEEL FOREMAN—Have ten weeks' work for good Wheel Foreman: all we ask is for a sober man who knows a No. 5 Wheel and can drive semi. Will pay you more money than any carnival in this part of the country and give you a nice bonus at the end of season. Our season ends November 1.

W. R. GEREN, Now—Litchfield, Ky.

WANTED WANTED WANTED

For route of Southern Colored Fairs starting Sept. 15 in Tennessee and South Carolina. Major Rides except Wheel.

SHOWS: Colored Girl Show, Fun House or any Show not conflicting. CONCESSIONS: Popcorn, Candy Floss, Prize-Every-Time, Jewelry, Scales, P.C. and Stock Concessions. Can use Cookhouse for balance of season. All contact: This week, Verona, Wis.; then the big Southern Fairs for your winter's bank roll. Wire D.P. or Call Manager.

PETER PAUL AMUSEMENT CO.

FAIR—PAGE BROS. SHOW—FAIRS

WANT Bingo (Crandell, contact), Jewelry, Lead Gallery, Ice Cream, Hanky Panks of all kinds, Norman Littlefield and McHouse want Agents for all joints. Wheel Foreman—Ride Help on all Rides (no cars). Want Girl Show and Geek Show. We have some equipment for same. (Orlando, contact at Camden, Tenn.) All Fairs till November 1.
Camden, Tenn., now; Waverly, Tenn., next. Phone at Fairgrounds.

PALMETTO EXPOSITION SHOWS

WANT SHOWS AND CONCESSIONS OF ALL KINDS

Photos, Cookhouse and Grab, French Fries, Long and Short Range Galleries, Jewelry, Hanky Panks, Pitches for the following Fairs:

Pembroke, N. C., Fair, Sept. 1-6; Durham, N. C., Fair, Sept. 8-13; Pittsboro, N. C., Fair, Sept. 15-20; Zebulon, N. C., Fair, Sept. 22-27; King, N. C., Fair, Sept. 29-Oct. 4; Morganton, N. C., Fair, Oct. 6-11; Shelby, N. C., Colored Fair, Oct. 13-18; Anderson, S. C., Fair, Oct. 20-25.

All Replies to

MILTON MC NEACE

Rockingham, N. C., this week; then per route.

BILL HAMES SHOWS

WANT FOR FOLLOWING FAIRS

ABILENE, TEXAS — SEPTEMBER 13 - 20, 2 SATURDAYS

AMARILLO, TEXAS — SEPTEMBER 22 - 27

LUBBOCK, TEXAS — SEPTEMBER 29 - OCTOBER 4

CONCESSIONS

WILL BOOK LEGITIMATE CONCESSIONS OF ALL KINDS. MUST BE LEGITIMATE, NO COUNT STORES OR BUILD-UPS.

SHOWS

CAN PLACE A FEW SHOWS THAT DO NOT CONFLICT.

RIDE HELP

CAN PLACE GENERAL RIDE HELP ON ALL RIDES.

FOLLOWING PEOPLE CONTACT

CHARLES L. COOPER—BILL MC NURTRY—MAC DUBURGES—HY STIEN

HAVE WINTER AND SPRING ROUTE OF FAT STOCK SHOWS AT FORT WORTH, OPENING JAN. 30, FOR 10 DAYS—FOLLOWED BY SAN ANTONIO (10 DAYS)—HOUSTON (12 DAYS)—SAN ANGELO (6 DAYS)—MERCEDES (6 DAYS)

Contact:

BILL HAMES or GENE LEDEL

GAINESVILLE, TEXAS, THIS WEEK; MARSHALL, TEXAS, NEXT WEEK or P. O. BOX 1377 (PHONE 3-8911), FORT WORTH, TEXAS

TIVOLI EXPOSITION SHOWS

Enlarging Show for 8 Big Fairs starting September 1, Greenville, Miss.; followed by Jonesboro and Magnolia, Ark.; Bastrop, Leesville, Eunice, Abbeville and Lafayette, La.

CONCESSIONS: Want first-class Bingo and Hanky Panks of all kinds. (No Popcorn or Floss needed.) Can place Agents for Grind Stores, Six Cats and Buckets.
RIDE HELP: Good men for Merry-Go-Round, Ferris Wheel and Tilt.
SHOWS: Girl Shows and Side Shows of all kinds.
RIDES: Will book Kiddie Rides and major Rides that do not conflict. Want Scooter, Dark Ride and Round-Up.

Wire or Phone **H. V. PETERSEN** or Write or Wire **FRANK SPINA**
Joplin, Mo. (Phone: Mayfair 3-7040) e/o Tivoli Exposition Shows
Newellton, La., this week

THOMAS JOYLAND SHOWS

Want for Southern Route of Fairs starting at Martinsville, Va.; Chase City, Va.; then North Carolina Fairs at Concord, Lexington, Leaksville, Jacksonville and Kingston.

Rides: Want Scrambler, Round-Up, Rock-o-Plane, Spitfire, Twister, any Novelty Ride. Shows: Book Shows of all kinds. Especially want Minstrel Show with own equipment. (Mr. Roberts, please wire.) Want Penny Arcade. Concessions: Place Concessions of all kinds, Hanky Panks. Charles Leroy wants Annex Attraction and Novelty Acts. All wire:
L. I. THOMAS, MGR., OAK HILL, W. VA., THIS WEEK.

BEAM'S ATTRACTIONS

JUNIATA CO. FAIR—PORT ROYAL, PA., NEXT WEEK—SEPT. 1-6

With our Show on the midway—Hanky Panks can enjoy a good week of business at reasonable prices.

Can book Wildlife and Shows of all kinds. Good crops and outstanding promotion makes this fair an attractive Labor Day week of business.

AGENTS AND OTHER CARNIVAL HELP CAN BE PLACED, INCLUDING EXPERIENCED RIDE MEN.

All Communications to

STEVE DECKER or M. A. BEAM

Fairgrounds, McConnellsburg, Pa.

O.C. BUCK SHOWS

EIGHT OUTSTANDING SOUTHERN FAIRS

REIDSVILLE, N. C. 4 Days, Sept. 3-6	RUTHERFORDTON, N. C. Sept. 8-13	CARTHAGE, N. C. Sept. 15-20	ROCKY MOUNT, N. C. Sept. 20-27
UNION, S. C. Sept. 29-Oct. 4	GREENVILLE, N. C. Oct. 6-11	SO. BOSTON, VA. Oct. 13-18	WASHINGTON, N. C. Oct. 20-25

WANT: Concessions of all kinds. Popcorn, Custard, Eating and Drinking Stands, Photos, Ball Games, Pitches, Novelties, Scales, Hats, Merchandising Concessions. Also want Arcade.

Will place any money-getting Grind Show or Single Attraction.

RIDE HELP: On 15 major rides. Want Men who drive semis. Railhead, wire.

OSCAR BUCK, Bath, New York

SKERBECK SHOWS WANT

For Bona Fide Michigan County Fairs

Cheboygan, Aug. 26-Sept. 1; Manistee County Fair, Sept. 2-6; Ludington County Fair, Sept. 7-13.

Legitimate Stock Concessions, Photos, Cook House, Grab, Grind and Bally Shows not conflicting. One major High Ride. Wire or phone

EUGENE SKERBECK, MGR.
SKERBECK SHOWS, FAIRGROUNDS, CHEBOYGAN, MICH.

IMPERIAL SHOWS

CONCESSIONS: Want Shake, Photos, Hoop-La, Strings, Bumper, etc.
RIDE HELP: Second Men on Scrambler, Kiddie Ride. Foreman for Coaster. Also useful, sober Ride Men who drive. No cars, please.

Odell (Fair), Aug. 24-25-26; Mendota, Tri-County Fair, Aug. 28-Sept. 1; Monmouth (Fair), Sept. 3-6; all Illinois.
BILL GULLETTE, Mgr.

GIVE TO DAMON RUNYON CANCER FUND

Grand American Shows

Want Ferris Wheel Foreman. Good wages and fair treatment. Dunlap, Iowa, Aug. 26-28; Dayton, Iowa, Aug. 30-Sept. 1; Unionville, Mo., Sept. 3-5; then as per route remainder of season.

L. O. WEAVER, Mgr.

DAVIDSON UNITED SHOWS WANTED — WANTED

For Marengo, Iowa, Cele., Aug. 22; Madrid, Iowa, Aug. 28-Sept. 1; Iowa's largest Labor Day, Emerson, Iowa, Cele., Sept. 5-6; Rippey, Iowa, Cele., Sept. 8-9 and more to follow. CONCESSIONS: Balloon Darts, Glass Pitch, Mug, High Striker, Fish Pond, Scales or any other Concession not conflicting. Will place Shows of all kinds. Help for Grind Store and Hanky Panks. Contact

B. Davidson, Owner-Mgr., or Robert Vogt, Concession Mgr.
P.S. JUDY, CALL ME. ROBERT.

GOODING AMUSEMENT CO.

CONCESSIONS WANTED

AUG. 30-SEPT. 1
JACKSONVILLE, OHIO
OLD SETTLERS'
REUNION
Can place all Hanky Panks
and Direct Sales.

SEPTEMBER 1-6
DUNKIRK, N. Y.
CHAUTAUQUA COUNTY
FAIR
Hanky Panks of all kinds.
Also some Direct Sales.

SEPTEMBER 8-13
MAPLEWOOD, MO.
GOLDEN JUBILEE
CELEBRATION
Can place Direct Sales and
Prize-Every-Time Games.

SEPTEMBER 8-13
NELSONVILLE, OHIO
PARADE OF
THE HILLS
Can place Hanky Panks
and some Direct Sales.

SEPT. 22-27
MITCHELL, IND.
PERSIMMON FESTIVAL
Can place Hanky Panks
and Direct Sales.

SEPT. 23-27
KINGWOOD, W. VA.
BUCKWHEAT FESTIVAL
Want Hanky Panks and
Direct Sales.

WRITE AT ONCE

GOODING AMUSEMENT CO. CONCESSION DEPT.
1300 NORTON AVENUE COLUMBUS 8, OHIO



Great Leighton (Pa.) Fair Opens Sunday, Aug. 31—7 Big Days and Nites.
Followed by Fredericksburg (Va.) Agric. Fair, Sept. 8-13

COOKHOUSE—TO JOIN IMMEDIATELY!

CONCESSIONS: Hankies of all kinds. Age and Scale, Derby, Hats, Novelties, French Fries, Long and Short Range Galleries, Eating and Drinking Stands, Popcorn, Apples. No exclusives!

RIDES: Roundup, Scooter, Twister.

SHOWS: Snake, Geek, Penny Arcade, Monkey and any good Grind Show. Dickie Hilburn wants Magician, Sword Swallower or any Novelty Acts. Salary out of office. Contact:

JOHN VIVONA, Hollidaysburg, Pa. Owens 5-4691

DON FRANKLIN SHOWS

WANT FOR MARSHFIELD, WIS., FAIR THIS WEEK AND 7 MORE WEEKS OF TEXAS FAIRS TO FOLLOW

HELP

Want Ride Help to join now, must drive. Second Man, \$50.00 weekly, for Merry-Go-Round, Wheel, Big Coaster, Loop, Tilt, Scrambler, Octopus, Rock-o-Plane, Scooter. Need three Kid Ride Men. Also Assistant Electrician. Place Wives on Tickets.

WANT FOR EAST TEXAS DISTRICT FAIR, TYLER, TEX.

8 DAYS, SEPT. 13 THRU 20
Will book Round-Up, Dark Ride, Paratrooper and Helicopter Rides for this one Fair.

SHOWS

CAN PLACE FOR BALANCE OF SEASON:
Motordroms, Snake, Monkey, Mechanical and Grind Shows.

CONCESSIONS

Can place a few Hanky Panks. Want Operator for nice office-owned Grab Trailer.

All Replies: DON FRANKLIN, MGR., Marshfield, Wis. (Fair), thru Labor Day.
P.S.: Expect to arrive on Fairgrounds, Tyler, Tex., Sunday, Sept. 7.

HOARD and MULLIS AMUSEMENTS

SHOWS RIDES CONCESSIONS

Eight Georgia Fairs—A star-studded route, beginning with Taliaferro County Fair, Crawfordville, Georgia, Sept. 8-13; Franklin County Fair, Lavonia, Ga., Sept. 15-20; Hancock County Fair, Sparta, Ga., Sept. 22-27; Deep South Agricultural and Industrial Fair, Thomasville, Ga., Sept. 29-Oct. 4. First Bona Fide fair in Thomasville in 20 years; Worth County Fair, Sylvester, Ga., Oct. 6-11; Ocmulgee Tri-County Fair, McRae, Ga., Oct. 13-18; Tattnall County Fair, Glennville, Ga., Oct. 20-25. First fair here in 30 years; Jefferson County Fair, Louisville, Ga., Oct. 27-Nov. 1. All are Bona Fide sponsored and real fairs, no promotions.

RIDES—Will book two Major Rides—Scrambler, Round-Up Scooter, Octopus, Tilt, Loop or Coaster. Need two Kiddie Rides.

CONCESSIONS—All kinds, as Pitches, Long and Short Range, High Striker, Age and Weight, Custard (exclusive) Arcade, Bumper, Basketball, etc. If you are with show that has too many concessions get in touch with us. We limit ours so everyone makes money.

SHOWS—Minstrel for the circuit—good proposition, or any family type Shows. Tesca Bros. contact. Can use Girl Show at Lavonia, Sparta and Louisville. "Fats," contact.

HELP—Electrician, M.G.R. Foreman, and Second Men on all Rides, drivers preferred. Top salary to good men. No drunks need apply. Want Man who can lecture on Snakes and Drive.

AGENTS—Can use several for office owned concessions. Contact until Labor Day, then per route!

Dan Hoard, Indian Springs, Ga.
Phone 7296, Jackson, Ga.

Elbert Mullis, Dublin, Ga.
Phone Broad 2-0987

NO COLLECT CALLS ACCEPTED.

RUMBLE GREATER

Want Stock Concessions and Straight Sales—September 8-13, South Vernon, Ind., on the streets—Annual American Legion Celebration. Also booking for Hardinsburg, Ky., Fair, September 25-26-27. Want Shows of all kinds except Girl Show. Also want Bingo, Stock Concessions and Straight Sales. All replies to

D. P. RUMBLE

Madisonville, Ky., this week then per route.

GAMES WANTED

For Union County Fair, Marysville, Ohio, Sept. 9-12. Contact

D. M. DINE

Week Aug. 25, Caldwell, Ohio; Labor Day week, Marietta, Ohio.

Heth Chalks Up Record At Springfield, Mo., Fair

MAYFIELD, Ky.—Heth Shows trucked here last week after a winning stand at the Ozark Empire Fair, Springfield, Mo., where ride and show grosses topped those

of 1957 by over 9 per cent. This set a new all-time high for the Springfield fair.

Before leaving, Al Kunz, show's owner-manager, and Glen Boyd, veteran fair manager, huddled and signed contracts for the show to return in 1959.

Good weather prevailed all week and the midway had 21 rides and 10 shows working. Nat Mercy's "Follies" paced the backend, with Dot Mercy's "Fantasy" unit second. The Scrambler topped the rides, with the two Ferris Wheels next.

Following the stand here the shows truck to the Du Quoin (Ill.) State Fair.

Kunz reports that business thus far this season is topping last year's.

Parties Spark Lot Activity On Continental

WESTPORT, N. Y. — Continental Shows moved into the Essex County Fair to open its fair route after a spotty season which has seen a couple of decent weeks appear lately.

The show was the scene of many parties this year. In Newport, Vt., on July 11 Paul La Cross and Terry Powell were given a surprise birthday party, and on August 1 Joe Fritz, Manager Roland Champagne's grandchild, was given a large shindig on his birthday, with many gifts.

On Thursday (7) Bill Cross tossed his annual final still date party in Danny Danin's bingo stand. Turkey was served with all the trimmings and plenty of refreshments. Everyone on the lot attended, as did the mayor, police chief and two officers of the Winoski, Vt., law force. Out-of-towners visiting were Mr. and Mrs. George Hilliker, Mr. and Mrs. Armond Guay and Dwight Newland, all of St. Albans, Vt.

Arrest Man For Attack on RAS Worker

EDMONTON, Alta. — Gordon Steadman, 33, of South Cooking Lake, Alta., has been arrested and charged with attempted murder in connection with injuries to a Royal American Shows worker at the Edmonton Exhibition July 19 (The Billboard, August 4).

In city police court, Steadman reserved his plea and was remanded until August 21. Court was told the crown's chief witness may be in hospital for another four months.

A warrant for Steadman's arrest was issued after Stephen E. McNitt, of Tampa, received serious injuries on the last day of the exhibition. McNitt, according to witnesses, was pushed into the side of the Rotor ride. He is in a hospital with internal injuries, a crushed pelvis and compound leg fractures.

Michigan Wants for LIONS CLUB HARVEST FESTIVAL

Eight Mile Rd. & Gratiot
Sept. 5 thru Sept. 15

FRATERNAL ORDER OF EAGLES HARVEST FESTIVAL

10 Mile & Kelly Rd.
Sept. 16 thru Sept. 21

DEMOCRATIC CLUB TAYLOR TOWNSHIP HARVEST FESTIVAL

Telegraph & Eureka Rd.
Sept. 23 thru Sept. 28

VETERANS OF FOREIGN WARS HARVEST FESTIVAL

Ecorse, Michigan
Sept. 30 thru Oct. 5

Can place Hanky Panks of all kinds. Novelties, Glass and Bear Pitch, Water Games, Six Cats, Buckets, Pitch-Till-You Win, Photograph Gallery, Crab Joint, also Penny Arcade. Can place Rock-o-Plane, Dark Ride, Dipsy Doodle and Fun House.

Write or wire

C. D. MURRAY

18931 Prest Ave., Detroit 35

or **Dickson United Shows**

Wayland, Mich., all this week.

WANTED

TATTOO ARTIST

SANITARY SHOP
HEART OF THE LOOP
APPLY: WONDERLAND ARCADE
442 SOUTH STATE STREET
CHICAGO

BLUE GRASS SHOWS

Southeastern Missouri District Fair, Cape Girardeau, Mo., week starting Tuesday, Sept. 29 through Sunday, Sept. 14.

CONCESSIONS: Hanky Pank Prize-Every-Time Games of all kinds. Long Range Shooting Gallery, Photos, Age and Scales, Ball Games, High-Striker, Derby Racer, Pronto Pups, Foot Longs, Grab, etc.

RIDES: Roundup, set of Kiddie Rides, factory-built; Boats, Autos or any good non-conflicting rides.

HELP: Foremen and Second Men for all major Rides. Long season South.

All mail and wires to

C. C. GROSCURTH, Owner

BLUE GRASS SHOWS, Lebanon, Tenn., all this week;

week Sept. 1-6, Paducah, Ky., then Cape Girardeau, Mo.

JOHNNY T. TINSLEY SHOWS

WANT

CONCESSIONS: Want Bingo, Cookhouse, Diggers, Photos, Age and Weight and Hanky Panks of all kinds. DUTCH WHITESIDE NO LONGER WITH THIS SHOW. WANT BUSINESS MANAGER.

RIDES: Will book Train, Helicopter or any ride not conflicting.

SHOWS: Want Girls for Girl Show. We have complete outfit, need Girls. Will book Shows of all kinds. Wire **JOHNNY T. TINSLEY, OWNER-MGR.**, Pickens, S. C., this week; then Gainesville, Ga. and Elberton, Ga.



FREE BIG 2-HOUR CIRCUS THRILL SHOW!

★

250,000 ATTENDANCE GUARANTEED!

★

ON FAMED FRONT & ERIE CIRCUS GROUNDS!

Announcing Philadelphia's

FIRST ANNUAL LIGHTHOUSE FAIR

SEPTEMBER 22-27, 1958, INCLUSIVE

GET IN ON THE GROUND FLOOR WITH A SURE WINNER. ALL SPRINGTIME CIRCUS CONCESSIONS CONTACT. BOOKING NON-CONFLICTING RIDES, SHOWS, LEGITIMATE GAMES, HANKY PANKS AND EXHIBITS. MOTORDROME & SIDE SHOW WILL BE SENSATIONAL HERE! WANT-GRAB JOINTS. THIS WILL BE A TERRIFIC SPOT FOR SHOWS.

DON'T MISS THIS

BEATS ANY HIGH-PRICED FAIR DATE!

JACK ESSNER
DEvenshire 2-8850

JOHN QUINN
DEvenshire 3-8235

SAMUEL MOONBLATT
1420 Walnut, Philadelphia 2, Pa.

CONCESSIONS WANTED

LAST CALL! SEPT. 1-6
DUNKIRK, NEW YORK
CHAUTAUQUA COUNTY FAIR
Need Hankies & Straight Sales.

SEPT. 8-13
MAPLEWOOD, MISSOURI
GOLDEN JUBILEE CELEBRATION
New booking Prize Every Time Hanky Panks and Straight Sales. No Eats or Drinks.

GOODING AMUSEMENT CO.
CONCESSION DEPT. 1300 NORTON AVE., COLUMBUS, OHIO

WORLD OF PLEASURE SHOWS

WANT FOR ALPENA, MICH.; JAMESTOWN, TENN.; FAYETTEVILLE, TENN.

CONCESSIONS: Hanky Panks, Bird, Lamp and Glass Pitches, Novelties, Custard, Arcade, Photos.

SHOWS: Motordrome, Monkey Drome, Dark Ride, Glass House, and Family Type Shows.

LEWIS BELL WANTS ALIBI AGENTS

WIRE OR WRITE: BUD DAVIS, ALPENA, MICH., THIS WEEK.

NORTHWEST MISSOURI STATE FAIR

Bethany, August 31 to September 4

Can place Scrambler and additional major Ride. Girl Show, Sideshow, Motordrome and Grind Shows. Want Novelties, Foot Long, Pronto Pups, Short Range, Photos, Pitches, Milk and Punks, Dip, High Striker, Buckets or Picture Frames. Dip Ice Cream and all Hanky Panks. Can place licensed Drivers on Ferris Wheel, Rock-o-Plane, Octopus and other rides.

SUNSET AMUSEMENT CO.
West Point, Nebraska, till Aug. 27; after that Bethany, Missouri, Fair Grounds.

FOR SALE—DON'T MISS THIS!!

FLY-O-PLANE in excellent condition. New Type cars. Available after Labor Day. See it in operation. Making room for new ride. Reasonable price.

OCEAN VIEW AMUSEMENT PARK
ALBERT MILLER, Mgr.

Phone: Justice 7-1011 Norfolk, Va.

FOR SALE - - - RIDES - - - FOR SALE

One Parker Merry-Go-Round, 36 ft., good paint, good condition, fluorescent lights, new top and sidewall, center pole mounted on trailer. Cash only, \$3,850.00. Also Smith & Smith Junior size Airplane Ride, good condition, good paint and canvas. Rides can be seen in operation until Sept. 3 at Hawkeye Amusement Park, Lake Ahquabl, 5 miles south of Indianola, Iowa, or contact

ROSS L. SINDERSON, 506 SO. "E" ST., INDIANOLA, IOWA.

CHEROKEE AMUSEMENT COMPANY

CONCESSIONS WANTED: Photos, Grab, Coke Bottles, Coke Pitch, Bear Pitch, Glass Pitch, Ball Games, Fishpond, Scales, Novelties, Hoop-La, Bumper or any non-conflicting Concession. Have all Fairs to follow: Ralston, Okla., Labor Day, Aug. 30-Sept. 1; Pauls Valley, Sept. 2 to 6; Wewoka, Sept. 8 to 10; Chandler, Sept. 11 to 13; Shawnee, Sept. 15 to 18; Claremore, Sept. 19 to 23.

J. W. MAHAFFEY
Hillsboro, Kansas, Aug. 25 to 29; then per route.
F.R.: Briggs, have Coke open; contact me.

★ ★ ★ ★ ★ ★ ★ ★

SCRAMBLER AT LIBERTY

AVAILABLE AFTER SEPTEMBER 7

Contact

E. A. BODART
at
SHAWANO, WIS.
Now thru Sept. 1

WEYAUWEGA, WIS.
Sept. 2-7

★ ★ ★ ★ ★ ★ ★ ★

WANTED

2 TOP-NOTCH, SOBER SIDE SHOW TALKERS

Guarantee \$75.00 Per Week Against Percentage.

CHARLES H. HODGES
c/o Gooding Shows
Charleston, W. Va., this week; Knoxville, Tenn., to follow.

RIDE MEN WANTED

TOP MONEY

HEART OF AMERICA SHOWS

Want to book Concessions, mostly Hanky Panks. Pat Patterson wants Grind Store Agents. Have opening for Girl Show. Address: St. Paul, Nebr. (Fair), Aug. 25-29; Gaylord, Kans. (Labor Day), Sept. 1; Washington, Kans. (Fair), Sept. 4-5-6; then long season south.

TED CORY, Mgr.

FOR SALE

Allen Herschell 40-ft. 28-horse Merry-Go-Round; new top and new motor. Real good shape. Runs like new.

BRASCH BROS. SHOWS
Stoughton, Wis., Aug. 29-Sept. 1

CHARLES COUNTY FAIR

La Plata, Maryland, Sept. 17-18.
Want Concessions.

H. M. SNYDER & SON
Mt. Airy, Md. Phone: Mt. Airy 54

Blount County Fair
Maryville, Tenn., Sept. 1 to 6

Winder Agricultural Fair
Winder, Ga., Sept. 8 to 13

With continuous route of bona fide Southern Fairs Shows—Will place family-type Grind and Bally Shows. Wire what you have to offer. Can place Girl Show. Concessions—Long Range, African Bobo, Derby, Arcade, High Striker, Hoop-La and Merchandise and Outright Sale. Concessions of all kinds. Help—Can place Ride Help who are licensed drivers. All replies via Western Union

JAMES H. DREW WORLD'S FAIR SHOWS
CLINTWOOD, VIRGINIA, ALL THIS WEEK.

BYERS BROS.' SHOWS

Can place for a long string of Southern Fairs: Saline County Fair, Benton, Ark., Sept. 1-6; Quachata County Fair, Camden, Ark., Sept. 8-13; Red River Parish Fair, Coushatta, La., Sept. 15-20; Natchitoches Parish Fair, Natchitoches, La., Sept. 22-27; North Central District Fair, Oils, La., Sept. 29-Oct. 4; Lincoln Parish & North Louisiana State Fair, Ruston, La., Oct. 6-17; two weeks in downtown Lake Charles, La., to follow.

CONCESSIONS: Hanky Panks of all kinds. Long and Short Range. RIDES: One more major Ride not conflicting. SHOWS: MINSTREL SHOW AND GRIND SHOWS NOT CONFLICTING. Will locate at Benton, Ark., Fair, Sunday, Aug. 31. CAN PLACE FREE ACT AT LAKE CHARLES, LA. (KAYLETTA, HIGH POLE, CONTACT DUTCH WILSON.) CONTACT

CARL BYERS, Mgr., as per route

HALE'S SHOWS OF TOMORROW

Iowa's largest free Labor Day Celebration at Red Oak, Iowa, Aug. 31-Sept. 1, two big nights and one big day. Dawn dance, fireworks, car give-away, free acts, etc.

WANT Glass, Penny, Bird and Bear Pitches; Diggers, Age and Weight, Short Range, Custard, Ice Cream, Photo, Bumper, Nickel Roll, String Game or any Hanky Pank not conflicting. No flats, alibi, gypsies or collect calls. No Rides needed. Will book any Shows of merit, such as Animal, Illusion, Wildlife or any Grind Show. Contact

W. T. HALE
FAIRGROUNDS, KEARNEY, NEBR., WEEK OF AUG. 25.

NEW LONDON, OHIO

Labor Day Celebration—Aug. 31 & Sept. 1

WANT CONCESSIONS

Popcorn, Apples, French Fries, Custard, Foot Long, Root Beer, Photo, Hi-Striker, Age & Weight, Gallery, Glass Pitch, Fish Pond, Basketball and Hankies of all kinds. No Flats or Alibis wanted. None on Show.

FRED NOLAN—NOLAN AMUSEMENT CO.
Perryville, Ohio, August 26-30

SOUTHLAND AMUSEMENTS

WANT FOR ALL FAIRS AND CELEBRATIONS UNTIL NOV. 1.

Rides—Roller Coaster and one more Flat Ride, a set of 3 Kiddie Rides. Shows—Two clean Family Shows. No Girl Shows. Concessions—A few Hanky Panks open, such as Long Range Gallery, Balloon Darts, Bear Pitch, Water Joint, etc. Ride Help—Licensed Truck Drivers. Pay all you are worth. L. H. Hardin wants Agents for Jewelry and Mug Joints. Our entire route in cotton and peanut belt. Money plentiful, come get your share. Have 8 bona fide Fairs. All replies to

E. J. (ED) GORDON
Graceville, Fla., this week; Attapulgus, Ga., next.

STOCK TICKETS	Cash With Order Price	Double Coupon Price
1 Roll \$ 1.50	2,000 \$ 6.90	
5 Rolls 4.50	4,000 7.80	
10 Rolls 8.25	6,000 8.70	
25 Rolls 18.75	8,000 9.60	
50 Rolls 24.00	10,000 10.50	
100 Rolls 44.00	30,000 15.20	
Rolls 2,000 EACH	100,000 33.00	
Double Coupons	500,000 133.00	
Double Prices	1,000,000 258.00	
No C.O.D. Orders		
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"

ROLLER RUMBLINGS

• Continued from page 53

industry in general over many years.

Judge Benjamin Swartz, of the Hamilton County Juvenile Court, Cincinnati, delivered an inspirational message as chief speaker at the President's Banquet. The judge impressed upon the operators the importance and responsibility of their vocations in the field of community living. He endorsed roller skating as one of the finest means of curbing juvenile delinquency and backed it up by saying he is starting a roller rink in his own juvenile detention building. Victor Brown solicited support for the speaker's roller skating program, and everything from shoe skates to plastic floor coating was pledged for this program.

