

# The Billboard

SIXTY-FIFTH YEAR

PRICE:  
50 CENTS

JULY 6, 1959 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

## Yankee Know-How Frames Red Exhibit

Ruski Methods Dated, Costly; N. Y. Firms Add Fine Window Dressing

By IRWIN KIRBY

NEW YORK — The behind-scenes participation of American exhibit firms was largely overlooked at the opening here of the Soviet Exhibition in the Coliseum on Monday (29). More than 10,000 crates of displays were sent from the Soviet Union for a showing which won lavish press coverage, but it was not revealed that all of the setting up and, in fact, much of the construction, was done by New York companies.

Exhibit-building observers had interesting comments on Russian techniques. Generally, they concurred that no effort was spared in assembling a huge assortment of displays, and from a financial standpoint, also, there seemed to be no limitation on expenditures.

American firms undertaking similar techniques would not survive too long in a competitive industry. The Soviet methods are many years behind the times in several aspects, but their responsible people show creativeness in design and anxiety to develop exhibition abilities along American lines.

The Russians showed both deficiencies and advantages. On the negative side was the painting of all signs, and there are hundreds in the Coliseum, in water-soluble paint. As a result they were smeared, mildewed, faded and otherwise defective signs to be completely repainted. (Americans would have used washable lacquer paints, and the Russians have recognized this fault in asking permission to inspect American painting facilities.)

Muslin Panels Used

In the matter of panel backgrounds the Russians paint over a tautly-stretched muslin surface. (Americans use plywood, masonite or other lacquered hardboard surfacing which is more durable and adaptable.)

Elsewhere there is a profusion of panels using sheet aluminum over metal frames. (Here again, hardboard is the U. S. rule, altho the concession is made that Russia is probably using the material she has in abundance. Aluminum,

while pretty, is highly impressionable and therefore not as visually attractive when dents show.)

Russia's export crating is superb but expensive beyond comparison with American methods. It is pointed out, for example, that wherever technical equipment was to be sent it was crated, then the crate was encased in lead sheathing, then the entire unit was encased in an outer crate. This system was successful from the point of protection of contents, but unnecessarily complex and costly.

Appearances were that the units were built in various parts of Russia from a central design point, and the local craftsmen used the most convenient materials. This is evident from the diversity of display materials. Translators went off the deep end in applying their impression, somewhat outdated, of colloquial English. Considerable rewording was required in the re-painting of signs.

Red Designs Good

On the positive side are the capabilities of the Russian designer, A. Rozhdestvenski. Both The Displayers, Inc., and Ives Construction Corporation worked from his plans and found them concise and sensible. Packing and crating were skillfully altho, as pointed out, somewhat expensively done. But it is also noted that this is an official governmental exhibition for which cost was no object.

At least one New York newspaper shrugged off the model apartment on the third floor as a prefabricated job. Russia provided the contents but The Displayers built the floors, ceilings and walls. They also turned out some of the larger elements such as big platforms, the ballet theater platforms, (Continued on page 38)

## DEANE DROPS 'BEST BETS' FROM 'TOP 50'

BALTIMORE—Video deejay Buddy Deane, WJZ-TV, kicks off an all-star line-up of guest stars this week (July 6-11)—Roy Hamilton, Bobby Darin, Carl Dobkins Jr., Annette Funicello, Sam Cooke, George Hamilton IV, Brook Benton and Carl Mann.

Meanwhile, Deane has changed the format of his "Buddy Deane Top 50" sheet, due "to the tremendous amount of new releases arriving at this station every week," which, the jock says, "makes it impractical to single out two or three as 'Best Bets.'" Henceforth the "Best Bets" portion of the sheet will be tagged "Promising New Releases."

Deane emphasizes that "by listing these new releases we are not necessarily endorsing them. In fact it is impossible to promise even casual exposure." Their listing, he adds, "is not intended to indicate hit potential or concentrated exposure."

"It is hoped," continues the jock, "that this system will turn the tide of pressure from over-anxious record firms, cut to a minimum the unethical trade hyping of new records, and the unnecessary inaccurate listings which are responsible, in a great part of the lagging singles sales in our market."

Deane launched a series of record hops earlier this month from the Pier Ballroom, Ocean City, Md. Since the first hop, June 12, the jock estimates an average of more than 800 teenagers have attended the dances, with Deane presenting different disk stars as guests each week.

## 'Be Your Own Boss' Lures A.&R. Men From Major Posts

Trend Grows as Vet Names Join 'Sink or Swim on My Own' Ranks

By REN GREVATT

NEW YORK—At a time when the record business seems particularly beset with such problems as distribution, pricing and merchandising, a singular fact has come to light. More artist and repertoire men have left major companies to form their own disk firms in recent months than in a number of years previously.

For a time, the eyes of the trade were focussed on the rash of movie-affiliated diskeries such as United Artists, Warner Brothers, Colpix, 20th - Fox, Dot and ABC - Paramount all of which bubbled up in a relatively short span of time.

New Label Names

Now the trade is watching with equal interest and curiosity such relatively new label names on the scene as Todd, United Telefilm, Triumph, Time, Hanover-Signature and J.D.S. Records. These are the respective disk operations of such venerable names in the record business as Pauly Cohen, Morty Craft, Herb Abramson, Bobby Shad, Bob Thiele, and the most recent entrant, Joe Sherman, all of whom vacated a.&r. slots with relatively big firms to take a flier on their own. It can be also noted that only slightly longer ago, Joe Carlton exited his post at RCA Victor to start Carlton Records.

The influx of a.&r. men into the "my own business" status is being seen as a reflection of the unusual aspects of what is admittedly one of the more colorful functions in the record industry. It's no secret of course that the a.&r. man's job has one of the

highest mortality rates of any in the business. Sooner or later, even the hottest of these artisans has to cool off. At that point, in the typical big company set-up, the a.&r. man normally undergoes increasing pressure to come up with the hits.

High Pressure Point

When the pressure becomes great enough, the a.&r. man has a tough choice. To leave and take a post with a smaller, lesser-known company is tantamount to losing a certain amount of face. The alternative is to go into business for himself—altho, of course, some make the move strictly on their own.

One factor, according to an informal census of some of those who have started their own firms, which seems to act as a catalyst in bringing an a.&r. man to the point of the big decision, is the increasing sway of the sales department in matters usually associated with the a.&r. function. As one put it recently: "No guy who tries to make his living on creativity likes to have to watch a board of five or so from the sales department argue back and forth and finally tear his work apart at the seams."

Another recent entrant in his own business explained that he had learned a lot about the many facets of the disk business by working for a big company. "Enough to learn what I think they were doing wrong," he put it, "and now I figure I'll sink or swim on my own merits." This individual had considerable praise for a system put into limited use last year by M-G-M Records prexy, Arnold Maxin. "Arnie decided to try having his a.&r. people get into the sales end on the records they created. His theory was that the guy (Continued on page 6)

## NEWS OF THE WEEK

63 Labels in Top Seg "Hot 100";

17 New LP's on Chart Since Jan. . . .

A total of 63 different labels had single disks in the top 50 slots of The Billboard's "Hot 100" from January thru June 1959, as against 72 different labels for the entire year, 1958. However, only 17 new albums jumped on the Best-Selling Monophonic LP chart for the first time during the same January-June time period. . . . Page 2

Newport Festival Gets World-Wide Coverage. Heavy Grosses Seen . . .

The Newport Jazz Festival, Fifth Annual Edition, drew press attention from all parts of the globe. Radio and TV stations from all over America plus reps from England, Australia, Norway, Yugoslavia and Canada were on the scene. Advance sales indicated near-record attendance and grosses for the four-day affair. . . . Page 4

Decree Amendments Cure Many Woes

But Disappoint ASCAP Little Men . . . Amendments to ASCAP's 1950 Consent Decree, released by the Justice Department last

week, June 29, provide substantial remedy for many of the complaints referred to it by the Roosevelt Small Business Subcommittee report of May, 1958. However, disappointing to the small-business membership are the retention of an overly weighted vote, giving top 10 publishers up to 41 per cent of total vote with carryover to grievance committee membership; and the failure to establish a clear right for access to ASCAP records for the general membership. . . . Page 3

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## Begging the Question

NEW YORK—The difficulty of coaxing a direct and pertinent reply from a Russian was pointed up during a discussion of the exhibit construction in the Coliseum here. Were any American companies involved in setting up the Soviet Exhibit? You mean to ask, the Russian press officer responded archly, whether the Russian exhibit was built in Russia? That's the idea, he was told. A brief silence, then the reply, "That question is under consideration."

## More Fingers In Profit Pie

NEW YORK — Artists and repertoire men who ankle the big companies to start their own will have to wheel and deal like never before in order to get their share of a profit pie that's split more ways than ever. Some at least are already moving in the direction.

Morty Craft, for example, who recently started United Telefilm disk set-up here, paid over \$10,000 front money for a master only two weeks ago, while Joe Sherman, former Epic a.&r. chief, bows his new J.D.S. label with a master acquired for more than \$6,000. Craft also recently inked production and distribution deals with at least three small indie operations.

# 63 Labels Make Top 'Hot 100' Bracket in Half Year

## Tab Keys Wide Spread in Singles Battle; Columbia, Mercury Tie for Lead

By BOB ROLONTZ

NEW YORK—More labels had single records in the top 50 of The Billboard's "Hot 100" over the past six months than in either six-month period last year. The total number of labels getting single disks into the top 50 slots from January thru June, 1959, was 63, as against only 72 different labels for the entire year 1958. As feverish as was the pace last year, it has become al-

most doubled in intensity so far this year.

The total number of records getting into the top 50 positions in the six-month period just past was 139, a figure very similar to either six-month period last year. But the

swag (since most records in the top 50 can be considered good sellers) was divided among more firms than ever before. Labels had a difficult time coming up with a flock of records in the top 50 due to the intense competition.

### Columbia, Mercury Lead

Columbia and Mercury Records led all other diskeries with eight records each in the top 50 over the past six months. (This figure was less than in either six months period last year when Capitol had 11 in the top 50 each time.) Following close on the heels of Columbia and Mercury were ABC-Paramount, RCA Victor and M-G-M Records, each with seven platters in the top 50.

Capitol, Chancellor and Roulette Records each had five records in the top 50 the first six months of this year. Laurie, Coral, Dot and Atco each had four in the top 50. Swan, Cadence, Jamie, Imperial and Atlantic each had three. Abner, Carlton, Decca, Warner Bros., Liberty, Calico, Dolton (formerly Dolphin), Keen, Coed and Bruns-

(Continued on page 22)

## GIFT WAX FOR HER MAJESTY

CHICAGO — Shortly after Queen Elizabeth lands in Chicago today (6), Mayor Daley will hand her a package of 15 RCA Victor albums of the Chicago Symphony Orchestra. It's the city's official gift, decided upon after a week of suspenseful deliberation by the mayor. For a time, Daley was thinking of giving her picture books about the city. But then he found out the Queen already had a book—given to her by Illinois' governor.

## ABC-TV to Air BBC-TV Musical Segs

NEW YORK — The ABC-Network will telecast the taped BBC TV pop musical series, "Oh Boy," starting July 16 (7:30-8 p.m.) thereby offering potent exposure to a flock of British record artists, heretofore unknown in the U. S. disk market.

The series is produced by Jack Good, an indie record producer for English Decca, with Tony Hall as emcee; Harry Robinson, musical director, and Rita Gillespie, director.

Among British disk talent scheduled to appear on the series is best-selling English rock and roll star Cliff Richards, the Drifters, Lord Rockingham IV, Cherry Wainer, Dallas Boys, Pat Lawrence, Neville Taylor and His Cutters, Cudley Dudley, Peter Elliott, Red Price, John Barry, and Vernon's Girls, and Okeh.

## Atlantic Hot Singles Rock '100' Chart

NEW YORK — Atlantic Records is enjoying one of the hottest sales periods in its history. The label, with its subsidiary, Atco, is scoring with six singles. Five of these are currently on the charts and one, LaVern Baker's "I've Waited Too Long," has just moved off the charts.

Highest ranking disk in the diskery's roster currently is Bobby Darin's "Dream Lover," on Atco, current.

(Continued on page 22)

## Epic to Add Pair of New Subsid Labels

NEW YORK — Epic Records will soon introduce two new labels on the market. One label, to be called Perfect, will be a \$1.98 LP line, with stereo waxings at \$2.98. The Perfect label will contain new material, catalog items and foreign recordings. The other new label will be called Alpine. It will be a single record label, and will be a regular pop line. It is understood that Epic may have different distributors handle the Perfect and Alpine labels than handle Epic

## Bluebird Adds Big Names to Album Roster

NEW YORK—A number of big names in the entertainment and writing fields have been signed to make albums for the RCA Bluebird label, according to Ray Clark, single records planning and merchandising chief. Dr. Seuss, considered the biggest-selling kiddie author via his books for Random House, is set for the label. His first package will be made up of adaptations of material from his books.

Actors Ralph Bellamy, Brian Aherne and Ronald Reagan are packed to make LP's soon. Also scheduled is a new album featuring the original voices of the Terry-Toon cartoon characters—which are now repeating on TV their earlier success on films.

## Cash Troupe Packs 'Em In

PORTLAND, Ore. — Johnny Cash and "The Johnny Cash Show," featuring Lorrie Collins and the Big Beats, attracted more than 3,000 paid to the Division Street Corral here Saturday night, June 27, establishing a new attendance record for the spot, according to owner-operator Charlie Cecalini. The Cash troupe is also reported to have played to full houses at Salem, Ore., June 26, and Eureka, Calif., June 28.

On the local engagement, the show played in opposition to Nat Nigburg's "Country America" unit, featuring the Everly Brothers, Hank Thompson, Hank Snow, Merle Travis and other c.&w. names, which was in for a four-day stand at the Portland Centennial.

Cash and the Tennessee Two flew out of Hollywood Friday (3) for Honolulu, where they appeared as a feature of the Hawaiian Statehood Celebration July 4-5.

# Monophonic Chart Cues LP Stability

### Only 17 New Albums Make Top Bracket In 6 Months; Long Mkt. for Incumbents

NEW YORK — Only 17 new albums jumped on The Billboard's Best Selling Monophonic LP chart for the first time in the period from January thru June, in any of the top 25 positions. This illustrates the relative stability of the LP market as against today's singles market (see separate story), since in the former field show albums and many pop albums stay on the charts for months and even years.

RCA Victor comes thru with the most new albums on the charts, a total of five, with Columbia and Capitol next with three. London and Mercury had two new albums in the top 25 during the January thru June period. The following companies all had one: Rheims, Brunswick, Jamie, Imperial, Kapp, Del-Fi, Warner Bros., Coral, Verve, Liberty, Dot and Chancellor.

Three artists scored with more than one album in the top 25 of the best selling monophonic LP charts. They were Mantovani on London with two, the Kingston Trio on Capitol with two and Harry Belafonte on Victor with one and one half. Belafonte had one

album all to himself but the other, "Porgy and Bess," he shared with Lena Horne.

The artists who hit with one album included: Perry Como, Robert Rheims, the Lawrence Welk Ork with Dick Kassner, Duane Eddy, Ricky Nelson, the Boston Pops, Johnny Mathis, Frank Sinatra, Henry Mancini, Roger Williams, the Minneapolis Symphony Orchestra, Mitch Miller, Elvis Presley, the Platters, Ritchie Valens, the Warren Barker Ork, Buddy Holly, Shelly Berman, Martin Denny, Billy Vaughn, Fabian and the "Flower Drum Song" original cast set.

# LONDON PHILHARMONIC TO STEREO-FIDELITY

NEW YORK — Miller International (Stereo-Fidelity and Somerset Records) has signed the London Philharmonic Orchestra to an exclusive two-year contract, thereby making all future waxings of the ork available in the low-priced album market (stereo \$2.98, monaural \$1.98).

At the same time, Miller has dropped English Decca as its United Kingdom distributor and inked a deal, whereby both Somerset and Stereo-Fidelity packages will be distributed thruout the United Kingdom by Pye, Ltd. The pact was negotiated thru the Harry Fox office.

Meanwhile, Miller International prexy David Miller has named Frederick Wright to a permanent liaison position between the American company and the label's English artists and facilities. Wright will also act as liaison between Miller and the Pye organization.

Miller's deal with the London Philharmonic calls for a minimum of 130 three-hour recording sessions during the two-year period. First packages to be released under the agreement will spotlight two Tchaikovsky Symphonies conducted by Sir Adrian Boult and orchestra pieces conducted by Hugo Rignold. They will be on the market by mid-July. Conductor Walter Susskind has also been signed for new recordings with the ork.

Miller has taken a two-year lease for exclusive rights to use St. Mary Magdalene's Church in London as recording studios. Alterations to the church are currently underway to provide studio control room facilities which will not interfere with services or be visible to church-goers. Alterations are under the supervision of Miller International engineers, Dr. Erich Beurman and Wilhelm Wille.

## Changes in Col. Sales Department

NEW YORK — A number of changes in the Columbia sales organization were made this week by sales chief Bill Gallagher. Jim Turnbull, manager of field sales, has assigned responsibility for all areas of field communications including the sales publications Insight and The Newsletter. Bill Levy, manager of field sales communications, will report to Turnbull.

Dave Kapralik, merchandise manager of single records, will now have complete responsibility for the field promotion force, with Frank Campana and Zim Zemerl, national promotion managers, reporting to him. The Columbia Masterworks section, with Peter Munves, merchandise manager and Al Fishman, field merchandise manager, will report to Gallagher. Marion Tilin will become merchandise manager of a school and library department, reporting to Gallagher.

Gene Block has been appointed to the new post of regional sales manager at Columbia, and will supervise an area comprising 11 Western States. He will be assisted by Ted Ponsetti, district sales manager. Block will report to Jim Turnbull in his new post.

## The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

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Subscription rates payable in advance. One year, \$15 in U.S.A. and Canada; \$30 in all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4 1897, at Post Office Cincinnati, Ohio under act of March 3, 1879. Copyright 1959 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5; The Billboard International; Funspot, the monthly magazine of amusement management; and High Fidelity, the magazine for music lovers.



Printed by WORLD COLOR PRTE CO., St. Louis, Mo.  
Vol. 71 No. 27

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## ASCAP DISTRIBUTION TIED TO PERFORMANCE

WASHINGTON — Writer and publisher distribution are tied far more substantially to current performance under the proposed amendments to the ASCAP consent decree than ever before in the history of the Society. Also for the first time, writers and publishers are allowed to choose current performance as the sole basis of their revenue in the so-called Plan II; or to retain cumulative credit features and seniority in the Plan I outlined in the decree. (See decree story.)

Briefly, these are the distribution plans open to writers: Plan I, with seniority factors, assigns 20 per cent on current performance credits; 30 per cent on average performance credit during last five fiscal survey years. (At start of operation under new decree terms, the old survey figures will have to be used, to cover the 1954-1959 period.) Another 30 per cent is credited for "recognized works" during the preceding five fiscal survey years. (Recognized works are those in performance a full year before the survey date. Hence, this 30 per cent would exclude writer's newest music, composed within the year.) Finally, 20 per cent is on the basis of membership: average performance is multiplied by years of membership, with 42 years the top allowable limit.

### Performance Basis Plan

Writer Plan II, current performances gives each writer credits up to 39,000 for his current performance, or such higher number as ASCAP may determine from time to time." The individual writer's revenue is in direct ratio, as his individual performance credits are to the total writer performance credits for that fiscal year.