Twenty-two exhibit booths, an exceptional number, greeted rink men and professionals. Competitive events were kept off the schedule Monday afternoon so that rink men and exhibitors could get together for the entire period. Following the special trade show, a cocktail hour and buffet dinner were provided by the Manufacturers' Association of the Roller Skating Industry.

The United States Federation of Amateur Roller Skaters, the amateur group within RSROA, renewed its determination to raise the necessary travel funds to send a competitive team to New Zealand for the International Championships in January. The expectation of this event as the crowning award for the winners gave an exceptional keenness to competition in the events skated here, lending dramatic interest sensed by the crowds.

Charles E. Cahill, a member of both the Detroit and the Michigan Bar Association and assistant secretary for the past five years, was appointed staff counsel of the RSROA by action of the board of control, making his office at the permanent headquarters in Detroit.

Lauds Sefferino's Skate Experiment . . .

CINCINNATI—"As a rink operator for almost 19 years I would like to applaud the article in The Billboard of August 4 about C. V. (Cap) Sefferino's proposed experiment of returning to the old 45-degree skate at the Price Hill Roller Rink, Cincinnati," writes M. R. Hudson, operator of Gayway Roller Rink, Neosho, Mo.

Readers will recall that the article expressed Sefferino's belief that the modern skate, into which 10-degree action is built, is responsible for many of the accidents, and attendant liability suits, which are plaguing today's rink operators.

The old skate, built closer to the floor, was a safer piece of equipment for the inexperienced skater—the new customer and the customer who occasionally patronizes a rink—the article contended.

"I screamed like an alligator cut off from a pond when the skate manufacturers quit the 45-degree skate," Hudson writes, "but I still am not going to put all the blame on the manufacturers. I know they are going to make the skate that is most easily sold, the same as manufacturers do in all lines of business. The rink operators quit buying the 45-degree skates so, naturally, the manufacturers quit making them. That was what I was told at the time. Maybe if all rink operators who like 45-degree skates would write letters, some manufacturers would make them again."

Neosho's Gayway Closes For Renovation, Vacation . . .

NEOSHO, Mo.—Gayway Roller Rink closed August 2 so that operators M. R. and Violet Hudson could take a vacation. The rink will reopen September 2 after repairs, repainting and application of a new coat of plastic to the floor. New wear-resistant wheels are being added to the rink's supply of rental skates. About 20 members of Gayway, including the Hudsons, recently visited the Rollarena at Miami, Okla., operated by the Windhams. The Hudsons will make a vacation trip this year, stopping at numerous rinks along their route.

Richland Vacations At Miami Beach, Fla. . . .

HARTFORD, Conn.—Irving Richland, Hartford rink man, most recently associated with his brother-in-law, Harry Neckes, in the Hartford Skating Palace, has been vacationing in Miami Beach, Fla.

PSAA Members Celebrate Tax Slash With Picnic . . .

WEST POINT, Pa.—Members of the Participating Sports Association of America, Inc., will celebrate the recent lifting of taxes on swimming and roller skating by the federal government with a barbecue and corn roast Monday (25) at West Point Park, two miles south of Lansdale, Pa. Ed Booz, of West Point Park, is in charge of arrangements.

Vernon D. Platt, president of the PSAA, predicts a revival in the building of skating and swimming facilities as a result of the recent tax assessment.

\$100,000 Fire Hits Denver's Roller City

DENVER—Two men were injured Sunday (17) as fire swept thru the Roller City Rink here an hour before it was scheduled to open. Firemen fought the blaze for two hours before bringing it under control. Fifty per cent of the building was damaged beyond use and damage was estimated at \$100,000.

Rink employee Dean Glaser and a fireman suffered from smoke inhalation while fighting the blaze. The suburban Denver rink was opened last January by James R. Chado.

TOO MANY CARS CLOSE IN ON FAIRS 'DOZER

ALTAMONT, N. Y. — Business was so good for the Altamont Regional Fair on Tuesday (19) that a bulldozer was hard put to clear parking space fast enough. A new 17-acre tract behind the track was slated for parking, and a machine was put to work to clean it out during fair week. The record day on Tuesday saw cars parking ahead and around the 'dozer, which was in danger of being trapped without an exit from the lot.

Reveal Plans For Boston's Convention Hall

BOSTON — Plans were unveiled last week for Boston's civic auditorium in the Prudential Insurance Company's \$100 million Back Bay "Radio City-like" project. Arrangements call for a \$10.5 million three-story, split-level building which will contain a 50,000-foot auditorium hall and more than 160,000 feet for exhibitions. The auditorium hall will seat 4,200 on the floor and 1,800 in a balcony. The exhibition space will be on two floors.

The new structure, which will be ready within two years, will take the place of the Mechanics Building, which for more than 75 years has housed the city's big expositions. That building will be razed in December to make way for the big Prudential project.

A basic study by Arthur D. Little Company showed a need for a convention hall. A budget allowance of \$12.5 million has been made by the Auditorium Commission. Plans for the Prudential center required a commitment from the city to build a civic auditorium. The move to build the hall clears the way for erection of the big development. Prudential will now select a hotel chain to operate a 1,000-room hotel.

The American Legion as well as several other organizations had to cancel plans for conventions at Mechanics Building, but there is hope that the Legion will bring the event to the new auditorium in 1962. Mayor John B. Hynes said: "When our auditorium is open for business I am sure it will be the busiest convention mecca in the country."

John A. Volpe, president of the Chamber of Commerce, said the city will be able to invite the largest and most important exhibitions and meetings in the nation.

The building has been designed with moveable seats, sliding partitions and walls. This convertibility will enable the auditorium to be converted into exhibition space if the need arises.

Pensacola, Fla., Receives \$30,000 For 1959 Cele

PENSACOLA, Fla.—The Fiesta of Five Flags, to open here May 13, 1959, has been granted \$30,000 by the city council. The Fiesta will mark the 400th anniversary of the settlement of this community. The money will supplement the \$50,000 pledged by the Florida State Development Commission. A 20-year lease has been granted for a parcel of land on Santa Rosa Island, which will house a permanent replica of the De Luna village, settled in 1559.

CAPELL BROS.' SHOWS

WANT FOR THE FOLLOWING FAIRS: Evanston, Wyo., Big Labor Day Celebration, Aug. 30-Sept. 1; Montrose, Colo., Fair, Sept. 4-7; Hotchkiss, Colo., Fair, Sept. 9-13; Douglas, Ariz., Fair, Sept. 26-28; Duncan, Ariz., Fair, Oct. 3-5; Casa Grande, Ariz., Cotton Festival, on the streets, and 4 good ones to follow. Place Concessions of all kinds, Hanky Panks, Stock and Alibi Concessions. Join now, low privilege. Also want Cookhouse and Grab. Can place Count and Peek Store Agents.

DOC CAPELL
Per Route Above

WANTED CONTRACTING AGENT TONY LAVELLI SHOW

(The Show With A Future)
Our set-up virtually assures the right man \$500.00 per week. Agent must be of high caliber and have late model car. Contact me at leading hotels as follows: Aug. 22, Portage La Prairie; 23, Brandon, both Manitoba, Canada; 25, Regina; 26, Moosejaw; 27, Saskatoon, all Saskatchewan. SHELLEY (BUD) SNYDER, Home address, 2007 Lauderdale Rd., Louisville, Ky. Phone Louisville, Glendale 2-2307.

REMINDER!!!

TO ALL CONCERNED: All Florida Driver's Licenses must be renewed before September 30, 1958. For renewal, mail the original license plus \$1.50 for operator's license or \$2.50 for Chauffeur's license, and self-addressed stamped envelope. The "Temporary License" inside of the original will serve as your license while the license is in transit. We would appreciate it, if you would send your license to us for renewal. We will mail the new license to you immediately. Thank you for your patronage.

WOMBLE AUTO TAG AGENCY
744 N. W. 54th Street
Miami, Florida

ORANGE BROS.' SHOWS

Want for Fairs and Celebrations starting at Apache, Okla., Aug. 27-30; Davenport, Okla., Sept. 2-3; Collinsville, Okla., Sept. 4-6; then Greenwood, Ark.; Mulberry, Ark.; Nashville, Ark.; Coweta, Okla.; and Frederick, Okla., for Cotton Place (Celebration). Want Hanky Panks, Buckets and Six Cats. Place any good worthwhile Show. Place Ride Help for 7 office-owned Rides. Wire: DANIEL ROBERTS, Per Above Route.

AGENTS WANTED

For Six Cats and Bingo. Larry Woods Sr. wants Grind Store Agent. Harry W. Lamon wants experienced Skillo Crew. Wire or come on, no time to write. Fair opens Thursday.

HARRY W. LAMON
Fairgrounds, Boerne, Texas

HARTFORD CITY, INDIANA, ANNUAL STREET FESTIVAL

Sept. 9 thru 13
Can place a few more Clean Merchandise Concessions. Due to illness have space for large Blanket or Merchandise Wheel. All replies to TOM L. BAKER, Memorial Park, Calumet City, Illinois, until Labor Day; then 2235 Ransdell, Ph. State 7-1711, Indianapolis, Ind.

AGENTS

For Pin Store, Razzle and Hanky Panks. (Only two joints on show.) Want "Ruffie" who can take care of 4 Concessions. (Don Nelson, Chubby Sodders, get in touch with John Bala.) Come to Oakland City, Ind., 5 days on the streets.

BILL POOLE
c/o Burkhardt Shows

AGENTS WANTED

For Hanky Panks and Alibi Agents. Also Agents for Cigarette Block and P.C. Call or wire: LOUIS A. BELL

c/o World of Pleasure Shows
Alpena, Mich., this week; followed by Jamestown, Tenn.; Fayetteville, Tenn.; Florence, Ala.; plus 5 more Fairs to follow.

IDEAL RIDES

Want sober Wheel Foreman, also Second Men who drive. (No cars.)

HUB LUEHRS
Ridge Farm, Ill., Aug. 25-30; Bremen, Ind., Sept. 1-6.

WANTED

Counterfmen and Backend Cook for Lebanon, Tenn., and all Florida Fair dates. SHEIK HENNESSEE BLUE GRASS SHOWS

Lebanon, Tenn., this week.

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

GET READY FOR FAIRS!

Still Going Strong

Gaucha Punk Rack. One Ball Bottle Game, 3 and 6 lbs. Six Cats. Punks for Punk Rack, two sizes, 11" and 13". Pitch-Tilt-U-Win, complete, frame or blocks. Penny Pitch Boards. Pop-'Em-In Buckets. Over 30—Under 11 Tables. Jewelry Spindles. Spot-the-Spot Boards. Aluminum Huckley Buck Kegs. Add-'Em-Up Dart Boards, beaver board or sponge rubber. Spoutnick—underhand, close-up ball game. Gammelines—underhand pitch, ring the bell.

Write for Free Catalog

Terms: Cash with order or 25% cash, bal. C.O.D.

RAY OAKES & SONS
(MAE OAKES & RAY OAKES, JR.)
P.O. BOX 434 TAMPA, FLORIDA

Phones: Day—Redwood 6-9774
Night—Redwood 6-8467

WONDERLAND EXPO. SHOWS

Want for Hugo, Okla., Fair, 6 big days and nights; with solid route of Fairs to follow, out all winter in Arizona. RIDES: Any major Ride not conflicting. Live Pony Ride (Lyle Wells, contact). SHOWS: All Shows open including Girl Shows. (Have tops and fronts for 3 shows.)

CONCESSIONS: Popcorn, Floss, Snow and Apples, Custard, Novelty, Long Range, Photos, Cookhouse, Grab, Bingo, Diggers, Arcade, Fishpond, Hats, Derby, Pan Game. All Pitchers open. Want Scales and Age and Concessions not conflicting.

HELP: Need Agents for Grind Stores, Alibi Store and Hanky Panks. Also Up-and-Down Help. Especially want Ball Game and Jewelry Agents. Don Floyd, contact. All replies to E. J. McDaniel or JACK LITTLEFIELD, Eureka, Kans., this week.

C. E. "SLEEPY" JOHNSON WANTS

Far Stanton, Mich., and Farwell Labor Day. Agents, Swinger, Buckets, Count Store, Pin Store, Balloon Dart, Bear Pitch, Duck Pond, Cork Gallery, One Ball. All replies: Stanton, Mich., on the Streets, this week.

WANT BUCKET AGENT

For Maryland State Fair, Timonium, Md., August 28 to September 6, and seven Fairs to follow.

MAC PRELL

Hotel Mayfair Baltimore, Md.

AGENTS WANTED

6-Cat and Tip-'Em-Over Coke Bottles. Don Williams, can place you. Business is good. Contact

R. T. McLEAN, ROGERS BROS.' SHOWS
as per route

AGENTS

Want Pin Store and Razzle Agents. Have only Joints on Show Wire or call

BILL MC COY

c/o Virginia Greater Shows, Pittsboro, N. C., this week; Ashboro, N. C., next week. Open till November.

HUTCHENS MODERN MUSEUM

Want to join at once for a long Southern Fair circuit, good, clean, sober Annex Attraction. One other Attraction, also Ticket Sellers. Address

J. T. HUTCHENS
c/o Schafer's 20th Century Shows, Hannibal, Mo.

"GOING SOUTH"

Want Foreman and Second Men who drive. Rides, family-type Shows, nonconflicting. Concessions for two more Wisconsin Fairs. Bellevue, Iowa, Aug. 25-27; Mineral Point and Lancaster, Wisconsin, follow; Fairs then South. Contact

DYER'S GREATER SHOWS

DON MILLER

Wants Agents for Buckets, Swinger and Nail Joint, for Stoneboro, Pa., Aug. 27-Sept. 1. Very good Labor Day spot. Tony Link, Joe Cummings, Eddie Paquette, get in touch with me.

GIVE TO DAMON RUNYON CANCER FUND

DONOVAN BROS. SHOWS

Want Grab, Foot Long, Custard, Hanky Panks of all kinds. Also Alibi Stores. Book one Major Ride. (Al Parnell, Geo. Roush, McCrary, answer.) 10 more fairs. Address Onega, Kans., now; Blue Rapids, Kans., Wednesday thru Saturday.

BYERS BROS. SHOWS

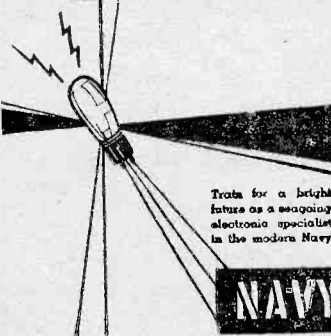
Want to book Rock-O-Plane or Round-Up or both for long string of Arkansas and Louisiana Fairs. Low percentage. Will buy Rock-O-Plane. Must be A-1. Address as per route.

FIDLER SHOWS

Heading for Arkansas. Need now, Wheel and Tilt Foremen. Also Second Men on all Rides. All must drive. Write

4217 N. Florissant, St., St. Louis, Mo.

ELECTRONICS



Trade for a bright future as a soaring electronics specialist in the modern Navy

Vivona Return

Continued from page 54

Alligator Show, Boswell's Freak Cow; Funhouse and Glasshouse, Tarzan Banks; Jeannie, managed by Tony Ferenzi; Snake Show, Bob Calantra; Side Show, Dickie Hill-bum; and three shows produced by Tony Mason. They are "Casbah," managed by Glen Maynard; "Club Macombo," managed by Bob Elliott, and "Girl-A-Rama," managed by Johnny Royal and featuring Nancy Muncy.

Several regulars on the unit had satisfactory weeks, including Danny and Rosita Dell, Joe and Aggie Ross, and Joe Cenname's bingoo. A visitor to the fair was Mrs. Joe (Rotolo) Cenname and her two children.

Morris Vivona, a usual familiar face on the show at this time of year, was back in the New York area where another unit was playing additional dates with equipment which will be added for Southern fairs.

Strates Line-Up

Continued from page 54

also had such regulars as Sammy Applebaum, Doty Anderson, Jack Dimarco, Al Campbell, Ernie Delabate, Cheerful Frances Fornier, Sammy Snead, Walter Cox, and food purveyors Mom and Pop Garrett. Gene and Julie O'Donnell, of the Jones bingoo, observed their 23d wedding anniversary here.

Drawing considerable comment was the German band organ acquired recently from Venice Amusement Corporation, Seaside Heights, N. J. Spotted midway down the rear ride line-up, it is an old-timer mounted in a round-topped European wagon.

With strong dates coming on each other's heels, the show gets its refurbishing over with early in the season. Seen here, it never looked better. Considerable painting and steelwork goes on in Orlando winter quarters and in kick-off still dates. Minor touches are usually all that remains when the fair season rolls around.

PARAKEETS and CAGES



PARAKEETS . . . 85c
SET UP CHROME CAGES . . . 40c
IMPORTED KNOCK DOWN CAGES 30c

Write, Wire or Phone

Shipped Same Day Received
CHICAGO BIRD & CAGE CO.
422 E. State Street Chicago, Illinois
Phone: Webster 9-4191

★ WANT ★

ALL KINDS LEGITIMATE CONCESSIONS
JACKSON CO. APPLE FESTIVAL
ON THE STREETS
JACKSON, OHIO
SEPT. 17-20
All inquiries to:
GOODING AMUSEMENT CO., INC.
1300 Norton Ave., Columbus 8, Ohio
Tel.: AXminster 4-3717

AGENTS WANTED

Novelty Agents, Scale & Age Agents, Monogram Operators with Sewing Machines, for six major fairs starting Brockton, Mass., Sept. 6 to 13th; Trenton, N. J., Sept. 21st to 28th; Petersburg, Va., Sept. 29 to Oct. 5; others to follow. Reply before Sept. 1 to

DAVID BLOOM

Ocean View Park, Norfolk, Va.; after Sept. 1st, write c/o Fairgrounds, Brockton, Mass.

WILD LIFE FOR SALE

Complete unit 20x30 Tent, Poles, Stakes, new Slide Wall, 16 Cages with Animals, Flash Cloths, Light Stringers, Jacks, Signs and other Misc. Equipment.

FULL PRICE \$495.00

Contact WILDLIFE

SKERBECK'S AMUSEMENT CO.

Cheboygan, Mich., Aug. 26-Sept. 1; Onekama, Mich., Sept. 2-6; Ludington, Mich., Sept. 7-13.

WANT

Stock Concessions for balance of season. Caledonia, Minn., Aug. 20-23; Elmwood, Wis., Aug. 25-27; Cloquet, Wis., Aug. 30-Sept. 1. Four Wisconsin Celebrations to follow.

TIP TOP SHOWS

FOR SALE

Salt Water Taffy Concession. Beautiful, air conditioned, A-1 new puller wrapper, mounted on truck. See on Schafer 20th Century Shows per route or write

EDW. FELSKE

Rt. #1, Box 183A, Waukesha, Wis.
Close 2 weeks.

Skerbecks Up

Continued from page 54

rides, 6 shows and close to 40 concessions. On the back-end are Fraker's Wild Life, Side Show, Funhouse, Mechanical Coal Mine, midget horse and a monkey show.

Staff, in addition to Eugene and Pauline Skerbeck, co-owners, includes Arlene Skerbeck, secretary-treasurer; Bob Altenburg, general agent; Paul Pittman, lot man; Leon Edline, electrician; Don Pickett, ride superintendent; Frank Eniger, advance; Bill Bowdin, sound car; Slim Wellman, chief mechanic; Bob Beaudry, carpenter, and Nels Torenson, painter.

On the front end are Red Harper, 3; Jack Rowe, 9; Paul Pittman, 3; Jimmy Flakley, Derby; Ray Nord, 2; Ernie Nimetz, 2; Sol Rosenfeld, 4; Steve Shorgun, 4; Bill Nelson, 2; Margaret Hoffman, 3; Benny Glass, 3; Tennessee Smith, 4 and Al Johnson, popcorn and confections. New cookhouse was scheduled to join last week.

Coleman Gross

Continued from page 54

equipment were Norman Lajoie's Ferris Wheel, kiddie Auto and Air-plane units, and four Eyerly units by Stanley's Rides: Rock-o-Plane, Super Roll-o-Plane, Bulgy the Whale, and kiddie Auto Ride.

Back end contained the Funhouse, Micke, Mouse, Swiss Village, Fitzpatrick's Snake Show, Bill Athausen's Arcade and Wild Life, and the Girl Shows of Stanley Zurik and Babe Nelson. In addition to the regular concessionaires were Rocky Dell with a grab and 4, Norman Lajoie, 2; Danny Mann, 5; Big Bam Story, 9; Marie Meyers, 2; Charley Cism, 2; Helen Simmons; Mr. and Mrs. Blackie Weiner, popcorn and apples; Mr. and Mrs. Pop Hurley, novelties; Bobby Negus with the Jones corn game, and Butch and Fay Rossitto with their cookhouse.

Wednesday was Coleman Day, when 500 underprivileged kids were hosted with free rides, ice cream, popcorn and hot dogs, and a stagershow. Coleman also donated bicycles for the giveaways on kiddie days.

Coleman is an advocate of the free grandstand show at fairs, and plugs for the idea all along his route, with a result that five fairs are using the system. Thinking is that by upping the front gate price to offset the talent cost, the difference between that increase and the old grandstand price is money available for the midway. So far, he notes, the idea has proven worth. Patrons do not object so long as the many free aspects of the fair are drummed at them.

PAN AMERICAN SHOWS

Originators and Producers of Community Fairs

Want for Sevier County Fair, Sevierville, Tenn.; followed by Canton and Gainesville, Ga., Fairs and other fairs until Nov. 15.

CONCESSIONS: Can place Concessions of all kinds, including Bingo, Cookhouse, Popcorn, Candy Floss, Cork Gallery, Novelties, Bear and Glass Pitches, Candy Floss and Snow, Mitt Camp. (Archie Stevens and Mike Restic, call.) Want Hunky Panks of all kinds. (Bill Stevens, Call.)

AGENTS: Agents for Scales. (Jack Devaney, wire Charlie Walworth.) Want Man and Wife to operate Grab Joint. Want P. C. Dealers, Agents for Over-and-Under, Beat-The-Dealer, Pan Game, Peek and Count Stores. Also Agents for BRAND NEW 6-Cat. All Agents contact A. C. Hill, Bus. Mgr.

SHOWS: Sideshow Acts, Talker, Girls, Sword Swallower, Fire Eater and other Acts. Want Half and Half. (Jerry, answer.) Office pays salary. Sammy Sharp wants Musicians. Will book Funhouse, Snake Show, Girls for Girl Show. (Country Cuz, call.) Also want Motordrome and other independent Shows.

RIDES: Want Live Pony Ride and Coaster Ride.

HELP: Foremen for Tilt, Wheel and Roll-O-Plane, Second Men on all Rides. Place Electrician for Diesel plant. Also want Truck Mechanic.

All address JOHN R. WARD, Chatsworth, Ga., this week.

WANT FOR MONROE COUNTY FAIR

SWEETWATER, TENN., SEPT. 1-6

Followed by the Cream of the Southern Fairs

LEGION FALL FESTIVAL DALTON, GA. SEPT. 8-13	CHEROKEE COUNTY FAIR MURPHY, N. C. SEPT. 15-20	HART CO. FAIR HARTWELL, GA. SEPT. 22-27	TRI-COUNTY FAIR MANCHESTER, GA. SEPT. 29-OCT. 4	WEST CENTRAL GA. FAIR THOMASTON, GA. OCT. 6-11
TROUP COUNTY LA GRANGE, GA. OCT. 13-18	COASTAL PLAINS FAIR TIFTON, GA. OCT. 20-25	SUWANEE CO. FAIR LIVE OAK, FLA. OCT. 27-NOV. 1	THOMAS CO. LEGION FAIR THOMASVILLE, GA. NOV. 3-8	SOUTH GA. FAIR VALDOSTA, GA. NOV. 10-15

CONCESSIONS—Age & Weight, Glass and Bear Pitches, Long & Short Range, Custard, Ball Games, Derby, Photos, Jewelry, Arcade, Hunky Panks of all kinds. Flashy Bingo for balance of season.

SHOWS—Snake, Mechanical, Teski contact; Glass House, Monkey or any family-type Show. No Geeks. Jessie French wants Half & Half for Annex.

HELP—Second Men who drive semis. No cars. All replies

J. L. KEEF, c/o Western Union, Fairgrounds, Greenville, Tenn.

Attention, Show Managers and Concessionaires

\$100 REWARD \$100

For information which will put me in touch with these two Concessionaires:

STASH GRAY GERALD O'GRADY

★ ★ ★
BEN HOFF

210 Johnson Ave., Brooklyn 6, N. Y.
Glenmore 6-4341

Thank You ANONYMOUS

World of Mirth Shows, for your new YELLOWSTONE MOBILE HOME purchase.

"Save Money With Johnny"

JOHNNY CANOLE
Phones: WI 3-0003 or WI 4-9347
Altoona, Pa.

\$150.00 REWARD

For information leading to the location of

G. E. (Georgia Boy) Herndon

Call Bowling Green, Ky., Daytime
Victor 3-9051.

CHEROKEE AMUSEMENT COMPANY

RIDE MEN WANTED.

Want Foremen for Mix-Up, Tilt; Second Man on Jenny; also Operator for two Kid Rides. All help must drive trucks. Will use wife in ticket box if married. If you can stand good treatment, and payday every Monday, contact
J. W. MAHAFFEY, Hillsboro, Kansas,
Aug. 25 to 29; then per route.

ROD LINK

WANTS HANKY PANK AGENTS

Jackson, Mich., this week; Fremont, Ohio, and Norwalk, Ohio; then south. P.S.: Have "Ex" in Fremont and Norwalk, Ohio. Only 12 Concessions. Fremont opens Aug. 30.

RIDES WANTED

for

CENTENNIAL CELEBRATION

SEPT. 12-13, HAMBURG, IOWA.
No Concessions needed.
Contact PAT GORDON
(Phone: 2-60W11) Hamburg, Iowa

HUNT AMUSEMENT CO.

Can book for Great Dyer County Fair, Dyersburg, Tenn., Sept. 1-6.

RIDES: One major and Kid Ride. SHOWS: Girl, Minstrel and others.

CONCESSIONS: Penny Arcade, Popcorn, Carmel Corn, Taffy, Snow, Pronto Pups, French Fries, Cookhouse, Grab Joint and all Straight Sales. Can book Jewelry, Age and Weight, Novelties, Photos, Pitchmen, Demonstrators, Auction, Long and Short Range, Pottery Pitch, Glass Pitch, Bear Pitch, Hoop, Color Block and all legitimate concessions.

RALPH HUNT

Lyons, Ind., Aug. 26-30; then Dyersburg, Tenn., Sept. 1-6, followed by Hyden, Ky.

MOTOR STATE EXPOSITION

Want for long route of Fairs—Water Valley, Miss., September 8-13; Pontotoc, West Point, Kosciusko, Charleston; Moulton, Ala., and continuous route.

Open Midway—except Diggers, Photo, Popcorn, Apples. Want Bingo and Grind Show. No Mitt Camp. No flats. Help on Rides: Foremen for Octopus, Rock-o-Plane, Wheel; must drive. Man for Animal Show. Want Painter—scenic, etc.—now and all Winter's work. All replies: Fairgrounds, Wauseon, Ohio, thru Sept. 4; Water Valley, Miss., follows.

J. J. FREDERICK

MIGHTY INTERSTATE SHOWS

Want for Morgan County Fair, Wartburg, Tenn., September 1-6; Robertson County Fair, Springfield, Tenn., September 8-13.

SHOWS—Side Show, Wildlife, Monkey, Fat, Mechanical, Grind Shows of all kind. CONCESSIONS—Hanky Panks of all kinds, Straight-Sales, Long and Short Range Galleries, Photo, Age & Weight, Hi-Striker. Want Bingo for balance of season. RIDES—Will book one or two more major rides. Also live Pony Ride. RIDE HELP—Foremen and Second Men on all Rides; must drive.

HELP—Want capable Billposter, who will produce. Want A-1 Mechanic with own tools. Positively must know your business. Want Griddle Man, Cook, Counterman for Cookhouse. Replies to

H. B. ROSEN

Scott County Fairgrounds, Oneida, Tenn., this week.

FOR SALE

COMPLETE CARNIVAL UNIT

ALL A-1 CONDITION.

Four major Rides, 2 Kid Rides (all factory built), 50 Kw. Diesel Electric Generator. Rides with or without transportation. 8 Concession Trailers, Reels, Games, etc., go with it. Real buy for someone with cash. Come and see it in operation up to Aug. 31. Make offer. Contact me. Have other Rides and Diesel Generators and Equipment which I will sell real cheap.

MIKE PRUDENT

124 CEDAR AVE. TELEPHONE: GROVER 5-0315 PATCHOGUE, N. Y.

Illinois State Paid Attendance Up 100,000 Over '57

10,386 See Name Attraction Show; Olson, Velare Rides Top Year Ago

SPRINGFIELD, Ill. — The switch from a loose day, free night gates to an all around-the-clock paid gate sent single paid admissions at the 10-day Illinois State Fair, which closed Sunday (17), up to 318,784, an increase of more than 100,000 over last year.

Run-of-the-fair passes and auto admissions hiked total gate receipts to \$227,612.

Biggest day of the run was Saturday (16), when 51,245 single paid admissions and 11,058 autos at 50 cents went thru the gates. These totals compared with 32,958 and 8,353, respectively, last year.

Spending on the grounds, apart from spending on the midway, grandstand or Coliseum, held to about the 1957 levels, judging from State sales receipts, which were about even with last year.

Midway receipts for the Olson Shows were up, with the Olson rides, plus the Velare Space Wheels, more than offsetting lower show and concession receipts.

Night grandstand receipts were up from last year. Eight night offerings in front of the stand played to 34,007 people who paid \$55,621. This, compared with 31,818 who paid \$43,277 last year.

Biggest night grandstand crowd, as usual, was drawn on the second Saturday (17), when 10,386 paying customers yielded a gross of \$24,973, more than was grossed in the preceding seven nights by other attractions.

Names Click

The closing Saturday night bill was a star-studded affair, offering James (Maverick) Garner, Jane

Davenport, Ia., Tops '57 Gate

DAVENPORT, Ia. — The Mississippi Valley Fair closed its eight-day run here Sunday (17) with a good increase in attendance, playing to 75,623 as compared with 69,393 a year ago. Harvey Hoffman, secretary, reported the board was well pleased with the results.

Weather was good thruout the run, altho the temperature soared at times. Gem City Shows, which again provided the midway attractions, reported business for rides and shows ahead of 1957.

The night grandstand show, a GAC - Hamid revue featuring Snooky Lanson and Hal March, was only fair, according to Hoffman. A program of local stock races pulled a strong turnout.



Wherever You Are . . . You'll Find Many of Your Needs in the CLASSIFIED SECTION this issue

Russell, Jonathan Winters, the Dukes of Dixieland and Frankie Masters and orchestra.

A Barnes-Carruthers revue was in for five nights preceding Saturday's (17) bill. Louis (Satchmo) Armstrong and his pop concert was the opening night's attraction, with WLS "National Barn Dance" in the first Saturday (10), as per custom.

Harness horse races, in for seven afternoons, pulled smaller crowds than last year. A one-day program of auto races pulled a turnout about equal to 1957, and closing day's motorcycle races drew slightly fewer people than last year.

The night grandstand did not have competition from an ice show, as it had for about 10 years. The icer had been presented on a two-a-night basis in front of temporary bleachers and had been a sock draw, but prohibitive costs of bringing and setting up the bleachers reportedly was responsible for the omission of the ice show during the recent run.

Everlys, Dean Headline Bill At Dayton, O.

DAYTON, O. — The Everly Brothers and Jimmy Dean, TV and recording artists, will head up the grandstand program at the Montgomery County Fair here August 30-September 3.

Other attractions include Rintin-Tin, Rusty and Lieut. Rip Masters, Joie Chitwood's Thrill Show, Popeye, and a list of supporting acts. A total of 14 events are scheduled in the harness racing, with purses of \$14,000.

Fair will salute General Motors on its 50th Anniversary, Goldie Scheible, secretary-manager, announced.

Detroit Tries Advance Sale

DETROIT—An innovation in fair policy by selling advance reserved seats for the Coliseum was started last week by Donald L. Swanson, general manager of the Michigan State Fair. "We decided to eliminate the rush for tickets by selling a limited section in advance," Swanson reported. The feature attraction will be Tennessee Ernie Ford, for three days starting August 30.

Lumberton, N. C., Moves Up Dates

LUMBERTON, N. C. — The Pembroke Robeson County Fair will be held September 1-8, two weeks earlier than its usual dates, officials announced last week.

The new dates were selected to avoid conflict with the Lumberton Jaycee Fair to be held September 15-20.

Hagerstown Turnout Off Due to Rain

No Day Spared; Model Railroad Show Success

HAGERSTOWN, Md. — The 1958 edition of the Hagerstown Fair was an artistic if not a financial success, officials pointed out last week, considering the insurmountable handicap of rain which fell in varying degrees thruout the week. Attendance was down somewhat from the record of 60,000.

The event, which ended Saturday (16), was belted by the weather. There was, nevertheless, a satisfying number of people taking advantage of the traditional low admission price and free grandstand show. Gate is 65 cents.

Grandstand program was a varied assortment of Ward Beam attractions, including a hillbilly unit fronted by Minnie Pearl Tuesday, variety acts the following two days, and hypnotist Joan Brandon Friday and Saturday. Response of the public was generally good, with full house crowds turning out on Tuesday and Friday, and a heavy house on Wednesday. Saturday night was light. Grandstand and clubhouse have a combined capacity of 6,000 altho much more than that attend the fall pari-mutuel racing, spilling into the paddock area and other vantage points.

Young New Manager

Tuesday and Friday were kids' days, with the gates opening at 9 a.m. New manager named to succeed M. H. Beard is Cy Young, former railroad accountant. Appointment was announced by Dr. Robert C. Snavelly, president and major stockholder in the association. Snavelly also announced that Amusements of America was

(Continued on page 63)

La Porte, Ind., Gate Declines

LA PORTE, Ind.—The La Porte County Fair wrapped up its six-day run here Saturday (16) with an attendance of 32,574, off 5,000 from last year. However, officials did not expect to match the attendance of 1957. Bob Morse, veteran secretary, said last year's weather was unusually good and the '57 fair was strengthened by the Gene Autry-Annie Oakley show which drew strong turnouts and helped the gate.

Weather was threatening on several occasions and tornado warnings were broadcast late one afternoon, which discouraged would-be patrons. Economic con-

(Continued on page 63)

Mooreland, Ind., Hit by Windstorm

MOORELAND, Ind.—Despite a first-day windstorm that knocked over the Ferris Wheel of Drago Shows, the Mooreland Fair completed its scheduled run here last week.

The Wheel, which was completely knocked over, was damaged considerably. An exhibit tent was badly ripped along with several smaller tents. Altho a number of people were in the tops when they came down, no serious injuries were reported.

SPRINGFIELD, MO., HAS 2D BEST RUN

Nelson Rodeo Pulls Hefty Crowd; Thrill Show, Auto Races Top '57

SPRINGFIELD, Mo. — The seven-day Ozark Empire Fair, which closed Friday (15), registered a turnout of 189,120, the second best in its history and higher by 5,800 than last year's gate.

Excellent crop conditions in the fair's drawing area, combined with the added lure of a rodeo, accounted for the turnout.

Four night and one matinee performance were staged by the J Bar H Ranch, headed by Harry Nelson, of Camdenton, Mo., and they played to excellent turnouts.

Aut Swenson's Thrillcade, in for two nights, accounted for bigger crowds than last year. Auto races, presented the first two days by Al Sweeney, also provided bigger crowds than they did last year. Stock cars, in the final night, also

were raced to a bigger turnout than in 1957.

On the midway, the Heth Shows bettered their 1957 ride and show gross by slightly more than 9 per cent and, in the wake of this, were recontracted for 1959. Glen Boyd, fair secretary, announced.

The Atterbury-Hornbeck helicopter-sway-pole act and a balloon ascension registered solidly. The ascension, presented by Heisler's Badger Balloon Company, Alhambra, Calif., was staged five afternoons.

UPDATING

Tenn. State Adds Seats, Paves Oval

NASHVILLE—The Tennessee State Fair has plowed much of its profits back into fairgrounds improvements and more are planned for next year. L. E. Griffin, secretary-manager, announced last week.

Some 6,300 new seats have been installed in front of the grandstand, a new carnival area with black-top walkway has been installed, a new \$12,000 stage erected and about \$13,000 has been spent on new parking areas. In addition, the fair has put \$9,000 into new fences.

The race track has undergone much improvement. Two tracks, one a quarter-mile flat surface, the other a half-mile banked, have both been hard-surfaced. The ovals will be used during the fair for two days of stock car and two days of big car racing, the latter to be produced by Al Sweeney's National Speedways, Inc.

The fair plans to move its live-stock buildings to a hill west of the Women's Building next year and the development of the area will cost approximately \$300,000.

Roseville, Calif., Fair Pulls 19,711 For All-Time Record

ROSEVILLE, Calif.—An all-time four-day record attendance of 19,711 was set by the 21st annual Placer County Fair, which closed here Sunday (10), Les McClure, secretary-manager, disclosed.

The figure beat last year's 18,563 and this was the fifth straight year in which a new high mark was set. Two single-day records were also set, with 5,620 attendance opening day, and 4,312 on Friday.

Stageshows were featured almost on an hour-to-hour basis featuring Larry (Bozo the Clown) Vally; the Rhythm Kings; the Sanalands, a Western group, and the Callicoats, a musical group. The Auto Dealers of Roseville Variety Show twice daily included Lou Southern, film personality; Gil and Nikki Brady, jitterbug champs; Lennie Smith, dancer; Cherrine Olsen, and Jody Berry, singers, and Jerry Murphy and orchestra.

Great Western Shows, headed by Ray Cox, was featured on the midway.

Fair publicity was handled by Joa Blenkle.

Cedar Rapids Pulls 122,000 To Pared Run

CEDAR RAPIDS, Ia.—Despite daytime heat, two storms that blew down many of the exhibit tents and a run that was pared by two days from 1957, the All-Iowa Fair closed here Sunday (17) after pulling 122,000, about 23,000 below last year. Andy Hanson, secretary-manager, said all indications were that the fair would wind up well in the black.

The hike in outside admission to \$1 for adults, 25 cents more than last year, more than made up for any loss incurred in offering free parking. Hanson said. Free grandstand attractions during most of the run built daytime attendance substantially, he said.

The night grandstand show, a Jimmy Hetzer revue, drew good notices but was slightly off from last year when an ice show played the fair. It topped any other recent revue, however, Hanson said. Weather and economic conditions were given as the reasons for the decrease.

One of the biggest crowds of the week turned out on the final day when 8,000 jammed into the grandstand to see Frank Winkley's program of stock car races.

William T. Collins Shows grossed approximately \$32,000 for the run, about \$5,000 below last year when the fair ran a full eight days. The rides and shows racked up their biggest day ever at Cedar Rapids on Thursday, a special day for teen-agers.

Hanson said the new pricing and the free afternoon grandstand shows proved quite successful. The six-day run will probably be in effect next year, he said.

Saginaw Inks Betty Johnson

SAGINAW, Mich.—Betty Johnson, TV, record and radio singing artist, and the Mariners, will headline the attraction bill at the Saginaw Fair here, September 7-13, Clarence H. Harnden, veteran secretary-manager, announces.

The name artists will head up a grandstand show titled "Harvest of Stars," a tie-in with the fair's Harvest Holiday.

Midway, Pari-Mutuels Up at Billings, Mont.

BILLINGS, Mont.—The Midland Empire Fair demonstrated strength during its six-day run, ended Saturday (16), by matching 1957 attendance and forging ahead in other departments despite hot days, with the temperature soaring to near 100 in many cases. As a result, afternoon turnouts were down, but night attendance was up, according to Harry Fitton, veteran secretary-manager.

Ride and show gross of Siebrand Bros. Combined Shows was up 15 per cent and pari-mutuel play during the six afternoons of running races was up 11 per cent.

The night show, a GAC-Hamid revue plus acts, was in for six nights and matched last year's figures. The show was augmented

Two West Canadian Events to Remain Out of B Circuit

LETHBRIDGE, Alta. — Indications are that the Moose Jaw, Sask., and Lethbridge exhibitions will never again join the Western Canadian Class B fairs circuit, according to Cecil Poston, of Moose Jaw, who was interviewed by the Lethbridge Herald.

The two fairs broke away from the B loop in 1955 after a dispute over dates and with Swift Current, Sask., and Medicine Hat, Alta., they formed the Prairie Fairs Association, of which Poston is president.

Moose Jaw and Lethbridge still hold associate memberships in the Class B circuit and Swift Current and Medicine Hat may bid to become associate members.

There is little likelihood that other fairs will be asked to join the Prairie Fairs group, Poston said.

Officials of the fair, meeting in Lethbridge, said they were pleased with the Siebrand Bros. Circus & Carnival, which played the loop this season.

Lethbridge, Alta., Official Gate Totals 35,674

LETHBRIDGE, Alta. — Paid admissions to the four-day Lethbridge and District Exhibition totaled 35,674, an increase of 4,822 over the former record of 31,109 set in 1957, which was a three-day show.

Total admissions to the grounds, afternoon rodeo and evening show were 56,496, compared with an over-all total of 52,423 last year and the previous record of 54,040 in 1956.

The grandstand turnout for the four days, afternoon and night, totaled 20,822, compared with 21,314 last year. The highest figure on record was 24,216 in 1956.

This was the first year since before the war that the fair had run four days. The first day, regarded by officials as the extra day, was light, with 5,201 paying their way into the grounds and only 675 attending the evening grandstand show. There was no rodeo in the afternoon.

The second day, a Thursday, was the best of the four and better than any Thursday in the fair's history. A downtown parade viewed by more than 20,000 was given credit for drawing a record attendance to the grounds and grandstand.

Lowest attendance was 5,084 Friday. The rodeo, which ran three days, also had its lowest turnout, 1,745. Adverse weather was blamed.

Feeling was that the final day would have been better if the weather had not been threatening

with a country and music jubilee the first two nights, Jack Imel in for two and Hilo Hattie added for the final two performances.

The Zumwalt Rodeo was featured between races on five afternoons. Art Briese, Thearle-Duffield Fireworks, Inc., fired the pyrotechnics on all six nights.

Medicine Hat Mulls 45G Grandstand

MEDICINE HAT, Alta. — Directors of the Medicine Hat Exhibition and Stampede are giving consideration to construction of a new grandstand and a committee will investigate a way of raising funds.

Plans for a \$45,000 stand to seat 2,000 people have been outlined by a local architect. He advocated a wooden structure, curved to allow for expansion, but pointed out that for \$65,000 steel could be used.

A new stand would necessitate moving the rodeo arena some 40 feet and changing the location of the chutes and the grandstand platform.

A three-man committee was named to discuss a long-term lease on exhibition property with the city so that new barns can be built and the midway area paved. The committee will seek a 99-year lease.

Profit on this year's show was roughly estimated at \$8,978, compared with \$2,135 last year.

Creelman, Sask., Revived

CREELMAN, Sask. — After a lapse of 28 years, a one-day fair was held here by the Creelman Agricultural Society. The event drew many exhibits and a surprising attendance of more than 11,000.

La Porte Gate

Continued from page 62

ditions in the area from which fair patronage is drawn, was far from the best this year.

The fair racked up the biggest night of the week on Saturday, when the WLS "Barn Dance" plus an auto giveaway was the feature in front of the grandstand. The first show played to a full stand, with the second one about half filled.

The McKinley Rodeo was in for two shows Wednesday, featuring Leo Carrillo, and did fair business. A Monday performance of Tournament of Thrills was below that of last year. Free shows on Tuesday and Thursday night featured Eddie Barron, hypnotist, and wrestling, respectively. On Friday night the Joie Chitwood Thrill Show did well, Morse reported. Harness racing was featured on three afternoons.

C. C. (Specks) Groscurth's Blue Grass Shows did well, considering the drop in attendance and spending. Ride and show gross was off about \$2,400 but sales of concession space helped make up some of this decrease.

but the gate admissions totaled 12,080, compared with 11,695 on the Saturday last year and the record of 13,826 set in 1948. The rodeo on the last day drew 2,711, compared with 3,300 in 1957 and the all-time Saturday record of 4,590 in 1948.

Expectations are that the fair and rodeo will run for four days next year, W. L. McGillivray, president, said.

Siebrand Bros. Circus & Carnival provided the midway and grandstand attractions.

FAIRS SEC GETS COME-UPPANCE (FINGERBOWL)

ALTAMONT, N. Y. — A topper has finally jolted Jim Carey, genial and wise-cracking supervisor of the Division of Fairs for New York State. Polishing off a meal in Butch Rossitto's cookhouse, Carey pushed himself from the counter and asked for a finger-bowl. Fay Rossitto draped towel over her arm and presented Carey with a hot bowl of liquid in which he aloofly cleansed his fingers. "I guess you don't do this for everybody," he pronounced.

"Well," she replied, "the others usually drink it. It's chicken soup."

Weather Aids Red Deer, Alta.

RED DEER, Alta. — Three days of good weather helped the Red Deer Exhibition set a new attendance mark of an estimated 40,000 compared with 28,100 last year.

Attendance at the 68th annual event was estimated because gates were free until 5 p.m. After that the tab was 35 cents for adults and 50 cents for cars. Children under 10 were admitted free.

A street parade and a Lions' club barbecue were offered on opening day and features during the three days included chuck wagon races, horse races, a light horse show and junior farmer activities. Livestock accommodation was filled to capacity. Official opening was handled by Hon. L. C. Halmrast, Alberta's agriculture minister.

Five evening performances by the Tom Drake Agency drew near capacity grandstand turnouts. J. P. Sullivan's World's Finest Shows were on the midway. Attendance was estimated at 10,000 on the first day and 15,000 on each of the next two days.

Hagerstown Off

Continued from page 62

awarded the contract for the 1959 midway.

A novel element here is the second-floor permanent meeting place and exhibit of the Hagerstown Model Railroad Club. In a room 72 feet by 36, the club has constructed one of the East's most elaborate model landscapes and train layouts, complete with elevated control towers and broadcasting booth. Regular meetings are held and shows offered to the public during fairtime and Christmas, on a donation basis. As many as 15,000 have been clocked thru during the fair.

Agricultural and animal exhibits were up this year, Snively said. Commercial space was decreased, due to a concentration on 4-H and grange items. David Grapes, of York, Pa., handles advertising. Off-season activities include a free trade show in the fall and a merchants display in the exhibition hall.

Arlington, Tex., To Re-Organize

ARLINGTON, Tex. — The Arlington Chamber of Commerce will again sponsor the Arlington Community Fair in 1959, but will study ways of setting up a separate and permanent fair organization, Vernon Miller, fair committee chairman, announced. The Chamber earlier this year had voted to separate the fair from the Chamber of Commerce.

Miller told the directors of the Chamber of Commerce that "more time is needed to come up with a feasible plan" for separate operation of the annual festival.

REVAMPS FORMAT

S. Dakota State Gears To Pull 160,000 Gate

HURON, S. D. — A revamped entertainment format, bumper crop yields which should be reflected in outstanding exhibits, and inauguration of new facilities and services to fair-goers are factors which South Dakota State Fair officials point to in anticipating heavy attendance for the 1958 exposition.

State Fair Manager Ken Balgeman, who usually leans to the conservative side, is confident that the 1958 attendance will hit the 160,000 mark. The 1958 State Fair opens its six-day run Labor Day.

Two headliners will share the evening grandstand entertainment spotlight. The Rex Allen show, supplemented by acts booked thru Barnes-Carruthers, will play the first three nights. Then, for the first time in the fair's history, a rodeo will get top billing the final three nights. The rodeo will be RCA-sponsored.

Afternoon grandstand crowds will have a six-day program. Four days of auto racing under the IMCA banner and under supervision of Frank Winkley's Auto Racing, Inc., will be on the card Monday, Thursday, Friday and Saturday afternoons. Horse racing Tuesday and Trans-World Auto Daredevils Wednesday, round out the week's entertainment slate.

As a further lure, there will be several free attractions, including a Wednesday morning show for youngsters, featuring Rex Allen and drivers from the Trans-World troupe, balloon ascensions, Tuesday and Wednesday, and a horse show and cow horse cutting contest Friday morning.

A new \$200,000 women's activities building will be formally dedicated Monday of the 1958 fair. The rapidly expanding 4-H Club camp will include a new feed

and forage building, also many new minor attractions. Free parking space for 7,000 automobiles will be provided in the grounds, also picnic facilities. Shuttle bus service, inaugurated a few years ago with great success, will be improved this year, with six buses to run thruout the grounds between the main entry gate and the grandstand-midway areas.

As a reflection of Midwest agricultural prosperity, every major farm machinery concern will exhibit at the 1958 State Fair. Farm machinery exhibits will spill over Machinery Row into a nearby auxiliary area.

Returning to the State Fair this year will be the Art B. Thomas Shows, which will feature a special Kiddieland.



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after

LABOR DAY

Thirteen-year-old

ELISABETH GREEN

And her famous baby Elephant "QUEENIE." Also White Llama Liberty Act and unique Miniature Donkey Act one or all!

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ATTENTION—
Winter Sports Show
Producers and Promoters

The Only Animal Display of
Its Kind in the Country

Tame Moose • Tame Caribou • Tame White Wolfe • Canadian Lynx • Wolverines • Panther • Deer • Bear • Arctic Snow Owls.

We also have a beautiful, flashy 118-ft. Front and exciting hand-painted background effects to give your Show real atmosphere. Managed and presented by a man with 22 years of experience as a professional hunter, guide and outfitter and featured in nationally distributed magazines as Field and Stream, Outdoor Life, True and others.

Write us today or contact your booking agent.

BILL GREEN'S
RARE BIRD & ANIMAL FARM
FAIRLEE, VERMONT

North Battleford Tabs 17,356 Gate

NORTH BATTLEFORD, Sask. — Attendance at the three-day exhibition of The Battlefords Agricultural Society, which closed Wednesday (6), was 17,356, down 92 from last year.

Turnout for the harness races and evening grandstand show was 9,102, down 581 from 1957; there were 4,680 cars admitted, down 139, and the pari-mutuel play set a new record of \$13,886, up \$1,776 from last year.

The event was officially opened by S. N. MacEachern, manager of the Saskatoon Exhibition.

Jimmy Sullivan's World's Finest Shows were on the midway and the Tom Drake Agency provided the grandstand show.

Knoxville Inks Molly Bee, Brown

KNOXVILLE—Molly Bee, TV and record songstress, and Johnny Mack Brown, veteran Western performer, will head up the attraction program at the Tennessee Valley A. & I. Fair this year, Leonard Rogers, new secretary-manager, announced last week.

Miss Bee will be in for the final half of the September 8-13 run, while Brown will be a midway attraction. Additional acts will support the open-air show.

SPENCER FAIR

SPENCER, MASS., AUGUST 29-30-31

And One of the Biggest Labor Days in the East

Can use legitimate joints and one Show. No girls—no grift—no gypsies
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J. E. GILLETTE

Philip A. Quinn Hotel, Spencer, Mass.

KELLY-MILLER'S BUSINESS SKIDS

Obert Miller Recuperating Okay; Washington State Houses Light

KENNEWICK, Wash. — Business for the Al G. Kelly & Miller Bros. Circus has fallen sharply in Washington during August. While the show has had a couple of capacity houses sprinkled in here and there, one-third and one-quarter houses are more the rule.

Blame has been placed on excessively hot weather. Show also is running into evidence of unemployment in the area. Meanwhile, some of its stands have been close to fairs or other shows.

At Bellingham, Wash. (2), the show finished off with a three-quarter night house. Then Blaine, at the Canadian border, had a one-third afternoon Sunday (3). Sedro Wolley (4), small for the show, had a one-third and one-half houses. Snohomish (5) had a pair of three-quarter houses.

From Leavenworth, Wash. (6), thru the next 10 days, the weather was abnormally hot. Heat has kept loggers from working since people are not allowed in the forests after 1 p.m., due to fire risks.

More Light Ones

Leavenworth gave two one-quarter houses. Wenatchie (7) had a one-third afternoon but a capacity at night. Ephrata (8) brought one-third and two-third houses. In Moses Lake (9), Kelly-Miller had opposition of the Wenatchie YMCA Circus, a touring show,

but K-M had one-third and capacity houses. For a Sunday matinee-only, the show had a one-third house at Ole Ellum, Wash. (10).

Kelly-Miller made Ellensburg (11) for one-third and one-half houses. Yakima became another of the more and more frequent two-day stands on the K-M route. It had one-third and one-half afternoons, but nights were both capacity (12-13). Yakima Herald provided good boosts for the circus. A fair was in progress half way between Yakima and Sunnyside, where K-M had one-third and three-quarter houses Thursday (14).

Kennewick, Wash., was another two-day stand, August 15-16. It gave a steady set of four houses, all at one-third of capacity. Circus was a week ahead of the fair and the Polack show plays across the river at Pasco in early September. Polack's promotion has been in progress for seven weeks prior to K-M's appearance, it was reported.

Obert Miller Okay

From Hugo, Okla., came word that General Manager Obert Miller is recuperating at his home after surgery.

Visitors at Kennewick included Harper Joy and Claude Elder, circus fans. Agent Arthur W. Miller also was back on the show at Kennewick.

Ringling Pulls 33,000 People At Okla. City

Paper, Elephants Pace Promotion; Night Shows Win

OKLAHOMA CITY — Ringling Bros. and Barnum & Bailey Circus drew about 33,000 people to six performances at the fairgrounds grandstand here Friday (15) thru Sunday (17).

The local promotion was handled by Robert Bunch, formerly of the Kelly - Miller organization. He stressed outdoor advertising, using a full showing of 24-sheets plus around 4,000 sheets of other paper. Papering the town and surrounding trade area was the largest single expense in his ad budget; however, TV and other media also were used.

He had a tie-in with a Chevrolet dealer by which 10 elephants went to a suburban used-car lot and gave a performance that pulled 2,000 observers. Show also unloaded its baggage cars at a downtown location and walked the bulls to the fairgrounds rather than use the fairgrounds spur.

Weather was good with the exception of fog most of Sunday.

Afternoon performances drew weak attendance in each case.

For the nights, Friday was good. Saturday was the high point with a near-full house in the 10,000 seater. On Sunday night the show was set for 6 p.m. and it gave the third best turnout of the stand, topping the Sunday afternoon show.

Fog that didn't clear until 4 p.m. may have helped boost the twilight show's attendance. But local observers said they believed it was largely the starting time. Twilight shows have been tried here before, notably by the ice show, but its 5 p.m. start proved to be too early.

BEATTY REGISTERS BELOIT TURNAWAY

Third Show In; Racine Business Good; Wisconsin Houses Generally Spotty

BELOIT, Wis.—Clyde Beatty Circus played to a turnaway at night here Tuesday (19) for the high spot of the show's Wisconsin tour. Afternoon crowd was about two-thirds of capacity.

Show entered the State at Racine, Monday (12) which had a good day's business. The State otherwise was spotty. Sheboygan (13) was fair. Appleton (14) was described as "all right." Green Bay (15) was another fair stand. Wisconsin Rapids (16) gave a mediocre day's gross.

A Sunday (17) in La Crosse had a good afternoon and fair night for good business by Sunday standards. In Madison (18) the visitors included a large number of circus fans, and the show did a profitable day's business.

The Beloit business was gratifying because the circus was third in for this season. Auspices was the fire department. Advance word from Dubuque, Ia., was that rain threatened to hold down attendance, but the advance sale was good. Advance also was strong in Waterloo.

The Beatty circus will be at Colorado Springs, Col., for Labor Day, September 1. It is scheduled to play New Mexico most of the first half of September, and Texas

for most of the second half. Last day of September will find the show in Pensacola, Fla.

Show has been moving well, with tops up and ready in plenty of time. Ora Parks has gone to Rochester, Minn., for a health checkup. Floyd King, general agent, and Neil Burke, executive agent, were on the show for several days' conference.

Circo Union's High-Wire Act Falls; 3 Hurt

VALLA HERMOSA, Mexico—The Ferminas, high-wire act from Cuba, fell here August 16 while appearing with the Circo Union. Andres Fermina hit a stake and sustained cuts about the face and neck plus rib fractures. His wife sustained internal injuries after falling into the audience. Both were listed as in critical condition. The third member also was hospitalized.

Circo Union, owned by Jesus Fuentez, is playing its annual route thru cotton country near the U. S. border.

New this time is a European-style round top, with four poles and 3,500 seats. Show uses 27 pieces of rolling stock.

Menagerie Side Show includes three elephants, three camels, three vicunas and llamas, plus lions, bears, tigers and other animals. There are four cage wagons, one of them formerly on Cole Bros. Circus in the U. S. and purchased from Jimmy Woods along with an elephant. More animals arrived recently from Snake King's farm. Show also is adding trucks and horse trailers.

Performance has an eight-man band; Casca Brothers, trampoline; Lopez flying-return act; Senor Richard, balancing; Bob Fuentez, animal trainer, working camels, llamas, chimp and elephants, and four clowns, plus other acts.

Show will head for Mexico City in October. Fuentez said business has been good and prospects are for continued growth of circus business in Mexico. U. S. acts may be added to the performance for Mexico City. In addition, the show has ordered a giraffe, two elephants, zebra and a Liberty act for delivery by that time.

Shreveport Signs Gil Gray Show

SHREVEPORT, La. — Shrine Temple here has signed the Gil Gray Circus to play September 17-21.

Show here was produced by Clyde Bros. in recent years and Gray had it earlier.

English Arena Sold

LONDON — Harringay Arena here is being sold for use as a grocery warehouse. Future of the major Tom Arnold Circus, which has used the building annually at Christmas time, would be affected. But it was not known at once whether the show would move or be discontinued.

Hunts Heading to Barn, Deny Beef About Paper

BURLINGTON, N. J.—By the time Labor Day is finished, the Hunt Bros. Circus will be on its way back to winter quarters here. Final date of this season is Monday, September 1, at Villas, N. J., following which the teardown will be made and the Hunts start trucking their equipment here.

Harry Hunt said a combination of factors influenced the decision to head into the barn so early in the year. For one thing, he said, school will be starting and business is bound to suffer. For another, enough money is in the till to ensure a reasonable profit and justify the winter quarters sojourn.

Hunt took issue with stories that he had complained of Cristiani Bros. Circus hands defacing his paper on Long Island.

"I never made any such complaint," he told The Billboard. "The only instance was a wait ad in the Huntington newspaper, to which I wrote a letter saying that if merchants can get along side by side, shows also can."

The spoiling of paper was probably a charge of contracting people, he said. He stated flatly that no Hunt ads have been tampered with by opposition.

UNDER THE MARQUEE

By TOM PARKINSON

John LeRoy Crum, now with Jungland at Thousand Oaks, Calif., and formerly with shows dating back to Pawnee Bill, is in Los Angeles County Hospital with a broken leg and would enjoy receiving mail.

The Great Milo, high act, is laying off at Bloomington, Ill., and expects to retire from the high act business since his rigging was ruined when it fell recently. No one was on the pole when it collapsed.

Working between halves at the Rams-Redskins football game in Los Angeles Coliseum Saturday (16) were Madison's Elephants; Del Graham, flying act, and aerialists Tiny Kline and Kayletta.

Red Dingler is doing a TV show for WMAZ, Macon, Ga., using circus routines. He plans to take a bar act on the road again next season. Jackie Fitch, recovering from a long illness, is recuperating at home on High Street, Denver, and would enjoy receiving mail.

Tommy Osborn, former trumpeter with Henry Kerns, Bill Ollison, Jack Bell, Homer Lee, Lee Hinckley and C. S. Brooks, circus bandmasters, is working at the Continental Health Club, Topeka, Kan., and would enjoy visiting with showmen who pass thru town.