The figure of 39,000 credits ties in with a proposed plan to allow the top 100 ASCAP writer-members to forego using a "current performance" plan, and take a formula providing a lesser amount, for the benefit of members who are less well off. As of current estimate, the lowest member of the top 100 writers is in the 39,000 credit bracket. The decree provides this (or "such higher") cut-off point to take care of members edging into the top 100 class.

The decree provides for a very thoro representative "majority" vote by these top 100 members before they are called upon to make the sacrifice of revenue—which Justice attorneys figure can run into seven figures, under the formula proposed. Latter would allow them 20 per cent current performance, but would substantially lower credits based on seniority, recognized works and accumulation averages. Top 100 will be ascertained on an annual basis.

Writers in seniority Plan I can change over to current performance plan at the end of any fiscal year. But the writer who has been in Plan II (current performance base), can make the switch to seniority plan only after two years. Then, if he wants to get back on current performance within the next five years, he must stay on current performance for five years thereafter.

### Choice Calls for Care

Justice attorneys point out that choice of plan should be very carefully considered by writers. The main advantage for Plan I for many writers is the tax spread over the five-year average funds which account for 60 per cent of the revenue in that plan, and result in lower tax rates.

To prevent overlapping, the decree provides that in the seniority plan, the five years chosen to average out performance credits shall not include any years when the member was on the current performance plan, but will skip those years, and use others.

In the Plan I, ASCAP may limit the rise in payments for the two 30 per cent funds "by not more than one-half of any increase," for the writer member for one year only. ASCAP can limit the fall of such writers only over a three-year period, with special fourth year for those whose average performance points have dropped, in 1959, below his sustained performance points in 1958.

This is in sharp contrast to previous credit ladder limitations, in which a writer could take as long as 40 years before dropping to zero, without performances. Now the outside limit is four years. Under proposed decree amendments, a writer can go up to the top in two years, but under old system, he could be frozen in low place on the credit ladder for many years.

For publisher members, similar distribution plans are: Plan I, which gives quarterly distribution based on 55 per cent current performance fund; 30 per cent from "recognized works" performance fund; membership continuity fund, 15 per cent. However, over the next five years, the 55 per cent current performance must rise to 70 per cent, while the 15 per cent seniority allotment is eliminated over the same period. This leaves 70 per cent current performance and 30 per cent on recognized works, for publishers in Plan I, by 1964.

In both writer and publisher plans, current performance groups get priority in revenue, with remainder parceled out to uses of seniority plans.

Publishers electing the current performance Plan II, will not be entitled to 100 per cent of current performance revenue immediately. For the fiscal survey year starting October 1, 1959, he will get 75 per cent of what he would have received if all publisher distributions for that year had been made on a current performance basis. The per cent rises to 100 over a five-year period.

## Elektra Cuts Sampler Price

NEW YORK — Elektra Records' folk sampler series is being offered to distributors at a new low price of \$1, effective July 1, a saving of 25 cents over the former

tag. The list price for each of the three popular sets remains the same. The stereo folk sampler will be available to distributors at \$1.42 and will maintain its current \$2.98 list price. In order to stimulate added interest in the samplers, the company has redesigned the SMP-2 samplers. Set will now be known as "Folk Festival."

# Decree Amendments Cure Some Dissident Ills—But

## Bitter Pill for ASCAP Little Men In Retention of Weighted Vote

By MILDRED HALL

WASHINGTON—The old order changeth for ASCAP, but not as fundamentally or as rapidly as many small business members could wish, under terms of amendments to the Society's 1950 Consent Decree released by Justice Department last week (June 29). However, the proposed decree terms provide substantial remedy for many of the complaints referred to it by the Roosevelt (D., Cal.) Small Business Subcommittee report of May, 1958.

Under the terms of the proposed amendments, certain privileges remain for the upper echelon of the American Society of Composers, Authors and Publishers, but they are sharply whittled down. The plus and minus factors for a fairer survey and distribution for the total membership—as compared with previous status quo—balance out fairly well, and there are some drastic limitations on seniority earnings.

The most glaring exceptions,

and most disappointing to the small-business membership are the retention of an overly weighted vote, giving top 10 publishers up to 41 per cent of total vote, with carry-over to grievance committee membership; and the failure to establish a clear right for access to ASCAP records for the general membership.

### Oct. 17 Hearing

The Justice "order," as they prefer to call it, will not become a decree until it is signed into entry by Judge Sylvester Ryan, of the Southern Federal District Court of New York. Before signing, the Judge has set a hearing for October 19 on the pros and cons of finalizing the terms which have been in negotiation by ASCAP and Justice attorneys since close of ASCAP hearings by Roosevelt's subcommittee over a year ago. During the summer interim, ASCAP's membership is being given a chance to study terms of the proposed amendments, plus copies of the details of distribution

formulas, and the weighting formulas for theme and background music, to take effect on entry.

On the plus side for the smaller writers and publishers in ASCAP, future distribution will be based on a modern, mathematically conducted survey, with an impartial expert appointed to oversee its functioning, and an additional court review after 18 months of operation, if membership demands it.

For the first time in ASCAP's history, writer and publisher distribution can be based 100 per cent on current performance, on member's choice. Membership in current performance category, will get priority in distribution of funds at the end of the fiscal year. Writers can switch from seniority weighted plans (tied to five-year accumulated earnings) into the 100 per cent current performance plan in one year's time, to take advantage of a hit situation. Writers can switch back to seniority plan, but with more restrictions. (See separate story for details.)

Publisher income will be increasingly tied to current performance. Even publisher-members in the seniority-weighted distribution plans are paid 55 per cent on current performance to start, and 70 per cent must be on current

(Continued on page 10)

# Decree Calls for Scientific Survey

## Independent Expert Must Blueprint, Review ASCAP Performance Figures

WASHINGTON—Under terms of the amended decree proposed for ASCAP the Society must conduct its survey of performances on a scientific basis, by census, and/or scientific sample. The survey has to be made "in accordance with the design made and periodically reviewed by an independent and qualified person or firm." Reportedly, Justice Department may suggest an impartial expert or two, from which the court can appoint the outside umpire of the ASCAP survey.

To answer complaints noted in Roosevelt (D., Calif.) Small Business Subcommittee hearings against non-identifications in tape recordings, and to test and correct the accuracy of tape recordings used in the survey, ASCAP is ordered to "endeavor" to get logs of performances from such local radio and TV stations as the surveying organization decides are necessary.

### 18-Month Test

If after 18 months, there is dissatisfaction with the scope, size, or accuracy, of the new survey techniques, an appeal can be made to

the court for the necessary relief. Complaint can be made on basis of survey's sampling adequacy, fairness of its economic multipliers, size, accuracy, etc.

In modern sampling techniques, selection is made on the mathematical principle of "randomness," which Justice spokesmen point out is far from the ordinary concept of "at random." Random in this sense is a term for a selection scientifically arrived at, as used in Census Bureau. Economic multipliers are applied to the samples.

The scientific survey procedure applies primarily to broadcast revenue, radio and TV performances.

(Continued on page 8)

# Kay Starr Back to Cap

HOLLYWOOD — Kay Starr last week returned to Capitol Records, signing a long-term exclusive pact with the label she left approximately four and a half years ago. This confirms a report made exclusively by The Billboard in its April 27 issue. At that time, The Billboard reported that Miss Starr had requested and would receive a release from RCA Victor so that she can return to the Capitol fold. Miss Starr's five-year Victor pact

(Continued on page 8)

# Theme Ratings on Feature Performance

WASHINGTON — In the use of ASCAP music for theme, background, et al., the proposed terms of the amended ASCAP consent decree correct an imbalance that was one of the biggest grievances presented at hearing by the Roosevelt Small Business Subcommittee over a year ago.

The key concept for weighing these performances will be the basis of "feature" performance credit. All other uses are awarded fractions of the feature credit.

No longer can one composition pile up mountains of credit by including its theme performances as a basis for further theme credit, producing old-style 1,000 to 1 ratios.

### Similar Use

For "similar use" of different pieces of music played as a theme, the "big" tune can get up to 10 times the credit of the lesser tune; for background music, the similar use ratio can only go up to five to one for the so-called "qualifying works" (see below). The ratio

is also held to five to one for strictly commercial and soundtrack music, never performed as feature music, and awarded on the basis of duration.

To obtain full credit as a "qualifying work" used for theme or background, cue or bridge music, the composition must have (1) accumulated 20,000 feature performance credits since 1943 (equivalent of hit status) and (2) it must have at least 2,500 feature performance credits within the past five years, with no more than 750 credits in any one year. In other words, it must have had hit status, and be "alive," in performance.

### Newer Music

To accommodate newer music, which has not accumulated five years of performance, the second requirement to qualify, is eased to 500 performance credits for each subsequent year—but the music must have the full 20,000 feature performance credits (hit status).

The decree permits ASCAP to

(Continued on page 8)

## THEME CREDIT QUALIFICATIONS

WASHINGTON — The architects of the new proposed ASCAP consent decree have set up special provisions for giving credit as a "qualifying work" to older hit songs used as theme, cue, bridge, or background material.

For those older hits not recorded in ASCAP pre-1943 era records, the piece will satisfy the requirement of having obtained 20,000 feature performance credits if it has appeared in (1) Billboard's Top Ten listings; (2) Variety's Music Cavalcade; (3) Prentice-Hall, 1952; or (4) the Top Ten listing in the "Lucky Strike Hit Parade."



## INTERNATIONAL BUILD

## NJF Off to Slow Start; Big Plug

NEWPORT, R. I. — Altho the opening night (2) of the Fifth Annual Newport Jazz Festival was disappointing, both in attendance (about 9,000) and in the quality of jazz served up (except for the swinging Count Basie Ork, Joe Williams and the Lambert-Ross-Hendricks Trio) there is little doubt that the NJF, the granddaddy of them all, is now an international event. For the NJF this year in addition to being covered in depth by American magazines, newspapers, radio and TV stations, was also covered by press representatives from England, Australia, Norway, Yugoslavia and Canada.

In spite of the somewhat under-sized first-night crowd, possibly due to the chill weather, the NJF this year will probably equal or surpass last year's record crowd of close to 50,000 for the four days, as well as equal or surpass last year's gross of over \$200,000. For the advance sale for Saturday (4) and Sunday (5) at press time, was far ahead of last year.

## Broad Coverage

The spreading interest in jazz was exemplified by the extraordinarily broad coverage of the NJF by many unexpected organizations.

The New England Telephone Company, units of the U. S. Navy, the Harvard University news office, Radio Free Europe, the United States Information Service, Playboy Magazine, and the Rhode Island Architectural Society were some of colorful outfit covering. Gerald Lascelles, a blood cousin to Queen Elizabeth, and a long time jazz buff, was there for the London Dispatch. His interest was in the Johnny Dankworth Band in their first appearance in the U. S.

Mexico added another international note when nine musicians, all winners of the first Mexican Jazz Festival competition came to the NJF with their trip paid for by seven altruistic Mexican newspapermen. Their concert was filmed by the USIS for showing in all South American countries.

## Cleffers Win 10G in 'Don't Care' Suit

NEW YORK — The American Arbitration Association last week ordered music publishers Max Lutz and Herbert Lutz to pay songwriters Gerry Teifer and Gerald G. Guimond \$10,000 in past-due royalties for the use of the duo's tune "I Don't Care" in Liberace's Guild Films TV series.

The Arbitration Association also ordered that the publishers (Fannar and Herbert Music) return the copyright of the song to the writers. According to Lee V. Eastman, attorney for Teifer and Guimond, this is the first time a copyright has been recovered in that manner.

The award stated "An accounting was had in the arbitration in this matter and the arbitrators find that, under the above mentioned agreement, dated January 24, 1953, there is due to the claimants (Teifer and Guimond) from the respondents (Max and Herbert Lutz) at least \$10,000 by reason of amounts received by respondents from Guild Films Company, Inc., with respect to the use of the composition, "I Don't Care," by synchronization with sound motion pictures pursuant to license agreements including the license agreement made November 6, 1956, between respondents and Guild Films Company, Inc."

Senator Theodore Green of Rhode Island opened the fifth NJF as he has opened the other four, with NJF prexy Louis Lorillard and NJF exec George Wein beaming from the sidelines. In attendance in the audience were execs from Columbia, Atlantic, Argo, Decca, Warner Bros., RCA Victor, Vanguard, Coral and Top Rank Records. Mitch Miller handled the radio broadcasts for Studebaker Lark over the CBS Radio Network.

## Less Waxing

There was not as much record-  
(Continued on page 14)

## '99-er' Plan Hypes Verve Album Sales

HOLLYWOOD — Verve Records sold more than \$1,000,000 in albums during the past two months, according to Bernie Silverman, Verve's national sales manager. Silverman credited Verve's "Ninety-Niner" plan for providing the sales stimulus. This allowed a buyer to acquire any Verve album for 99 cents after purchasing one of its albums at full list price. Entire Verve catalog was made available for this discount program which expired June 30.

Success of this program, Silverman said, was due largely to the fact that it was paced by two of the top selling albums in the label's history, the double-LP "Porgy and Bess" package, co-starring Ella Fitzgerald and Louis Armstrong and its "Inside Shelley Berman" release.

Silverman claims Verve sold 50,000 "Porgy and Bess" double-LP packages which would equal 100,000 LP's since its release at the outset of the "Ninety-Niner" program. He also claimed that 150,000 Berman albums were sold. Latter had been released for some time prior to the kick-off of the "Ninety-Niner" discount plan.

Silverman feels that a strong point in the success of the "Ninety-Niner" program was the fact that Verve extended full dealer mark up on both the list-price purchase and the 99-cent album, giving retailers incentive to get behind the sale-boosting plan.

## STEREO BOOM SWEEPS NEW ZEALAND MARKET

CHICAGO—The facts of life about home entertainment in New Zealand are (1) the country has no television, and (2) it is experiencing a runaway stereo boom.

These two facts may seem unrelated but they are like father and son, according to a trader from Down Under. George A. Wooler is a leading manufacturer of phonograph equipment as well as the affiliate of Mercury Records. During a visit to Chicago this week, Wooler revealed that he abandoned the making of monaural equipment a year ago, turning over his whole production to stereo.

"With no television sets to buy," he said, "the average New Zealand family can afford to invest in the fine new record-playing equipment. The switch to stereo is well advanced and sale of stereo albums is rising rapidly."

## MORE PRO AND CON DECREE LIMITATIONS

WASHINGTON — The ASCAP decree, when final, will take care of this miscellany: It permits setting up of a special writer fund of 5 per cent of total writers' share (before regular distribution), to award writers of works with "special prestige value" but little earning power; and for writer members whose works are performed largely in unsurveyed media. (See separate story on survey prospects.)

Publication of a single piece of music is full grounds for membership eligibility. ASCAP cannot reject on grounds that the music does not appear in its performance survey. However, the music used for application cannot be licensed by any other performing rights group.

A resigning member is entitled to continuing royalty on his ASCAP music, provided, he leaves a co-writer or publisher behind in ASCAP, but not otherwise.

ASCAP can give performance credit to music in public domain only on the basis of a valid existing copyright on an arrangement of the original music.

Finally, the decree, if signed into entry by Judge Ryan in October, will go to ASCAP membership for their consent, which must be obtained within three months after entry. Decree will go into effect 10 days after ASCAP files report of consent by members.

## Carlton Staff On Road for Hot Singles

NEW YORK—All members of the staff of Carlton Records take to the road Monday (6) to promote the firm's trio of hot singles. These are Anita Bryant's "Til There Was You," which moved up from 85 to 75 on The Billboard's Hot 100; Jack Scott's "The Way I Walk," which jumped into 77th position from the 100th slot, and the new Gary Stites "A Girl Like You," backed with "Hey Little Girl," which is spotlighted this week.

Carlton personnel will visit deejays and distributors around the country. Don Genson will cover San Francisco, Portland, Seattle, Denver, Houston, Dallas and Ohio territories; Juggy Gale goes to Richmond.  
(Continued on page 8)

## NEWS REVIEW

## Pull and Know-How Keys 1st Clark Special TV-er

NEW YORK—Dick Clark proved he has potent rating appeal in prime evening time last Sunday (28) night when his first ABC-TV hour-long special (9:30-10:30 p.m. EDT) chalked up one of the best ratings made by a TV one-shot this season.

According to a special 23-city Trendex, the Clark show piled up

a 30.6 per cent average share of audience—garnering a 24.8 rating against Alfred Hitchcock's 13.1 on CBS and NBC's 8.2 for the "Chevy Show" in his first half hour. In its last 30 minutes, the Clark telecast scored 26.8 against 12.8 for the "Loretta Young Show" on NBC and 12.5 for CBS's "Richard Diamond."

Tagged "The Record Years," the show paid tribute to disk hits of the past 10 years, via a group of contrasting musical personalities—Fabian for Presley-styled pop rock-  
(Continued on page 8)

## New Quarters For Roulette

NEW YORK—In a major expansion move, Roulette Records has taken over a three-story building at Broadway and 50th Street here which will serve as its national headquarters. Roulette plans to build an additional floor, and set up its own recording studios.

Heretofore Roulette has recorded all of its product at indie studios here and in Los Angeles, the label is now setting up an engineering department, headed by Bill Scripps, formerly with Bell Sound Recording Studios here.

According to Roulette prexy Morris Levy, the move will represent a total outlay of \$500,000, including the purchase of more than \$100,000 worth of recording equipment. Construction and other alterations will be completed in about five months, at which time Roulette's entire executive and personnel staff will move from their present 10th Avenue headquarters to the Broadway building.

## Garcia Heads Verve's Pop A.&amp;R. Sector

HOLLYWOOD — Russ Garcia will head Verve's pop artist-repertoire department, handling both singles and albums. He was signed to an exclusive pact last week by label prexy Norman Granz; calling for Garcia's services as artist, arranger and conductor in addition to his a.&r. duties.

Label, which had long flirted  
(Continued on page 6)

## Cole Exits M-G-M Fold

NEW YORK — Ed Cole, classical a.&r. chief and associate advertising and publicity manager for M-G-M Records, is leaving the firm after 11 years of service. Cole has also been responsible for the writing and supervision of all pop and classical liner notes for Lion, Cub and M-G-M. His personally written long-hair liners have often been the subject of considerable trade comment for their knowledgeability.

Cole's most recent projects included the recording of Prokofiev's "War and Peace," and a New York Opera Company performance of "The Ballad of Baby Doe." At week's end, the label's prexy, Arnold Maxin, was in Colorado on a special tie-in promotion on the latter package.

Cole produced close to 1,000 albums during his tenure, highlight of which was the original New York cast recording of Kurt Weill's "The Threepenny Opera," second in total sales only to the "Gigi" soundtrack in the label's catalog. While considering several offers for his services, Cole will undertake a number of independent album production assignments, for which he is already contracted.

## Cap Canadian Distribution

TORONTO — Capitol Records of Canada, Ltd., have taken over the distribution of Canada of Angel as well as Pathe, Odeon and Parlophone labels.

Musimart of Canada, Ltd., headed by George E. Erlick, which has been handling these labels since 1953, will give up their rights on June 30 as the result of the corporate relationship between Electric & Musical Industries of England and the Capitol organization.

In a letter to dealers, Mr. Erlick wrote: "We feel confident that this support merited by the product (for Angel) and by the dependable EMI-Capitol organization will continue."

Musimart will continue to import and distribute such labels as Vanguard, Vox, Haydn Society, etc.

Eastern Canadian distribution of the EMI-Capitol line will be thru Capitol's Toronto and Montreal branches. Western distributors will be Electrical Supplied, Ltd., Winnipeg; Van Dusen Brothers, Ltd., Edmonton; and Hygrade Radio, Ltd., Vancouver.

## WB Emphasis On Dance Wax In July Issue

HOLLYWOOD — Emphasis is on dance music in Warner Bros.' nine-package July release. Each of a half dozen packages will be devoted to a single dance form, including charleston, latin, polka, square dancing, swing and waltz. Another album treats recent Broadway tunes in dance tempo. Release is rounded out with a TV soundtrack of "Pete Kelly's Blues," and an album featuring vocals by Roger Smith who stars in "77 Sunset Strip" teleseries.

July program is tagged "Dancer's Choice" and is backed by a national ad campaign plus point of sale material. Release is available in both stereo and monaural forms.

## Philly Dealer Org Elects New Officers

PHILADELPHIA — With reports of significant progress marking its first organizational year, and mapping out an action program for the year ahead, Sidney Myers, of the Bandstand Record Shop, was elected president of the Association of Retail Record Dealers of Pennsylvania for the 1959-'60 term. He succeeds Jack Jolley, of Jolley's Record Shop. Other  
(Continued on page 8)



## Sherman Sets Launching Pad For Own Label

NEW YORK — Joe Sherman, who recently inked his a.&r. post at Epic Records, announced plans for his own dishing firm this week. The company will be known as J.D.S. Records and is expected to be housed shortly in West 57th Street offices.

Sherman, a Juilliard grad, who numbers disks by Roy Hamilton and the Four Coins among his collection of hits, said that Jerry Blaine thru his Cosnat operation, is setting up national distribution for the label.

The firm's initial release will be "Little Girl Lost," by Bobby Roy and the Corduroys, a master acquired last week. Also pacted is Barry Mann, new teen-age vocal stylist, and Stevie Leeds, a 12-year-old chanter. Sherman also noted that he is planning for full-time album representation.

## Rondo Settles Agent's Suit

SPRINGFIELD, Mass. — A \$20,000 out-of-court settlement by Don Rondo, singer - recording artist, has ended a \$50,000 suit brought by Russell F. Hoag, Springfield actors' agent, who claimed that he was Rondo's benefactor when the Palmer, Mass., native was known as Don Rondeau. The settlement was revealed in a decree entered in Hampden County Superior Court.

Hoag said he had given Rondo money for instruction and expenses and had also failed to collect the

GIVE TO DAMON RUNYON CANCER FUND

## CANUCK LABEL JOCK CONTEST

VANCOUVER, B. C. — Wilcondon Jury Recordings Ltd., of this city, is sponsoring a special deejay contest based on the diskery's wedding song of the year, "Tears of Joy Fell in the Chapel," by Sandi Loranger. Winning jock gets a \$250 certified check.

Jockeys entering the contest, which runs from June 15 to July 31, must submit 100 letters received from couples in the audience who had plans to marry between June 1 and July 31. Couples must tell of their wedding plans and that they have heard the Jury wedding record. First U. S. jock to send 100 letters, post-marked not before June 15 nor after July 31, gets the prize money.

## Leaguers Plug Baseball LP

NEW YORK — Two seasonal promotions were recently staged to push the new RCA Victor album "Mel Allen's Baseball Game."

Harmon Killebrew, the Senator's major league home-run star, made an appearance at S. Kamm & Sons Department Store to autograph the LP; while two little league players played the LP game in the window of the Lyon-Healy Store in Chicago.

standard 10 per cent fee as Rondo's agent. Produced in evidence during the suit was a contract with Hoag signed by Rondo on October 15, 1956. Hoag had sought his fee as agent since then, plus the sum of \$2,621 for loans he said he made to Rondo.

## Vanguard to Wax Newport Folk Fiesta

NEW YORK — Vanguard Records has concluded negotiations to record all three concerts at the Newport Folk Festival, a two-day grass roots bash which kicks off next Saturday (11). Disks will be released about September 1, according to present plans.

Vanguard, long known as a classical and specialty indie, has more recently moved into the folk field with considerable success, via four best-selling sets by the Weavers. Festival headliners such as Odetta, Leon Bibb and Martha Schlamme are exclusive Vanguard artists and arrangements to cut other artists among the more than 20 on the Newport bill were virtually complete at press time.

Royalties on album sales will be paid over to the Festival to "encourage future events of a similar nature," according to Manny Solomon, Vanguard prexy, which marks a new departure in diskery-Newport relations. At least three LP's are planned and they'll be backed with a heavy consumer promotion campaign.

## Riverside Skeds 4 New Jazz Sets

NEW YORK — Riverside Records are issuing four new jazz platters this month, plus two more in the firm's "Sports Car" series. The jazz sets feature Nat Adderly, Cannonball Adderly, Thelonious Monk and Philly Joe Jones. The sports car specials are "The Sounds of Sebring 1959" and "Sports Cars at Sebring in Hi Fi." Riverside will also issue three stereo sets of albums formerly issued on monaural.

## HOT 100 ADDS ELEVEN

NEW YORK—Eleven new sides debut on The Billboard's Hot 100 chart this week. Details are:

- 43. A Big Hunk of Love—Elvis Presley, RCA Victor
- 53. Sweeter Than You—Ricky Nelson, Imperial
- 65. Ragtime Cowboy Joe—David Seville and the Chipmunks, Liberty
- 78. Bel Mir Bist Du Schoen—Louis Prima and Keely Smith, Dot
- 82. What'd I Say—Ray Charles, Atlantic
- 84. Ten Thousand Drums—Carl Smith, Columbia
- 85. The Sea of Love—Phil Phillips, Mercury
- 89. What Is Love—Playmates, Roulette
- 96. Lonely Guitar—Annette, Vista
- 97. Sweet Sugar Lips—Kalin Twins, Decca
- 98. Crackin' Up—Bo Diddley, Checker

## 12 Vanguard Sets for July

NEW YORK—Vanguard will release a dozen LP's this month including disks in the pop and classical vein. The pop platters encompass one by Carol Channing singing her musical comedy hits. There will be four new releases in the label's 9000 series, one featuring Germaine Montero, another with Paul Robeson, and one more with Odetta. The Bach Guild label has a three-record Vivaldi set "L'Estro Armonico," another featuring tenor Alfred Deller, and a two LP album of Handel's suites with Anton Heiller on harpsichord.

In the line's jazz series there will be a new album by Jo Jones. The rest of the releases are stereo versions of already issued monaural disks: "The Virtuoso Oboe," another by the Griller Quartet, a set of Beethoven Overtures conducted by Sir Adrian Boult, and a Jewish folk song set featuring Martha Schlamme.

## Duo Fernwood Tag Causes No Friction

NEW YORK — There have been many cases of two record firms with the same name, but few which have been settled as felicitously as that of the Fernwood label of Memphis, and the Fernwood label of Norfolk, Va. It seems Fernwood of Memphis had been getting calls for country and western records they had never recorded or released. After investigation, they discovered that there was a c.&w. Fernwood label out of Norfolk.

Like the Southern gentlemen the two firms worked out an agreement, and Fernwood of Memphis now has a one-year contract with an option to buy all masters made by Fernwood of Norfolk. The companies remain separate, but Fernwood of Memphis will release and take orders for all Fernwood of Norfolk disks.

To everyone who helped make  
"The Record Years" a big one ...  
Thanks!



"THE RECORD YEARS"

Sunday, June 28

9:30-10:30 P.M.

ABC Television

Average Share of Audience

50.6

(23-City TRENDX)

"The Record Years" Produced by DREXEL TELEVISION PRODUCTIONS, INC.

## Reds Show Radio, TV, Phonos at N. Y. Exhib

NEW ORK — Complete lines of radios, stereophonic phonographs, television and tape recorders produced by Russian industry



are on view for American visitors to the U. S. S. R.'s "Exhibition of Science, Technology and Culture," at the Coliseum here until August 10th. Overlooking the exhibit is a huge sculptured head of A. S. Popov (1852-1906), Russian scientist who, as a placard explains, was "the inventor of the radio." Popov's eyes would pop if he could see the many models on display.

American industrialists who may look with envy on the model of Sputnik III (weight 2,952 lbs.) can take some comfort in the fact that the Russians haven't yet been able to produce "slim-line" TV. All of the models displayed have the bulk of what we were producing about three years ago. The styling

has that Continental, hand-crafted, piano-finish look. About 40 models comprise the TV exhibit.

Russian radio and TV models are produced in four merchandise classes, according to a Soviet spokesman at the exhibit. Top models are "High Class" and cost about 2,000 to 3,000 rubles (\$200 to \$300). In terms of man-hours, it would take a factory worker in the TV industry about a month's labor to buy one of the units. A stereo console combination costs 4,000 rubles.

Phonographs, too, come in a wide range of styles and prices. A stereo portable three-speed phono, with two extension speakers in matching cases, is priced at 500 to 600 rubles (\$50 to \$60). In appearance, the unit is similar to units produced here in that price range.

All units shown were packaged units. Except for the external speakers on the stereo phonos, no components were shown.

## 'BE YOUR OWN BOSS' LURE PULLS A.&R. MEN

• Continued from page 1

who made the record ought to have more enthusiasm about his own records than anybody else and he should be able to hustle sales better. That's the same theory I would say, behind a.&r. men starting their own companies."

Most of the newer entrants readily speak in hushed tones of respect for such men as Dave Kapp, formerly at Victor and prior to that for many years at Decca, whom they acknowledge to be a sort of "granddaddy of them all" when it comes to a.&r. men who made a success with their own company. Another who is also revered in this field is Archie Bleyer, who, tho never an a.&r. man with another company, did serve as a musical director for a big company (CBS) and a big man in his field (Arthur Godfrey) prior to setting up the highly profitable Cadence label. The consensus is that: "If I can make it like Kapp and Bleyer someday, I'll be happy."

When such names as Joe Csida and Charlie Grean are taken into account, it can be said that RCA Victor has contributed at least five a.&r. heads to the field of indie recording ventures over past years. Csida and Grean, who both served in these posts at Victor, later started Csida-Grean Associates, a management and publishing operation, a large part of whose operation was the making of masters for other companies. Csida is also prexy of the recently formed Addison label. Grean, meanwhile, has returned to Victor in an a.&r. post. Other past Victor a.&r. men who went out on their own are Kapp, Carlton and, of course, the legendary "Obie."

Coral Records, subsidiary of Decca, contributed two men to the field. Cohen and Thiele, altho Thiele first did a one-year hitch with Dot before starting the Hanover-Signature combine. Craft left M-G-M for his United Telefilm set-up, and Shad exited Mercury to start Time, while Abramson departed from Atlantic, a company he also formed, to start the new Triumph label. Sherman, whose new company is J.O.S. Records, is an alumnus of Epic Records.

Actually, Thiele and Shad, in addition to Abramson, are old hands at having their own record business. Shad, once a record dealer in r.&b. disks, had his own swinging "Sittin' In" label prior to his considerable stint with Mercury, while Thiele, one of the vaunted collectors who used to hang around the old Commodore Record Shop, with Abramson and other cats, ran the original Signature label for a number of years starting in 1939.

### Garcia Heads

• Continued from page 4

with the pop business, has been increasingly embracing it during the past year. It has come closer to the pop side with its single releases, while aiming many of its album products at the dual targets of jazz and pop (i.e. Ella Fitzgerald, Louis Armstrong, Mel Torme among others).

Appointment of Garcia will serve to expand Verve's a.&r. department. He joins Jimmy Guiffre who will continue handling a.&r. on jazz albums and singles. Granz will continue shouldering a share of the a.&r. duties by handling album production. Both Garcia and Guiffre will record in the U. S. as well as abroad. Domestic recording will be divided between the label's Beverly Hills headquarters and New York. Garcia is currently studying pop material now being submitted to him here and will leave shortly for New York to meet with publishers for a glimpse of their song wares.

Abramson, of course, in addition to being one of the original founders of Atlantic, previously had started both National and Jubilee.

As the second half of 1959 gets under way, traders will be watching to see whether these ex-a.&r. men, all admittedly names to conjure with, still have the magic touch in the face of a more bitterly competitive market than ever before.

## Hub Dealer's Inventory Swap

BOSTON — The Associated Record Dealers Inc., of Boston, meeting here Tuesday (30) decided on an intra-association exchange program to be placed in effect at once.

Under this system, according to Bernie Stone, agent for ARD, each of the 35 active dealers in the group, will send a list of surplus inventory to a central individual. Each dealer's excess list will then be circulated to all the members of the group. Said Stone: "If one fellow is loaded up with a lot of classical things he can't possibly move, and somebody else has certain pop titles that won't move for him, they can take the stuff off each other's hands."

Stone added that shortly, a program of group buying will also be instituted and will probably start with the Grand Award sliding scale discount deal to start this month thru the local distributor, Records Inc.

"Many of us are members of SORD and only thru such an organization can we hope to combat the record clubs," Stone said. "But ARD is strictly a local organization designed to do whatever we can for ourselves on the local level—such as our exchange and group buying plan."

## Fisher Cuts Discount Chain

PHILADELPHIA — With the lease running out its course, Nat Fisher reduced his chain of discount record shops by one, leaving four stores still in operation.

This week saw the last for his midtown Walnut Street store. However, anticipating a lease loss, Fisher recently opened another midtown location at 15th & Chestnut Streets. His other locations include one in West Philadelphia at 39th and Chestnut; another in North Philadelphia at Broad and Olney, and a third in Wynnefield at 54th Street and City Line. Excepting for his remaining midcity store which sells radio-TV and stereo equipment, his stores feature records exclusively. A veteran retailer, Fisher is a first cousin of the w-k. Eddie of the Fishers.

## 2 PICKS SAME WEEK FOR CASH

NEW YORK — Chanter Johnny Cash is believed to have scored something of a "first" this week, when he had two records on two different labels both picked as "spotlights" by The Billboard review panel.

On Columbia, Cash's "I Got Stripes" and "Five Feet High and Rising," was a pick, as was the coupling of "Katy Too," and "I Forgot to Remember to Forget," issued by his former label, Sun Records of Memphis.

## DISK JOCKEY ORGANIZATION

official announcement



All disk jockeys and others who program pop records on radio or television may now join the International Association of Disk Jockeys and Music Programmers. All members are eligible to attend the organizing convention, July 18-19, at the Milwaukee Inn, Milwaukee, Wis. Fill out and mail the membership application below and enclose your \$10 dues payment.

### MEMBERSHIP APPLICATION

International Association of Disk Jockeys and Music Programmers

Name \_\_\_\_\_

Address \_\_\_\_\_

Station \_\_\_\_\_ City \_\_\_\_\_

Position \_\_\_\_\_

Nominations for National Board Members from my area.

Name \_\_\_\_\_ Station \_\_\_\_\_ City \_\_\_\_\_

Name \_\_\_\_\_ Station \_\_\_\_\_ City \_\_\_\_\_

I will \_\_\_\_\_ will not \_\_\_\_\_ attend the Milwaukee convention.

Accommodations, \$7 per man (two to a room).

Mail this application and \$10 dues to Bill Gavin, Chairman, Disk Jockey Organizing Committee, 114 Sansome Street, San Francisco, Calif.

PAST .....

IT'S JUST A MATTER OF TIME

PRESENT .....

ENDLESSLY

FUTURE!

Thank You Pretty Baby

AND

With All Of My Heart



BROOK  
BENTON

MERCURY 71478



THE HIT TRADEMARK



## Decree Calls for Survey

• Continued from page 3

which are the major part of ASCAP revenue. In addition, there are prospects (and earmarked funds to go with them) for extending a more scientific survey to all other music uses, such as location-background music for stores, offices, et al., bars, hotels, and to juke boxes, if and when Congress removes the juke performance exemption. The mathematical techniques may prove too costly for some of these uses, but those which run to a million or more annually would seem inevitably due to get scientific survey.

### Economic Multiples

The decree provides that the economic multipliers for the samples will be in direct proportion to the receipts derived from the licensees covered in the sample. Justice attorneys point out that if, for instance, a broadcast station produces \$1,000 in revenue for ASCAP, and another produces \$2,000, the performance on the \$2,000 station will be worth twice as much as on the station producing half that revenue.

Classifications broken down too minutely would prove too costly, so groups of licensees will be set up, to reflect the variation in amounts of revenue to ASCAP. It would not be worth while, for example, to determine the difference in performance value between a revenue producer of \$1,000 annually, and one producing \$1,200.

The question may arise among members as to whether there will be "segregated" funds for different types of licensees, and different uses. It may be asked, for example, if 75 per cent of TV's music use is in background music, would 75 per cent of TV income be allocated to background music?

Justice attorneys say "no." It must be kept in mind that the basis

of performance money is in "credits" — there is no segregated accounting as such in dollars, by types of licensee or use. If 75 per cent of TV music is in background "use," the payment for this use would not correlate to 75 per cent of TV funds, but would be a much smaller amount, tied to the fractional-credit ratings for background use. However, if 75 per cent of TV music "credits" were actually earned by background music, this would be translated fairly directly into dollar values.

## Kay Starr

• Continued from page 3

still had six months prior to its expiration.

Her Capitol sessions will be handled by Dave Cavanaugh, label's artist-repertoire exec. Her initial release will be a single to be followed by an album this fall.

The songstress left Capitol in January 1955 after a decade with Capitol, where she had become one of the top selling fem artists. Her sole strong seller on the Victor label was "Rock 'n' Roll Waltz."

Miss Starr first joined Capitol in 1945. From a total disk royalty earnings statement of \$100 that year she had risen to where Capitol paid her more than \$100,000 in royalties during her final year (1955) with the label. Her sales rose steadily from 1945 to 1948 when she sold approximately 900,000 records. By 1950, she sold approximately 1,500,000. Her "Wheel of Fortune" in 1952 passed the million mark. In 1954, her sales topped 3,000,000 records, bringing her \$92,000 in record royalties.

## Philly Dealer Org

• Continued from page 4

newly elected officers include Mark Rubenstein, of the M-R Shop, as vice-president succeeding Alvin Lerten, of the Musical Note; Walter H. Keller Jr., of Keller Record Shop, as secretary succeeding LeRoy Freedman, of the Premier Record Shop, and William Barwis, of Barwis, as treasurer, succeeding David Morlitz, of Empire Radio.

Seven dealers were elected to a newly constituted Board of Directors. In addition to past officers Morlitz, Lerten and Freedman, others elected to the Board include Melvin Riser, of Riser Music; Herman Sonnheim of Newman's Record Shop, and Marge Gerhard, manager of the record department of Gerhard's in suburban Glenside, Pa.

In reviewing the association's accomplishments during its first year, Jolley told how he and the local law firm of Ostroff & Lawler, representing the association, presented testimony before the House Congressional Committee that helped further the passage of the proposed Federal Fair Trade Act.

Among other things in relationships with distributors and manufacturers, Jolley pointed out that as a direct result of the united front shown by the association, one of the largest record manufacturers discontinued a coupon deal which would benefit only the larger discount houses.

To launch an all-out membership campaign, Myers invited all dealers to attend the association's first annual Beer and Pizza Party held on Thursday (July 2) at the Sons of Italy Building here. Invitation was extended to the wives and friends of dealers as well. To encourage memberships, annual dues will be maintained at \$10 for the year.

## First Clark Special TV-er

• Continued from page 4

ably; Fats Domino, traditional rhythm and blues; Stan Kenton, jazz; Les Paul and Mary Ford, pop and country-flavored pop; Stan Freberg, novelty; Johnny Mathis, jazz-flavored pop; and the McGuire Sisters, pop rock and roll.