Eddie Billetti and Charles Smaltz have their Animaland USA playing shopping centers in the Philadelphia area. Show has two elephants and seven cages of animals, all purchased from Ringling. Acts at Willow Grove Park, Pa., recently have included Betty and Benny Fox and the Albanis. Pat Anthony is in until Labor Day. The Rhodins, aerialists and Stand Bond, high dive, play a Philadelphia show September 5.

Pinito Del Oro writes friends in this country that she has recovered from her fall and expects to come to the U. S. this winter. She is now in Sweden. Tex Maynard is with Clyde Bros. after a stay with Hagen Bros. He has a new station wagon.

Gee-Gee and Bill Powell played the State Street promotion in Chicago recently with their Alaskan Huskies act. Also on the program were the Honey Girls and Takeo Usui.

Pete Pepke caught Clyde Bros. Circus, Bert Pettus show on Strates carnival, and the George Keller free-act earlier. He has his Warren's Famous Novelty Band at Wattsburg, Pa., Fair Saturday (20) and the Great Stoneboro Fair on Labor Day.

Bill Gabeler, CFA, clowning 10

John Strong Plays Fairs

LOS ANGELES — John A. Strong Circus, now playing fair dates, is moving on three trucks and three trailers.

Show uses a one-ring set-up under canvas. Performers include John Strong, Hope and Don McLennon and a clown. Acts include dogs, horses, ropes, jockey dog, magic, diving dog and clown numbers.

Lowell Kriel writes that a cat food company gave a citation to Lois Kriel's troupe of performing house cats. Sensational Ortons played Seaside Park, Virginia Beach, Va., recently.

Ray's Circus Revue, with the H. R. (Rube) Rays, is to play fairs and has added racing ponies with miniatures sulkies. Mrs. Ray will return to the Green Animal Farm in Fairlee, Vt., and Rube will work out of the training quarters at East Sparta, O. Their daughter is Barbara Williams, who with her husband, Rex, works the Cristiani Elephants, recently on Tom Packs Circus.

Mr. and Mrs. R. C. Bon Seigneur and the Karl Kae Knechts caught the Ringling show at Louisville. Mrs. Bon Seigneur is the former Irene Ringling and a vice-president of the show.

Karl Knecht did a newspaper cartoon boosting Cristiani Bros. when that show played Evansville, Ind., recently. Walter Nealand,

(Continued on page 65)



Wherever
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You'll Find
Many of
Your
Needs
in the
CLASSIFIED SECTION
this issue

ACTS WANTED
 Aerial, Ground, Family, doing 2 or more. Wire collect, stating lowest. Dick Lofar contact.
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 Fernie, B. C., Can., Aug. 28, Cranbrook, 29; Creston, 30; Castlegar, Sept. 1.

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 For Eagles Year Book, Phone
JIM NOLAN or R. H. BORN
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 Call me collect
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DICK LARSON

2 PHONEMEN 2
 Strong sponsor, present deal. Other Connecticut deals to follow. Call
JACK BELL
 Residence phone, PArk 9-1735,
 Naugatuck, Conn.

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

UNDER THE MARQUEE

• Continued from page 64

now with the Blue Grass Shows, visited Ora Parks at Marion, Ind., when Parks was in ahead of the Beatty circus.

David Wharton, who was with Beers-Barnes and who had his own indoor show, is to be out of the Army in September. He has been in the Far East. He caught Shenn's Circus at Taipei, Taiwan. Unit travels by ship and plays a month in each country.

Betty Moreau and daughter, Margaret Mary, of Niagara Falls, N. Y., caught the Ringling show in Columbus, O., and visited with Hugo Schmitt, Doc Henderson and others. . . . Harvey L. Boswell, Wilson, N. C., closes his zoo and park in midsummer and goes on the road with his wild life, six-legged cow, geek and Siamese twins shows. He'll be back at Wilson November 1.

William Dunn has been operating a circus under the Shadum Bros. title in Pennsylvania and West Virginia.

Harry Lewiston, formerly with the Ringling Side Show, now is blind and a student at the Braille Institute in Los Angeles. He would like to have mail from friends.

Earl Shipley is in Toronto to appear with Aut Swenson at the CNE thru September 3. He has been ahead of Don Haynes, playing the Chicago area. Haynes is sealed in a car for a marathon stay. Shipley caught the Beatty show in Marion, Ind. Orrin Davenport saw it at South Bend.

Bozo Cooper, clown who was working as press agent, closed with Adams Bros.' Circus. . . . Bob Taber and Bert Hansen visited Don Marcks in El Cerrito, Calif. . . . The Orlo Rahns have been vacationing in Sarasota.

Publication of the late George Chindahl's book on the history of American circuses has been postponed until January, 1959.

Elizabeth Keller, of Chicago, toured Europe, including Greece, this summer. . . . George Lake is working parks and celebrations around Pittsburgh. Floyd Lake is in Pittsburgh Tuberculosis Sanitarium and would enjoy mail. . . . James W. Young caught the Chino, Calif., Corn and Potato Festival.

Jungle Larry, whose wild animal act includes lions, snakes, dogs and alligators, completed his second season at Puritas Springs Park, Cleveland.

Tommy Scott writes that he will close the season for his show on October 25, after which he and his family will do some fishing off the Florida Keys and Coast of Mexico during the winter. His daughter, Sandra, attends Brenau Academy, Gainesville, Ga., during the winter.

George H. Barlow III, of Binghamton, N. Y., announces that his model of the interior of the Ringling circus is to go to the Museum of the American Circus at Sarasota, where it will be alongside the model of the exterior of the Ringling show. He made the latter some years ago for the museum. Mrs. Joe Taggart, Rockford, Ill., writes that the Taggart miniature circus was at the Heart of Illinois Fair, Peoria.

Omaha World-Herald carried a feature and pictures about Felix and Amelia Adler prior to the Ringling appearance. . . . Al Silverman caught the Carson-Barnes Circus in Stayton, Ore., and met Col. Tim McCoy. . . . Bill Green writes that the Three Tuckers, trampoline, stopped over a couple of days

at Green's bird and animal farm in Fairlee, Vt.

From Mills Bros.' Circus, Herman Joseph writes that among the many visitors in recent weeks were Henry Van Pool, the Ward Shafers, Ed Feldbauer, John Boyle, Don Francis, Joe Myers, Ed Harney, the Earl Clarks, Mrs. James M. Cole and Jimmy Cole Jr., Mrs. Elsworth Somers, Don Fosgate, and the Poodles Hannaford Family.

Rose Westlake and LaMotte (Dod) Dodson were married recently in Las Vegas, Nev., and the Regular Associated Troopers in Los Angeles gave them a party. . . . Editor and Publisher honored Karl K. Knecht, CFA, by publishing a cartoon recently about his long career with the Evansville, Ind., paper. . . . Al F. House, New Jersey CFA, reports he caught the Beatty show several days in Canada this summer.

J. F. Doolan had his miniature circus on display at the Elks bazaar in Newport, R. I. . . . Dr. and Mrs. H. H. Conley, of Park Ridge, Ill., are in Europe, where they saw the Moscow Circus, Schumann Circus and Scott Circus in the first three days.

Tom Inabinette has been transferred back to Harlingen, Tex., after a stay in Joplin, Mo. He's currently visiting circuses in Mexico. . . . J. W. Hartigan Jr. caught the Kelly-Morris Circus at Uniontown, Pa., Saturday (16).

Dr. Otto Schlack and Mrs. Schlack, following their recent wedding, are leaving Monday (25) on a trip to the Far East. They will make Honolulu, Japan, Hong Kong, Manila and other spots.

Helen Dunn, Mike C. Piccolo and Ray Friesel were among recent visitors on the Beers-Barnes Circus. . . . Henry Varner writes that there are five men in Diano quarters in Ohio and that they provided features for a parade in Canton, O., recently.

Lilly Strepetow, former animal trainer with circuses and owner of a Dalmatian dog act in Europe, is with the Kelly-Miller show. . . . H. David Retherford, who opened as a 24-hour man, is doubling as an announcer on Kelly-Miller.

Bob Orth, California circus fan, caught the festival at Chino, Calif., and saw acts by Paul Scott, Mary Jo Knoll, Joan Johnson, Bill Dedrick and others. . . . James B. Hauk writes from Youngstown, O., that closing of the rodeo at Brussels recently recalls that he was among the Indians with the rodeo stranded in Switzerland some years ago and with the show that was stranded in Thailand about a year ago.

Berni Miller is in Chicago after stints with Cristiani and Dwight Bros. . . . Visitors on the Mills lot at Bellows Falls, Vt., were the Francis Meekers, the James Cotter family, the Charles Elwell family, Charles Dakos, George Millios and Earl Krauzer. . . . J. Paul Ashbrook caught Ringling at Louisville. . . . Don Marcks caught James Bros.' Circus in California.

Specks Groscurth, of the Blue Grass Shows, has sold his steam calliope, formerly with King Bros., to a drive-in theater in Nebraska. . . . Clown Pappy Kerr is back home in Asheville, N. C., after making fairs in Indiana. He has six weeks of Florida shopping centers booked and again will make the Fort Worth and Houston Shrine circuses.

Harry W. Welch caught Kelly-Miller at Bellingham, Wash., and boosts Col. Calvin Miller, Bandmaster Bubba Voss and others. He

was once with Barnes and with William P. Campbell's two-car show. . . . Spencer Stine writes that the fire department will sponsor Mills at Seat Pleasant, Md., September 10.

Joe Mix and Princess Blue Sky have been at the Wild West City in Netcong, N. J., most of the season.

From Ringling-Barnum, Chuck Burnes writes that Robert Keck is back on the show after dental surgery. Marion Seifert had a new living unit built onto her truck. Bobby Johnson bought a new trailer. Fran Bisbini, Ben Wilson and Duffy McQuade are among these celebrating birthdays. Visitors included Ed Rycraft, Sam Stern, C. D. Curtis, Leck and Grace Owens and family, Ernie and Ida White, Gus and Rita Taliaferro, Jo-Jo Monarch, Ed Brooks, Eva Mae Lewis, Herbert Leamon, Betty Stumak, Ruth Flanagan, Evy and Margaret Karoly, Ferris Anderson, Bernie Fredonia and family and Bobby Johnson's family. . . . Making a hospital show in Memphis were Al Catarzi, Otto Griebing, Dennis Stevens, Alvin Schwartz, Tony Durkin and Margarito. Harold Alzana had a minor fire in his trailer. Singer-announcer George Mitchell and Marguerite O'Brien, Earl and Arthur Elkins, Mrs. Walter Guice, Juanita and Walter Thompson, the Paul Van Pools, Jack Holt, Fred Weir and William Perri.

From Polack Bros. Kitty Kelly Ronstrom writes that visitors in San Jose, Calif., included Floss Newbury, Dean Newbury, Colonel Cox, Peter Delafunte and family, Bob and Jeannie Chang and son, Bobbie, of the Mandarins. Mac McDonald was released from Chico Hospital and returned to the show at Reno. His right arm still is strapped to his body, but he is working the bulls with help from his wife, Peggy. The Gutis have a new bit in their act. Kurt Wicons, a licensed pilot, has been flying recently to see the sights from the air. Picture of Kay Frances Hanneford is the cover photo for the Polack program this season.

Bert and Corinne Dearo completed their fairs in Minnesota last week and jump back East to permit Corinne to play Olympic Park, Irvington, N. J., thru Labor Day. Then come Southern fairs. They made eight Minnesota fairs for Smith Entertainment Service and Web Taylor.

National Burnt Corkers, minstrel organization, will hold its annual meeting at Rising Park, Lancaster, O., September 7.

John Harrop, Chicago CFA, caught Adams Bros. and Clyde Beatty circuses recently. . . . Pinto Colvig, who is Capitol Records' Bozo the Clown, caught Cristiani in Chicago recently. He's now back home in Hollywood. . . . Mills Bros.' Circus will be at Oxon Hill, near Washington, September 11, reports Spencer Stine. . . . Tom Smallwood is still touring Europe and visited the Belgian fair.

Chances Good For Animal Import Bill

WASHINGTON — Animal farm and zoo operators apparently are winning their fight to import wild animals.

The Senate Agricultural Committee, in a report issued last week on legislation that would ban import of wild animals, asked that the legislation be amended to allow the animals to be imported for public and private zoos "under appropriate safeguards and with the understanding that the Department of Agriculture will introduce any new sanitary and quarantine regulations determined necessary by continuing research" on animal diseases.

Legislation calling for the import ban was introduced by Rep. D. R. Matthews (D., Fla.) and passed the House earlier this year. The bill was referred to the Senate Agriculture Committee, and when that group held hearings on the measure last month, operators of both public and private zoos and animal farms spoke against it.

Proposal would ban imports of wild ruminants from countries where foot-and-mouth disease and rinderpest exist. It would amend a 28-year-old law against importing domestic cattle from diseased areas. Bill would bar importation of animals such as giraffes, exotic deer, gazelles, antelope and wild sheep, but would not affect cats, apes, birds or elephants.

Senate Agricultural Committee feels, however, that the quarantine and safeguards now used by Agriculture Department have done a good job of keeping diseases under control. Group believes that importation should be permitted, and that Agriculture Department should continue research on the diseases.

Measure now faces action in the Senate. If it is not acted on before this session ends, it will die and have to be reintroduced next session.

SIEBRAND BROS. CIRCUS WANTS
 Outstanding Stage Acts for Grandstand Appearances. (No high acts.) New Mexico State Fair, Albuquerque, Sept. 21-Oct. 5; Tima County Fair, Tucson, Ariz.; Oct. 16-19; Arizona State Fair, Phoenix, Oct. 31-Nov. 11. Contact
FRANK E. ROCHE, DIRECTOR
 SIEBRAND BROS. CIRCUS, Fairgrounds, Boise, Idaho, Aug. 25-30; Filer, Idaho, Sept. 1-6.

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CLIFF DARLING

ATTENTION, CIRCUS PRODUCERS ONLY
 The St. Louis Police Relief Association will entertain proposals on the production of a circus to be held in St. Louis in the early spring of 1959.
 A meeting will be held at the association offices, Room 101, Police Headquarters Bldg., 12th & Clark Avenues, on Wednesday, Sept. 17, 1958, at 9:30 a.m., at which time, and this one time only, all producers will be given an opportunity to present their proposals.
EDWARD H. ROHDE, Secy.-Treas.
 St. Louis Police Relief Assn., 1200 Clark St., St. Louis, Mo.

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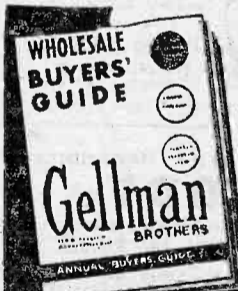
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ARROWS, SHIELDS

Midway Gadgets Are \$\$ Makers

By IRWIN KIRBY, New York

With the fair season in full swing and America's motoring public taking advantage of summer weather and vacations, midways have become a populous place. Alert merchandise people, as usual, are again seizing on new items to attract the attention of the buying public.

Remember the big flurry caused last year by the crazy arrow, that appealing arrow-thru-the-head gadget? It has a new twist this season and should sell well. Remember the personalized first-name felt shields to be affixed to sweaters and jackets? This season's take-off is a beaut, with an item that sells on sight.

Folks usually have no special purchases in mind when they load into the family car and head for a carnival or fairsgrounds. With excess money on hand, they want to spend a day enjoying themselves. So any buying they do is strictly on impulse. They may know they'll patronize rides and shows, perhaps try some games and sit down at the bingo stand for awhile, but they anticipate no buying except food and drink. Something novel has to leap out and virtually scream for attention.

The arrow did this. The sight of other patrons promenading around with feathered shafts seemingly piercing their skulls was certainly enough to arouse attention. The novelty stand attendant, if he was a go-getter, also was wearing one. This year the same gimmick exists—two wooden rods connected by a wire headpiece. But the ends, instead of mounting feathers on one end and an arrowhead on the other, each sport a plastic pinwheel. The wheels are striped to highlight the revolving action and face forward. They are 3 3/8 inches in diameter, and the rods hold them out some three inches from the wearer's head. Called Twirly, they have already received exposure on the Jack Paar TV show, being worn by Paar. Wholesale price is around \$25.50 a gross.

Shields bowed last year in athletic styling, with red stripes on white background, and names and nicknames across the center. This year's development is a red, white and blue Olympic series, with comic illustrations. The item has an adhesive back, making it instantly usable, and is a big 5 1/2 inches tall. The Olympic Kissing Team has a pair of pursed lips shown. There is also an illustration for the flirting team (winking eye), smoking (burnt cigarette), bragging (loud mouth), eating (frankfurter), fishing (fish skeleton), hot rod (jalopy), drinking (mug or flask) and many others.

For the jobbers:

Electric Trains. German. A complete line of American-styled models, with HO-gauge track, in handsome cartons. Manufacturer has catalog available.

Tie Iron. German. Irons ties without dampening. Plugs in anywhere, comes in gift package.

Cigarette House. British. Little Swiss chalet which dispenses smokes thru roof automatically when raised and lowered on its base. Holds full pack, Plastic.

Roulette Cigarette Lighter. Japanese. A spinning roulette wheel mounted on the side of a lighter. Also, the wheel set in the base of an ash tray, with lever action.

Knives. Finnish. Quality knives in ornate leather sheaths. Handles and blades have intricate carvings, as have holsters. Wholesale from 35-95 cents.

Coming events:

Dallas—Allied Gift and Jewelry Show, September 1-5.
New York—National Homefurnishings Show, September 12-22.
Washington—Produce Packaging Conference & Exposition, September 15-22.

Denver—Denver Gift and Jewelry Show, September 15-18.

Philadelphia—Philadelphia Gift Show, September 22-28.

PIPES FOR PITCHMEN

GEORGE FLEISCHER . . . known around the circuit as Cowboy, is at the Ohio State Fair in Columbus this week, having hopped there from the State annual at Springfield, Ill. From the Buckeye fair, Cowboy heads for Brockton, Mass.; Springfield, Mass.; Trenton, N. J., and then south. Prior to working the Illinois fair, he got in some licks in the Chicago sector.

FRANKIE LAZAR . . . who had his charcoal-broiled chicken joint at the recent Illinois State Fair, Springfield, had as a patron one night Gov. W. G. Stratton and wife, Shirley, who, upon

their departure, commended Frankie on his excellent chow.

ALSO PRESENT . . .

at the Illinois State Fair, according to Cowboy Fleischer, were Joe (Bananas) Winkler, who was up from Houston with two novelty joints; Bill Farrant, the Dallas Lemonade King; Glenn Reeves, with three candy joints and a leather pitch; Eddie Hoar and wife, with choppers; the Seidel boys, Don and Jack; Slim Moffitt, White Regan, Chew-Tobacco Ray Wilson, Charlie (Bright Eyes) Vale, Lefty Shapiro, Monty Lawless, the

(Continued on page 67)

WATCH VALUES BULOVA! ELGIN!
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AUGUST 25, 1958

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COMING EVENTS

Arkansas
DeWitt—Ark. Co. Livestock Show, Sept. 24-27 Harold Kendall.
El Dorado—Union Co. Livestock & Poultry Show, Sept. 15-21. Emil W. Weiss.
Little Rock—Ark. Livestock Expo., Sept. 29-Oct. 4.
Pine Bluff—S. Ark. Livestock Show, Sept. 22-27. Harvey Hewitt.

California
San Francisco—Grand Nat'l Livestock Expo (Cow Palace), Oct. 31-Nov. 9. Nye Wilson.
Santa Maria—Blue Ribbon Horse Show & Horsemen's Convention, Oct. 2-5. Ray Stone, 8851 Sunnybrook Lane, Fair Oaks.
Santa Monica—Bertier Homes & Garden Show (Civic Aud.), Sept. 17-21.
Stockton—Sports Car Show (Civic Aud.), Sept. 6-7. George Westcott, 311 East Market.
Yuba City—Golden Jubilee, Sept. 26-28. Robert Clark.

Florida
West Palm Beach—Home Show of the Palm Beaches, Oct. 22-26. Lew Nachman, P. O. Box 2886.

Georgia
Savannah—Summer Bazaar, Aug. 30-Sept. 4. Irwin B. Griffin, Jewish Educational Alliance, 511 Alberscorn St.

Illinois
Assumption—Homecoming, Sept. 18-20. H. J. Harpell.
Calumet City—Labor Day Festival, Aug. 27-Sept. 1. Tom L. Baker, 2235 Ransdell St., Indianapolis.
Chicago—Intl. Dairy Show, Oct. 6-11. W. E. Ogilvie.
DePue—Championship Outboard Motor Races, Aug. 30-Sept. 1. E. H. Bunting, P. O. Box 203, La Grange.

Indiana
Austin—Tomato Festival, Sept. 4-13.
Berne—Harvest Jubilee, Oct. 16-18. Jaycees.
Elkhart—Centennial, Sept. 11-20.
Evansville—Tri-State Oil Show, Oct. 10-12.
Evansville—West Side Nut Club Fall Festival, Oct. 8-11. Ed Glabborne, 253 S. Sonntag Ave.
Goldsmith—Old Settlers' Reunion, Sept. 4-6.
Hartford City—Fall Street Festival, Sept. 9-13. Tom L. Baker, 2235 Ransdell St., Indianapolis.
La Grange—La Grange Corn School, Sept. 9-13.
Milton—Milton Street Fair, Sept. 17-20. J. Bohlander.
Oakland City—Labor Day Miners' Picnic, Aug. 25-Sept. 1.
Versailles—Pumpkin Show, Sept. 24-27.
Waynetown—Waynetown Fish Fry & Street Fair, Sept. 11-13.

Iowa
Marcus—Celebration, Aug. 25-27.
Muscatine—Watermelon Carnival, Aug. 28-30. Vince Beckey, Chamber of Commerce.
Red Oak—Celebration, Aug. 30-Sept. 1.
Waterloo—Iowa 4-H Club-Dairy Cattle Congress, Sept. 27-Oct. 4. E. S. Estel.

Kansas
Holsington—Celebration, Sept. 1.
Thayer—Neosho Co.-Thayer Picnic, Sept. 3-6. H. M. Minnich.
Wichita—Sedgwick Co. Nat'l Jr. Livestock Show, Oct. 1-3. Conlee Smith.

Louisiana
Abbeville—La. Dairy Festival, Oct. 24-25. Roy R. Theriot.
Crowley—Intl. Rice Festival, Oct. 16-17. R. F. Clisco.
Marksville—La. Livestock & Pasture Festival, Oct. 2-5. Kermit J. Ducote.
Morgan City—La. Shrimp Festival, Aug. 30-Sept. 1. P. O. Box 111.
Natchitoches—La. Broiler Festival, Sept. 25-27. Jim Mike.

Maryland
Fair Hill—Cecil Co. Breeders' Fair, Sept. 6 and 13. Wm Shelton.
Princess Anne—Princess Anne Livestock Show, Oct. 3-4. Howard H. Anderson.

Michigan
Manton—Manton Harvest Festival, Aug. 29-Sept. 1. Robert McBrian.
Newaygo—Celebration, Aug. 31-Sept. 1.
Port Huron—Thumb Dist. Plowing Match, Oct. 2. Simo Pynnönen.
Roméo—Peach Festival, Aug. 28-Sept. 1.

Minnesota
Tracy—Box Car Days and Labor Day Celebration, Aug. 29-Sept. 1.

Missouri
Aurora—Tri-Co. Jr. Livestock Show, Oct. 4. John R. Buckley.
Bethany—Harrison Co. 4-H Livestock Show Sept. 15. Chas. Belshe.
Bloomfield—Stoddard Co. Homecoming & Livestock Show, Sept. 8-13. Leroy Moore.
Carrollton—Carroll Co. Jr. Livestock Show, Sept. 6-7.
Deep Water—Labor Day Celebration, Sept. 1-2.

(Continued on page 69)

Pipes for Pitchmen

Continued from page 66

Limey Kid; Jimmie Piccolo, Frank Daugherty and Blackie Bullock.

HENRY H. VARNER... the Akron homeguard, postals that weather continues hot, and business likewise, in the Buckeye territory, with the fairs in the area being particularly good to the boys of the trips and kiester fraternity.

THE COURTOTS... Charlie and Mildred, are still holding to their threat of quitting the road for keeps, and are still engaged in commercial lines out of the business in Miami. They are comfortably ensconced in their new trailer on the Miami strip of the Tamiami Trail.

BUDDY WAMSLEY... commenting on the recent Ozark Empire Fair, Springfield, Mo., says that all the pitcheroos who made it reported a larry, with the event a disappointment to all concerned. "The Rabbit was there with balloons," scribbles Buddy, "with Bill Nasal working Ti-Logs, and John Lenore, choppers and gadgets. Nasal sloughed after four days. Dick Dickerson started with mops and magic, and they hung me between three p.a. systems which I couldn't beat. Attendance was good, but it seemed burned out for pitchmen."

Orange Show Sets Dates Thru 1961

SAN BERNARDINO, Calif.—Dates for the National Orange Show for the next three years were announced here by G. Walter Glass, secretary-manager. The 1929 event will be held April 23 thru May 3. The dates for 1960 will be April 28 thru May 8 and in 1961 from April 27 thru May 7. Glass said that the stabilization of dates will give exhibitors an opportunity to plan advertising budgets and coincide with the harvest of quality citrus fruits. The advancing of the dates is expected to give the show better

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FOR SALE—PORTABLE SKATING RINK. Will sell cheap. Operating at Lebanon, Ind. Harris, Box 119, Greenwood, Ind.

FOR SALE—10-CAR JEEP RIDE, GOOD condition. Big Jeeps. Now operating. \$450. L. L. Clark, Mayfield, Kan. Phone 23F3.

KIDDIE AUTO RIDE—SMITH & SMITH, mounted, new top, A-1 condition, now operating in park, \$2,500 cash. Dee Steele, Lime Lake Park, Box 87, Machias, N. Y. Phone: Machias 8836. au25

KING PONY CART, 8 ALUMINUM HORSES and cars. King Fire Engine, 8 Cars, holds 32 children. Rides 2 years old. Located in permanent park near Philadelphia. Box C-378, c/o Billboard, Cincinnati, Ohio. au25

LIKE NEW TINKERTOWN TROLLEY RIDE. Track, rectifier included. A great kiddie attraction for any set-up. F. D. Stephenson, Route #1, Cadillac, Mich. sel

MUST SELL—WILL SACRIFICE MINIATURE Train. Wisconsin Diesel engine, four coaches, 48 children or 24 adults. 500 feet track; six Boats with four steering wheels each; 8 Racer Car Ride. Operating at Velasco, Texas. Total price \$2,500. William C. O'Brien, 2014 Basket, Pasadena, Texas.

NO. 12 ELI WHEEL, LATE MODEL, METAL seats, ramp loading, 3-phase 10-horse motor, like new, located Chicago, \$7,500. Two Miniature Train Cars, adult size, 14 gauge, 1 year old. Herbert Fritz, 8349 Golf Rd., Morton Grove, Ill. au25

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Will trade new brick investment property, Louisville, Ky., for good ride or rides. No junk. One factory trackless Kiddie Train for sale or trade. BOX 1971, Louisville, Ky.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details. \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. au25

TWO SHOWS—FIVE JOINTS, ALL COMPLETE, P.A., banners, etc., \$400, or by piece. Midway Marvels, 28170 Inkster Road, Farmington, Mich.

WILL SACRIFICE FOR QUICK SALE—LIFE of Christ (donation) Show. Grosses higher when money is tight! Money-making route contracted. See at Ore. State Fair, Eugene, Oregon.

2-WHEEL ENCLOSED TRAILER, 8x4, 6-high inside, masonite sides, awning out 4 ways, red and yellow, wired, \$75. 6 Deluxe Model Exhibit Card Vendors, \$15 each. Come no ship. C. L. Williams, 1323 Kenwood Ave., Beloit, Wis. Phone: Emerson 2-7461.

Help Wanted

STRIPPERS—YOUNG ATTRACTIVE. EXP. non exp. All year steady, short hours, very high pay. Send full info. Box 2073, South Bend, Ind. I'll arrange appointment. Work starts now Ind., Midwest. au25

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WANT GOOD RELIABLE, REPUTABLE manager for actress (dance some) age 35, single. Have photos, free to travel, available for TV or theater. Contact Maurine Dillinger, 390 Arcade Bldg., St. Louis, Mo.

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LEARN AUCTIONEERING—TERM SOON. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa: sel

PHOTOGRAPHY & MEN'S MAGAZINES—back issues, special. Sample assortment, 6 different ones. \$1 post paid. U. S. Magazine Bazaar Export Co., 507 W. 56th St., New York 19, New York. se8

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BINGO SUPPLIES OF ALL KINDS—BLOWERS, Cages, Heavy Cards, Double Cards, Specials, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Darton 1, Ohio.

TENT STAKES "FORD AXLES," \$1 EA., f.o.b. Dallas, Tex. G. B. Willard, 1321 Second Ave., Dallas, Tex. se15

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ATTENTION, ARCADES—NEW 16MM. PANORAM Art & Pin-Up Film. Brand new models, never seen before. Film can be coated for longer performance if requested. Box C-375, c/o Billboard, Cincinnati 22, Ohio. sel

Personals

WANTED—ANY INFORMATION CONCERNING the whereabouts of W. V. Hastings, formerly of Kansas City, Mo. Box C-379, The Billboard, Cincinnati 22, Ohio.

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PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1548 W. Cortez, Chicago 23, Ill. ch-tin

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Salesmen Wanted

ALUMINUM CARNIVAL CANES, FULL size; sample \$1, \$6 dozen. 20% deposit, balance C.O.D. Tennessee Valley Aluminum Products, Robert Ave., Maryville, Tenn. sel

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Wanted to Buy

MERRY-GO-ROUND AND BAND ORGANS, Electric Pianos, Calliopes, etc. LeRoy Healey, Keystone, Rt. 225, Rapid City, S. D.