It was a smoothly paced, entertaining hour sparked by Clark's soft-spoken, neatly understated emcee job. He also mixed in with some of the acts, a la Milton Berle. However, the star wisely limited his participation mainly to brief gag-pay-off bits.

Highlight of the show — and Clark's most effective stint as a performer — was a shrewdly slanted propaganda defense of today's teen-ager and rock and roll. The more idiotic song hits and fads of other years — "Ta Ra Ra Boom De Aye" "Varsity Drag," "Three Itty Fishies," the college-boys-eat-goldfish craze, sloppy joe sweaters, zoot suits, dancing in the aisles, the Big Apple, etc. — were handed showmanly presentations by the entire cast.

Then Clark brought on a group of neatly dressed, well-behaved dancers representing the teen-agers of today. Fortunately, he had the good sense to include a tongue-in-cheek finish via take-off on today's 750-kids-in-a-telephone-booth fad.

Altho he exhibited the least vocal talent, Fabian pulled the strongest studio audience reaction. Mathis provided a solid finish with five expressive ballads, including his new "Small World" waxing from "Gypsy."

The McGuire Sisters were their usual decorative selves, and their showmanly medley of old and current pop hits gave the beginning of the show a decided lift. Also exhibiting their usual multi-track know-how were Les Paul and Mary Ford.

Freberg and his hilarious Moon

Man puppet provided welcome comedy relief and the show could have further benefited from one of the great satires on pop record hits. Fats Domino was ingratiating but didn't have enough to do; while Kenton's "This Is an Orchestra" number was on the pretentious side.

All in all, the telecast was an admirable blending of diverse musical styles — representing the most effective use of record talent on one show to date.

June Bundy.

## Theme Ratings

• Continued from page 3

limit runaway multiple uses of one composition played many times within one program, or on one show, or as one of a medley, etc. A formula is also devised for multiple use credits for symphonic or classical music played as background or theme, cue or bridge.

For details of the weighting formula applied to these uses of music, Justice Department has provided ASCAP membership with an additional booklet giving effective amounts for performances as theme, background, bridge, cue, and "jingles."

## Carlton Staff

• Continued from page 4

mond, Va., Atlanta, Florida, New Orleans, St. Louis, Chicago, Memphis; Morris Diamond treks to Philadelphia, Baltimore, Washington, and surrounding areas; George Furness covers Cleveland, Cincinnati, Pittsburgh, Detroit; and Lenny Mysel goes to Boston, Connecticut, New Jersey and New York; Si Carlton will cover Albany, Rochester, Syracuse, Buffalo, etc.

# JAMIE

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# JULY

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\$ TOO TOUCH  
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*from ABC-PARAMOUNT and CHANCELLOR*  
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**LLOYD PRICE**

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**LONELY BOY *b/w* YOUR LOVE**

**PAUL ANKA**

C-1036

**A BOY WITHOUT A GIRL**

*b/w*

**BOBBY SOX TO STOCKINGS**

**FRANKIE AVALON**

C-1037

**TIGER *b/w* MIGHTY COLD (To a Warm, Warm Heart)**

**FABIAN**

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of gratitude  
to our  
distributors  
everywhere!*



**Chancellor**

**NIGHT CLUB REVIEWS**

**Vaughan Makes Solid Nitery Debut**

Frankie Vaughan, well-known in his native Britain as a movie star and musical hall singer, registers a solid Stateside nitery debut in his current fortnight stint at Jules Podell's Copacabana. On the night caught (30), Vaughan was fighting a voice-crippling case of laryngitis, but nobody in the enthusiastic house knew it as he belted his songs out to a fare-thee-well.

Belter is the word. Vaughan, who looks like Victor Mature, has a powerful and dramatic vocal style with movements to match not at all unlike that of Johnny Ray. Opening fast with a heftily delivered "Happy Go Lucky," he followed with the standard "June Night," then quickly moved to a couple of soft-shoe rhythm numbers "Isn't This a Lovely Night," and the oldie, "It All Depends on You."

After some additional belting on "Kewpie Doll" and "Bei Mir Bist du Schoen," Vaughan turns to the strawhat routine for a soft-paced "That's My Doll," and later comes on with a topper and cane bit, a trademark for him, in "Give Me the Moonlight," a song reminiscent of Ted Lewis.

An effective follow-up was "Music Maestro Please," which, with its unaccompanied start, gets the house eating out of his hand. The windup comes with more belting on tunes like "Bye Bye Blackbird," "When You're Smiling," "After You've Gone," and "Toot Tootsie Goodbye."

Over-all, it's a solid club send-off for Vaughan who has

**Andrews Sisters Same Old Favorites**

The Andrews Sisters in their current engagement in New York's Latin Quarter exude much of the characteristic charm and personality that have made them favorites for so long. Their act is sprinkled with several of their past wax hits. They also include a marvelous take-off on Twenties-type songs, several of which are included in their latest Capitol LP, "The Dancing Twenties." The accent is on motion as well as on singing and their selections are well staged and well paced.

Among the well-known numbers that are identified with the gals were "Apple Blossom Time," "Bei Mir Bist Du Schoen," "I Can Dream Can't I," and "Don't Fence Me In." They also presented medleys of "Beer Barrel Polka," "Pennsylvania Polka," "South America Take It Away," and their classic "Rum and Coca Cola."

The section of tunes from the Twenties, prefaced by a lighting costume change with the girls dressed as flappers, included such fare as "Don't Bring Lulu," "Keep Your Skirt Down Mary Ann," and a hilarious reading of "Last Night I Loved You Best of All."

Each number was well received by the audience. The trio packs a lot of vitality into their routines, and a trek to the nitery to catch them in action is well worthwhile. Howard Cook.

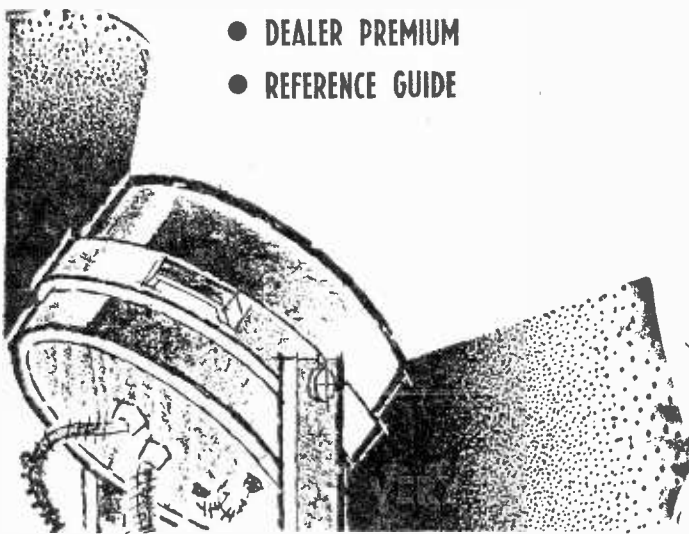
never been in this medium before. A suggestion might be to use more soft and easy tunes which would provide better pacing and contrast. Ren Grevatt.

**BIG NEWS**

Some copies of *The Billboard* **SUMMER RECORD PROGRAMMING QUARTERLY** still available.

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- DEALER PREMIUM
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**Dissident Ills**

Continued from page 3

performance by 1964 (assuming decree entry takes place in October, 1959, as start of ASCAP fiscal survey year). As the seniority factor withers, publishers must have performances to survive.

Optional devices to protect deserving writers and publishers who could not survive on current performance basis at all, are permitted under the decree. At their discretion, ASCAP's top 100 writers, can, by a majority vote, decide to forego some of their performance money to help lesser brethren. (This is actually a current practice.)

Writer opportunity to zoom to top credit rating in one year is mandatory under decree terms. (Reporting of these terms is of necessity subject to the reservation that only a skilled attorney can translate into actuality the fine points of the document.) Conversely, any member can fall to the zero point in earnings in three years, or four, in limited instances. This is in drastic contrast to the old point-classification ratings, when, as Roosevelt's Subcommittee report pointed out, members could be practically frozen at status quo, high men staying high, and low men staying low, for periods up to several decades. Former ratings had little direct relationship to actual current earnings. Roosevelt's group also pointed out.

Sweetening the somewhat bitter pill of the heavily weighted vote allowed under the proposed decree amendments, are Justice's insistence that both writer and publisher votes be based on current performance credits only; that the top 10 publishers (and this will be on a current basis for each election year) will at no time go beyond 41 per cent of the total. Justice attorneys estimate present percentage at about 37 per cent—for all practical purposes, a working majority, but well below the Roosevelt report estimate of 59.6 per cent of total vote concentrated among publisher board members, in 1957, who largely correspond to top 10 publishers. Also, no one member can have over 100 votes.

The decree's new rules for survey, distribution, theme and background music payment, et al., cannot be changed by any rulings of the ASCAP board, when Justice labels them mandatory under the decree.

Also, small-business members can band together in groups to nominate and put on the writer and/or publisher board, a member of their own choosing. A nominee can be put on the slate by a petition of 25 voting members, and a board member can be elected by

(Continued on page 35)

★ ★ ★ ★ ★  
**"SMILE"**  
 TONY BENNETT—Columbia  
 ART MOONEY—M-G-M  
 ★ **"SWINGING IN A HAMMOCK"**  
 SUE RANEY—Capitol  
 FRANKIE DEE—20th Fox  
 ★ **"BRING ME YOUR LOVE"**  
 TOMMY SANDS—Capitol  
 ★ **"STEEL GUITAR RAG"**  
 THE DYNATONES—Bomare  
 (Distributed by Swan)  
 ★ **"I'M CONFESSIN'"**  
 TERRI DEAN—Laurel  
 ★ **BOURNE, INC.**  
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 RUSS CONWAYS  
 smash instrumental in England  
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**ROULETTE**  
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 great rendition by  
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**NEW PACE-SETTERS FROM MPHC**  
**BEI MIR BIST DU SCHÖN**  
 KEELY SMITH • LOUIS PRIMA • DOT  
**I ONLY HAVE EYES FOR YOU**  
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**I CRIED FOR YOU**  
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 1619 BROADWAY  
 (Corner 49th St., N. Y. C.)  
 A few choice office units available. 300 to 3,000 sq. ft., some with immediate possession.  
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# DIG THAT HIT!



# PARTNERS

... a 24-carat smash ... an off-beat, brawling ballad about two men wild with gold fever!

c/w I'M BEGINNING TO FORGET YOU 47/7557

# JIM REEVES

Now Appearing At The Commercial Hotel, Elko, Nevada.



**RCA VICTOR**  
TRADE MARK RADIO CORPORATION OF AMERICA



## Irish Tape Set to Merge With Ampex

NEW YORK — Orradio Industries, manufacturers of Irish Brand recording tape, has changed its name to Orr Industries and become a division of Ampex Corporation. Announcement was made jointly by George Long Jr., Ampex topper and John Herbert Orr, his Orr Industries counterpart.

The agreement reached by the two firms, subject to stockholders' ratification, provides that Orr Industries' shareholders will receive one share of Ampex stock for every 2.2 shares of Orr Industries common stock held by them. About 209,000 shares of Ampex stock has been set aside for the purpose. When the merger is confirmed, Ampex's outstanding stock of 2,209,304 shares will include this for a total of 2,418,304 shares.

According to the official announcement, "Ampex has owned about 25 per cent of Orr Industries' shares for the past two years and during the last year has furnished management assistance in operation of Orr Industries plant in Opelika, Ala. The experience gained during this time has led the boards of both companies to feel that pooling of financial, as well as technical interests, will result in higher

## Audax Shows New Look in Loudspeakers

NEW YORK—A new look in speaker enclosures is being introduced by Audax, a division of Rek-O-Kut. The most striking aspect of the units is a grille of woven Dynel fabric, heat-shaped and stiffened to a three-dimensional design.

The covers are said to offer economies as well as functional and decorative values. Loss of high notes is supposed to be kept to a minimum because of the deep "draw" resulting from the molding of the fabric to increase its porosity or open spaces between yarns. Firm claims the response is better than in standard grille cloths.

The new grille is featured on two Audax speaker systems. Model CA-80 has two 8-inch extended range speakers and the Model CA-100 has two 10-inch woofers, plus two cone tweeters. Both of the units are designed for bookshelf placement and both use Audax "Paraflex" speakers. The CA-80 is tagged at \$99.95 while the CA-100 carries a \$139.95 price.

The speakers will be shipped to dealers in late July.

The unique new look is the work

over-all earnings and a greater contribution to magnetic recording industry.

John Orr, founder of Orr Industries, becomes a member of Ampex management staff. The Alabama company will continue under the name of Orr Industries, Inc., and will continue to operate in Opelika, Ala., with same facilities, same management, same employees."

## Free Tools Packed With Cartridge

NEW YORK—A free cartridge installation kit, complete with tools, is being given free by Fairchild Recording Equipment Company to buyers of its new stereophonic SM-1 cartridge. The kit includes the usual hardware, a gram gauge to check stylus pressure, a small screwdriver and instructions in three languages (French, Spanish and English).

The kit, and the tiny screwdriver in particular, should prove a boon to hi-fi fans. The average screwdriver in the home tool chest is usually too large for the small cartridge screws. The hi-fi fan, as a result, has to resort to a paring knife or a make-shift tool. In Fairchild's experience, many cartridges returned on its guarantee were mangled by the customer using the wrong installation tool.

The gram gauge, simple in design and easy to use, helps the user to preserve both records and stylus.

## Portable 17" TV Is Shown By Emerson

NEW YORK—Emerson has announced a 17-inch portable TV set to sell at \$250. The completely transistorized unit operates on rechargeable batteries which can be re-charged up to 40 times at a total cost of 3 cents per operating hour.

The set, equipped with 25 transistors, was shown to distributors at a convention held here at the Waldorf-Astoria. Ben Abrams, Emerson topper, said the unit will be in production "about the first of the year."

of George Nelson who also designed the new Rek-O-Kut turntables.

## Magnecord Has Pro-Type Tape Recorder

NEW YORK — A professional-type tape recorder, the model 728, has been introduced by Magnecord. Customers have an option with this model on having full-track, half-track or split stereo heads in the unit. A fourth head, ordinarily used to reproduce quarter-track stereo tapes, may be mounted in the head bracket. The fourth head is not needed for sound-on-sound recordings.

The special feature of the unit is the fact that it uses fixed, separate heads instead of shifting heads. Firm feels that head shifting does not insure positive quarter-track playback because alignment is critical. Magnecord believes that manually shifted head will not hold precise alignment.

The model 728 records stereophonic, sound-on-sound or monaural. Independent heads permit recording of sound-on-sound or recording and playback at the same time.

Simplified operation is made possible by five pushbutton controls. A two speed machine, it is available in either 15 and 7½ ips or 7½ and 3¾ ips.

## Record 'Em Without 'Em Knowing It

NEW YORK—A tape recorder in an average-size briefcase is being shown by Amplifier Corporation of America. The unit is battery-powered and operated by an electric motor.

The firm makes important claims for the unit, including, low noise, high gain, no microphonics and improved signal to noise ratio, permitting recording of music at 15 ips and 7½ ips.

The briefcase can be opened to insert papers, carried or put down without revealing the recorder concealed in a false compartment. It is stopped and started by simply pressing the slide-lock and switch. Initial level setting eliminates the need for additional adjustments. Microphone is hidden in the upper folds of the briefcase and speech can be recorded at a distance of 25 feet. The weight is 12 pounds.

The unit is available in five single-speed and four two-speed models. At 1½ ips, a recording an hour and a half can be made. A five-inch reel will hold three hours of dual-track recording. A built-in pre-amplifier permits ear-phone playback. But the output of the unit can be plugged into any external amplifier for greater playback volume.

## John Leslie Orr Veepee

NEW YORK—Orr Industries has raised its general manager, John Leslie, to a vice-president post. Leslie came to the tape firm from Ampex in 1958. He was manager of engineering with the recorder firm.

Leslie belongs to many professional societies including Institute of Radio Engineers, Society of Motion Picture & TV Engineers, Audio Engineering Society and the American Management Association.

## Audio Feedback

By RALPH FREAS

### A JOG TO YOUR MEMORY

Remember the story we ran a while back about the Lawrence Hi-Fi Center down in Birmingham, Ala.? To give it to you quickly in case you happened to miss it, co-owners Al Lawrence and Joe Clancy keep their business healthy with a mimeograph machine. He regularly turns out promotion pieces, actually they're informative bulletins, about hi-fi subjects. But the mimeograph machine isn't the only thing that keeps clicking away in the Hi-Fi Center. Lawrence's mind, with an assist from Clancy's, keeps turning out ideas with machine-like regularity.

What brings this to our attention is a letter we got from the Hi-Fi Center after publication of their story. With the letter were about four of what Al Lawrence calls "almost monthly" newsletters.

### IT'S WHAT YOU SAY

One of the impressive things about the "newsletters" was the fact that they are self-mailers. They're set up on a legal-size sheet of paper (different colored stocks are used for each month) and when folded twice they, can be sealed with a gummed sticker or stapled, addressed and stuck into the mails. No envelope, no fancy letterhead and no fancy printing. Lawrence and Clancy evidently subscribe to the notion that it's not what you print on; it's what you say. Amen to that! Sure, a store could print a fancy brochure in two colors and create a great impression. But for the same money, Lawrence and Clancy can reach 20 times the number of people with their mimeo machine.

### NO COPY PROBLEM

They find a lot to write about. That's one thing you can say about high fidelity — new things are always coming along, new ideas, new products. Here, for example, is what the newsletter dated April 27th of this year contained: (1) An announcement about FM multiplex stereo in Birmingham, (2) news about four-track tapes, (3) news about the availability of the much-desired AR-2 speakers, (4) a story about the "worst record available" (the newsletter named it. We won't), (5) news about Fleetwood TV tuners, (6) a gift suggestion for "the young person who is graduating this year" — a Granco FM radio, (7) special notes on used and bargain hi-fi components, (8) an announcement about a new University speaker system, and, (9) a "public service" non-commercial message about the Birmingham Art Museum.

In short, the newsletter is crammed with information about high fidelity facts. It not only announces the new products, it appraises them. Does it produce sales? It can't help but do so, and do so at very little cost to the retailer.

### CREATIVE SELLING

Lawrence and Clancy aren't content to report news. They want to make high fidelity appealing to specific consumer groups. For example, one of the pieces that recently came rolling off their mimeo machine carried the title, "Making Provisions for a Home Entertainment Center in New Homes."

The memo pointed out that "the problem of making TV and a music system an attractive and integral part of the modern home is a concern of the builder and the architect. In most cases, however, no provision (or at best, inadequate provision) is being made for innovations in the field of home entertainment."

It pointed out, in addition, that "Enclosing the components which go to make up a stereo sound system in one or more cabinets is difficult and often unsatisfactory and ENTIRELY UNNECESSARY for the owner of a new home."

Clancy and Lawrence say that, if the home owner and/or architect or builder use a little foresight and planning on the drawing table, installation problems can be solved easily and inexpensively. Look ahead, they urge, if designing or planning a new home.

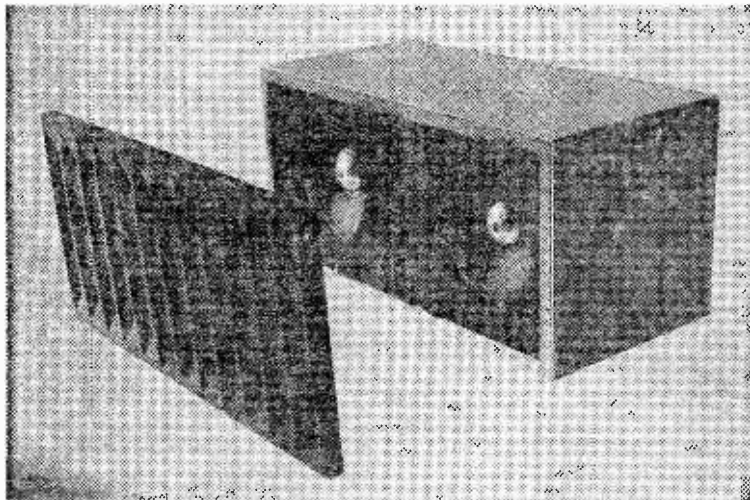
The co-owners plan to work up additional material on this subject and to hold seminars on the subject for interested parties. They also see where they can be helpful in solving problems that relate to background music systems for offices and clinics. Such installations have been mistakenly "taken for granted" the partners believe.

### NOTHING OVERLOOKED

There's an interesting note in the outlet's March 1st newsletter. Under the headline "Proper Care of Records," they mention that they've prepared a "Memorandum" on the subject and cite the record department of the local library as proof that this is a misunderstood subject.

"Pick up a free copy of the memo," they suggest, "and learn how to avoid ruining records after only a few plays."

We looked at a copy of the "record care memo." Written in simple, straightforward fashion, it tells the complete story on a single sheet of mimeograph paper. The economy in buying diamond needles is set forth and, at the end of the memo, a list of record care accessories is listed. By the time the customer gets to the end of the memo, he's completely in the mood and he understands the advisability of buying the accessories.

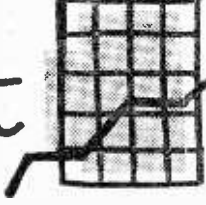




This exploded view of the Audax speaker system shows the double eight-inch Paraflex speakers housed in a mutual-slot-loaded enclosure. Mutual-slot loading (dark area in center of enclosure) reinforces the bass, suppresses sharp resonances and eliminates boom, says Audax. Enclosure is 12 by 12 by 14 inches.



# Recipe for a Summer Sizzler


(Serves One Million)

Take one Chart  Climbing  
smash hit like **'WONDERFUL YOU'** 

Add the light touch of "Ring-A-Ling A-  
Lario"  and mix with the inimitable

style of **JIMMIE RODGERS**  Blend

well with Joe  Reisman's orchestra  
and chorus and serve hot. 

The recipe number is R-4158...so  
order  **'WONDERFUL YOU'** from your

**ROULETTE** distributor today! 



## MERCHANDISING TACTIC

# Dealer About-Faces To Up Radio Sales

EVANSTON, Ill. — The revolution in sound appreciation which stereo and high fidelity have brought about in the past few years have made old-fashioned radio merchandising methods "obsolete," according to Ronald Glover, audio products retailer here.

Last year, Glover took a long look at his table radio merchandising methods, decided that they were to all intents "antique" and carried out a complete streamlining program. This was particularly necessary in view of the introduction of transistor miniatures, the fact that people are demanding better tonal quality and operating efficiency in their sets. By changing over to a more effective merchandising program Glover managed to even double radio sales in a year's time.

His first step was to do away altogether with rock-bottom-price "competitive" table top radios whose only virtue was their low cost. This automatically does away with noisy, crackling, hard-to-tune radios which can never make a good impression on the radio purchaser. Instead, Glover decided to concentrate on better price, high-quality sets, selling at two and three times as much as the former low-priced leaders.

### Down Payment Pricing

How to get around the price resistance which naturally entered the picture? "We put much more emphasis on time payment than we have used before," Glover said. "By that, I mean, that all radios are shown with a down payment geared at such a low figure that almost anyone can afford one. A \$49.95 price on a deluxe clock radio, with push-pull amplification, excellent double-speaker sound reproduction, etc., is likely to frighten off a prospect. A sign which offers a radio at \$5 down, however, certainly isn't frightening.

So, we simply show the down payment price and leave it up to the salesperson to sell the prospect on making a small monthly payment which he won't miss in order to afford the best possible quality. Most of them go along with the idea where the flat cash price would spoil the opportunity."

### Let Him Use It

Next, the Illinois retailer has put "customer participation" into the selling picture. A table top with a convenient plug is kept clear alongside a mass display of radios near the front of the shop, and when a prospect shows interest in a particular set, the radio is placed in his hands, with the suggestion that he plug it in, warm it up, tune in the station, and thus "get the feel of it" on his own. This policy is followed out with sets. It is particularly effective to hand a transistor set to the prospect and let him snap the switch and tune in the station himself, Glover added. Selling emphasis, in conversation going on while a customer does this, is never placed on price, but, instead, on the down payment as outlined above.

### Gift Ideas

Another good idea consists of "product mixing"—building up the eye-appeal of a radio display so that there is more than one reason to look in the case. Glover, like many other retailers experienced the problem of pilferage where small, expensive transistor radios are concerned, and had to place them in a locked glass wall display case, for protection. This did nothing at all to provide impulse sales, when the customer could not handle the sets on his own. Consequently, the store, which carries a line of men's gifts, such as electric shavers, weather-predicting instruments, etc., "mixes them up." A customer's eye, caught by the variety of gift suggestions shown, is much more likely to develop a buying interest in a transistor radio, where he has a gift obligation in mind.

### 'Company Car' Market

He does this in window displays, along with the wall case, and has watched small transistor radio sales climb steadily as the result. Not the least important point in selling transistor radios, Glover claims is "suggesting" them for men who drive "company cars" furnished by their employers and which have no radios installed. The handy transistor radio, particularly the better models, solve the problem of providing music for long hours on the road, in the hotel room, etc., without the problem of wiring or installation expense. Success in this field has led the company to ask every radio prospect whether he drives a "company car," or, if it's a gift, to ask the same question of the gift purchaser. Once

## Sound Gets Balanced Via Walco Kit

NEW YORK—For the hi-fi fan who wants to make critical adjustments to equipment, Clevite-Walco is bringing out a stylus pressure scale and a turn-table level, packaged together and tagged at \$2.50.

The balance scale is also sold separately. It has only one moving part, one adjustment and it will measure one-half gram variations. The level is also simple to use and designed to last.

Packed in a clear plastic tube as protection against dust and moisture, the kits come two to a display card. The card is a blue-and-white self-merchandiser, ready to set on the counter when the shipment sleeve is removed.

## Telectro Has New Pre-Amp

NEW YORK — Telectro is bringing out a record-play pre-amplifier to complement its Series 900 tape decks. Designated the TRP-11, the new pre-amp is a specially designed unit to match the tape decks. It makes possible either record or play functions of the deck.

Unit has enough gain to give complete recording versatility. Allowance is made for microphone, tuner or radio thru an input jack. Controls for gain and on-off, record and playback selector, equalization switch and noise balance are provided.

In Telectro's 900 series there are five models. They have push-button controls, three speeds and mount either vertically or horizontally. It fits into any home hi-fi stereo system.

## Fisher Shows New FM Tuner

NEW YORK — Fisher has put a new FM tuner on the market. It's the FM-100, designed to give wide-range reception with minimum noise and distortion.

The firm says the unit is absolutely free of hum because it uses matched germanium diodes in place of a "hum susceptible" dual-triode tube. Another feature is a multiplex separation control on the front panel, plus main and MPX channel positions on the selector switch. Power and electrical connections and space have been provided for plug-in installation of the Fisher MPX-20 multiplex adapter. Output stages are provided for stereo programs.

Unit weighs 15 pounds. It carries a \$159.50 price tag.

it is found that the prospect involved is a "company car" driver, the chances of making a big-pocket transistor radio sale are multiplied.

## Thomas Has New Organs, StereoCenter

NEW YORK — The new line of home electronic organs by California's Thomas Organ Company is almost completely new this year. The firm is also showing a line of stereo consoles.

Top end of the organ line is the Chorale at \$1295. Transistorized, it is the first organ on the market with an 18-note pedal bass under the \$2,000 mark, according to the firm. It has a self-contained 35 watt amplifier with two 12-inch speakers. It comes in three finishes.

The Musicale is tagged at \$999. A two-keyboard model, it has a headset outlet, self-contained amplifier and two-speaker system.

The Prelude is a low-end, single keyboard model tagged at \$600. It has a 49-note keyboard with five continuously variable voices, console amplifier and speaker system.

In the lower-priced bracket also is the Sonata at \$769. This unit, like all in the line, is available in a variety of finishes.

In their high fidelity stereo console line, Thomas has the StereoCenter with two independently tunable AM and FM tuners to pull in stereo broadcasts. It contains a Garrard four-speed stereo changer and four speakers, two on either side, in infinite baffle chambers. The StereoCenter sells for \$595.

## AES Gears for Big October Meeting

NEW YORK—Virtually 100 per cent of the audio industry will be represented by papers to be given at the 11th meeting of the Audio Engineering Society meeting in New York, October 5 thru 9.

Papers will cover newest theories in the sound field, with a special concentration on stereo. Regarding displays, the group expects to have three times the number of exhibits shown at last year's meet.

Papers to be given at the conclave should be submitted to Harry L. Bryant, AES Convention Committee, Care of Radio Recorders, 7000 Santa Monica Boulevard, Hollywood 30, Calif.

## Newport Jazz

Continued from page 4

ing taking place at the NJF this year as in other years, with only Columbia and Coral set to cut on Thursday night. This wasn't too disturbing to NJF execs however, as the sum paid by Studebaker Lark for the radio broadcasts was reported to be well in excess of \$10,000. The nut for the talent for this year's festival was about \$45,000, slightly less than last year, due to a few less artists on the bill. Altho the NJF did not have to expend the large sum it did last year on the International Youth Band, prices for talent were higher due to the many other festivals skedded this season, especially the loot laid out by Playboy Magazine for its talent line-up.

It was interesting to note that the execs of the NJF this year stated that the costs of the 1959 festival were higher than they had ever been before, and one exec noted that "one bad right could really hurt us." The Newport Folk Festival, which comes off next weekend (July 11-12) was described as an attempt to amortize the high costs of the jazz festival as well as an attempt to cash in on the current popularity of folk music.

The audience at the opening night concerts was again this year made up mainly of college age lads and lassies who came to socialize as well as listen now and then to the jazz.

## Music Merchants Win In Pilot Contest

NEW YORK — Pilot has announced the winners of their dealer sales contest. Winners, tied for grand prize, are: Gladys Hauff, high fidelity department manager of Baldwin Piano Company, St. Louis, and Dan Miller, Wurzburg's, Grand Rapids. Both will receive a Pilot 1065 stereo console. In addition, Miss Hauff was a guest of Pilot in New York during the NAMM Show. Mr. Miller took additional Pilot equipment in lieu of the trip.

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# VOX JOX

By JUNE BUNDY

**MORE JAZZ:** There were too many jazz jocks to cover in last week's jazz special, so we're continuing the coverage of the jazz deejay scene in this week's column.

Pete George, WLBH, Mattoon, Ill., who has emceed a regular jazz show for 17 months, credits its success to the "unflagging quality of the jazz," and his participation in a give-away promotion—"a mystery tune contest with a local dealer whereby some lucky listener on every show wins a free LP of his choice from the dealer's entire stock." George comments, "The deejays doing specialty shows have been grossly neglected by record firms in the matter of adequate material. It's also a big mistake to overlook the small station deejay in the distribution of promotional albums. Jazz devotees are not limited to the larger cities, nor is the major volume of jazz album sales confined to the metropolitan areas."

Harry Michaels, program director of WDZ, Decatur, Ill., writes "For the past nine years WDZ has scheduled a jazz disk show every afternoon... this despite the fact that up to three years ago WDZ was mostly country and western... Presently it's the Bill Brady show. For seven years it was conducted by Jim Seaney."

**HE VIBRATES:** Russ Reardon, WAIR, Winston-Salem, N. C., has some provocative comments to make on his programming technique. The spinner writes, "I program jazz records the way a jazz soloist improvises. I've become a human seismograph, sensitive to the several vibrations given off by any one jazz record! With the abundance of really great jazz on records, unlimited disk arrangements are possible. Ahmad Jamal's 'Medley' and Gene Rodgers Trio's 'Whisper Not' have the same rhythm and mood. Separately they have entity; sequed they constitute the beginnings of a musical stream of consciousness."

Reardon continues, "Building from these, any full Basie instrumental that opens with piano could follow. At once, the swinging trumpet solo in the final Basie chorus sounds to me exactly like the trumpet-thinking singing of Ella Fitzgerald's 'Flying Home' so Ella comes next, and behind her some cat is playing the wildest bass ever, and that triggers another disk-arrangement Pete Rugolo's 'Concerto for Doghouse.' Then, the only disk I consider strong enough to climax this is 'El Gato' by Ellington."

**THIS 'N' THAT:** New jazz airer, emceed by Bob Gurtherie on WOAI, San Antonio, is scheduled for Saturday nights and titled "Music for Moderns."... Dwight Cappel, WWSW, Pittsburgh, has been piloting two jazz airers for the past 10 years—"Collectors Corner" on Sunday nights and "Jazz Scene 1959," on Monday nights. . . . Ray (Raybo) Boyce, WFHA-FM, Red Bank, N. J., writes, "All indications point to the success of jazz programming here. During the evening hours of our equipment tests (station was supposed to go on the air officially this month) I have played 80 per cent jazz and have gotten good response from people who happened to catch it. . . . As things now stand it looks as if jazz will have a good share of time each week."

Howie Leonard, program director-deejay, WLOB, Portland, Me., writes, "We feel that a goodly amount of authentic jazz records can be programmed within a daytime pop music and news formula—specifically short instrumentals by bands and combos. We do not have a jazz show as such but, within our every broadcasting day, at least 10 to 15 legitimate jazz artists or tunes are programmed. The fact that jazz artists like Mancini, Jamal, Sutton, etc. have sold in the pop field makes it easy to program artists of such calibre during the day."

Tiny Markle, program director of KFSD, San Diego, Calif., calls our attention to the fact that the station's jazz jock, Chuck Dattilo (11 p.m. to 1 a.m. nightly) was recently honored by the Producer's Guild Award for having the best jazz program on the West Coast. Dattilo—a drummer of some standing—also is leader of his own ork, and was featured in the recent San Diego Jazz Festival. . . . Similarly honored this year was Jean Shepherd, WOR, New York, who was named "The Jazz Personality of the Year," by the Metronome Yearbook, "Jazz, 1959."

**CHANGE OF THEME** Paul Mills, WALE, Fall River, Mass., is now doing an hour and a half Monday thru Friday jazz show and is "in dire need of jazz LP's." . . . William Holiday, who emceeds "The Original Jazz Scene" over KWK, St. Louis, has formed a local listener's jazz club and is setting up merchandising and promotion plans to showcase the program to all jazz fans in greater St. Louis. . . . San Francisco station KJML, heretofore strictly a classical music outlet, has added modern jazz show "Jazz Horizons" from midnight to 3 a.m., seven nights a week, with Frederick Gennert as emcee.

Station WHAT-FM, Philadelphia, which opened an all-jazz format early last year, now broadcasts 18 hours of jazz programming daily. The over-all format is tagged "Jazz at 96.5." Jazz jocks include Sid Mark, Harvey Miller, Brad Scott, Chuck Sherman, new assistant program director Jerry Ross (formerly with WFIL, same city) and program director, Bob Ardrey.

Cholly Brown, new jock at WCEF, Parkersburg, W. Va., writes, "It was with interest that I read in your column anent the father-daughter hop that was held in San Jose, Calif. We will attempt the same situation. Only this one will have a natural twist—the mother and son. Thanks for writing up the tip." . . . Doug Layton, WAPX, Montgomery, Ala., recently asked listeners to write and tell him why they listened to the show, "Diggin' with Doug." Writer of the winning letter was allowed to "run the program" for a day.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Skip & Flip Hip With 'It Was I'

Skip (Clyde Batton) was born in Gallipolis, O. He moved to Tucson to attend the University of Arizona and is currently a deejay at KMOP in Tucson.

Flip (Chuck Mendell) was born in Mesa, Ariz. He also attended the University of Arizona.

Both boys are 19 years old and they both excelled in football and baseball at college. In addition to their vocal abilities, the boys have their own band, "The Pledges." Skip & Flip's first disk, "It Was I," is currently in the Hot 100.



### Little Bill's Story An Inspiration

Little Bill (William Engelhart) was born in Brainerd, Minn., in 1940 but moved to Tacoma, Wash., with his family, when he was six.

He was stricken with polio at the age of 10 and the illness left its mark. However, this handicap has in no way affected his personality and one of his marked traits is his keen sense of humor. He has blue eyes, blond hair and stands only 5' 2" tall.

Little Bill met the Bluenotes, Buck Ormsby, 18, Tom Geving, 19, Lassie Aanes, 18, Frank Dutra, 19, and Buck Mann, 19, at a neighborhood theater. The relationship blossomed.

Their initial waxing on the Dolton label, "I Love an Angel," which broke on the Pacific Coast has rapidly spread across the nation. It is one of the fastest climbing platters on the Hot 100.

## YESTERYEAR'S TOPS—

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

JULY 2, 1949

1. Riders in the Sky
2. Again
3. Some Enchanted Evening
4. Forever and Ever
5. Bali Ha'i
6. "A"—Your're Adorable
7. Baby It's Cold Outside
8. Cruising Down the River
9. I Don't See Me in Your Eyes Anymore
10. A Wonderful Guy

JULY 3, 1954

1. Little Things Mean a Lot
2. Three Coins in the Fountain
3. Hernando's Hideaway
4. Happy Wanderer
5. Wanted
6. If You Love Me (Really Love Me)
7. I Understand Just How You Feel
8. Man Upstairs
9. Young at Heart
10. Cross Over the Bridge

## DISTRIBUTOR NEWS

By HOWARD COOK

A couple of guest traders, Al Hirsch of Malverne Distributors and Lou Boorstein of Leslie Distributors, both New York, have passed along their thoughts on what's wrong with the business today. Here's what Hirsch has to say.

"Two of the outstanding evils of today's record business are the quantity of new releases flooding the market and the allocations by manufacturers to distributors. Too many poorly planned releases help break down the price structure. The advent of stereo LP's makes a perfect example. Stereo had been on the market only a short time when we were treated to the spectacle of several major manufacturers coming out with deals which immediately made the price structure a complete farce.

"Merchandise which was salable at a decent profit margin was practically given away. This is very short-sighted because while it gets the product into stores, it makes it almost impossible for the manufacturer, dealer or distributor ever to return to a normal price structure.

"The allocations practices of manufacturers are also putting the squeeze on distributors and dealers. Let us admit that a manufacturer has a right to expect distributors to sell as much merchandise as possible. Let us, however, see what happens when a distributor gets an allocation he knows is too high for his market. If he wants to keep the manufacturer happy, he either cuts his own profit or he looks around for a territory where he can unload his goods at a very low price, causing that territory to suffer a breakdown in prices. Transshipping does not increase sales, it merely substitutes the shipper.

"There are only a few markets where unloading can be profitable and the distributor in one of such territories must meet the unfair competition in turn by selling his goods at an unreasonably low price. By doing away with allocations, the manufacturer could still maintain the required level of sales, but would remove, to a large extent, a distributor's desire to transship into another territory to unburden himself of excess inventory.

"Each manufacturer should re-examine his plans for the future and make sure that what he is doing is worth while from the standpoint of his distributors, dealers and himself. Otherwise, we will find ourselves in the hands of a limited few who will be in a position to call the tune as to both the number of releases and the price to be charged for these releases. This must be avoided at all costs."