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DRUMMER AND VIBE. 20 YEARS' EXPERIENCE. read, cut shows, Latin. JAY Ervin, 27 N. Park, Cape Girardeau, Mo. Edgewater 56261.

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FLYING SAUCER—WORLD'S ONLY AU-thentic non-flying custom built concealed chassis, 18-ft. diameter model. Attractive Sales promotion winner. B & W Photos, Color Slides, \$3 postpaid. H. M. Carmien, Elkhart 401, Ind. se1

HIGH FIRE DIVE SOMERSAULT—SHARP appears, blazing gasoline, smallest tank in the world. Rigging illuminated and visible from far off. A Fox Movie-tone feature. Address: Mac Productions, 456 Lamphier N.E., Warren, Ohio. Tel.: MA 91479. se15

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SUPER ANIMAL ACT AND TRAMPOLINE Act. Parks and fairs. Contact 2015 Oliver St., Ft. Wayne, Ind. Phone: H 1196.

ROYER'S WESTERN REVUE—PERFORM- ing Horses, Clown Mules, Dogs, Monkey, Trick Riding, Roping, Sharpshooting. Bull Whips, Chariot Races, Bucking Ford. Contact Revue, 422 W High Ave., New Phila- delphia, Ohio. au25

WILSON'S COMEDY CANINES—AMERICA'S outstanding comedy Dog Act, 8 dogs. Lady & Clown available now for Southern Fairs, Celebrations. priced right. Box 475, Gibsonton, Florida se1

Vaudeville Artists

ACTRESS-DANCER. FREE TO TRAVEL, available for TV or Theater. Single, age 35. Have photos. Maurine Dillinger, 350 Arcade Bldg., St. Louis, Mo.

COMING EVENTS

Continued from page 67

Gallatin—Davless Co. Jr. Livestock Show, Aug. 29. Geo. H. Schmitt. Gower—Clinton Co. Jr. Livestock & Home Economics Show, Aug. 27. George R. McArthur.

Kansas City—American Royal Livestock Show Oct. 18-26. C. M. Woodward. Maplewood—Golden Jubilee. Sept. 8-13. Maryville—Nodaway Co. Baby Beef & Pig Club Show, Sept. 15. K. Walkup. Milan—4-H & FFA Livestock Show, Sept. 19. Mis P. N. Marr.

Monette—Barry-Lawrence Counties Dairy Show Sept. 7. Pickering—Pickering Horse Show, Sept. 10-13. W. H. Dowden.

Pierce City—Pierce FFA Stock Show, Sept. 18-19. J. B. Wilks. Purdy—FFA Livestock Show, Sept. 11-12. Harold Storck.

St. Joseph—Buchanan Co. Livestock Show, Sept. 13. Webb Embrey. St. Joseph—Interstate Home Economics Show, Sept. 15-18. Webb Embrey.

Shelbyville—Old Settlers' Reunion, Aug. 28-30. South St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 16-18. H. M. Garlock.

Springfield—Ozarks FFA Fat Beef Show, Sept. 11. Veneil G Mount. Wardell—Rotary Club Cotton Festival, Sept. 22-27. Don Waggoner.

Waverly—Waverly Apple Jubilee, Sept. 25-27. R. W. Bricken.

Nebraska

Omaha—Ak-Sar-Ben Livestock Show, Sept. 19-27. Schuyler—Celebration, Sept. 1.

Nevada

Carson City—Admission Day Celebration, Oct. 31.

New Mexico

Carlsbad—Eddy Co. Livestock Show & Sale, Oct. 23-25. Kiwanis Club.

New York

Chatham—Celebration, Aug. 28-Sept. 1. New York—Intl. Aviation Show (Coliseum), Sept. 10-23.

Ohio

Barberton—Celebration, Aug. 28-Sept. 1. Canal Winchester—Street Fair, Sept. 3-6. Cincinnati—Fourth Annual Original Food Show (Garden), Sept. 20-28. Jacksonville—Old Settlers' Reunion, Aug. 30-Sept. 1.

Laurelville—Street Fair, Sept. 29-Oct. 4. New London—Celebration, Aug. 30-Sept. 12.

Pennsylvania

Harrisburg—Pa. Jr. Dairy Show (Farm Show Bldg.), Sept. 18. Harrisburg—Holstein Cattle Show (Farm Show Bldg.), Sept. 19. Harrisburg—Holstein Cattle Sale (Farm Show Bldg.), Oct. 16. Harrisburg—Pa. Jr. Dairy Show, Sept. 18. Rex Carter.

Harrisburg—Pa. Nat'l Horse Show (Farm Show Bldg.), Oct. 18-25. Olyphant—Centennial, Aug. 25-Sept. 1. Jeff Gorski, 312 N. Washington Ave., Scranton.

Pittsburgh—Pittsburgh Livestock Show Oct. 21-23. N. L. Claiborne.

South Dakota

Alcester—Celebration, Sept. 11-12. Tripp—Celebration, Aug. 28-30.

Texas

Fort Worth—Fort Worth Food Fair (Colliseum), Sept. 25-28. Kaufman—Kaufman Co. Livestock Show, Sept. 4-9. Wm. D. Percy. Odessa—Permian Basin Oil Show, Oct. 16-23.

Tyler—Texas Rose Festival, Oct. 17-19. Frank Bronough.

Utah

Brigham City—Peach Days, Sept. 3-6. Cedar City—Southern Utah Livestock Show, Sept. 4-6. Payson—Onton Day, Sept. 1.

Washington

Seattle—Wash. Jr. Poultry Show, Oct. 6-8. John G. Wilson, 814 2d Ave. Bldg.

West Virginia

Elkins—Mountain State Forest Festival, Oct. 1-4. C. Wood, Crawford. Kingwood—Preston Co. Buckwheat Festival, Sept. 25-27. Mrs. Betty Tennant. Spencer—W. Va. State Black Walnut Festival, Oct. 10-11. W. B. Reed Jr.

CANADA

Almont—Centennial, Sept. 3-8. Oryser—Intl. Plowing Match, Oct. 7-10. Guess, Robert W.

Saskatchewan

Saskatoon—Dairy Cattle Show & Sale, Oct. 16. Saskatoon—Swine Show & Sale, Oct. 17. S. N. MacEachern.

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ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS

Present Status of Vending in Supers Can Favor Bulk Ops

Poor Results of Mass Vend Tests, Increase of Single Units Helpful

By FRANK SHIRAS

CHICAGO — Bulk vending operators can be optimistic about the status quo of vending in the nation's supermarkets.

Two year ago mass vending of a wide range of commodities thru indoor and outdoor batteries of major equipment was hailed by many as one of the most promising media in food selling. However, poor results were obtained in experiments carried out by A&P, National Tea, Kroger's and Colonial supermarket chains. Only Grand Union, which has its own manufacturing facilities, has kept big installations on location. Main reason for the mediocre results was that customers found change-making and individual purchases too troublesome in buying of any quantity.

During this period single venders in supermarkets have gradually increased in number. At the present time 86.5 per cent of supermarkets have an average 2.2 machines on location, according to a survey of Food Topics, trade publication servicing the grocer industry, of 641 supers thruout the country. The most common kinds of commodities vended are soft drinks, gum, candy, cigarettes and nuts.

Trend Encouraging

This trend should encourage the bulk vending operator for two reasons. It shows that vending machines are firmly entrenched on the selling floors of the nation's supermarkets. The overwhelming majority of machines are major equipment, but nevertheless the door has been firmly opened to vending. Now that vending has been widely accepted by supers as advantageous, bulk vending operators in at least one respect are in a better position to introduce their type of equipment. Instead of having to spend a lot of time defending vending as such, operators of bulk machines should be able to devote more of their sales talk to the relative merits of their smaller machines.

Bulk vending operators can also be encouraged by the present hesitant attitude of supermarkets toward the mass vending installation. The mediocre results of the various experiments carried out over the past two years is resulting in a re-evaluation of the type of machines needed to effectively sell commodities in large installations. As Food Topics points out, food retailers still have high hopes for

mass vending, but now realize that a great deal more groundwork must be accomplished first. Since the grocery industry is now not so preoccupied with the vision of a revolution in selling thru mass vending, the operator of the small bulk machine has a better chance of making himself heard.

Mass Vending

Mass vending in supermarkets may or may not evolve in the future. The important thing is that there will be a considerable interim Coin Vending—Encourage—C before any such development takes place on a wide scale. This means that bulk vending operators have time to sell their idea to the supermarkets without being overshadowed by a brother goliath that commands the entire stage. The bulk vending industry now has perhaps its best chance of entrenching itself in the upers along with typical major equipment.

(Continued on page 71)

It is interesting that the Food Topic survey indicated that only 19 per cent of the supermarkets surveyed have plans for adding indoor machines in 1958. Major equipment is profitable for the supers, and one concludes that in all likelihood most of them feel that they have enough major equipment on location to satisfy the demand. This could also work to the advantage of bulk vending operators. Altho the bulk machine will often

(Continued on page 71)

ON THE ROAD

Motels Offer Potential To Traveling Operator

CHICAGO—The thousands of motels thruout the country might well be excellent locations for bulk vending machines. Also, since they tend to be concentrated on stretches of highway leading into cities, servicing costs would not be a major problem.

Encouraging is the fact that more than 90 per cent of motels already have major vending equipment of some kind, according to a survey conducted by Tourist Court Journal, trade publication serving the motel business. Since motel owners already realize the value of automatic merchandising, they would probably be more willing to give bulk vending a try than a location with no experience in vending of any kind.

Slightly more than 70 per cent of the motels own their own equipment, which consists primarily of cold drink, cigarette, ice and stamp machines. This suggests that vending machines are used as a service to the customer. If the motel owner were interested primarily in profits, he would be more inclined to make use of an outside operator's large-volume buying and bigger gross margin of profit.

Thus a bulk vending operator might well be more successful by keying his sales pitch to bulk vending as a convenient service to transient travelers. Also, he probably wouldn't come up against the problem of the location preferring to operate its own bulk vending equipment. The owner would probably realize that the service to the customer of these small machines would not compensate for his own time spent in ordering relatively small quantities of merchandise and maintaining the machines. The operator, on the other hand, can offer a service at no financial risk whatever to the location. There would besides be a small, regular income from commissions.

Merchandising would probably be the biggest single problem for the operator. Motels do not have the concentrations of children found in corner stores and other neighborhood outlets. Perhaps the operator would prefer to dispense merchandise that would appeal primarily to adult trade. On the other hand, a single machine vending typical merchandise slanted toward the younger market might prove satisfactory. The operator might find that there are enough children traveling with their parents to support a ball gum-charm machine, for example. In very large motels, a multiple installation aimed at a broad age span could prove profitable.

Bulk Banter

Report From Los Angeles

By SAM ABBOTT

Mary and Daniel F. Lally, of Lally Vending Service in Gardena, are receiving congratulations upon the arrival of a daughter, their first child. . . . Bob Biro, who operates the Biro Distributing Company in Alhambra, was looking forward last week to passing around cigars upon the occasion of becoming a papa for the third time. . . . R. S. McNaughton, Los Angeles operator, is back from a trip to Bryce Canyon and Zion Park in Utah. He takes off for the Grand Canyon area whenever he can find the time. . . . Juanita and Bill Siegle, of Siegel's Vending Service in Bellflower, will mark their 20th wedding anniversary in October. They are just back from a brief vacation spent in the Southern California mountains.

(Continued on page 72)

Viewers As a Sales Booster

CHICAGO — Look-see viewers are a sales stimulant, said Sam Eppy, New York charm manufacturer visiting the Windy City last week.

The viewer, mounted inside the bulk machine, enables the customer to see exactly what will be vended next. The mechanism was originally adopted in New York City in order to conform to gambling ordinances.

The look-see viewer acts as a point-of-sale device in its own right said Eppy. A passerby often stops to peer into the viewer merely out of curiosity. Once a potential cus-

(Continued on page 71)

PROFILE OF WEEK

Bleak '30's

No Deterrent



“... stick-to-it-iveness”

STOCKY, bespectacled Paul Schwartz is a veteran bulk vending operator whose gentle sense of humor and charitable activities belie a gruff exterior.

Born in Austria 61 years ago, he came to this country in 1918 after two years at the University of Chernowitz and settled in Chicago. When his job as circulation manager for a Chicago mail-order house seemed about to go the way of millions of others during the early 1930's, he entered the bulk vending field and soon had a thriving business.

Later he spread his activities to Indianapolis. In 1938 he extended operations to the East Coast, principally in the Philadelphia and Washington-Baltimore area. After years of cross-country commuting, he sold his Midwest interests for \$30,000 in 1954. He has since leased the Washington-Baltimore operation, so that today he operates only in Philadelphia, where he also resides.

Quaker City Area

Along with three full-time employees, Schwartz today covers a radius of 75 miles of the Quaker City, servicing well over 1,000 vending machines, most of them operating at a penny. Despite a recent serious illness, he carries his 140 pounds well on his 5 feet 4-inch frame, and can still handle his share of machines over a long working day.

Schwartz was married for the second time three years ago to the former Sylvia Rose, of Philadelphia. They live in a modern apartment overlooking Fairmont Park, just a few minutes' drive from business headquarters. Schwartz also owns a clothing firm with his two children, Paul Jr. and Mrs. Anne Cobey. This business, of which he is president, is secondary to his vending interests, however. He leaves management in the capable hands of his children.

“Stick-to-it-iveness” is this operator's sole formula for success. Quite a few other persons began in the business in his area about the same time he did, recalls Schwartz. Finding that there was little easy money in bulk vending, a number of them became disgruntled and sold out. Schwartz, who consistently put in long hours and worked hard, was able to buy routes from some of these operators.

Member of NVA

He is a member of National Vendors' Association and was the first president of the now-defunct National Association of Vending Machine Operators. He strongly believes that unity and hard work toward their mutual goals are of vital importance to all operators.

Declining profits are hurting all but a few part-time operators, he thinks. Like many operators, he believes that a 2-cent piece would be the best possible remedy. This, he says, would offset the rise in wages and equipment costs of “the past 20 years that have tripled while the penny vending machine item has stayed the same price.”

Slowed down somewhat in his charitable activities because of recent ill health, he still financially supports B'nai B'rith, the National Conference of Christians and Jews, and Boystown, three organizations of which he is a member. Schwartz also supports the N. A. A. C. P.

He plans to continue working a 10-hour day until his doctor forces him to retire. Schwartz and his wife enjoy the quieter varieties of pleasure. Opera and the legitimate theater—especially musical comedy—account for a good deal of their leisure hours.

Eppy Program Set For Fall Expansion

CHICAGO — Foil-wrapped candy and gum as well as the Charmy bulk vender will be available for delivery in mid-October or November, said Sam Eppy, New York charm manufacturer, last week. Wrapping will increase prices 5 cents per pound on 100-count confections and 10 cents per pound on 210-count, he said.

Candy and ball gum is being wrapped in foil for several reasons, said Eppy. Claiming that the elements are a perennial problem in bulk vending, he said that foil will protect confections from discoloration due to sunlight, for example, or failure to vend due to melting during the hot months. He continued that altho sanitation is not a national problem, wrapping should obviate any future possibility of infringement of sanitation

codes. Since the customer is the first to come in contact with the product, bulk vending could be freed of any difficulties regarding prior handling of the product or mixture with other merchandise, stated Eppy.

Domestic and Foreign

Eppy also hopes to open up new markets, both domestic and foreign. Referring to Connecticut and Ohio in the U. S. and Holland and Sweden abroad, he said that wrapping of candy and ball gum will put bulk vending in conformity with sanitation codes in these areas. During his recent trip to Europe, Eppy said he laid the groundwork for a distributor network and will eventually supply many European countries, if not all. Pointing toward the trend to freer trade

(Continued on page 72)

Multi-Vending Caution Noted

CHICAGO—Sales of multiple vending racks in this area are not large enough to indicate a rapid changeover to battery vending, said Paul Crisman, co-partner in King & Company, last week.

Jack Nelson, Logan Distributing Company, is in agreement, claiming that operators are currently testing the stands on a limited basis in selected locations. In all likelihood operators will experiment with the stands for a couple of months before deciding on their over-all potential, he said.

Crisman noted that a number of firms have begun manufacturing stands within the past few months alone. This has resulted in a thinning of stand sales among the various firms.

Flexible BELT RINGS
Are Hot!
 Plastic-Unassembled...\$4.40 per M
(open for capsules)
 Plastic-Assembled...\$7.50 per M
(buckled for bulk vending)
 Plated-Unassembled...\$8.75 per M
 Plated-Assembled...\$11.50 per M

Free advertising labels!
 at your distributor or...

Guggenheim
 INC.
 13 UNION SQUARE
 N. Y. C. 3 N. Y. • AL 5-8393


Taxes Problem for Mail Order Firms
 CHICAGO — Differences in State and local taxes sometimes seriously complicate a mail order operation extending over a wide territory, said Jack Nelson, Logan Distributing Company, last week. Operators shipping machines to locations outside their own States sometimes are notified at a later date of taxes they were unaware of, he said. The situation becomes unduly complicated when the location is irate and taxation information cannot be obtained from the appropriate authority.

Price Builds Charm Molds
 NEW YORK — Paul A. Price, local charm manufacturer, said that he is building several new charm molds, with delivery of the new items scheduled for September. Price also released a series of 66 Popeye cards for the bulk vending trade. King Features has granted him exclusive rights for its characters in the bulk vending field.

Supers & Bulk Ops
 • Continued from page 70

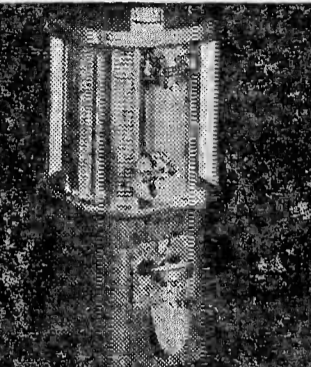
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oak's
"LI'L LEAGUER"

R. R. WHITEHEAD DISTRIBUTORS
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oak's
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T. T. VENDING SALES CO.
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48"
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\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.
WRITE FOR PRICES.
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Beautifully designed cluster of Pearls mounted on brilliant vacuum plated ring, in a variety of styles. Has all the charm and mystery of the colorful South Seas **VENDS PERFECTLY** in all types machines. (Not a jammer!) Fits capsules. Order today.

\$15.50 per M
 Labels available at your distributor or:

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VICTOR'S PROVEN MONEY-MAKER TOPPER
1¢ BALL GUM VENDOR
\$13.25 Ea.
\$12.75 Each 100 or More

\$1.00 25 lb. 210 Ball Gum with each case of 4 Toppers ordered. \$1.00

Write for Free 32-Page Catalog on Charms, Ball Gum, Capsules, Machines.
 1/3 Deposit on All Orders.
PARKWAY MACHINE CORP.
 715 Ensor St. Baltimore 2, Maryland

vend the same commodity as its larger competitor, it is at a different price and in a different form, and also appeals to a predominately younger age group. Operators might do well by showing that bulk machines offer a product and service not encompassed by major equipment.

Space at Premium
 In spite of the fact that major and bulk equipment do not compete directly, space is at a premium in supermarkets. A store manager might agree to make room for a battery of bulk machines. On the other hand, he might demand an indication of comparative sales. This puts the bulk vending operator in a difficult position, because bulk machines are not so common in supers that the operator can ordinarily fall back on past sales statistics. According to Vend magazine, a nickel candy machine nationally averaged 150 sales weekly in 1957, or \$7.50. The wise bulk operator would do well to estimate how many bulk machines it would take to equal sales from a candy machine before he approaches a supermarket.

Sales Booster
 • Continued from page 70

tommer has stopped, half the sale has been made. In answer to the claim that a viewer eliminates the basic element of curiosity by disclosing exactly what will be vended next, Eppy countered that the opposite is true. A penny is a minor monetary consideration, and if the viewer does not disclose what is wanted, a customer will often insert a couple of pennies in hopes of getting one of the various charms visible in the globe.

"Bubble Stem"
 Children and teenagers love it and you will too when sales for 'extension pieces' empty your machines! Vends in 3 sections: mouthpiece, holder and extension. Extends to one foot long by adding extensions! Packed 334 of each piece per M.

\$5.00 per M in lots of 5M or more
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Send **35¢** for SAMPLE KIT OF CHARMS

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

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NATIONAL SALES HEADQUARTERS
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Only \$2.00 per 1,000

WE KEEP TELLING YOU—but you DO NOTHING ABOUT IT. SHAME ON YOU.

EPPY
 91-15 144th Place,
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Get IMMEDIATE delivery of these KEENEY Venders:

- 300-cup combination Hot Coffee/Chocolate
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oak's LI'L LEAGUER
** a sure hit!*

The bases are loaded with profits for the smart operators who install Oak's LI'L Leaguer on key locations. The fascinating ball game is right on the front of the machine to attract the eye and interest the customer.

AND: PREMIERE

Both for 1c. Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum. Same fool-proof coin mechanism proved best on the famous Acorn Venders.

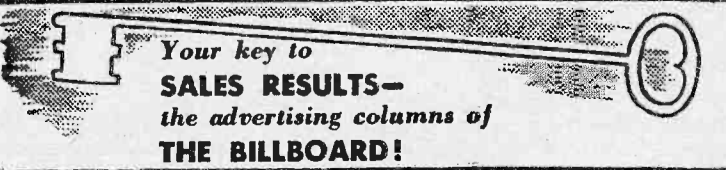
west coast factory sales
OPERATORS VENDING MACHINE SUPPLY CO.
 1023 South Grand Avenue
 Los Angeles, California

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 2033 Fifth Avenue Pittsburgh, Pa.

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Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!



COINMEN YOU KNOW

Chicago

Herb Perkins, Purveyor Distributing, says the fall season should be a good one if current activity is any indication. Herb says operators are getting into the buying mood again after a six-month lag. Export business is also picking up for Purveyor. . . . Joe Robbins, Empire Coin Machine Exchange, reports the start of the second production run on its Old Smokey kiddie ride. Joe says the ride has been remarkably service-free, with no service calls yet reported by operators.

Fred Kline, First Coin Machine Exchange, on a well-deserved vacation trip to Canada with Dave Polo, local operator. Joe Kline, of First,

meanwhile, back at the office, bending over the bookwork and sales. . . . Paul Huebsch, J. H. Keeney & Company, was unexpectedly called back from vacation last week with the news that his mother had died. Paul's many friends in the industry were sorry to hear of the misfortune.

World Wide's busy juke exec, Len Micon, returned to the offices tanned after a well-deserved vacation. Joel Stern meanwhile is about ready to give up on his golf game, having shot the same identical score five weekends in a row (we won't say what it was, either). Ben Coven joined the busy ranks

of vacationers, spending some time with his family on their cabin cruiser. Ben is expected back this week.

Bulk Banter

Continued from page 70

Bob Feldman, of Acme Vending Service, and Leo Weiner, of West Coast Enterprises, both in Los Angeles, enjoyed a fishing trip. Weiner's wife, Harriett, and their children are home from a vacation at the beach. . . . Meyer Abelson, Oak Manufacturing Company sales manager, in town from Pittsburgh. While here for conferences with Sam Weitzman, Sid Bloom and Harold Probasco, Abelson and Bloom took in the Patterson-Harris heavyweight fight at Wrigley Field. Weitzman became a grandfather for the third time when Lauren and Bloom took in the Patterson-Harris heavyweight fight at Wrigley Field. Weitzman became a grandfather for the third time when Lauren was born to the Barry Weitzmans. . . . Sam Weitzman, also a partner in Operators Vending Machine Supply Company, is continuing his quarter horse raising business with a colt from one of Wild Bill Elliott's horses that is due this fall.

Barry Sreden, son of Frieda and Phil Sreden, of Western Vending Machine Service, will soon be out of the Navy and is anticipating entering the business. . . . The many friends of Cliff Ladbury, Pasadena, will regret to learn that he recently underwent a kidney operation. He is reported doing well, however. . . . Ed Rosen, of Operators Vending Machine Supply Company, leaves soon on his annual vacation.

Herb Brown, also of Operators, is back from a vacation. He had planned to visit friends and relatives in Colorado, but dispensed with the trip to do some painting around his house. . . . Preston Coombs, veteran operator, has added the Food Giant supermarket chain to his operation. His son, Bill, is now working with him. Incidentally, Bill Coombs reports that he has gained five pounds since getting married five months ago. . . . Glen Houtchens, Los Angeles operator, is visiting his old home town, Kansas City.

Eppy Expansion

Continued from page 70

regulations, as evidenced in the Benelux countries, Eppy hopes to set up manufacturing facilities in Europe.

He claims that wrapping will give confection vending an added intangible value to the consumer. He believes that a simple desire to unwrap ball gum, for example, will increase sales considerably. The appearance and color of ball gum as well as its taste represent a value to the consumer, he said, and children in particular will buy in order to see as well as to taste. On the other hand, wrapping of merchandise in general is becoming a national trend, claimed Eppy. Consequently, the adult who buys boxed penny gum at the restaurant counter will be inclined to purchase wrapped confections, he said.

Children and Adults

Eppy's general program aims at entering high-traffic locations patronized heavily by both children and adults. Supermarkets, drug and variety store chains he mentioned as typical locations his program is geared for. The Charmy machine with its out-size globe as well as the wrapped line of confections is intended to tap a maximum age span. The new bulk vender has also been designed with an eye to attractive multiple installations, said Eppy. On the other hand, he feels that single machines will be attractive in small-store locations that can't support more than one machine.

See The Billboard, April 21, for a fuller description of the Samuel Eppy & Company's expansion program.

J. SCHOENBACH
For Victor Vending Corp.
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Get the sensational Northwestern 2 Penny Vender, the key that will unlock those big profits for you.

Don't wait, don't lose those sales. Be in on the ground floor. Order today, put a few of these machines on location, the profit is the proof.

See your Northwestern Distributor or wire, write or phone for complete details.

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OPERATIONS CANDY BALLS
210 Count, with CHARMS;
also 100 Count "HALF-HOUR" Balls.
Free: Candy Ball Labels.

**SO ROUND, SO SWEET,
SO PROFITABLE**

Samples and information on request.

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Jamaica 35, New York

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 14 or 54	\$14.50
N.W. DeLuxe 14 & 54 Comb.	12.00
N.W. #39 1c Porc.	7.95
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Silver King 14 B.G. or Mdse.	8.00
ABT Guns	30.00
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Pistachio Nuts, Large Tulip	.73
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Pistachio Nuts, Sheik	.66
Cashew Whole	.58
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.28
Jelly Beans	.28
Licorice Gums	.28
Leaflets, 650 ct.	.40
M & M, 550 Ct.	.32
Hershey-ets	.47

Rain-Blo Gum, 60 ct.	.28
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32
Rain-Blo minimum, prepaid on all Rain-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.48
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write

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We carry a complete stock of Bulk merchandise charms, ball gum, parts, globes, brackets and stands for all machines. Anything an operator needs, including a complete line of vending machines (package, ball gum, bulk), etc. Write for prices. American Chicle candy coated or tab type gum. Also Beech-Nut, Peppermint or Spearmint 3-C slab gum, 45¢ a box of 100 ct.

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Chicle Ball Gum, 130 ct.	.35¢ lb.
Clor-o-Vend Ball Gum	.40¢ lb.
Clor-o-Vend Chicks, 320 ct.	.40¢ lb.
Chicle Chicks, 320 & 520 ct.	.36¢ lb.
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Tab (short stick), 100 ct.	.88¢ box
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F.O.B. Factory 150 lb. lots.

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38 years of manufacturing experience
4th & Mt. Pleasant • Newark 4, N. J.

VICTOR'S PROVEN MONEY-MAKER TOPPER 1c BALL GUM VENDOR

\$13.25 ea. \$12.75 EACH 100 or more

Packed and sold 4 per case.

Write for Lowest Prices on our complete line of
● CHARMS ● BALL GUM ● CAPSULES ● MACHINES

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MEN WHO READ BUSINESS PAPERS MEAN BUSINESS

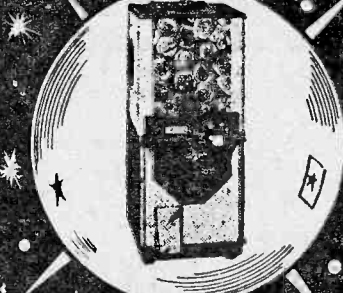


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CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

ROWE PRESIDENT CIGARETTE, 10-col., 25c & 30c comb. \$110.00

STONER PENNY GUM MACHINES, reconditioned 22.50

STONER POSTWAR 6-COLUMN CANDY, 5c & 10c model 110.00

STONER 8-COLUMN CANDY, postwar, 5-10-20 165.00

NATIONAL CANDY, 9-column 99.00

ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb. 85.00

EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c. 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

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EDITORIAL

Music and Vending

A man who has devoted much of the past 14 years spurring the enormous growth of vending during that period sounds a warning to vending operators not to mix "music with merchandise." (See article elsewhere on this page.)

He is G. R. Schreiber, editor and publisher of Vend, the magazine of automatic merchandising. Vend is published by The Billboard Publishing Company, as we are sure most of our readers know. But its policies are its own, operating as a publishing entity under Schreiber's aegis entirely separate from The Billboard, a fact most of our readers probably don't know.

Therefore, we are under no obligation to agree with him nor he with us. However, we do think that our readers would be unwise to ignore his provocative analysis of what is a subject of fundamental concern to them.

Vending Ops to Music

He does not believe, in the event a long-range trend to mixing vending and music does develop, that it would be because juke box operators enter vending. Rather, he believes that if it comes, it would be because of vending operators entering music.

The two reasons he gives for this makes a sound argument. They are also the two reasons he cites for explaining why so few juke box operators have entered vending to date.

These two reasons are:

1. That there is a "vast difference in the know-how required to be successful in vending as opposed to that required to make a success in music machines";
2. And that "the operators of music machines are accustomed to a better return on their gross dollar volume than is to be had in vending."

A Lower Return

These are reasons which make sense. But assume that juke box operators acquire the know-how required to make a success in vending and are also satisfied with a lower return. Those music operators who have venders have shown both are possible.