Lou Boorstein of Leslie Distributors points out that with the arrival of the "dog" summer days, the "clamor for better prices is louder than ever." According to Boorstein, "This makes it pretty easy for the Johnny-come-lately boys to grab up as much business as possible on strictly a 'price' basis.

"This is exactly the time when operators should not permit themselves to be separated from steady suppliers. The firms that are in business year in and year out may be a few cents higher but this is a small price to pay for reliability and proven service.

"Leslie has never been a 'price' outfit and we never intend to be. The short cuts one has to take to offer the lowest prices are not for us. Too many years of service have gone by for us to change now. You can't buy a Cadillac for a Chevrolet price. We like to think of ourselves as a Cadillac firm."

**THE QUAKER CITY SCENE:** Chips' Bob Heller reports the record of the week is "Bells Bells Bells," by Billy and Lillie on Swan. Heller reports that the deejay album of the week is Disneyland's soundtrack of "Sleeping Beauty." . . . Also creating interest in the area is the Bell Notes' newest on Bobby Shad's Time label, "That's Right," and "After Hours," by Lew Douglas on Paul Cohen's Todd label.

Phil Skaf of M and S Distributors, Chicago, reports hot action on the Unart disking, "Ronnie Is My Lover," by the Delicates. . . . United Artists Records has appointed Stan's Record Shop, Shreveport, La., as distributor in that city. The outfit will handle both UA and Unart labels. . . . Dynasty Records has appointed distributors in 30 leading markets. Latest addition is Baker Distributing Company, Dallas.

From San Francisco comes the word that even tho the Giants are not on top of the charts, Chatton Distributors has its own up and coming hot ones. These include Ahmad Jamal's "Tangerine," on Argo; "Kissin' Time," by Bobby Rydell on Cameo; David Hill's "Voolay Voolay Song," on Kapp; Herbie Alpert's "The Hully Gully," on Amdex; "Wanna Dance," by Frank Pizani on Afton; "Sandy," by Chuck Harrod on Champion; Jan and Dean's "Baby Talk" on Dore and "Midnight in Memphis," by Don Harper on Joy. Novelty of the week is figured as "The Count Down Game," by the School Bells on Hanover.

Record City is the latest one-stop to enter the Milwaukee scene. Outfit is owned and operated by Taylor Electric, RCA Victor distributor. Victor disks will be sold at wholesale with all others going at the regular one-stop tag of a nickel over wholesale. Harold Rietz of Taylor said the Victor distributor entered the one-stop business at the request of many of its dealers. "The phenomenal growth of the one-stop has threatened normal wholesaler-dealer relationships," he stated. "We decided to set up our own one-stop to maintain direct contact with our dealer accounts and to keep abreast of the newest development in record wholesaling."

Bandera Records is off and running with "Listen," by the Impressions. Already, 13 distribs are signed up. . . . Palladium Records has signed 14 new distributors. Stan Zabka is heading up the firm. . . . Tuxedo Records has appointed New Sound in San Francisco, Music Craft Distributors in Honolulu and Tonality Records in Belgium and Holland. Tuxedo's subsidiary label, Mint Records, has also signed up Music Craft in Honolulu in addition to Superior in New York and Ideal in Newark.





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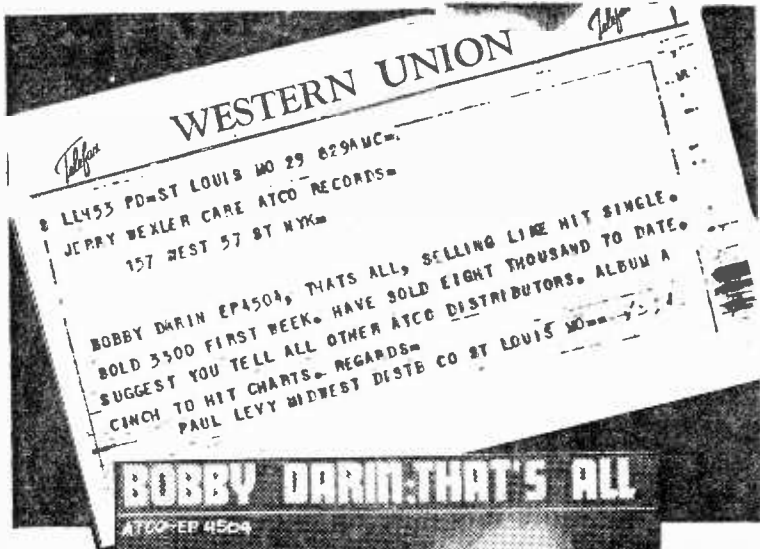
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**TRAVIS and BOB**

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**DOT RECORDS**

Thanks, D.J.'s, for all  
the spins . . .

STEVE BRODIE, Nat. Promotion

## MUSIC AS WRITTEN

By BOB ROLONTZ

### MITCHELL-RUFF DUO ROCK MOSCOW CONSERVATORY

The Mitchell-Ruff duo, consisting of pianist Dwight Mitchell and bassist Willie Ruff, broke things up at Moscow's staid Tchaikovsky Conservatory last week. The duo, who have played at many a jazz festival and cut many jazz LP's in the U. S., were in Moscow as tourists. They were okayed to play at the conservatory by Professor Lev Vlasenko, who finished second to Van Cliburn at the Tchaikovsky piano competition last year. After their concert the students, faculty and others cheered and stomped and talked about the impromptu concert for hours. The two jazzmen are not the only ones flipping the Moscovites these days. A group of Yale men have been capturing a lot of attention singing Russian songs around Red Square these days.

### New York

Andy Williams has been offered another engagement next year at New York's Copacabana after his successful two weeks' engagement last month. . . . Good Time Jazz and Contemporary Records, headed by that great jazz cat Les Koenig, celebrate their 10th Anniversary this week. . . . David Frizzell, 17-year-old brother of Lefty, is now recording for Columbia Records. The Jack Sterling Quartet has an album of the music from the Broadway musical "Gypsy" out on the Harmony label. . . . Sammy Kaye and Frank Abramson have started a new label, World Records. First release features Little Lorie Jay, just five years old, singing a new song, "Rainbarrel." Lass' father is Morty Jay, the Crew Cuts' arranger.

Bernie Freiden, Howard Chambers and Curtis Foster are the new execs of the Peak and Al-Be labels out of Memphis. . . . Karen Chandler, now appearing in "Say Darling" on the silo circuit, is set for appearances in Maine, Rhode Island and Pennsylvania, bringing the total number of her bookings to eight. . . . Tommy Tucker will teach English at Asbury Park High School during the fall term. He will teach in the morning and thus be able to do band and recording dates in the evenings. Tucker has his own music school in Asbury Park, N. J., as well. . . . Kapp artist Jerry Keller was on the Dick Clark Bandstand Show last week. . . . Last week's Newport Jazz Festival included a fashion show in addition to a lot of jazz.

Kal Winding and his septet will return to Basin Street East in New York on July 13. . . . Gene Krupa and his quartet are set for a week at Steel Pier in Atlantic City starting August 7. . . . Caedmon Records has issued an album of Walt Whitman's "Leaves of Grass" recited by Paul Begley. . . . Fabor Robison informed us that he will be handling his own distribution of Radio Records from now on. He has terminated his distributing arrangements with Allied Record Sales. . . . Erroll Garner is set for tent shows this summer in Cleveland, Concordville, Pa., and Salisbury Beach, Mass.

The Richard Otto Sarah McLawler Trio is now at the Black Orchid in Atlantic City where they will remain for the summer. . . . Pianist Eugene List has been signed by Urania Records. His first album will be called "List Plays Lizst." . . . Rhetf Evers, former WNJR, New Jersey deejay is now appearing at the Club 40 on Long Island as a singer. . . . Judy Holliday and Dean Martin will star in the film version of the recent Broadway music "The Bells Are Ringing."

### Cincinnati

Harry Carlson, Fraternity Records prexy, played host to a group of local and out-of-town music men at a dinner at the swank downtown Maisonette Thursday night (2), following a session at the Fraternity studios earlier in the evening, when those gathered reviewed the firm's new upcoming releases, including Bill Parson's "Too Much in Love"; Dale Wright's "Forget It"; Billy Moon's "Ginny, Darling"; John Gary's "The Possum Song," and Luke Brandon's instrumental, "Tough Enough." Those participating in the evening's program were Bill Dawes, WCPO deejay and program director; Charles Gray, Cosnat Distributing Corporation, Detroit; Skip Gorman, Record Merchandisers, Inc., St. Louis; Dale Stevens, The Cincinnati Post & Times Star columnist and deejay; Mel Herman, Eli Phelps and Morris Kipner, of State Distributing, Cincy; Frank Ward, WSAI program director and deejay; Steve Kline, WCKY deejay; Dick Pike, WNOP jockey, and Bill Sachs, The Billboard.

Some 2,300 screechin' and screamin' teen-agers paid \$1.40 each to worship at the shrine of Fabian at Coney Island's Moonlight Gardens, Cincinnati, Tuesday night (30), in the second of a series of Tuesday night teen-age hops being presented by the Coney management. Appearing with Fabian were the Keynotes, a local group, and Bob Braun, WLW deejay, who emceed the weekly spasms. First show, June 23, lacked the luster of a name, and attracted only some 680 payees. This Tuesday's (7) show has Jack Scott, Dale Wright, the Seniors, and the Keynotes. July 14 attraction is Frankie Avalon.

Chappell Music's popular song salesman, Danny Engel, just back from an Eastern swing, leaves late this month for a fortnight sojourn in Hawaii. . . . Maurie Rose, former sales chief for Columbia Records in Cincinnati and later area district manager for the same firm, before moving to Chicago eight months ago to take over the Columbia operation there, vacationed several days in Cincy last week. His wife Judy made the trip with him. . . . Stan Kenton brings his band to Burnet Woods, local city park, July 26, for a special concert sponsored by Local 1, AFM, in association with the local park board. . . . Ben Arrigo has taken over as program director at WNOB-FM, Cleveland, which soon switches to AM. Ben says he'll personally program all phases of better pop, semi-classical and classical music.

It's rumored that deejay Dick Pike is leaving Station WNOP, Newport, Ky., to join WJW, Cleveland. Dick

(Continued on page 19)

## ON THE BEAT

By REN GREVATT

For some years now, cover records have not been notably successful. The kids, it has frequently been said, want the original sound and style, not a copy. More recently, however, a slight change has been noted, specifically in the case of "Kansas City." The Wilbert Harrison version, of course, was the hit. But several others actually crept onto the charts and held on for several weeks. Now, less obvious methods of copying have been employed and with a certain success, or in the case of newer records, the promise of success.

For example, there is the similarity in material itself, as for example, in the numerous records dealing with historical aspects of Americana. There is also the rhythm styling of many of these records in the marching tempo. Johnny Horton's "The Battle of New Orleans" is certainly a pace-setter here. But still other methods of cashing in on a concept have cropped up.

A couple of months ago, The French maestro, Frank Pourcel, came up with a sleeper hit of Buck Ram's tune, "Only You." The instrumental treatment featured the big string sound with a triplet backing. Now, Top Rank has come along with a new instrumental dishing of another big vocal hit, Johnnie Ray's "Cry." The new version features the Knightsbridge Strings of England. Not only are the two tunes similar in melody but the string sound and triplet backings are also very close. Despite the sameness of the sound, in the opinion of The Billboard review panel, "Cry" rated the spotlight treatment.

In another case, Johnny Cash scored well with his recent "Don't Take Your Guns to Town." Now, Sam Phillips, who made Cash's first records on Sun, has recorded Jerry Lee Lewis in "The Ballad of Billy Joe," a tune which has a quality and approach very similar to that of "Don't Take Your Guns to Town." In fact the line about the guns is used in the Lewis song. It's a real switch from Lewis' normal pounding style and it figures, again in the panel's view, as the record that could put Lewis back on top.

Another observer points to the fact that "Hushabye," by the Mystics on Laurie has a melody line very close to "Little Star," by the Elegants on ABC-Paramount, a hit last year. Another tradester close to the music scene, pointed out that even titles aren't sacrosanct. He noted "Personality," by Lloyd Price, as having the same title and a similar idea to the Johnny Mercer tune of some years back, which was recorded by Dorothy Lamour.

The promotion ballyhoo for Fabian's appearance in "The Hound Dog Man," a 20th Fox pic to start shooting soon, will be of the same order as that devoted to Elvis Presley's "Love Me Tender." The campaign has included shots on the Ed Sullivan Show and Dick Clark's ABC-TV spectacular last week and will feature a cross country tour and a tremendous national magazine and newspaper campaign. . . . Little Richard has returned from a successful gospel tour to Hollywood to turn out his first sides for Gone Records. The cat will launch his fall gospel trek via the Lil Cumber Agency, September 4 in North Carolina. Tour will cover six states.



## MUSIC AS WRITTEN

• Continued from page 18

neither denies nor confirms. . . . Tempers flared at King Records here the other day and when the smoke cleared Howard Kessel, for many years in charge of promotion and production, had tendered his resignation. King prexy Syd Nathan is reported to have purchased Kessel's 16 per cent interest in the firm. Bill Sachs.

### Cincinnati-Nashville

Current recordings out of Nashville breaking in the pop charts are causing much excitement around town. Decca a.&r. man, Owen Bradley, reports that the Carl Dobkins release, "My Heart Is an Open Book," is stirring pop action, along with the Kalin Twins' first release from here, "Sweet Sugar Lips," and Webb Pierce's "I Ain't Never." Jim Denny, top man at Cedarwood Publishing Company, whose "Waterloo," by country singer Stonewall Jackson, is reaching for the top of the pop charts, predicts a trend toward more and more country releases breaking into the pop field. Paced by Johnny Horton's "The Battle of New Orleans," followed by "Waterloo" and such promising new releases as Hawkshaw Hawkins' "Soldier's Joy," Denny feels that the current folk fever will introduce many other country singers to pop fanciers.

Lester Rose, Acuff-Rose Publications, has the Everly Brothers recording here this week, with Archie Bleyer coming down from the Big Town to direct the Cadence session. . . . Boudeloux Bryant, Nashville's prize pro at penning hits, has a new hot instrumental release, "Hot Spot," out on the Hickory label. . . . Bradley Studio was busy last week with a Johnny ("The Battle of New Orleans") Horton session for Columbia. A. & r. man Don Law hopped into Nashville for the Wednesday session. . . . RCA Victor Studio here recorded its first session for young Jack Clement, of Memphis, Thursday (2). Victor's a.&r. man, guitar-stylist Chet Atkins, says the RCA sales force will go all-out in promoting Floyd Robinson's new release, "Making Love." Robinson left town Sunday (5) for a two-week tour promoting the hopeful hit. In town from Chicago for a visit with Atkins last week was his brother-in-law, Jethro Burns, of the Homer and Jethro team.

Jack Stapp, general manager of Station WKDA here, which he co-owns with Pat Boone, has inaugurated a new audience-participation gimmick to help select the hits. Show is titled "Dig 'Em or Ditch 'Em," and audience is invited to vote on new releases. . . . Harold Bradley, film production exec at Bradley Studios, is shooting a fishing film in Florida starring Ray Price, of "Grand Ole Opry." Price, an expert fisherman, demonstrated fishing tackle for a living before he started singing professionally. . . . The Jordanares are back in town after a West Coast recording date with Ricky Nelson. Kathryn Twitty.

### Hollywood

Randy Wood made a family affair out of the recent Louis Prima-Keely Smith opening at the Las Vegas Sahara. He flew his Dot "family" to the gambling resort so that all Dot personnel could greet the label's newest name talent acquisition. Also aboard the two plane loads were Barbara Belle, the Duo's manager; their press agent, Charlotte Rogers, and Mrs. Martin Gang, wife of the Hollywood legal eagle.

RCA Victor's Sid Ramin is currently on the coast combining vacation with deejay and dealer calls on behalf of his "Love Is a Swingin' Thing" album. Upon his return, he will start recording "Love Without Tears," a show tune album scheduled for October release. He will also start orchestrating another Broadway show (he did "Gypsy"), "Saturday Night," being produced by Julie Styne. . . . Liberty prexy Si Waronker heads for Honolulu to record Martin Denny's upcoming "Exotica III" package. Label plans to release it soon to cash in on the "Exotica I" sales. . . . WB signed the Nocturnes, a teen-age vocal duo, to a disk pact. Self-contained pair writes its own material and provides its own guitar accompaniment.

Bob Thompson will arrange and conduct a Maureen O'Hara album, "Love Letters From Maureen O'Hara," for RCA Victor. Thompson recently completed Dot's currently released "The Sounds of Speed" and is now finishing the original score for Si Rady's (Bing Crosby Enterprises' label) "How the West Was Won" album. . . . Liberty Records signed Joe Lubin as an a.&r. director. Lubin handled a.&r. for Arwin Records and headed Daywin Music. He will handle dates at Liberty for Margie Rayburn, the Pets, Johnny Brunett, among others. Lubi's cleffer talents resulted in recent top-sellers, including "Chua-Hya-Hua" and "Jenny Lee," plus penning title songs for "Teacher's Pet," "The Vikings," "Care-less Years," "The Green Eyed Blonde" and "It Happened to Jane."

George Liberace was signed to serve as musical director for the forthcoming "Goodwill Caravan," a home-show on wheels which will tour 16 Latin American countries in late September. Show will carry approximately 100 performers. . . . Don Ralke was signed to score Warner's new full-hour TV series, "Bourbon Street Beat." Lee Zhit.

### Gone to Distrib Medallion Line

NEW YORK — Medallion Records will be distributed nationally by Gone and End Recording Corporation of New York. The diskery, whose top execs are Sy Muskin and Sy Mann, will issue as its first release Steve Clayton singing "They Say in Time" and "Let's Tell Them Now."

### Las Vegas Label Bows

SACRAMENTO, Calif. — A new label, Las Vegas Records, made its bow Wednesday (1) with a release by Del Reeves doing "Johnny Appleseed" b/w "Because You Love Me." Owned by Stoney Herpich and Jack McFadden, the new firm has offices at 2040 El Camino Avenue here. Distribution is being handled by Allied Record Distributing Company.

# FROM THE POPULAR NEW TV SERIES\* COMES AN EXCITING NEW THEME SLATED FOR BIG PROFITS!



Record No. 4244

\*CBS-TV, "MARKHAM" Starring Ray Milland



# The Billboard TOP LP'S

FOR THE WEEK ENDING JULY 5

## BEST SELLING MONOPHONIC LP'S

ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
	1	EXOTICA, VOL. 1 Marlin Denny, Liberty LRP 3034	10
3	2	PETER GUNN, Henry Mancini, RCA Victor LPM 1956	21
6	3	KINGSTON TRIO AT LARGE, Kingston Trio, Capitol T 1199	3
2	4	GIGI, Sound Track, M-G-M E 3461 ST	53
4	5	FROM THE HUNGRY I, The Kingston Trio, Capitol T 1107	21
7	6	INSIDE SHELLY BERMAN, Verve MGV 15003	11
5	7	HOLD THAT TIGER, Fabian, Chancellor CHL 5003	8
8	8	COME DANCE WITH ME, Frank Sinatra, Capitol W 1069	21
12	9	LOOK TO YOUR HEART, Frank Sinatra, Capitol W 1164	6
11	10	SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	67
10	11	MY FAIR LADY, Original Cast, Columbia OL 5090	170
13	12	SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	52
16	13	BUT NOT FOR ME, Ahmad Jamal Trio, Argo ZLP 628	27
18	14	FILM ENCORES, VOL. 1, Mantovani, London LL 1700	87
19	15	JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	62
9	16	FLOWER DRUM SONG, Original Cast, Columbia OL 5350	25
21	17	MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	32
14	18	77 SUNSET STRIP, Warren Barker, Warner Bros. WB 1289	12
15	19	THE MUSIC MAN, Original Cast, Capitol WAO 990	71
24	20	FILM ENCORES, VOL. 2, Mantovani, London LL 3117	4
20	21	OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	22
23	22	TABOO IN HI-FI, Arthur Lydon, HiFi Records R 806	—
31	23	RODGERS: VICTORY AT SEA, VOL. 2, RCA Victor Symphony Orch. (Benett), RCA Victor LM 2226	17
33	24	KINGSTON TRIO, Kingston Trio, Capitol T 996	3
17	25	HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000	23

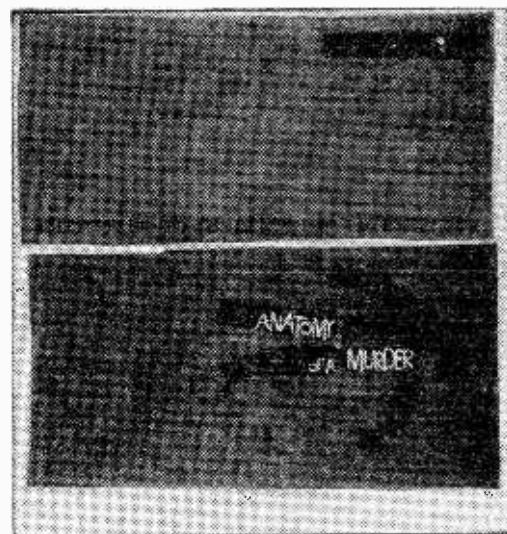
ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
22	26	LOVE IS A GENTLE THING, Harry Belafonte, RCA Victor LPM 1927	7
25	27	PORGY AND BESS, Harry Belafonte & Lena Horne, RCA Victor LOP 1507	3
36	28	MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040	3
27	29	MORE SONGS OF THE FIFTIES, Roger Williams, Kapp KL 1113	4
28	30	FOLK SONGS SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1316	6
29	31	THE KING AND I, Sound Track, Capitol W 740	142
30	32	THE BUDDY HOLLY STORY, Coral CRL 57279	11
32	33	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252	45
35	34	WARM, Johnny Mathis, Columbia CL 1078	47
37	35	OKLAHOMA, Sound Track, Capitol SAO 595	178
39	36	SECRET SONGS FOR YOUNG LOVERS, Andre Previn & David Rose, M-G-M E 3716	2
26	37	CRAZY HE CALLS ME, Dakota Staton, Capitol T 1170	6
49	38	HOLLYWOOD IN RHYTHM, Ray Coniff, Columbia CL 1310	2
34	39	SOUTH PACIFIC, Original Cast, Columbia OL 4180	266
47	40	BLUE HAWAII, Billy Vaughn, Dot DLP 3165	6
46	41	CONCERT IN RHYTHM, Ray Coniff, Columbia CL 1163	7
—	42	STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	12
41	43	I WANT TO BE HAPPY CHA CHAS, Enoch Light, Grand Award GRD 338	4
43	44	GEMS FOREVER, Mantovani, London LL 3032	36
48	45	TO WHOM IT MAY CONCERN, Nat King Cole, Capitol W 1190	3
—	46	IMPROVISATIONS TO MUSIC, Mike Nichols & Elaine May, Mercury GM 20376	5
38	47	ONLY THE LONELY, Frank Sinatra, Capitol W 1053	32
40	48	NEAR YOU, Roger Williams, Kapp KL 1112	20
42	49	AHMAD JAMAL, Argo LP 636	18
45	50	ELVIS' GOLDEN RECORDS, Elvis Presley, RCA Victor LPM 1885	37

## BEST SELLING STEREOPHONIC LP'S

ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
2	1	SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	7
3	2	FILM ENCORES, VOL. 1, Mantovani, London PS 124	7
4	3	GIGI, Sound Track, M-G-M SE 3461 ST	7
5	4	PETER GUNN, Henry Mancini, RCA Victor LSP 1956	7
1	5	MY FAIR LADY, Original Cast, Columbia OS 2015	7
7	6	MANTOVANI SHOWCASE, London SS 1	6
6	7	COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	7
9	8	THE MUSIC MAN, Original Cast, Capitol SWAO 990	5
11	9	RODGERS: VICTORY AT SEA, VOL. 2, RCA Victor Symphony Orch. (Benett), RCA Victor LSC 2226	5
14	10	TABOO IN HI-FI, Arthur Lydon, HiFi Record R 806	7
12	11	ONLY THE LONELY, Frank Sinatra, Capitol SW 1053	7
8	12	TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054	5
10	13	OKLAHOMA, Sound Track, Capitol SWAO 595	5
15	14	GEMS FOREVER, Mantovani, London PS 106	7
20	15	FILM ENCORES, VOL. II, Mantovani, London PS 164	3

ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
16	16	CONTINENTAL ENCORES, Mantovani, London PS 147	7
18	17	MORE SONGS OF THE FABULOUS FIFTIES, Roger Williams, Kapp KS 3013	3
22	18	THE KING AND I, Sound Track, Capitol SW 740	4
13	19	TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252	7
19	20	SOUL OF SPAIN, 101 Strings, Stereo Fidelity SF 6000	7
24	21	PORGY AND BESS, Percy Faith, Columbia CS 8105	7
26	22	S'MARVELOUS, Ray Conniff, Columbia CS 807	4
—	23	TILL, Roger Williams, Kapp KLS 1081	2
17	24	STRAUSS WALTZES, Mantovani, London PS 118	7
25	25	LET'S DANCE, David Carroll, Mercury SR 60001	5
—	26	KINGSTON TRIO AT LARGE, Kingston Trio, Capitol ST 1199	1
21	27	BLUE HAWAII, Billy Vaughn, Dot DLP 25165	7
23	28	SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004	3
27	29	LOVE IS A GENTLE THING, Harry Belafonte, RCA Victor LSP 1927	6
28	30	SOUNDS OF THE GREAT BANDS, Glen Gray, Capitol SW 1022	2

## Album Cover of the Week



ANATOMY OF A MURDER, Columbia CL 1360. Paul Base has designed a fresh and attractive album cover with two brightly colored stripes of orange and red on which is imprinted the abstract figure of a murder victim.

## Best Selling Kiddie LP's on the Racks

This chart has been tabulated from the sales made by the nation's leading rack service merchandisers and jobbers. Over a four-week cycle, it covers the main types of packaged records sold from racks. These include: Best-Selling LP's (\$3 or more suggested retail price); Best-Selling Low-Priced LP's (\$2.99 or less suggested retail price); Best-Selling EP's, and Best-Selling Kiddie Records.

- Sleeping Beauty**  
Darlene Gillespie .....Mickey Mouse MM 32
- Zorro**  
Stan Jones, Henry Calvin, Jerome Courtland .....Mickey Mouse MM 24
- Popeye's Favorite Sea Chanties**  
Allen Swift .....RCA Bluebird 1BY 101E
- Fun in Shariland**  
Sharil Lewis .....RCA Bluebird 1BY 1006
- Bambi**  
Shirley Temple .....RCA Bluebird 1BY 1012
- Wyatt Earp, Cheyenne and Other TV Favorites**  
Various Artists .....RCA Bluebird 1BY 1004
- Peter Pan**  
Norman Leyden .....RCA Bluebird 1BY 1009
- Johnny Appleseed**  
Dennis Day .....Crocket 12
- Tales From the Great Book**  
Joseph Cotton, Robert Preston .....RCA Bluebird 1BY 1014
- Black Beauty and Other Great Stories**  
Marla Ray .....RCA Bluebird 1BY 1007

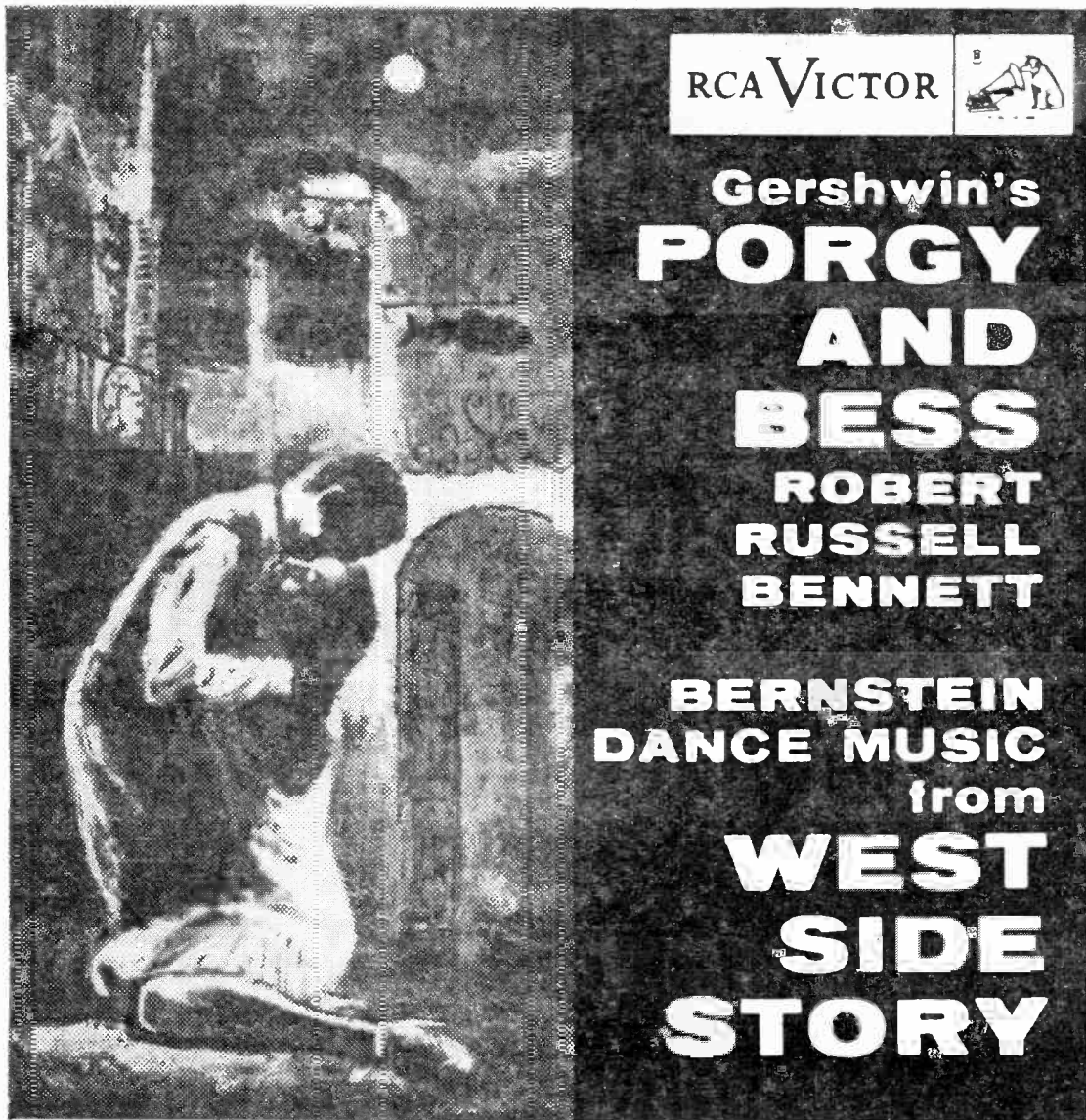
## Best Selling Pop EP's

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.

- King Creole, Vol. 1**  
Elvis Presley .....RCA Victor EFA 4319
- Side by Side**  
Pat & Shirley Boone .....Dot DEP 1076
- Peter Gunn**  
Henry Mancini .....RCA Victor EFA 4552
- Ricky Sings Again**  
Ricky Nelson .....Imperial EP 159
- Songs Our Daddy Taught Us**  
Everly Brothers .....Cadence CEP 110
- Spirituals**  
Tennessee Ernie Ford .....Capitol EAP 1-818
- Como's Golden Records**  
Perry Como .....RCA Victor EFA 5012
- The Lonely One**  
Duane Eddy .....Jemle JEP 301
- The Fabulous Johnny Cash**  
.....Columbia EPB 12532
- Warm**  
Johnny Mathis .....Columbia EPB 10781

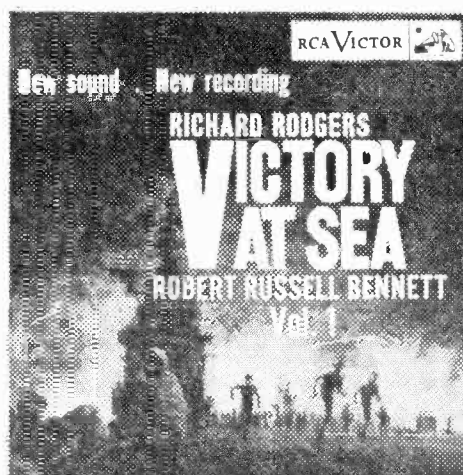
**First & exclusive!** **TWO SMASH SHOW SCORES IN ONE GREAT NEW RCA VICTOR ALBUM**

And the sound is sensational! Robert Russell Bennett conducts the RCA Victor Symphony Orchestra in strictly instrumental versions of the most-in-demand show scores by George Gershwin and Leonard Bernstein. Album features unique full-color double-face display cover. Available in Living Stereo or on regular L.P. LM/LSC-2340



Headed for the top of the charts!

An historic exclusive! Van Cliburn's actual Carnegie Hall performance of May 19, 1958—two days after his triumphant return from the Soviet Union. Kiril Kondrashin conducts the Symphony of the Air. In Living Stereo or on regular L.P. LM/LSC-2355



Brand-new! The most advanced audio techniques bring this suite from Richard Rodgers' award-winning TV score breathtakingly alive! Now, for the first time, this stirring music is available in Living Stereo as well as on regular L.P. LM/LSC-2335



# Reviews of THIS WEEK'S LP'S

The pick of the new releases:

## SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

### Pop

#### HOLLYWOOD ALMANAC

**Frank Chacksfield & Orch. (2-12") London PSA 3201. (Stereo & Monaural)** Here is a wonderful two-LP set that should interest both stereo fans and lovers of fine pop music. It contains all of the award winning movie tunes from 1934 thru 1957, starting with "The Continental," and ending with "All the Way," 24 tunes in all. And they are beautifully performed in stereo by the Frank Chacksfield Ork. Fine for listening and dancing. An attractive package that should move well.



#### HUM AND STRUM ALONG WITH CHET ATKINS

**RCA Victor LSP 2025. (Stereo & Monaural)** One of Victor's new line of plush packages at regular price, this is a bargain for the money. Atkins has put together an outstanding singalong package, tastefully arranged, and showing an uncommonly fine choice of material ranging from pop standards to folk and country blues. Package is designed in book fashion, and includes a beautifully gotten-up songbook.



#### CHUCK BERRY IS ON TOP

**Chess LP 1435.** Here's a collection of rock and roll star Chuck Berry's biggest hits, starting with "Maybelline," the tune that started him on the way three years ago, up to "Almost Grown" and "Little Queenie." Other sides include "Anthony Boy," "Johnny B. Goode," and "Carol." Many rock and roll fans, and other fans of Berry will be interested in this potent collection.



#### GO BO DIDDLEY

**Checker LP 1436.** This package serves to confirm Bo Diddley's place as one of the great blues and folk artists. Material here covers a wide range—one or two pieces being in the rockaballad class—but most of the others being rooted in the true blues, strongly folk-oriented. A very interesting phase of the album is the variety of accompaniment, and the uses to which the guitar, harmonica and piano are put. Material includes "The Great Grandfather," "Dearest Darling," "Crackin' Up," etc.



### Folk

#### A CONCERT WITH HILLEL AND AVIVA

**Elektra 171.** Hillel and Aviva are two young folk singers from Israel who have started to make a name for themselves via concerts and records. This recording was made live at Town Hall in New York in March of this year, and it is a very exciting record, containing the applause, the spoken comments of the two singers, and their fine work with Israeli folk tunes. They accompany themselves on the chalil (shepherd's pipe) and Miriam (drum). The tunes are rousing and many folk fans will enjoy this set.



★★★★

VERY STRONG SALES POTENTIAL

#### POPULAR ★★★★★

**★★★★ THE MANY MOODS OF JOSE MELIS**  
Seeco CELP 4360. Jack Paar's favorite maestro, the eminent Cuban cat, Jose Melis, turns in a program which comprises familiar melodies like "Anniversary Song" and "Sunrise Serenade," as well as lesser known items like "Sleeping Bee," and "Speedy Senior," the latter being a name which might be attached to Melis' own piano style. Accompanied by a big ork in some cases and a combo in others, the piano is handled with a rippling flourish and the sound rates high. Many fans will dig this.

**★★★★ SHOW STOPPERS FROM THE FABULOUS FIFTIES**  
David Carroll Ork. Mercury MG 20411. (Stereo & Monaural) The songs of the "fabulous fifties" have already been immortalized on records in various versions. Now David Carroll narrows the field a bit by

selecting only the biggest show tunes of this decade. Included are things like "Wish You Were Here," "You're Just in Love," "Just in Time," "Too Close for Comfort." Carroll uses a chorus in spots as well as offbeat instruments like bass trumpet and concertina to create some pleasing orchestral effects. A well made background album.

**★★★★ ROS AT THE OPERA**  
Edmundo Ros Ork. London PS 157. (Stereo) The well-known Latin maestro from London turns to the classics, specifically, the opera, for the themes for this latest Latin-styled dance set. Here are the memorable excerpts like "Caro Nome" from "Rigoletto"; "Toreador Song" from "Carmen"; and the "Bridal March" from "Lohengrin," all set to the familiar saucy Latin beat of Edmundo Ros. As usual with Ros items, the stereo is good.

**★★★★ THIS EARTH IS MINE**  
Sound Track. Decca DL 78915 & DL 8915. (Stereo & Monaural) The movie

should be solid box office in view of its cast—including Rock Hudson and Jean Simmons. In addition to a rich warbling stint by Bob Grabeau on the title theme (penned by Sammy Cahn and Jimmy Van Heusen), the LP spotlights Hugo Friedhofer's moody background music. For film fans. Grabeau band merits jockey spins.

#### LOW-PRICE POPULAR ★★★★★

**★★★★ BIG BAND BEAT**  
Ted Heath & His Music. Richmond B 20034. Here's a quality package of swingy big band music with a great beat, plus some dreamy instrumental arrangements of ballad-oldeies. The British maestro plays "Strike Up the Band," "Clair De Lune," "La Mer," "Alouette," and other standards. Strong item for the low-priced (\$1.98) market.

**★★★★ SOFT LIGHTS AND SWEET MUSIC**  
Stanley Black Ork. Richmond B 20031. A most attractive dance set on the low price label that should interest many rack and supermarket buyers. The Stanley Black crew turns in excellent readings of such standards as "Just One of Those Things," "Alice Blue Gown," "April Showers," and "Begin the Beguine." A good buy at the price.

#### FOLK ★★★★★

**★★★★ GOLD COAST SATURDAY NIGHT**  
Saka Acquaye and His African Ensemble from Ghana. Elektra 167. This interesting package includes the "new" African music which, while rooted solidly in the native culture, also shows elements of Western musicality. Musicologists, jazz men, folklorists, etc., will find it intriguing. There are

discerning notes by Kenneth S. Goldstein and Saka Acquaye. Cover is a real eye-catcher.