Furthermore, doesn't operating a juke box and a cigarette machine in the same location by the same owner make sense? We certainly think so. Schreiber himself declares that juke boxes and cigarette machines "are a natural combination in a good many ways."

Then why doesn't it make sense for a juke box operator to get into vending? We think it could despite the fact that Schreiber does not believe many juke box operators will as part of any long-range trend.

But he issues an implicit warning to juke box operators, even tho he is addressing himself to vending operators. Reading between the lines, it is not hard to find. It is simply this:

Vending Competition

That vending operators would not stand idly by watching their cigarette machine routes gobbled up by juke box operators, but would rather be forced to go into music to protect their routes. Moreover, vending operators are apparently not unaware of the difference in returns possible on juke boxes as compared to cigarette machines.

Who wins in such a competitive fight? Probably nobody. But it is important for juke box operators to realize that there are unusually large companies in vending with great resources who would not stand still while their operating business was being whittled away.

Does all this mean that juke box operators should not get into vending? Certainly not. Each juke box operator must decide for himself, after careful examination of his area and his route, whether it would be worthwhile.

Study Local Area

The important point is that he first study his local area before making any move. Just as importantly, he must also acquaint himself with what vending involves.

But there is no reason why a juke box operator should not operate cigarette machines in either his own juke box locations or other public locations if he is able to do so profitably. Indeed, he would be foolish not to.

Neither is there any reason why a juke box operator could not buy out an existing cigarette machine route, or enter vending in even a more elaborate way with other types of venders, if he is able to do so.

Risks and Problems

But, in any case, he must fully understand both the risks and the problems involved. The average juke box operator today has his hands full with competitive problems of his own. And cigarette vending in itself is a keenly competitive field. Therefore, he must be sure of what he's doing before making a decision.

Finally, we agree with Schreiber that, in any case, vending and music should be kept "separate and distinct." For a juke box operator, this would mean he would be best advised to maintain a vending operation as an entirely separate business from his music or music and game route. The two are, in fact, different businesses and must necessarily be operated as different businesses.

60-Selection German Juke Makes U. S. Bow

NEW YORK — Arnold Cortell, head of the Ameropa Trading & Shipping Company, is attempting to market a 60-selection juke box of German manufacture. The unit is made by Wiegandt, Berlin manufacturer of merchandising

vending and music machines. According to Cortell, it will sell for about \$425, including all duties, in this country.

Cortell explained that the machine, called Tonmaster, is not

(Continued on page 76)

Keep Juke Boxes, Vending Separate: Vend Executive

Schreiber Warns Vending Operators Against Adding Music to Their Routes

GREENSBORO, N. C. — The business of operating juke boxes and that of operating vending machines should be kept separate and distinct.

So argued G. R. Schreiber, editor and publisher of Vend, the magazine of automatic merchandising, in a speech at the joint convention of North and South Carolina Automatic Merchandising Associations here August 16.

Schreiber also stated that if there

is any long-range trend toward the operation of juke boxes and vending machines under the same owner-managements, he believes it will be vending operators entering music, not juke box operator entering vending.

A Vast Gulf

"If the economics of the situation are such that some further mixing is inevitable, then the best hope is that the activities of these two related, but really different,

businesses be kept separate and distinct. Providing music for people to listen to is entertainment; providing cigarettes for them to smoke, candy to eat or beverages to drink is retailing. And there is a vast gulf between entertainment and retailing," he said. He then told the vending group that "to become more and more expert at the business of automatic retailing is the challenge before all of us."

Schreiber's remarks were made in a speech before both owner-managements of vending operations and their key employees during the last day of the convention. It was the final speech in a business session devoted to employees and employee relations. Schreiber spoke on the expanding opportunities in vending not only for owners but also for employees.

Know-How & Profit

In bringing up the question of operating both juke boxes and vending, he explained that the differences in know-how and in profit were the two reasons why the average juke box operator had not entered vending and why, on the other hand, the juke box business may appear attractive to vending operators.

He declared that "there is a vast difference in the know-how required to be successful in vending as opposed to that required to make a success in music machines. There is this fact in addition: That operators of music machines are accustomed to a better return on their gross dollar income than is to be had in vending. Both these facts to date have kept the average juke box company from getting into vending."

"The significant thing is that both these factors—the need for

(Continued on page 76)

2,400 UNITS A YEAR

Mexico Juke Trade Flexes Its Muscles

• Continued from page 4

larger cities have American selections—rock and roll and Latin tunes of North American origin—most of the music is Mexican.

Mexican music itself cannot be classified merely as Latin music. It's not the music of Cuba nor is it the melodies of the Argentine. It's the product of the Spanish-Indian culture that has been developed over more than four centuries and is as distinctively Mexican as "Red River Valley" is American.

Most of the Mexican records are released thru RCA Victor and Peerless, both of whom have plants in Mexico City. Production is almost exclusively 45 r.p.m. singles, with a unit price of 10¢.

In order to understand the remarkable growth and tremendous potential of the juke box industry in Mexico, it is necessary to understand the people themselves.

Love of Music

Music is more than a pleasant distraction in Mexico—it is part of the fabric of life. Stop for dinner at any good Mexican restaurant, and chances are that a trio will stop by your table to serenade you. Notice—the Mexican farm boy mounted on his burro, and he'll probably be strumming a guitar. Listen to the senorita on her way to the shop and you'll hear a song. Nowhere in Mexico are you out of earshot of music.

So the juke box, introduced to Mexico in the 1930's as a novelty, is as natural to that country as is the automobile horn to New York City traffic. If the Americans hadn't introduced their juke box to Mexico, the Mexicans probably would have invented their own.

Mexican juke box production is currently divided between two plants— that of Casa Riojas in Mexico City and of Fonografos Automaticos Evans, a few miles from the capital. Each firm is currently producing at the rate of 1,200 juke boxes a year, with a total national production of 2,400 a year.

Mostly Imports

Both plants have set up production only recently, so the great bulk of the machines were imported from the United States. However, the 100 per cent import duty on American juke boxes should prove a great stimulus to the Mexican factories.

Casa Riojas makes the 1958

200-selection Wurlitzer under license, while Fonografos Automaticos bought the patents, tools and dies of the old Evans Company and is making its own juke box.

Current Mexican juke box production is still not sufficient to satisfy the market, so American firms will probably continue to export juke boxes to Mexico for the next few years.

License Prospects

However, the probability of other U. S. manufacturers setting up plants in Mexico or having the machines made under license, looks good.

(Continued on page 76)

Expect New Labor Bill Next Session

WASHINGTON—The Kennedy-Ives bill, aimed at curbing racketeering in labor and management was soundly defeated in the House last week (18).

There is every indication that similar measures will be introduced in the opening days of the new session in January.

Defeat came as a surprise to some quarters, because the measure passed the Senate easily some weeks ago. Bill had the backing of the AFL-CIO, and for a while seemed assured of favorable House action because of the clamor that something be done to control racketeering in both labor and management.

The bill, outgrowth of the McClellan probe, would require full reporting and public disclosure of union internal processes, union financial operations and trusteeships over subordinate unions. (The Billboard, June 16, Aug. 18.) A substitute measure, which is reportedly a more effective means of requiring reports by unions, has been introduced by Rep. Carroll D. Kearns (R., Pa.), and is pending before a House committee.

Defeat of the Kennedy-Ives bill was laid by some on the bill's inadequacy. Other congressmen objected to the way the measure was brought up for vote. It was introduced for House action under a suspension of the rules, which limits debate to 40 minutes and precludes amendments.

Minority Report On O'Mahoney Bill Due Soon

WASHINGTON — Unanimous consent was given by the Senate Friday (22) to the filing of a combined report on the O'Mahoney juke box bill which would make juke box music liable for performance royalties and double the mechanical royalty tax limit for records bought for juke box play.

The new report will contain both majority and minority views in the belief it would be better if both sides of the controversial issue were seen at once.

The majority section of the report, however, will not be changed substantially from that already passed (The Billboard, August 18). The only changes would be in phrasing for the sake of clarity.

Consent was given by the Senate to the filing of the report after the adjournment of Congress if necessary. At press time, indications were that adjournment would be Saturday night.

The bill was brought up for a vote on the floor of the Senate last week but was passed over as not being calendar business. The chance is nil that it could get Senate action in these waning days of Congress.

MOAM Girds to Fight Copyright Legislation

BOSTON — Music operators in the Bay State don't plan to take lying down the recent approval of ASCAP's drive by the Senate Judiciary Committee. A call to action has been issued by the Music Operators' Association of Massachusetts.

David J. Baker, MOAM president, has started a campaign to acquaint every operator, distributor and one-stop owner with the seriousness of the situation. Everyone in the music industry in New England excepting Connecticut, which has its own organization, is being contacted by phone, wire and letter, and was urged to attend a meeting in Boston Thursday (21) in an attempt to defeat the legislation.

Bistros, Too

Also alerted were members of the retail liquor trade and the restaurant business. The meeting was to be held to induce operators, customers and friends to bombard their senators with pleas to appraise the music industry's side of the case.

Baker is also trying to organize groups thruout the nation and has been in touch with operator associations in Connecticut, New Jersey and California. "If everyone will do as much as Massachusetts is doing, we can beat this move that will put the operators' business in mortal danger," Baker said.

Appointments are being set up with all New England senators, and a delegation, headed by Baker, will go to Washington to acquaint the legislators with the operators' side of the case. Baker pointed out that every year MOA has been successful in staving off the legislation, and many in the industry have been lulled into a sense of false security.

If the measure were to pass, Baker pictured the music societies as controlling the operator's business and might take as much as \$55 per 100-record phonograph. He also said it would be a federal offense if the operator failed to open his books for inspection to the copyright societies.

The location owner, he continued, has no responsibility in the matter, the entire burden falling upon the operator, according to the way the law is written. Operators, he said, must stand together to fight this common enemy.

Bilotta Names Service Rep In Syracuse

SYRACUSE—A service representative for Wurlitzer juke box supplies and parts has been appointed for Syracuse by Bilotta Enterprises Inc., the Wurlitzer distributor for this area.

Named was George Leonard, a veteran serviceman since 1934, who is setting up shop at 1259 Erie Boulevard West, Syracuse. Leonard will carry a complete stock of parts from the Wurlitzer model 1700 and on.

John Bilotta, president of the distributing organization, said he also plans to open sales offices in Syracuse in the near future. The sales offices will be in addition to the parts and service representation Bilotta now has with Leonard.

Wurlitzer was formerly represented in the area by Rex Distributing Company, who now handles the AMI line.

Coven Adds Game, Arcade Vending Lines

CHICAGO — Coven Music Corporation, Wurlitzer outlet in Chicago, announced they will now handle a full line of amusement games, arcade equipment and a limited vending machine line. The firm has been named exclusive distributor for the Keeney cigarette vender, and plans to add other vending equipment to its line in the near future.

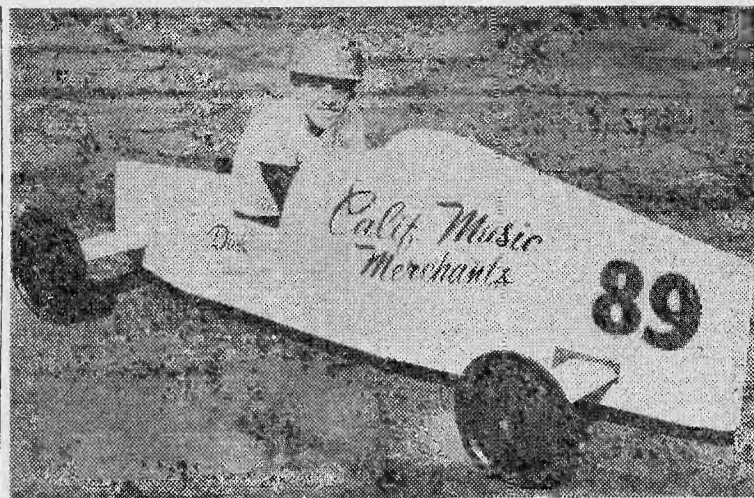
In the amusement and arcade equipment field, the firm will function as a jobber, handling lines of all merchandisers.

In its diversification step, Coven now stands with Atlas (Seeburg), World Wide (Rock-Ola) and Empire (United) as music distributors with amusement games and vending lines. Only sole music distributor in Chicago is now AMI Sales Company, a factory-owned distributorship.

Mass. High Ct. to Review License Fees

BOSTON—The cases of the Music Operators Association of Massachusetts against the City of Boston and the Commonwealth of Massachusetts in the matter of juke box license fees moved a step nearer to a decision this week.

Judge Morton of the Suffolk Superior Court signed papers which will allow the litigations to be placed before the Supreme



CMMA BACKS 'SOAP BOX' ENTRY IN STATE MEET

STOCKTON, Calif. — The California Music Merchants' Association took another step in the public relations direction by sponsoring an entry in the State-wide annual Soap Box Derby, held here recently.

The association's entry, 12-year-old Dick Stagnaro, proved a winner, finishing in third place, in the Derby B Class.

A total of 94 boys were entered in the competition, with the event receiving such local and State-wide interest the sponsors predicted an entry of from 125 to 150 for next year's event.

Chief Mover

Chief mover for CMMA's backing of the event was Leroy Lambert, local operator and association member, who is active as first vice-commander in the American Legion.

Besides the Derby, Lambert also backs a Babe Ruth boys' team, which was entered in State-wide competition.

CMMA President George Miller said the association's next P-R venture would be working with teen-agers thru a State Junior Olympic League, in co-ordination with some of the law enforcement agencies in California.

Court of Massachusetts. The next step entails the printing of the record and briefs. Every effort is being made to expedite the matter so that the hearing can be held prior to the time established for renewal and payment of the fees for 1959. This will be October 31.

Attorneys for MOAM are now trying to secure injunctions to postpone license fee payments pending the final decision by the Supreme Court. Present fee for seven-day operation of a juke box in the City of Boston totals \$150 per machine per year.

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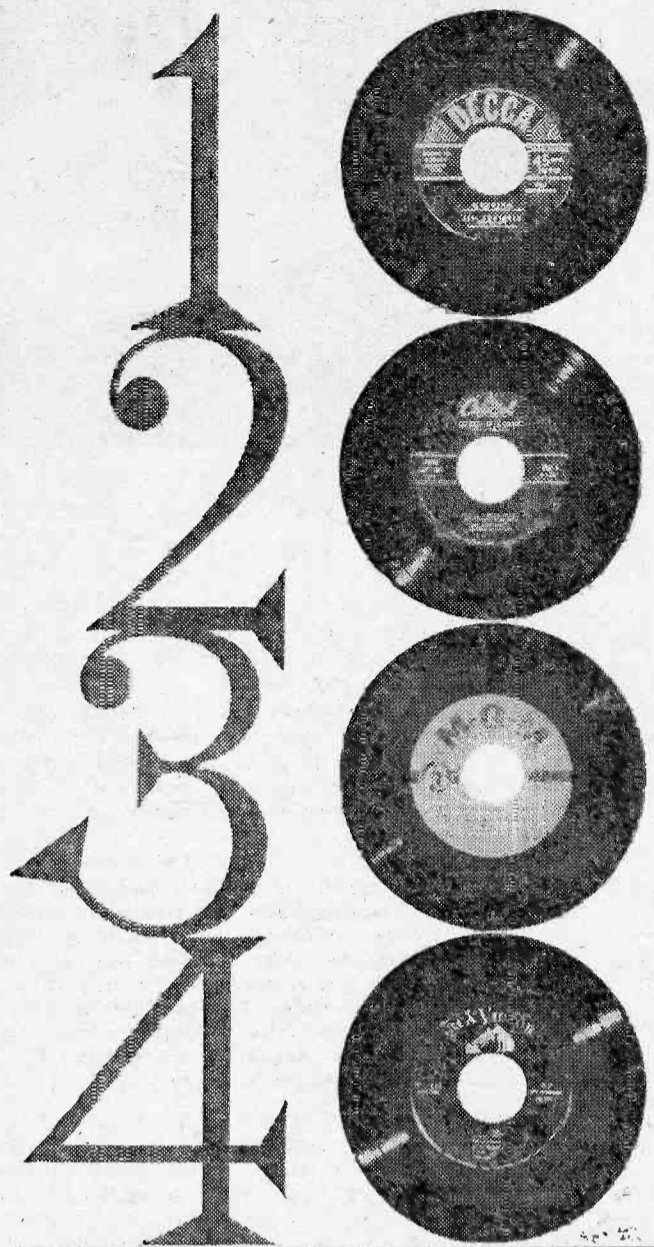
a
United phonograph

a
busy location

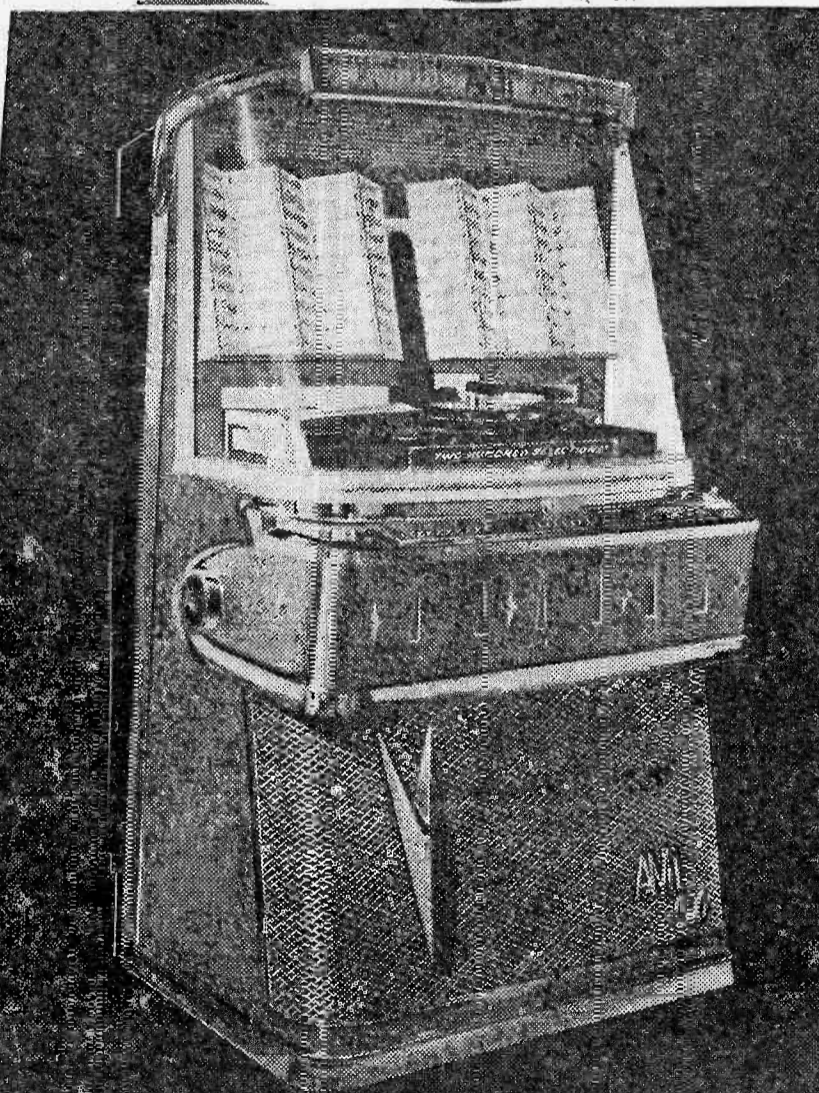
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Tune Talk . . .



The Buyer . . .

Jerry Lowe

Jerry Lowe returned last week from his annual vacation with his family in the mountains near Crestline, Calif., and immediately started buying records for the route that he operates for Trico Music in Los Angeles. Jerry has been with Trico five years and for nearly four years prior to that operated his own company, G. & B. Amusement Company. Now 35 years old, Jerry has spent nine years in the business, roughly one-fourth of his life.

Born in California, he knows well the preferences of the juke box players. Interested in sports, he attends what events he can when the time is available. Outside of his work, he devotes as much time as he can with his wife and three children, the oldest of which is nearly 11 years old and the youngest, a daughter, only 2½, who recently began calling the old man Daddy-O, a term of endearment for which Jerry has not yet discovered the source.

His disk buys last week . . .

Love Is a Funny Little Game, The Vogues (Dot)

"I bought quite a few of these but only after a try-out on some locations, where the tune pulled a lot of coin."

Going to Chicago Blues, Count Basie (Roulette)

"This one was bought for jazz spots only at first. It is now going well in those that like the pop tunes. 'Swingin' the Blues,' one of those jam session recordings, is also doing well."

Tea for Two Cha Cha, Tommy Dorsey (Decca)

"The new cha cha treatment of the oldie is getting money and I have had many requests for forit. On the other side is 'My Baby Just Cares for Me,' another oldie. Fortunately, the requests are for both sides, so this makes this an excellent buy."

Western Movies, The Olympics (Demon)

"This rhythm and blues novelty is doing exceptionally well for he, as it follows the current music trend."

. . .

"Tune Talk" is a special feature for juke box operators. Each week, The Billboard interviews a different operator-record buyer to find out what records he is putting on his route that week, and why. Let us hear what you think about it, won't you.



LEE ROTHMAN (center), program director and a disk jockey on Station WRIT, accepts his 1958 Millie Award for public service from The Billboard correspondent, Benn Ollman. Looking on is Station WISN's promotion manager, Art Barnes, who accepted an award for public service. Scene was the 1958 Milwaukee Music Festival, which was started three years ago by Benn Ollman. It was held at the Taylor Electric Company there August 12. See story in The Billboard, August 18.

German Jukes

• Continued from page 73

meant to be a substitute for the conventional 200-selection American juke box, but as a unit for marginal locations, or stops where not enough space is available for a standard-sized box.

Principal advantages of the Tonmaster are its size and weight. Dimensions are 37 inches high, 25 inches wide and 12.5 inches deep. Weight is 119 pounds.

All 60 selections may be pre-selected, and record-change time varies from three to 18 seconds. Amplifier is 10 watts, and the two built-in loud-speakers are six watts each.

Seek Manufacturer

While Cortell plans to market the machine built by the Weigandt factory in Berlin, he is also looking for an American manufacturer to build the machine here under license. The price of units made here, he explained, would be considerably less than the price of machines imported from Germany.

Another possibility, Cortell said, is to have the mechanism imported from Germany, with American manufacturers making cabinets, speakers, amplifiers and other components.

Cortell explained that the machine, which is designed for wall mounting, will be marketed in Central and South America where location space is generally at a premium.

Some 100 Tonmasters, he added, have already been shipped from Berlin to Caracas, Venezuela.

CMMA-POTTER TV PROMO SAILS INTO 10TH WEEK



GEORGE A. MILLER



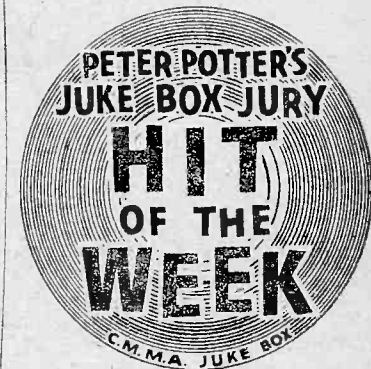
PETER POTTER

HOLLYWOOD — The California Music Merchants' Association's television venture with the "Peter Potter Juke Box Jury" appears to be going ahead full swing as it enters its 10th week on Station KRCA (NBC) here.

CMMA last week mailed out special stickers which operators can affix to their phonographs, plugging the tie-in between the association and the program.

Also emphasizing the tie-in was the appearance recently of CMMA President George Miller, who was a guest Friday night, August 8, on the Potter TV episode, with considerable time being devoted to the juke box industry as a whole.

Both Miller and Potter appear



enthusiastic at this point of the progress made by the show. Potter has indicated he is confident of expansion of the show thruout the West Coast States, with eventual network plans in the not too distant future. It is currently planned that the show will be aired in several large cities thruout the country by fall, tho no definite plans have been released by the pair.

Miller stated the response to his appearance on the Potter show was excellent, not only from the operators but from numerous location owners and civic leaders that phoned him.

He opined the show was now viewed by an estimated 6,000,000 people a week, with the net public relations value to the California juke box industry immeasurable. (Full details of the show and format appeared in the July 14 issue of The Billboard.)

Most Mexican juke box people are agreed that it may be a long time before an operator class such as exists in the United States comes into being south of the Rio Grande.

Before this can happen, two changes must take place. First, juke boxes must be low enough in price so that the operator can afford to buy in quantity. This problem is on the way to being solved with the setting up of Mexican plants and the subsequent elimination of the 100 per cent duty.

The second change will not be accomplished too easily. It requires the presence of a great middle class with enough purchasing power to pay not 1.6 cents for a selection, but the same prices that their neighbors north of the border pay.

This will be many years in coming, but considering Mexico's resources, climate and people, it is inevitable.

Keep Jukes, Vending Separate

• Continued from page 73

more highly organized and trained companies in vending and the lower profit ratios—have caused more than one vending operator to think of going into music.

"If there is the possibility of a long-range trend, I believe that this is it: That companies which now specialize in vending might conceivably add music to the services they offer their customers."

Public Relations

Schreiber went on to point out that in his view any significant mixing of merchandise with music might "greatly complicate" the public relations problems of the vending industry. "In a public relations sense, automatic merchandising is just now coming of age. It still has enormous work to do. This work could be greatly complicated by any real trend to mix merchandise with music."

He told the group that the public relations of the juke box business is at its lowest ebb today, despite the fact that "providing music for the public to play is an honorable and honest business" and that "most of the people in the business are undoubtedly good people."

"The public relations of the juke box business is miserable. So miserable that it is hard to conceive how it might be worse."

Schreiber said that "anyone who read the report of the Kefauver Committee, or more recently some of the transcripts of the McClellan Committee, cannot escape the feeling that some of the people who are in that business are their own worst enemies. It is in this context that we have some cause to view with concern any great mixture of music and merchandise."

Extent of Mixing

He pointed out that to date most of the companies which operate merchandise vending machines do not operate other kinds of coin-operated equipment and that most companies whose principal business is juke boxes do not operate vending machines. He said that "the best available research indicates that some 15 per cent of the nation's juke box operators are also in vending which is about 750

companies." He added that "most of them do the big share of their vended volume in cigarettes."

(Editor's Note: The Billboard's annual Juke Box Operator Polls during the past several years have shown that between 20 and 25 per cent of juke box operators responding operate cigarette machines. Projected for a total of 6,000 full-time juke box operators, this would mean that between 1,200 and 1,500 operate at least some cigarette machines. There are no present figures which indicate the number of cigarette venders operated by juke box firms nor the volume they do.)

Schreiber said that "cigarette vending and music machines are a natural combination because the two types of equipment are so frequently found in the same kind of locations," and that one company offering both could "do a great deal of wheeling and dealing in terms of commissions." But he added that "the combination juke box-cigarette machine operators are small in number and in terms of total cigarette volume." (See editor's note above.)

Mexico Jukes

• Continued from page 73

Early this month, the U. S. Export-Import bank set up its first credits in a foreign currency—equivalent to \$3,282,720—to affiliates of American concerns in Mexico. The program is designed to aid the growth of American investments overseas.

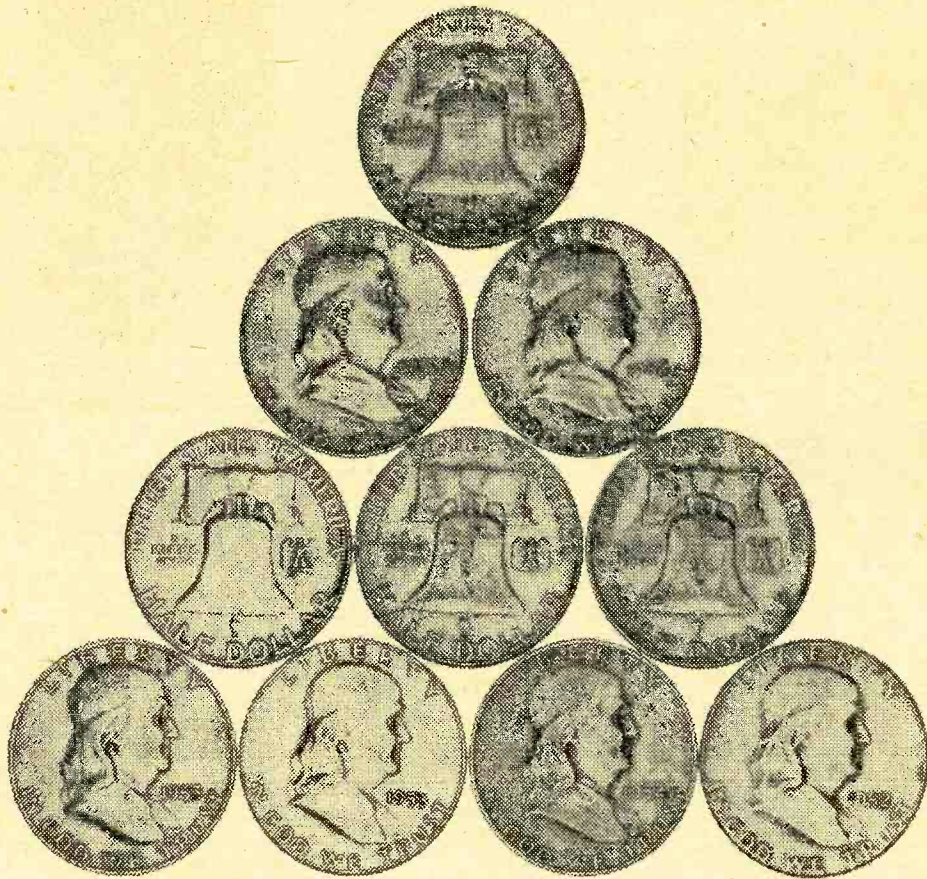
This plan is separate from the one established to provide loans for the purchase of American equipment. It seems tailor-made, tho, for the setting up of Mexican plants turning out the same products as are manufactured in the United States.

10% Loans

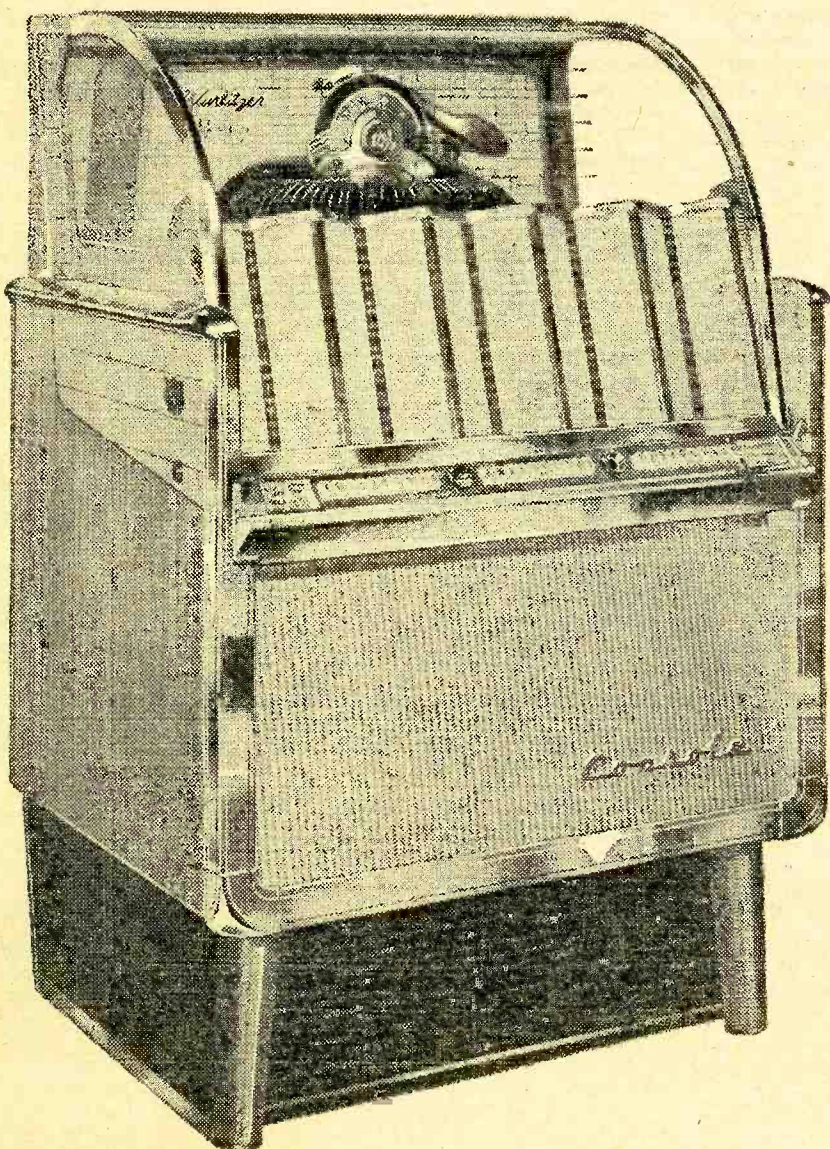
Interest rates, in accordance with standards prevailing in Mexico for similar purposes, were established at 10 per cent. The loans are for six to seven years.

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FOR
EVERY LOCATION



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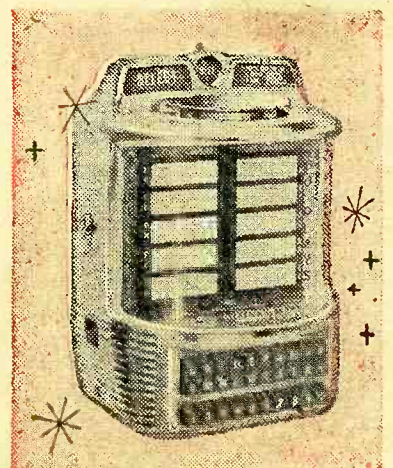


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Game Rentals: Will They Be Major Factor in Business?

Distributors Split on Question; But Many Use System Successfully

By KEN KNAUF

CHICAGO — Will renting replace selling on the game market? Most distributors say "no." They note that distributors have been renting games to operators for many years and see little change in the current rental picture compared to other years.

But some distributors look to renting for the biggest part of their trade in the future, and are currently doing a steady and profitable business under this system.

What brings up the question of game rentals at this time? These are the principal factors:

1. Sales of new games have been way off for many months, forcing some distributors to look to new methods to keep their heads above water.

2. Prices of most new games have been relatively high, forcing many operators to consider renting equipment rather than making heavy investments in new equipment which might or might not turn out profitable.

3. The game export market has been continually steady, providing a distributor outlet for games which have been out on rental. They are able to continue to rent the individual game, or, where it appears more profitable, pick up the game and ship it overseas.

4. The rental system has proved to be especially effective in the in-line pinball field. Because of uncertain pinball legal situations in many areas, some operators have been reluctant to buy these games outright, preferring to rent; if the area suddenly becomes unfavorable toward in-lines they pull the games off the route and return them to their distributor who might then rent them out in some other area.

Make Rentals Welcome

All four of these factors combine to provide a generally more receptive distributor and operator outlook toward renting than existed at other periods.

However, a change in the game market affecting any or all of these

factors could bring a drop in distributor-operator interest in rentals. But it must be pointed out that a number of distributors have run successful rental plans thru the years despite periodic ups and downs of market conditions.

Here in the heart of the coin machine industry, all major game distributors are renting to operators. One large distributor has made rentals the principal part of its business; another is going into rentals in a big way, following a

period of time when rentals seemed a minor importance; others are renting on the same basis as other years, seeing no big future for the system.

A good example of an up-and-coming rental trade is Empire Coin Machine Exchange's system. According to Joe Robbins, sales manager, operators can rent new games for an average \$12.50 per week, used games at \$4 to \$5. Operators usually pay a two-week

(Continued on page 81)

Commissions Stable In Chi; Loans Begin

Few Game Ops Start Offering Spots \$200-\$300; Vets Deplore Practice

This is another in a series of articles on game operator loans and commission rates in cities across the country.

CHICAGO — There is no current move to change the standard 50-50 commission arrangements here in favor of either operator or location, but the practice of making loans to locations is beginning to seep into the Chicago game operator scene.

Veteran operators here, who generally look down their noses at the idea of giving away money to locations, report that "a few greenhorn operators" are beginning location handouts in an effort to hold or capture business.

They report that some locations here can be had for a \$200 cash gift, and that a few operators are handing out from \$200 to \$300 cash bonuses to nail down spots with little guarantee of good service. In some cases the loan takes the form of an advance to the location for coin game licenses, legally the responsibility of the location owner, but often split with the operator.

Experienced operators say that there is really no need to offer loans to locations here, as all but the newest locations understand that the operator is in no position to offer such inducements. They report that nearly all spots are satisfied with the 50-50 split arrangement and don't mention a loan unless the operator brings up the subject.

Spots Insecure

The fact that locations here have been virtually up for grabs since the game operator association has become inactive actually makes most operators here reluctant to go to any length to hold their spots. They figure that since just about anybody can walk in and steal their spot anyway, it would be silly to fatten it up with a cash handout to the owner.

The game situation here differs vastly in this sense from the juke box situation. There are reports that up to 95 per cent of the juke locations put the buzz on the operator for a loan, and that these loans run as high as \$1,600.

Operators point out that once a loan is granted, "you never get off the hook." New requests are made about every six months thereafter. And there are reports of operators carrying spots for as long as three years without being repaid.

Operators here feel that the 50-50 commission arrangement has held up remarkably well. There was a temporary change in commission practices in favor of the operator when the long bowling alley games began placement on locations. Many operators were able to ask and get a 60-40 commission rates on these games. But now, with used long alleys available at half price and under, the commissions are all back to 50-50. The 60-40 headway was nipped in the bud last August. Some operators are now buying 14-foot alleys for as little as \$300, and some later model used alleys for around \$500. Now there appears to be little hope that operators might be able to reinstate a 60-40 arrangement, especially with no active association to encourage it.

Chicago game operator new-game purchases may well have reached a new low, and many find that they can rely on good used shuffles to bring fair money at locations. Distributors feel that it would take a really hot new game to change this pattern.

N. Y. Coin Machine Assn. Fights County Coin Tax

MONTICELLO, N. Y. — The Sullivan County Board of Commissioners met here Thursday night (21) to discuss the possibility of a county-wide tax on coin machines. Appearing to argue against the tax were Tom Greco, president of the New York State Coin Machine Association, Millie McCarthy,

EDITORIAL

Fatality No. 3

Over the past 10 years three fatal accidents—all involving small children—have occurred as a result of improper kiddie ride installations.

Despite the fact that these machines deliver 55,000,000 rides to kiddies per year and that the industry holds a remarkable safety record in this respect, a single such accident is due cause for alarm. It is alarming to both the public and to the industry.

A story on this page details the tragic news of the latest such accident—Fatality No. 3. Details are similar to the other two accidents—thru carelessness or ignorance a ride was equipped with a two-prong plug and improperly grounded.

The Billboard has called this to the attention of the industry before, and does again—with the hope that even one such tragedy may be thus prevented in the future.

Here are the checkpoints for operators and locations to remember:

1. Wall outlet must be grounded.
2. Ride must be grounded by properly-connected three-prong plug.
3. Ride must be grounded completely from metal part to metal part. (A ground wire must connect one metal part to another without a break).
4. Ride must be properly fused. This means no fuse over 10-amps may be safely used.

Giepen Opens Design Firm

CHICAGO—Hubert M. Giepen a man with a long list of experience in all phases of coin machine design and development work, including work on kiddie rides, games, juke boxes and vending machines, has opened his own firm, Giepen Associates, which will serve the coin machine industry in general.

The Giepen firm will specialize in the creative engineering, development of prototypes, pre-production models and the appearance design of any kind of coin-operated equipment.

The Giepen plant at 4009 W. Ozark Avenue at Irving Park Road, Chicago, includes a 5,000-square-foot air-conditioned engineering department, testing equipment, electronic equipment and special facilities.

Giepen has been with Lion Manufacturing Company, Chicago, as research and development engineer but will now work non-exclusively for any firm in the field. He is also interested in overseas research in the coin machine field. Giepen speaks fluent German, French and Spanish as well as English.

Bad Grounding Of Kiddie Ride Brings Death

ROY, Utah—A child was killed here August 13 due to improper grounding of a coin-operated kiddie ride.

Debra Barber, 4, daughter of Mr. and Mrs. Phil C. Barber, Syracuse, Utah, slipped off the back of a bucking horse ride located in front of the American Grocery Store on U.S. Highway 91 here and was electrocuted when, as her bare feet touched the metal base of the ride, she lost balance and grabbed hold of a metal window frame of the store.

Two electricians called in by the store owner, L. E. Dunbar, investigated the ride set-up and found that the socket consisted of a two-prong plug with a long green electric lead. The lead, supposed to be bolted to the ground, had been broken off or damaged inside the plug. The electricians found that when the plug was put in the outlet in one position it measured 2 volts; when reversed it measured 110 volts on metal base, and from metal base to ground. The receiving plug may possibly also have been improperly grounded or non-grounded.

Both electricians agreed that there was "intermittent contact" be-

(Continued on page 81)

Marvel Begins Parts Output, Ups Road Sales

CHICAGO — Marvel Manufacturing Company here has launched steady output of coin machine electrical and mechanical parts including relays, coils, harnesses and step-up switches for all types of equipment.

Ted Rubenstein, Marvel president, reports that he has two sales representatives traveling the nation. They are Clayt Nemeroff, on the Marvel sales staff for over a year, and Ray Jordan, who began sales work seven weeks ago.

Rubenstein said Marvel intends to continue production work on coin-operated kiddie rides which are sold at wholesale to other coin machine firms. Production also continues on the Marvel Lucky Horoscope.

Keeney Bows Counter Game, Scramball

CHICAGO—Scramball, a new counter game for penny, nickel or dime play, was shipped to distributors last week by J. H. Keeney & Company.

Player inserts coin, presses a button to release six balls and shoots simultaneously by manipulating a ball flipper on the side of the game. Balls shoot up along one side, are held captive for a moment, then scramble as they roll along catch rails and drop to bottom score-rack.

Object is to line up individually-colored balls by-the-number in five numbered ball spots on rack. Player can score 2, 3, 4, 5, or 6-in-line by landing balls in consecutive order.

Scramball is 20 inches high, 14 inches wide, 9 inches deep. It has a natural wood finish. List price is \$54.50.



Wherever
You Are . . .

You'll Find
Many of
Your
Needs
in the

CLASSIFIED SECTION
this issue

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of August 11, 1958)

Main table containing categories: MUSIC MACHINES, SHUFFLE GAMES, PINBALL GAMES, and ARCADE EQUIPMENT. Each category lists machine models with columns for High, Low, and Mean Avg. prices.

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CRISIS IN THE CATSKILLS

N. Y. Resort Operators
Wind Up Lean Season

NEW YORK — Operators with resort locations in the Catskill Mountains are winding up what is probably one of the worst summers in recent years. Three major factors have contributed to the fiasco—the weather, the recession and the clampdown on pin games.

Vacation stops, depending heavily on weekend business between Memorial Day and Labor Day, were hit hard by rains which seem to come regularly during June and July weekends. In late August the weather took an unexpected cold turn, thus discouraging New Yorkers from making their weekend excursions.

The extended business recession also took its toll. With unemployment at its highest level in years, and with business profits unusually low, many people curtailed their vacations, and weekend trips were far less frequent.

Pinball Ban

The third factor responsible for decreased collections is the ban on

pinball machines, which went into effect last year. While the ban is the result of State police action and has never been tested in the courts, it is effective.

Pinballs are normally the backbone of the summer operations. An operator would generally place music on a location as a convenience to the tavern owner, but pinball revenues would account for the bulk of the collections.

Locations Dropped

With pinballs down, operators are placing shuffles and long alleys on summer locations, but these games don't yield the profits that pins did. As a result, many locations have been dropped completely, and fewer juke boxes are serenading Catskill Mountain vacationers this year than last.

In addition, the decline in tourist activity has caused several restaurants and luncheonettes to shut down, decreasing still more the number of locations.

Strangely enough, juke boxes are well ahead of 1957 on a per-location basis, but revenues are trailing because fewer locations exist. This increase is probably the result of operators upgrading their equipment. The old 78 r.p.m. machine, which until a couple of years ago dominated the resort belt, is a rarity today. The increased selectivity and the slackening of interest in games have helped juke box play.

Mystery

Nobody has been able to explain why shuffle and long bowling games, which do well in year-round locations, are only fair earners in the mountains. One possibility is that New York City residents, who cannot play pinball machines at home, look forward to playing these devices while on vacation. They aren't nearly as interested in the shuffles, which they play the rest of the year.

One prominent operator with summer locations, Tom Greco, estimates that resort collections are about 40 per cent behind last year. He said that during June and July they ran 50 per cent behind the previous year, while August collections are about 25 per cent behind 1957.

Gottlieb Plant
Hits Mag Cover

CHICAGO—A color view of a section of the D. Gottlieb & Company plant is featured in the August issue of Modern Machine Shop Magazine.

Picture on the cover of the magazine shows three Verson OBI presses installed at the Gottlieb factory. The presses, used for punching, blanking, forming and bending component parts of five-ball pin games, have a capacity of 90 tons each, and an operating speed of 45 r.p.m.

According to Alvin Gottlieb, the Gottlieb firm anticipates installing even more complicated and larger production equipment in years to come. He said that present equipment is far advanced from that used just a few years ago.

Magnus Chord Organ
Produced by Williams

CHICAGO — Williams Manufacturing Company here is producing the Magnus Chord Organ, miniature musical machine, for the Magnus Organ Corporation, Livingston, N. J.

The organ, listing at \$129.50 will be sold in department stores throughout the world. It measures 26½ x 10½ x 9¾ inches. It is available with separate amplifier and set-up table.

COINMEN YOU KNOW

New York

Morris Rood at Runyon Sales reports that Barney Sugarman is lining up applicants for the AMI service school to be held at Grand Rapids, Mich., next month. Some 15 operators or servicemen at a time can attend. The factory pays for hotel room and meals, while the servicemen are responsible for transportation to and from Grand Rapids.

Recent visitors to 10th Avenue were Tom Gobel, Beacon, N. Y., and Dick Wenzel, Kingston, N. Y. . . . Claire Morano of the Associated Amusement Machine Operators of New York, and her husband, George Morano, are vacationing at the Virgin Isle Hotel, St. Thomas, V. I. They are scheduled to return this week.

Ermey Levine, who formerly operated Keystone Music here, left for San Diego, Calif., where he plans to operate music. . . . Nate Feinstein, Atlas Vending, Chicago, was a recent visitor here.

Mrs. Al Tripo, the former Delores Brown, returns to her office duties at the Music Operators of New York after a Cape Cod honeymoon. . . . Meyer Parkoff, Atlantic-New York, took a trip up-State with his younger son, Jerry, to look over various colleges. Jerry is in his senior year in high school, while Meyer's other son, Steve, is a student at Massachusetts Institute of Technology.

Harold Saunders, Atlantic-New York salesman, is vacationing in New England. . . . Sy Lynch, Dallas operator, was a recent visitor here.

Rose Wolberg, wife of Lou Wolberg, Runyon Sales, will celebrate her birthday Saturday (23) with a party at Loch Sheldrake in the Catskills. Barney Ross, former middle and welterweight boxing champion and long a friend of the family will attend.

Joe Shutkofsky, D&J Automatic, is home recuperating from a heart attack. . . . Ray Knoss, Arrow Music, is vacationing at Sparrow Brook, N. Y.

Denver

By BOB LATIMER

A factor which has contributed heavily to slowed down phonograph volume in Denver's suburbs has been the almost continuous street excavation work, which has been going on thruout the city in a \$68,000,000 street improvement program. A lot of active phonograph spots are barely breaking even due to the fact that barricades and "Street Closed" signs (Continued on page 82)

CHILDREN'S RIDES!

SPECIAL
THIS WEEK

1c MILLS TAB GUM VENDORS
Complete, \$5.00 ea. Not shipped.
F.O.B. Chicago.

Table listing amusement rides and prices: Super Jet \$250.00, Circus Jet 100.00, See-Saw 125.00, Space Ship Rides 150.00, Auto Rides 200.00, Metal Typar (Standard) 225.00, Williams Crane 125.00, Big Bronco Write, Pony Boy Write, Sportland (moving target) 100.00, Gallery, excellent condition. 100.00. Terms: F.O.B. Chicago. 25% Deposit. Balance C.O.D. or Sight Draft.

NEW RIDES

Table listing new rides: Twin Animal Ride Write, Fire Engine Ride Write, Train Ride Write. Write for complete price list.

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ATLAS SLASHES PRICES!

MUSIC

SEEBURG

Table listing Seeburg music models and prices: 100J \$675, 1006 550, 100C 445, 100A Converted to 45 RPM. 245, 100B 375, VI (Converted) 645. Reconditioned—Refinished.

45 R.P.M. CONVERSION
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Also 45 R.P.M. Conversions for All Machines.



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ACTIVE

AMUSEMENT MACHINES CO.

666 N. Broad St., Phila. 30, Pa. - POrtlar 4-4498. Write wire for price.

Game Rentals a Major Factor?

Continued from page 78

rental in advance with weekly payments thereafter. The minimum rental period is 10 weeks.

Minority Rent
A minority of Empire's game customers rent, the majority buy-

ing. Robbins recommends renting to operators who aren't getting top grosses on locations and to those who can't make major investment in equipment. Empire rents throughout its sales territory, including Illinois, Indiana, Michigan, as well as Chicago.

Robbins says that most operators and distributors don't understand the rental idea, and thus don't rent. But, he says, "rentals will definitely get bigger and bigger because of the price of equipment. In most cases prices are too high for operators to buy. And it's almost impossible for manufacturers to make a good electrical game to sell at under \$600 to \$700 today unless it's a terrific piece. It's a real project for an operator to buy a new game today."

Most distributors who get deep into the rental business will eventually remove themselves from operating routes of their own, Robbins believes.

Robbins sees the rental idea as "not a complete solution" for all distributors, but as "a partial solution to many, a complete solution to some." He sees it as an especially effective means of meeting the up and down conditions inherent in the game business. While Empire's sales have dropped off over the past months, rentals, begun three to four months ago, have climbed.

Predicts Rise

Summing up, Robbins states: "Within a year's time, many more distributors will be renting. Those who don't may be in danger of losing a territory where another distributor does rent."

In contrast to Robbins' views, Don Moloney, Donan Distributing Company president, while agreeing that rentals are picking up, doesn't think it will last. "A boom created by a successful new game would knock out rentals," he says. "High prices and the recession have found a lot of people in rentals who wouldn't normally be in it. A hot new game could change the picture. Rentals are a temporary stop-gap for a lack of sales activity."

"Most every distributor has rented in some way on at least a limited scale—now some are doing it to a greater extent. Even some critics of renting are now doing it."

Moloney said the subject of renting is bringing greater discussion at this time because "some larger distributors are pushing it." Moloney believes that there will be no sudden increase in renting outside of these few distributors.

Six-Year History

Joe Kline, First Coin Machine Exchange, said his firm has been renting for six or seven years and always found it a good thing. He thinks it has a good future in the business. Most of First's rentals are concentrated in the Chicago area, and a minority of its operator customers use the system.

Herb Perkins, Purveyor Distributing Company, reports rentals picking up, and "good for all concerned." Most of the rentals, says Perkins, are made on in-line pin games, with few shuffle games on a rental basis. The export market, says Perkins, furnishes an excellent outlet for used equipment which has been on rental. He thinks rentals will continue good whether or not a hot new game is introduced.

One leading Chicago operator called distributor rentals "a Frankenstein that will eat up distributors." He said the \$12 to \$15 weekly rental fee on a new game doesn't leave the operator with the kind of profit he would realize if he purchased the game. He said "very few operators here are renting" for this reason. An operator, he said, cannot come out ahead renting amusement games, but he can do very well renting

Williams Ships Mirror-Glass Casino 5-Ball

CHICAGO — Casino, a new Williams Manufacturing Company single-player five-ball pin game featuring a mirrored backglass, was shipped to distributors last week.

Playing-card symbols light up on a "Mystery Mirror" centered on backglass scoreboard as player puts out lighted cards on playfield by hitting roll-overs and ball bumpers.

As each card is put out on playfield, it is immediately reflected on the backglass mirror. Player can win three ways:

Five cards are put out on playfield by making five individual roll-overs at top. If all five are made, two roll-over lanes at bottom light up alternately for replays.

If player puts out four deuces by making deuce-marked roll-overs, then a roll-over lane at mid-top playfield lights up for special scores.

If player makes a royal flush by lighting up appropriate cards on mirror, then a center hole lights up for special scores.

The game has high score and match play. Twin coin chutes are available.

Robert Stein, Vet Op, Dies

PHILADELPHIA — Robert Stein, 63, who operated amusement machines here for 30 years, died August 18 in Episcopal Hospital.

Stein was a past treasurer of the Amusement Machine Association of Philadelphia.

He served in the U. S. Cavalry in the Philippines in 1911 and 1912, and belonged to the Pennsylvania Reserve Defense Corps during World War II. He was a Mason.

Stein is survived by his wife, a son, and two daughters; three brothers and four sisters. Burial was in Roosevelt Cemetery.

Lists GONY Members

NEW YORK—More than 40 operating firms have now joined the Game Operators of New York, according to Al Ferber, GONY president. Ferber said the group has launched a membership drive and will hold its first general meeting this fall.

Bad Grounding

Continued from page 78

tween the green grounding conductor and the live prong of the cord cap.

Apparently the ride had not been recently checked for proper grounding.

The ride was operated by Cragun Music Company, Ogden, owned by Norman W. Cragun.

in-line pinballs for spots outside the city. Distributors, however, are better off renting than operating, he said.

Spot reports from other areas of the nation indicate that the rental picture varies from area to area. In some areas all or the majority of distributors rent. But in most areas renting operators are in the minority. In a few areas nearly all operators rent to some extent. In many cases rentals begin on in-line pin games and then spread to other types of games. A big item in favor of rentals from the operator standpoint, is that in some cases operators are able to deduct rental charges for tax purposes.

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Write for quantity prices.

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Vendo Model 59, 210 cap. cups & bars	\$145.00
Hebel Model 3100, 3 sel.	350.00
Hebel Model 2300, 5 sel.	450.00
Artic-Revco-Craig, 1 sel.	125.00
Revco, 2 col., new	250.00

4 Mr. ROBOT CUP MILK VENDORS
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Lehigh 12 col.	135.00
National 9 col.	110.00
National 11 col.	125.00
National 11 col.	145.00
Eastern Elec. 8 col.	85.00
Eastern Elec. 10 col.	95.00
Eastern Elec. 12 col.	125.00
Keeney 9 col.	110.00
Mercury 9 col.	135.00

SPECIAL—2 Ringerballs 2 Miami Shuffles
All four completely shipped, \$179.50.

VALLEY & FISCHER 6 Pocket POOLS
now available in 74" and 84", with or without slate tops.
WRITE FOR SPECIAL PRICES.

COUNTER GAMES

Adv. Shockers	\$19.50
ABT Challengers	25.00
Gott 3-Way Grippers	25.00
Merc. Grippers	25.00
Kickers & Catchers, new	52.50
Kickers & Catchers	20.00
Peek Show	25.00
Pop Up	18.00
3 of a Kind	20.00

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SCRAMBALL

Unique New Counter Game

Get New Locations—1c-5c-10c Play

\$54.50

WANTED

Rocket Shuffles, Baseballs, Shuffle Alleys and late Phonos.
Will supply crates.

SHUFFLEBOARD SUPPLIES

12 Cans Shuffleboard Wax	\$ 4.50	Shuffleboard Sheets (1,000)	\$ 7.50
1 Set 8 (Precision) Pucks	15.00	Shuffleboard Lights, Pair	27.50

POOLS

6 Pocket Pools	\$150
Jumbo Pools	95
Bumper Pools	75
Flicker Pool	125
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WAREHOUSE CLEARANCE

Rock-Ola 18-Ft. Shuffleboard	\$ 99.00	Wall-Type Scoreboard	\$59.50
Rock-Ola 22-Ft. Shuffleboard	129.00	Keeney 4-Way Bowler for Shuffleboards	79.50 (plus crating)
American 12-Ft. Bankboards	150.00		
American 9-Ft. Bankboards	185.00		

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Westchester Ops Sign Pact With Local 1690

WHITE PLAINS, N. Y.—The Westchester Operators Guild, an association which represents nearly all the juke boxes in this suburban New York area, has signed a collective bargaining contract with Local 1690, Retail Clerks International Association, AFL-CIO.

Local 1690, which for many years has a collective bargaining agreement with the Music Operators of New York, is expanding beyond the city limits for the first time.

The contract recognizes Local 1690 as the employee representative. The union is now soliciting memberships from servicemen working in the area. To date, several operating firms have signed up with the union.

\$5 Dues

According to terms of the agreement, each employee is assessed \$5 a month, with about half of the dues money going into a welfare and hospitalization fund.

COINMEN YOU KNOW

Continued from page 80

have practically put them out of the picture.

Allen Lauer, who has been an operator for the past several years, will soon join the staff of Deines Music Company in Boulder. . . . In the grip of a heat wave which sent temperatures close to the 100 degree mark in Denver, members of the Colorado Music Merchants, Inc., requested association president Jack Arnold to find an air-conditioned location for the August meeting in Greeley.

Allan Lauer, Northern Colorado phonograph operator, has announced the sale of his routes to Bob Connell, formerly a chief mechanic with Deines Music Company in Boulder. Connell plans to expand with the addition of many more amusement machines. . . . Bert Orr, Laramie Music Company head, sold his routes to Frank Rocchio, who formerly ran a string of phonograph and amusement machines in Eastern States.

Ben DeGarmo, music operator in Sterling, welcomed a boy on July 24. The child was the third boy of four children. . . . Fred Calcotte, games operator in Idaho Springs, was severely burned last month when the outboard motor he was starting on a Denver lake spilled burning gasoline over both arms. Calcotte was rushed to a local hospital, where the burns were pronounced second-degree.

The R. S. Jones Company, Seeburg distributors in the Denver area, has installed nine of its new cigarette vendors at the Mile High Kennel Club, whose greyhound racing track is north of Denver. Here, where as many as 20,000 people are attracted in a single evening, the nine machines are being operated on a pilot plant basis to familiarize Denver operators with the new machines on location.

Paul Miller formerly considered himself a "seven-month operator" inasmuch as his principal juke box and amusement machine territory included a number of skiing communities scattered around the area. During seven months of the year, with Aspen rated one of the world's finest skiing centers, Miller

(Continued on page 83)

N. Y. State Ops Hold Meeting

KINGSTON, N. Y.—The New York State Operators Guild held its regular meeting at the Governor Clinton Hotel here Wednesday (20). Guests were Murray Kaye and Gordon Howard of the Atlantic-New York Corporation, and Bob Catlin of Bilotta Distributing Company's Albany office.

Operators attending were Jack Wilson and Les Smith, both of Newburgh; Harold Pincus, Harold Seidel, Steve Necos and Collins Troy, all of Kingston; Mrs. Gertrude Browne, Mac Douglass, Tom Gobel and Jon Mucitelli, all of Beacon; Tom Greco, Glasco; Mike Mulqueen, Walden; Pie Haley, Middletown; Joe Reich, Tannersville, and Lou Werner, counsel.

Barney Schlang, president of Local 1690, said that Westchester union members are not now being assessed on a per-machine service basis. He explained that straight monthly dues alone are often the practice when a union launches an organizational drive.

Schlang added that any per-machine assessment is solely a matter between the union and its dues-paying members.

Other Unions

While Local 1690 was endorsed by the WOG membership by a 15-2 vote, two other unions, both members of the International Brotherhood of Teamsters, have some membership in the county.

According to reliable sources, some members in the southern part of the county have joined Local 266, while some in the northern part have signed with Local 445.

Local 266 has a collective bargaining agreement with the Associated Amusement Machine Operators of New York. Local 445 has a similar agreement with the New York Operators Guild, an organization of Hudson Valley operators.

Council Ruling

It was reported that the Joint Teamsters Council 16, which governs Teamster locals in the New York metropolitan area, had ruled that Local 266 has jurisdiction in Westchester County.

Local 445 does not operate in New York City, while Local 266 and Local 1690 are rival unions in Manhattan.

RECONDITIONED GAMES

AT LOW PRICES

Auto Race	\$160.00
Classy Bowler	145.00
Derby Day	130.00
Diamond Lill	70.00
Easy Aces	120.00
Four Belles	80.00
Gypsy Queen	85.00
Mystic Marvel	75.00
Pin Wheel	40.00
Royal Flush	200.00
Shindig	40.00
Twin Bill	90.00
World Champ	175.00
Register (4 player)	200.00
Scoreboard (4 player)	125.00
Sea Belles (2 player)	175.00
Tournament (2 player)	125.00

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BALLY GOLF CHAMP

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- They STAND IN LINE for this one!

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Every Make—Every Model

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Will ship prepaid cartons

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ABC Super Deluxe Bowler	Skill-Roll Space Gunner	Bally Bike Model T Champion Trolley
All-Star Deluxe Bowler	Super Bowler Target Roll	
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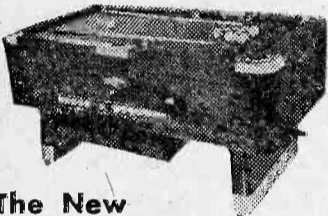
\$345.00

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- Seeburg 'C' HIDEAWAY.....\$325
- United MIDGET ALLEYS..... 295
- Genco CHAMPIONSHIP BASEBALL..... 145
- Genco HI FLY BASEBALL..... 195
- Chi Coin STEAM SHOVEL..... 125
- Mufoscope K.O. CHAMP..... 195
- Bally BULL'S-EYE GUN..... 250
- Shipman CANDY VENDORS (6 col.)..... 125
- National 9 Col. CIG VENDOR (30c)..... 95
- Select-o-Vend MINIATURE BAR and STAND..... 35

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- Separate, Fast, No-Stoop Cue Ball Return.
- Exclusive Easy-Count Scorer.
- Exclusive Plexiglas Viewer—Accurate Record of Balls Played—Speeds Play.
- Cheat-Proof, Burglar-Proof. Composition or Slate Beds. Double Dime or 25¢ Chute.

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ORDER TODAY!

Reconditioned 5-BALLS

- 2-PI. SUPER CIRCUS.....\$340
- 4-PI. REGISTER..... 210
- CRISS CROSS..... 275
- STRAIGHT FLUSH..... 255
- SILVER..... 250
- ROYAL FLUSH..... 210
- ACE HIGH..... 185
- RAINBOW..... 165
- CLASSY BOWLER..... 150

All Equipment—Reconditioned and New—for Immediate Delivery!

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BUckingham 1-8211

'INDUSTRY NEEDS NOVELTY'

Distributor Jack Rosenfeld Gives View on Game Trade

ST. LOUIS—One of the great needs in the coin machine industry today is a new type of game, Jack Rosenfeld, owner of J. Rosenfeld Company here, said.

Rosenfeld, a local distributor and operator of music and game machines, said that years ago many companies in the industry had the word "novelty" in their names. "Basically," he declared, "it is the novelty of new equipment that attracts the public whom we depend on to play the machines."

Explaining that his sales are about equally divided between music and amusement game machines, he said there have been no "new and different" machines out for a long time. Along with that, he continued, is a very important aspect that the cost of "so called" new pieces to operators has to be in line or realistic with collections.

"I am always reminded of when I bought a car," Rosenfeld said. "The salesman said it would go 140 miles an hour. What do I need with a car that fast when I cannot go 20 miles an hour in certain places? The same thing goes for new equipment—you cannot increase the price too much or people will not play."

Location Limits

"We found out as operators—this is not 100 per cent accurate but it is pretty true—that in each and every location there is so much amusement money and it will not go over and beyond regardless of what you put in. What the operator wants is equipment which will get the maximum. Where can you get money if the location is good for only so much?"

Rosenfeld said that there has been no "novel and different" machine out since the bowling alleys hit the market, and could suggest no possible new types.

As to sales of games, he asserted they were closely allied to collections. Operators buy when collections are good or when something new comes out, he declared.

Speaking of music, Rosenfeld said that sales of machines in June and July dropped 15 to 30 per cent, but since August started

there has been a marked increase. An upturn in collections, he explained, will not be realized until the latter part of September and October. The general slump in St. Louis, he predicted, will go on as long as hot weather continues here.

Air Conditioning Important

Rosenfeld said his company made a survey recently on the number of locations which were air conditioned. It was discovered, he related, that those whose air-conditioning units went on the blink failed to have them fixed. These locations were the places where sales really dropped, he said.

A veteran coinman, the distributor-operator said he could think of nothing to stimulate business. "All we can do," he asserted, "is to keep the equipment in good operative condition. Machines must be clean always and refurbished to look like new. Dirty equipment is equipment that doesn't operate right, and it just is not going to earn money."

The year as a whole has been no worse than the last few years according to comparative figures, Rosenfeld stated. Costs, however, are continually going up—a thing that "has us all worked up," he said.

Another aspect of the business, the service department, has not been affected very much as a result of the summer slump, Rosenfeld said. In fact, he added, there has been no influx of new equipment and the older machines are subject to repair. The Rosenfeld Company has a large service department with seven mechanics on duty, operating a complete shop.

More than half of Rosenfeld's life has been spent in the coin machine industry. The 46-year-old distributor and operator started in the business during the depression. He purchased some pinball machines when they first came out in 1930, when he was 18. He later went into the music end of the business, then jobbing and distributing. Rosenfeld is married and is the father of two boys—8 and 9 years old.

COINMEN YOU KNOW

• Continued from page 82

was kept busy. When the summer arrived, and the snows disappeared, he took a long vacation.

Three years ago, however, things began to change. Fishermen and hunters found that this section of Colorado was ideal for both hunting and fishing. Motels and lodges in the area which had formerly closed down for the winter were staying open all year. Then the Aspen Music Festival was developed. A tremendous success, the festival crowded the city beyond even the largest winter skiing crowds, and Miller found his juke boxes and amusement machines ringing a profitable tune the year around.

Memphis

By ELTON WHISENHUNT

Drew Canale helped his candidate, Sessions Judge Robert Hoffmann, to win his election as chancellor in a higher court. Canale, owner of Canale Amusement Company, was his campaign manager. Judge Hoffmann held a victory celebration last week at the Army-Navy Club. Drew and his wife were present. Also seen were the Parker Hendersons and the Charles McDowells. Henderson is gen-

eral manager of Southern Amusement Company and McDowell is route manager.

Bill Forsyth, owner of Forsyth Amusement Company in the county, reports his business has picked up some. Last month he said it was one of the worst summer months he had ever faced, with collections off 25 per cent compared to last year.

Johnny Novarese, partner in Poplar Tunes Music Service, reports likewise. He says business is picking up, but will not get real good until September. . . . George Sammons, president of Sammons-Pennington Company, reports business conditions are picking up in the rural territories he travels in the Mid-South. . . . Jack Canipe, former vice-president in the Wurdlitzer distributorship, likes his new service job with Southern Amusement Company.

Miami

By PAUL DANIEL

Bob Massey, of Automatic Equipment, visiting the Carolinas for business and pleasure, accompanied by his wife, Arlene, and

(Continued on page 85)

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

- MIAMI BEACH.....\$110.00
- VARIETY.....\$70.00
- BIG TIME..... 100.00
- GAYETY..... 60.00
- GAY TIME..... 90.00
- SURF CLUB..... 50.00

Immediate Delivery. ½ Deposit.

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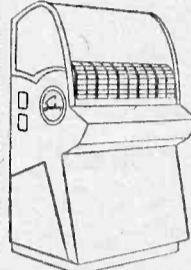
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The NO DRUM—NO TURN

PROGRAM HOLDER

for V-200 and VL-200



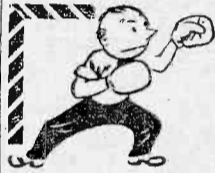
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- Factory-Type Curved-Contour Provides Full Visibility of Mechanism Easily, Quickly Installed.

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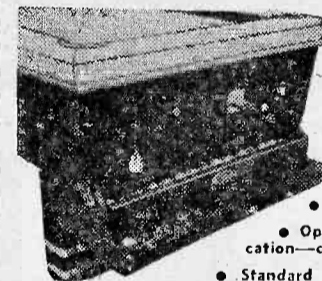
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BINGO GAMES

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| MISS AMERICA.....\$495 | BROADWAY.....\$155 |
| SUN VALLEY..... 525 | MIAMI BEACH..... 110 |
| SHOWTIME..... 375 | BRAZIL..... 145 |
| KEY WEST..... 295 | SOUTH SEAS..... 145 |
| BIG SHOW..... 245 | MONACO..... 145 |
| DOUBLE HEADER..... 195 | STARBUCK..... 125 |
| PARADE..... 195 | STARLET..... 95 |
| NITE CLUB..... 175 | |



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◀ New "VISIBALL" Feature

- Balls played are visible at FRONT of table!
- Open ball tray: balls can be turned for identification—can't be removed for replay!
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Gottlieb Single Player 5-BALLS

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| ROCKET SHIP.....\$275 | ACE HIGH.....\$185 |
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| SILVER..... 235 | CLASSY BOWLER..... 155 |
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| 4-PI. FALSTAFF.....\$395 | 2-PI. CONTINENTAL CAFE.....\$275 |
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| 4-PI. REGISTER..... 255 | 2-PI. SEA BELLES..... 210 |
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| 4-PI. SUPER JUMBO..... 225 | 2-PI. TOREADOR..... 195 |
| 2-PI. BRITISH STAR..... 375 | 2-PI. GLADIATOR..... 175 |
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Chicoin ROCKET SHUFFLES
Chicoin BATTER UP
Williams SHORTSTOPS
ALL LIKE NEW—
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NEW!

Bally GOLF CHAMP
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Games' DOUBLE SHOT
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Fischer 6-POCKET POOL

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- BALLY BIKE. THE CHAMPION, MODEL T and TOONERVILLE TROLLEY SPEED QUEEN
- ROCK-OLA PHONOS—50-120-200 SELECTION
- GENCO FLYING ACES

★ ★ SPECIAL ★ ★

1438 Rock-Ola 120 Sel.	\$325.00
1442 Rock-Ola 50 Sel.	395.00
1446 Rock-Ola 120 Sel.	445.00
All Star Deluxe Bowler	Write
Like New A.B.C. Bally Bowling Lanes, 11 ft. or 14 ft.	425.00
Like New Strike Bally Bowling Lanes, 14 ft.	645.00
Skill Rolls, new	245.00
used	195.00
Seeburg Chrome Wall Boxes	45.00

All machines have been checked, cleaned and ready for location.

5 BALLS

Balls-a-Poppin'	\$195.00
Genco Showboat	275.00
Genco Fun Fair (like new)	295.00
Bally Circus, new 2 player	295.00
Chi Coin Blondie	95.00
Wms. Wonderland	95.00
Gott. Stage Coach	130.00

BINGO GAMES

Miss America	\$450.00
Beauty	55.00
Gayety	75.00
Hi Fi	50.00
Palm Springs	50.00
Ice Frolics	50.00
Dude Ranch	45.00
United Pixie	75.00
United Tropics	45.00
United Stardust	95.00

ARCADE

Bally Bull's Eye Kiddie Gun	\$225.00
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Genco Motorama	395.00

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COIN CALENDAR

Association Meetings scheduled. Check for changes.

August 25—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

August 26—Western Massachusetts Music Guild, semi-monthly meeting, West Springfield, Mass.

August 26—Western Vending Machines Operators' Association, monthly meeting, Unique Restaurant, Los Angeles. Dinner, 7 p.m.; meeting 8 p.m.

September 2—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

September 3—Music Operators' Association of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

September 3—Summit County Music Operators' Association, monthly meeting, Akron, O.

September 4—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland.

September 4—California Music Merchants' Association, Sacramento Division, monthly meeting, association headquarters, Sacramento.

September 4—Eastern Ohio Phonograph Operators' Association, monthly meeting, 4104 Rush Boulevard, Youngstown.

September 8—Tri-County Juke Box Operators' Association, monthly meeting, office of Elum Music Company, Massillon, Ohio.

September 9—Western Massachusetts Music Guild, semi-monthly meeting, Chalet Restaurant, Springfield.

September 9—California Music Merchants' Association, Fresno division, Fresno Hotel, Fresno.

September 9—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati.

September 10—California Music Merchants' Association, monthly meeting, Bakersfield Inn, Bakersfield.

September 11—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

September 15—Westchester Operators Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

September 17—Automatic Equipment & Owners' Association of Indiana, monthly meeting, 550 Broadway, Gary, Ind.

September 17—New York State Operators' Guild, monthly meeting, Nelson House, Poughkeepsie.

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\$699.50

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Speed Read

Program Holder

Rock-Ola 1448 . . \$475.00

AMI G200 499.00

Wurlitzer 1700 . . 369.50

Wurlitzer 1800 . . 425.00

AMI E-120 295.00

Rock-Ola 1438 . . 295.00

Eastern Cigarette Vendor
\$249.50

Mark II 22 Columns

Shaffer Reconditioned
Shaffer Guaranteed
Write for Illustrated Catalog

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2 Player

GONDOLIER

Full Playfield Action Attracts More Players, More Profit!

- 3 bulls-eye targets score 10 and 100 times indicated value of Mystery Circle
- Fascinating Mystery Circle controls scoring value of bulls-eye targets and 2 super-score holes
- 7 rollovers spin lites in Mystery Circle—score 50 points when lit
- On-off rollovers lite 4 pop bumpers
- Double number match feature
- 3 or 5 ball play
- Cross-board cyclonic kickers

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Amusement Pinballs
as American as Baseball and Hot Dogs!

ALL GOTTIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

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In operating condition. All parts complete.

WHIRLING SPECIALS

Carousels that please that age-old fancy of all youngsters.
 Lane Merry-Go-Round \$250.00
 Deco Merry-Go-Round 100.00
 Texas Kiddie Ride 200.00
 Merry-Go-Round 125.00
 (no canopy)

Available L.A. Chgo.	Type of Ride	Price
x	Miss America Boat	\$225.00
x	Gym Cycle	100.00
x	Bally Space Ship	150.00
x	Flying Saucer	150.00
x	Atomic Jet	100.00
x	Austin Auto	225.00
x	Big Bronco Pony	350.00
x	Champion Pony	390.00
x	Capitol Pony	300.00
x	Hopalong Pony	195.00
x	Space Ranger	225.00
x	Exhibit Western Gun	50.00
x	Harvard Metal Typer	175.00

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COINMEN YOU KNOW

Continued from page 83

Rickie Lynn, his daughter. Susan Norman, daughter of Bob Norman, Southern Music, is their guest. . . . Lucky Skulnick and family vacationing at Lakeside Inn in Henderson, N. C. . . . David Roth, of Continental Vending, visiting the area combining business and vacation.

Cigarette Machine Association holding its first summer meeting with Willie Blatt presiding. . . . The Bert Lanes returning after an extended stay in New York. . . . Myles Griffen is now in charge of Southern Export. . . . Eli Ross visiting his dad in Minneapolis. . . . Gene Lane minding the Ross interest. . . . Ben Rogers returned to Tampa after a business trip here. . . . Fred House is recovering after a recent illness.

"FIRST" AID for TIRED ROUTES—FIRST-Class Equipment from FIRST!

5-BALLS

FLAGSHIP	\$275
CONTINENTAL CAFE	265
2-PI. SEA BELLES	245
ROYAL FLUSH	225
SCOREBOARD, 4 PI.	175
GLADIATOR	165
WISHING WELL	165
HARBOR LITE	135
FRONTIERSMAN	125
MYSTIC MARVEL	115
DRAGONETTE	110
GOLD STAR	110
LOVELY LUCY	105
RACE THE CLOCK	165
CIRCUS	335
BALLS-A-POPPIN'	210

GUNS	BINGOS
Genco CIRCUS GUN \$350	SUN VALLEY \$525
Exh. JUNGLE HUNT 295	SHOW TIME 375
Genco STATE FAIR 240	NITE CLUB 175
Genco DAVY CROCKETT 225	MIAMI BEACH 95
Genco SKY ROCKET 195	GAYETY 65
Keeney RANGER 195	PARADE 205
Un. CARNIVAL GUN 160	BIG TIME 95
Wms. JET FIGHTER 150	BEACH BEAUTY 115
Keeney SPORTSMAN 145	
Genco RIFLE GALLERY 145	

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 Chicago Coin's New SENSATION—
CROQUET POOL TABLE
 Only a Few Left!
 Genco GYPSY GRANDMAS BRAND NEW
 Write for Special Price!

NEW GAMES
 Chicoin 2-PI. ROCKET SHUFFLE
 Chicoin BATTER-UP
 Bally 14' LUCKY ALLEY
 Bally U.S.A.
 Bally GOLF CHAMP
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PROFIT LEADERS of The YEAR



chicago coin's 2-PLAYER Rocket Shuffle

- ▶ CAPTIVE BALL ACTION GIVES PLAYER EVERY THRILL OF SATELLITES TRAVELING THROUGH SPACE! ALL BALL LAUNCH FEATURE!
- ▶ NEW METHOD OF SCORING WITH CAPTIVE BALLS . . . 3 in Row—4 in Row—5 in Row—4 Corners DIAGONALS SCORE DOUBLE!
- ▶ PLAYER DETERMINES WHEN AND IF HE WANTS TO ACCEPT IN LINE BONUS SCORE OR CONTINUE TO PLAY FOR A HIGHER BONUS SCORE!
- ▶ ADJUSTABLE TO 5 AND 10 SHOTS PER GAME . . . STRAIGHT 10c PLAY.
- ▶ AVAILABLE IN REPLAY OR REGULAR MODELS . . . REPLAYS AWARDED FOR HIGH SCORE!
- ▶ UNUSUAL AND NEW 3 DIMENSION MIRROR EFFECT . . . GAME IS ONLY 7'7" YET GIVES THE APPEARANCE OF A GAME 11'11".

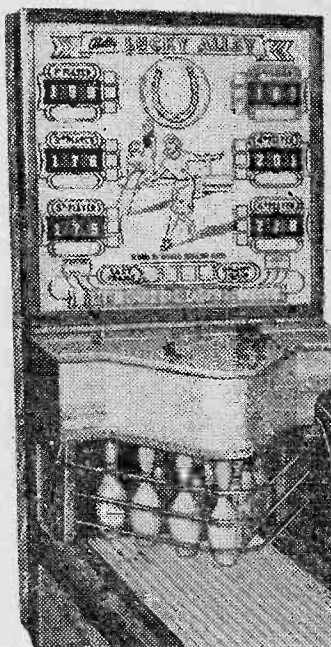
See **chicago coin's** great Skill Game
"CROQUET"
 Plays Like Bumper Pool! Scores Like Croquet!
 See it at your distributor!

Chicago Dynamic Industries, Inc.
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ANOTHER **chicago coin** PRODUCT

Get lucky with sensational new

Bally LUCKY ALLEY



Compare cash-box collections from Bally's new LUCKY ALLEY ball-bowler with what you've been getting from standard bowlers, and you know that a new era in bowling profits is here.

WITH NEW
LUCKY STRIKE
FEATURE

Biggest thrill in bowling!
Biggest money-maker in years!

3 Popular Sizes
11 ft., 14 ft., 18 ft.

2 Coin Styles
DIME-A-GAME
or
2-FOR-QUARTER

4 in. Rubber Ball
or
4 in. Hard Ball

- Official bowling scores
- 1 to 6 can play
- Streamlined cabinet
- Quiet-roll alley
- Extra husky pins
- Protective foul-light

Sensational new Bally Skill-game

GOLF CHAMP

3
TRICKY GREENS

FLAT • UP-HILL • SIDE-SLOPE

EXCITING "19TH" HOLE
SCORES UP TO 200

SHIFTING DOUBLE SCORES

FREE SHOTS

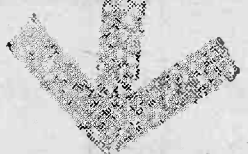


9
SHOTS
10¢

1 OR 2 CAN PLAY
2 FT. BY 9½ FT.

GOLF CHAMP combines the smooth-shooting skill-appeal of official golf with the trick-shot appeal of miniature golf. Fun for one player, double fun for two players, earns top money in every location.

SEE YOUR
Bally
DISTRIBUTOR
FOR OTHER
TOP MONEY-MAKERS



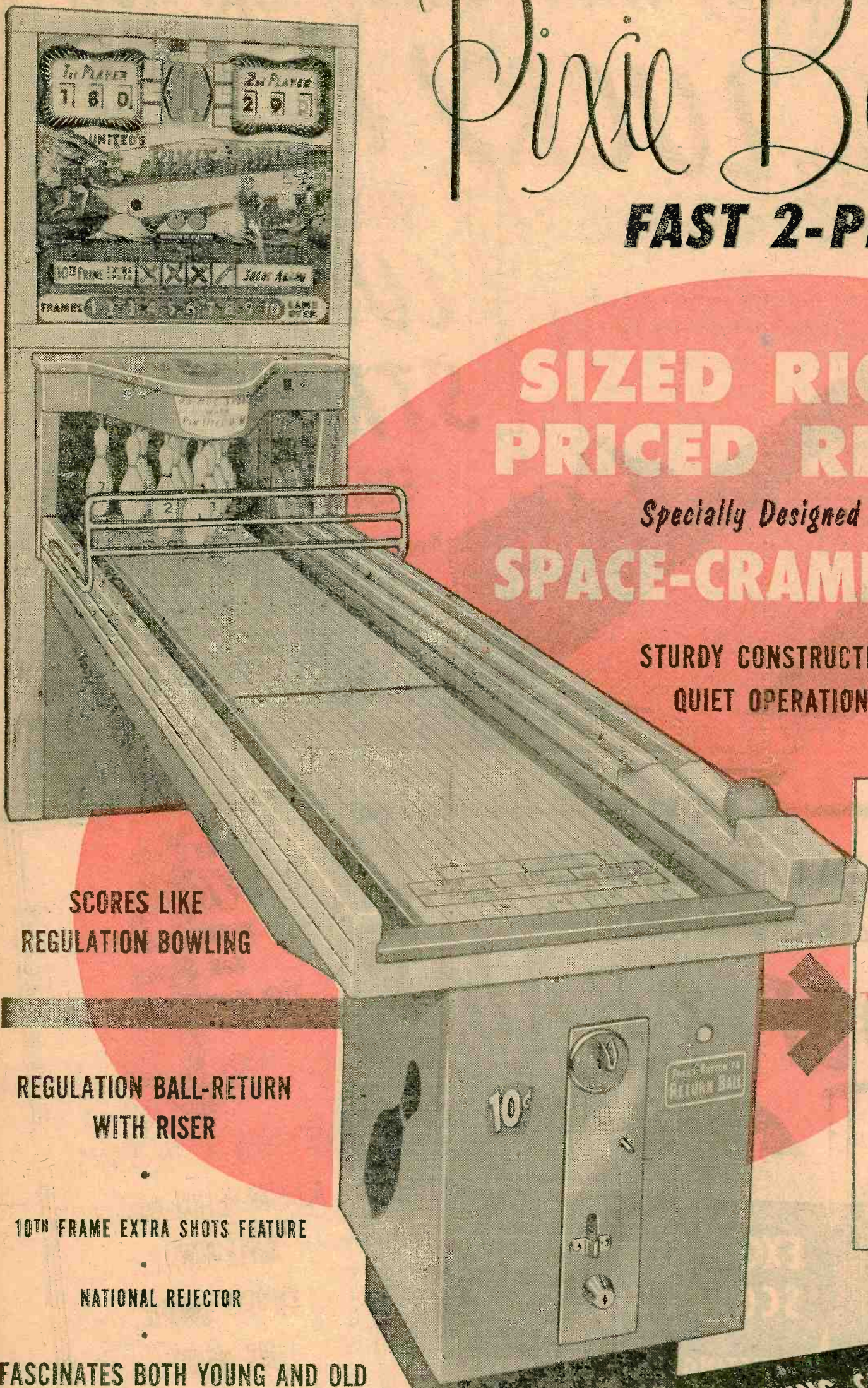
- ABC SUPER DE LUXE BOWLER
- ALL-STAR DE LUXE BOWLER
- SUPER-BOWLER
- CYPRESS GARDENS
- BIG INNING
- SKILL-ROLL
- U.S.A.
- KIDDIE-RIDES

See your favorite distributor or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S

Pixie Bowler

FAST 2-PLAYER GAME



**SIZED RIGHT!
PRICED RIGHT!**

Specially Designed for
SPACE-CRAMPED SPOTS

**STURDY CONSTRUCTION
QUIET OPERATION**

**SCORES LIKE
REGULATION BOWLING**

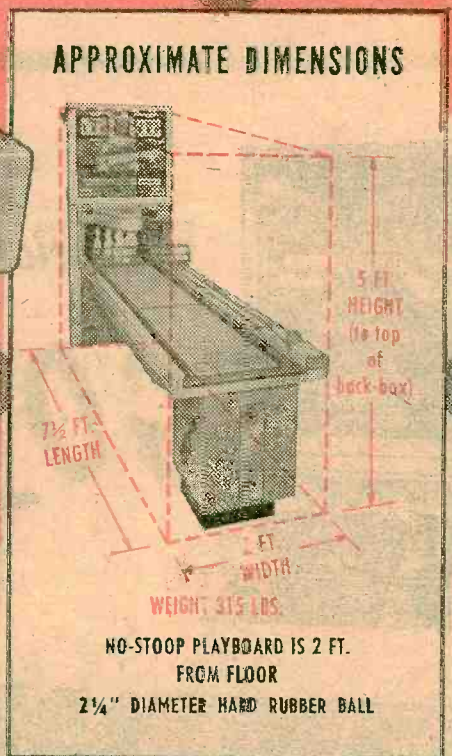
**REGULATION BALL-RETURN
WITH RISER**

10TH FRAME EXTRA SHOTS FEATURE

NATIONAL REJECTOR

FASCINATES BOTH YOUNG AND OLD

10¢ PER PLAYER



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

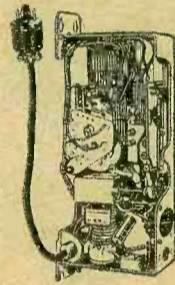
SEE YOUR DISTRIBUTOR!

SEEBURG HAS **DUAL** PROGRAMMING



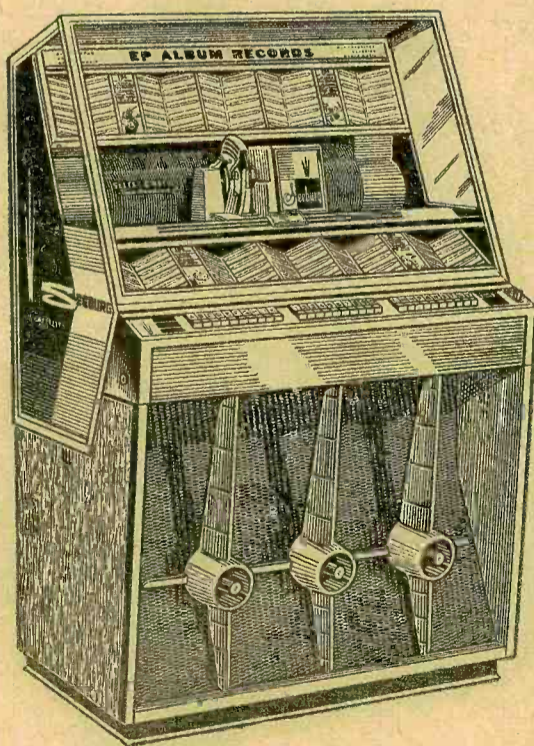
Dual programming recognizes the fact that musical tastes vary. That's why the upper half of the Seeburg display panel provides for programming show tunes, standards, jazz and classics on EP album records; the lower half for programming current releases on singles.

SEEBURG HAS **DUAL** PRICING

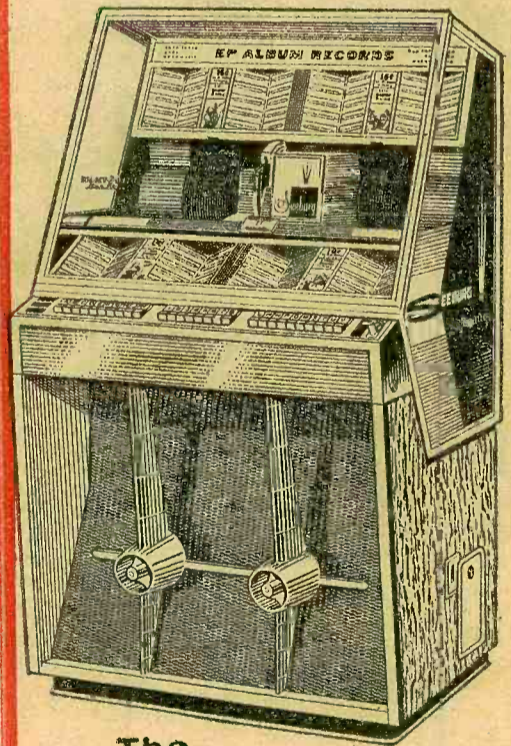


The answer to increased earnings. Seeburg Music Systems (and Wall-O-Matics, too) provide for programming singles at one price and EP album records (two tunes per side) at a proportionately higher price.

SEEBURG HAS THE
TWO FINEST MUSIC SYSTEMS
EVER DEVELOPED



The
SEEBURG
"201"



The
SEEBURG
"161"

America's Finest and Most Complete Music Systems

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