**★★★★ AN EVENING WITH THE RUSSIAN COSSACKS — VOL. 6**  
Alexandrov Soviet Army Song & Dance Ensemble. Bruno BR 50079. Here is a first rate collection of songs by one of Russia's most popular composers, Matvei Blanter. They are sung strongly by top classical vocalists, including tenors, sopranos, baritones and contraltos, supported by orchestras and instrumental groups. A fine set for fans of Russian music.

#### RELIGIOUS ★★★★★

**★★★★ A THOUSAND TONGUES TO SING**  
Various Artists. (2-12") Word W 7003-2. Chorale groups and ensembles of the Moody Bible Institute offer sincere renditions of several selections, ranging from classical pieces to well-known hymns. It's a varied package and one that can command wide sale in this market. Attractive packaging and sound are additional assets.

#### SPECIALTY ★★★★★

**★★★★ JEAN SHEPHERD AND OTHER FOIBLES**  
Elektra 172. Shepherd comes on much in the manner that has made him a top radio favorite in his rambling story telling. He discusses a wide range of subjects in the 11 track set, most of which have their amusing moments. With similar sets of "beat" humor clicking, this has good chance to catch some of the attention and coin for LP's of this type. Good cover shot of the artist. Some of the chatter is really pretty far out.

★★★

GOOD SALES POTENTIAL

#### POPULAR ★★★

**★★★ PLAY A POLKA**  
Wayne King Ork. Decca DL 78441. (Stereo) The Waltz King serves up sprightly instrumental treatments of well-known polka favorites in happy, bright dance tempos. Selections include "Beer Barrel Polka," "Helena Polka," etc. Solid polka package for specialized market as well as pop field.

**★★★ SOUTH OF THE BORDER**  
The Stargazers. London PS 127. (Stereo) Latin tempos are applied to several international standards. The vocals are by the Stargazers who are given spicy ork accompaniment. Set can click with those seeking a terp or listening set. Selections include "Maria Elena," "Besame Mucho" and "Brazil."

**★★★ AN EVENING WITH LARRY ADLER**  
Decca DL 8908. The noted harmonica virtuoso displays his usual talent in a broad range of material. Included are "St. Louis Blues," "Begin the Beguine," "Hora Staccato," etc. Orks of John Kirby and Georgie Stoll accompany some of the sides.

**★★★ S. O. S.**  
2022. (Stereo) Priced as a "Buy of the Month" at \$3.98 in stereo, this package spotlights pleasant, listenable instrumental treatments of mainly unfamiliar melodies—each tune dedicated to a glamour girl—"Brigitte," "Sunnin' With Sophia," "Marilyn," etc. Good background material.

**★★★ TONY LAVELLI — ALL AMERICAN ACCORDIONIST**  
Uranta USD 2021. (Stereo) Tony Lavelli, who used to be an all-American basketball player at Yale, is also an accomplished accordionist, as this set readily proves. For fans of this instrument, Lavelli offers some bright and classy interpretations of "Chinatown," "Sorrento," "Lady of Spain," among the 16 tunes. He's nicely accompanied by an ork which fills out the sound but never gets in his way. A good production.

#### LOW-PRICE POPULAR ★★★

**★★★ WEDDING MUSIC**  
Michael Garcia. Harmony HL 7181. This package represents a good gift idea. Back cover is laid out as a wedding memento, with places to be filled in by names of bride, groom, officiating minister, etc. The music is romantically performed on the organ, and includes "At Dawning," "I Love You Truly," "Oh Promise Me," etc.

#### FOLK ★★★

**★★★ SONGS OF GERMANY**  
Marianne Vassel & Erich Storz. Dana DILP 8017. A sprightly group of folk and popular melodies are served up by Vassel

& Storz. The duo had a minor singles hit not long ago via their recording of "The Little Train." Set can also pull pop coin, the strongest appeal is most likely in this market.

★★

MODERATE SALES POTENTIAL

#### FOLK ★★

**★★ THROUGH THE CAUCASUS IN SOUND & DANCE**  
National Folk Ensembles. Bruno BR 50077. This captures an interesting folk flavor. It is the soulful down-to-earth music of a rather vast sector which lies generally between the more southerly areas of the U.S.S.R. and the Moslem country to the south. There is a generous taste of the cultures of both these worlds in this music which is performed instrumentally as well as with chorus and solo vocalists. Market limited but the package is well done and contains informative liner notes.

**★★ AN EVENING IN WARSAW WITH POPULAR ORCHESTRAS**  
Bruno BR 50082. Dance selections of several tempos are presented by various Polish orks. It's an interesting item that has appeal. Sound is good. Set should enjoy fair sales.

★

For dealers who stock all merchandise.

#### CLASSICAL ★

**★ SUPPE: LIGHT CAVALRY OVERTURE**  
Berlin Symphony Orch. (Van Weth). Rondo ST 871. (Stereo & Monaural) In addition to the title selection, the disk also contains the Song of India, Brahms' Hungarian Dance No. 5, Moussorgsky's Night on Bald Mountain, and Borodin's Polovetsian Dances. The latter two performances seem identical with those previously issued in other groupings by this label. All receive spirited if unrefined performances.

#### BAND ★

**★ MARSCHMUSIK**  
Musikkorps Des Wachbattalions (Delsenroth). Vox STVX 425.870 & VX 25.870. (Stereo & Monaural)

GIVE TO DAMON RUNYON CANCER FUND

## 63 Make Hot 100

Continued from page 2

wick each had two in the top 50 of the "Hot 100."

Labels that had one record in the top 50 included, Cameo, Sun, Federal, Disneyland, London, Fernwood, Class, Time, Epic, Ace, Crystalette, Judd, Chess, Hunt, Argo, Clock, Sandy, Cub, Dore, Crest, United Artists, Bullseye, Felsted, Fury, Old Town, Colpix, Warwick, Unart, Original, Golden Crest, End, Parkway, NRC, Phillips International, 20th Fox, and Big Top.

An interesting aspect of the above figures is that more than 50 per cent of all the labels that managed to hit the top 50 slot could only do it one time in the January thru June period. It is also interesting to note that the four majors, with a total of 22 records in the top 50 out of 139, had less than 20 per cent of the top 50 disks. This is 5 per cent less than they had last year at the same time. But it is also important to note that the number of records a firm may have in the top 50 is not necessarily indicative of its sales position in the singles market. A label with a record that sells a million or more, like a Presley or a Chipmunks, is obviously better off than a label with five 100,000 sellers. But the more records a firm manages to get in the top 50 positions, the more chance one of them has to break loose and become a big seller.

There were well over a dozen artists, the first six months of 1959, who came up with two records that hit somewhere in the top 50. And there were four artists who made the top 50 three times with individual records, the four being Pat Boone, Lloyd Price, Duane Eddy and Fabian. The artists who came up with two in the top 50 include Johnny Mathis, Dion and the Belmonts, Brook Benton, Dee Clark, Johnny Cash (once on Sun and once on Columbia), Bobby Darin, Fats Domino, Connie Francis, the Coasters, Frankie Avalon, Paul Anka, Jimmie Rodgers, The Skyliners, The Kingston Trio, Sam Cooke, Jackie Wilson, and the Fleetwoods.

In case anyone wonders why Elvis Presley is missing from the two or three record list, RCA Victor only released one record in the January-June period (his latest record was just issued last week) and thus he didn't get the chance to hit the chart more than once. That once tho, both sides of the record, "A Fool Such As I," and "I Need Your Love Tonight," hit the charts and the disk sold 1,800,000.

## Atlantic Hot

Continued from page 2

rently fourth on the Hot 100. Atco's Coasters with "Along Came Jones" is 11th, and was ninth last week. Atlantic's Drifters' disk, "There Goes My Baby," this week moves up to 28th from 34th, and Clyde McPhatter's Atlantic disk, "Since You've Been Gone," is 59th as against 53rd last week.

Atlantic's new Ray Charles disk, "What's I Say," looks like the strongest pop record that the artist has had to date. Out a brief while, it has already moved onto the chart as a star performer.

## Freiburger Exits

CHICAGO—Al Freiburger this week ankleed his post as general manager of Concertapes, Inc., to devote full time to his record sales consulting firm, USACO, Inc. Management of Concertapes is being taken over by Leonard Sorokin, one of its owners. Sorokin is also the first violinist in the Fine Arts String Quartet.



**2  
MILLION  
OVERNIGHT!**

**JOHNNY  
HORTON**

**"PLAID  
AND CALICO"**

**#15966**




**BILLY** **COUNT**  
**ECKSTINE**  **BASIE**

*a  
 winning  
 pair.....  
 together  
 for the  
 first time  
 with a HIT!*



Produced by TEDDY REIG

a sound bet... buy  **ROULETTE**

# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATIONS TOP TUNES For survey week ending June 27

This Week	Last Week	Weeks on Chart
<b>1. The Battle of New Orleans</b> By Jimmie Driftwood—Published by Warden (BMI) <b>BEST SELLING RECORD:</b> Johnny Horton, Col 41339. <b>RECORDS AVAILABLE:</b> Jimmie Driftwood, Vic 7534; Vaughn Monroe, Vic 7495; Pete Seeger and Frank Hamilton, Folkways 201; Buddy Starcher, Starday 439.	1	9
<b>2. Personality</b> By Logan & Price—Published by Lloyd-Logan (BMI) <b>BEST SELLING RECORD:</b> Lloyd Price, ABC-Paramount 10018.	2	8
<b>3. Lonely Boy</b> By Paul Anka—Published by Spanka (BMI) <b>BEST SELLING RECORD:</b> Paul Anka, ABC-Paramount 10022.	3	5
<b>4. Dream Lover</b> By Bobby Darin—Published by Progressive-Fern-Trinity (BMI) <b>BEST SELLING RECORD:</b> Bobby Darin, Atco 6140. <b>RECORD AVAILABLE:</b> Robert Farnon, London 1241.	4	9
<b>5. Lipstick on Your Collar</b> By Lewis-Goehring—Published by Joy (ASCAP) <b>BEST SELLING RECORD:</b> Connie Francis, M-G-M 12793.	8	6

This Week	Last Week	Weeks on Chart
<b>6. Tallahassee Lassie</b> By Slay-Crewe-Picariello—Published by Conley (BMI) <b>BEST SELLING RECORD:</b> Freddy Cannon, Swan 4031.	7	6
<b>7. Waterloo</b> By Wilkin-Louttermilk—Published by Cedarwood (BMI) <b>BEST SELLING RECORD:</b> Stonewall Jackson, Col 41393.	12	4
<b>8. Quiet Village</b> By Les Baxter—Published by Atlantic & Baxter-Wright (BMI) <b>BEST SELLING RECORD:</b> Martin Denny, Liberty 55162. <b>RECORDS AVAILABLE:</b> George Wright, Hi-Fi 502; Pete Rugolo, Col 40519; Les Baxter, Cap 15733.	5	10
<b>9. Kansas City</b> By Leiber-Stoller—Published by Fire (BMI) <b>BEST SELLING RECORD:</b> Wiltert Harrison, Fury 1023 (Fire, BMI). <b>RECORDS AVAILABLE:</b> Rocky Olson, Chess 1723 (Fire, BMI); Rockin' Ronald and the Rebels, End 1043 (Fire, BMI); Hank Ballard and the Midnighters, King 5195 (Armo, Music, BMI); Little Richard, Specialty 664 (Armo Music, BMI); Little Willie Littlefield, Federal 12351 (Armo, BMI).	6	11
<b>10. Frankie</b> By Sedaka-Greenfield—Published by Aldon (BMI) <b>BEST SELLING RECORD:</b> Connie Francis, M-G-M 12793.	11	6

### Second Ten

<b>11. Bobby Sox to Stockings</b> By Faith-DiCicco—Published by Debmar (ASCAP) <b>BEST SELLING RECORD:</b> Frankie Avalon, Chancellor 1036.	13	5
<b>12. Tiger</b> By Ollie Jones—Published by Roosevelt Music (BMI) <b>BEST SELLING RECORD:</b> Fabian, Chancellor 1037.	18	2
<b>13. My Heart Is an Open Book</b> By Hal David-Lee Pockris—Published by Sequence (BMI) <b>BEST SELLING RECORD:</b> Carl Dobkins Jr., Dec 30803. <b>RECORD AVAILABLE:</b> Jimmy Dean, Col 41265.	17	3
<b>14. Along Came Jones</b> By Leiber-Stoller—Published by Tiger (BMI) <b>BEST SELLING RECORD:</b> Coasters, Atco 6141.	10	5
<b>15. A Boy Without a Girl</b> By S. Jacobson & R. Sexter—Published by Arch (ASCAP) <b>BEST SELLING RECORD:</b> Frankie Avalon, Chancellor 1036.	16	3

<b>16. Bongo Rock</b> By Preston Epps—Published by Drive-In (BMI) <b>BEST SELLING RECORD:</b> Preston Epps, Original 4.	15	5
<b>17. I Only Have Eyes for You</b> By Harry Warren—Published by Remick (ASCAP) <b>BEST SELLING RECORD:</b> Flamingos, End 1046. <b>RECORDS AVAILABLE:</b> Rose Hardaway, Dec 30893; Al Jolson, Dec 24684; Steve Lawrence, Coral 62052; Smart Set, Warner Bros. 5001.	14	4
<b>18. A Teenager in Love</b> By Doc Pomus & Mort Shuman—Published by Rumbalero (BMI) <b>BEST SELLING RECORD:</b> Dion & the Belmonts, Laurie 3627.	9	10
<b>19. You're So Fine</b> By L. Finney-W. Schofield—Published by Alhika (BMI) <b>BEST SELLING RECORD:</b> Falcons, Unart 2013. <b>RECORD AVAILABLE:</b> Downbeats, Peacock 1689.	22	3
<b>20. M.T.A.</b> By Jacqueline Steiner and Bess Hawes—Published by Atlantic Music (BMI) <b>BEST SELLING RECORD:</b> Kingston Trio, Capitol 4221.	-	1

### Third Ten

<b>21. Just Keep It Up</b> By O. Blackwell—Published by Shalimar & Tollie (BMI) <b>RECORD AVAILABLE:</b> Des Clark, Abner 1026.	21	5
<b>22. Hushabye</b> By Doc Pomus-Mort Shuman—Published by Brittany (BMI) <b>RECORD AVAILABLE:</b> Mystics, Laurie 3028.	23	2
<b>23. Forty Miles of Bad Road</b> By Duane Eddy and Al Casey—Published by Gregmark Music (BMI) <b>RECORD AVAILABLE:</b> Duane Eddy, Jamie 1126.	-	1
<b>24. Twixt Twelve and Twenty</b> By Aaron Schroeder and Fredda Gold—Published by Spoons (ASCAP) <b>RECORD AVAILABLE:</b> Pat Boone, Dot 15995.	-	1
<b>25. There Goes My Baby</b> By Patterson J. Treadwell—Published by Jat Progressive (BMI) <b>RECORD AVAILABLE:</b> Drifters, Atlantic 2025.	-	1

<b>26. So Fine</b> By J. Gribble—Published by Maureen (BMI) <b>RECORDS AVAILABLE:</b> Aquatones, Fargo 1002; Fiestas, Old Town 1062.	24	9
<b>27. What a Difference a Day Makes</b> By Grover-Adams—Published by E. B. Marks (BMI) <b>RECORD AVAILABLE:</b> Dinah Washington, Mercury 71435.	29	2
<b>28. This I Swear</b> By Skyliners-Rock—Published by Calico (ASCAP) <b>RECORD AVAILABLE:</b> Skyliners, Calico 106.	30	3
<b>29. Happy Organ</b> By Wood-Clowney-Kriegsmann—Published by Lowell (BMI) <b>RECORD AVAILABLE:</b> Dave (Baby) Cortez, Clock 1009.	25	14
<b>30. The Wonder of You</b> By Baker & Knight—Published by Random (BMI) <b>RECORDS AVAILABLE:</b> Ray Peterson, Vic 7513; Victor Young, Dec 30056.	26	3

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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.



FOR THE WEEK  
ENDING JULY 12

# The Billboard HOT 100

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	STEREO	WEEKS ON CHART
1	1	1	1	(S)	11
THE BATTLE OF NEW ORLEANS Johnny Horton, Columbia 41339					
8	4	3	2	(S)	6
LONELY BOY Paul Anka, ABC-Paramount 10022					
2	2	2	3	(S)	11
PERSONALITY Lloyd Price, ABC-Paramount 10018					
3	3	4	4		12
DREAM LOVER Bobby Darin, Atco 6140					
15	10	5	5	(S)	8
LIPSTICK ON YOUR COLLAR Connie Francis, M-G-M 12793					
24	17	12	6		7
WATERLOO Stonewall Jackson, Columbia 41393					
7	7	6	7		9
TALLAHASSEE LASSIE Freddie Cannon, Swan 4031					
20	13	13	8	(S)	7
BOBBY SOX TO STOCKINGS Frankie Avalon, Chancellor 1036					
16	11	11	9	(S)	8
FRANKIE Connie Francis, M-G-M 12793					
55	34	19	10	(S)	4
TIGER Fabian, Chancellor 1037					
13	9	9	11		8
ALONG CAME JONES Coasters, Atco 6141					
28	21	16	12	(S)	7
A BOY WITHOUT A GIRL Frankie Avalon, Chancellor 1036					
27	26	17	13		11
MY HEART IS AN OPEN BOOK Carl Dobkins Jr., Decca 30803					
4	6	8	14	(S)	13
QUIET VILLAGE Martin Denny, Liberty 55162					
21	16	14	15	(S)	8
BONGO ROCK Preston Epps, Original 4					
29	19	15	16	(S)	6
I ONLY HAVE EYES FOR YOU Flamingos, End 1046					
5	5	7	17		13
KANSAS CITY Wilbert Harrison, Fory 1023					
74	49	28	18		4
M.T.A. Kingston Trio, Capitol 4221					
6	8	10	19		12
A TEENAGER IN LOVE Dion and the Belmonts, Laurie 3027					
25	31	21	20	(S)	12
YOU'RE SO FINE The Falcons, Unart 2013					
22	22	18	21	(S)	10
JUST KEEP IT UP Dee Clark, Abner 1026					
31	33	20	22	(S)	8
HUSHABYE Mystics, Laurie 3028					
96	50	31	23		4
FORTY MILES OF BAD ROAD Duane Eddy, Jamie 11260					
61	54	35	24	(S)	4
TWIXT TWELVE AND TWENTY Pat Boone, Dot 15995					
49	40	26	25	(S)	7
WHAT A DIFFERENCE A DAY MAKES Dinah Washington, Mercury 71435					
36	30	27	26		6
THIS I SWEAR Skyliners, Calico 106					
38	28	25	27		8
THE WONDER OF YOU Ray Peterson, RCA Victor 7513					
48	41	34	28		6
THERE GOES MY BABY The Drifters, Atlantic 2025					
11	15	22	29		14
SO FINE Fleetas, Old Town 1062					
35	32	33	30		7
LITTLE DIPPER Mickey Mozart, Roulette 4148					
—	60	49	31	(S)	3
LAVENDER BLUE Sammy Turner, Big Top 3016					
57	51	42	32	(S)	5
ONLY SIXTEEN Sam Cooke, Keen 2022					
—	63	48	33	(S)	3
I'LL BE SATISFIED Jackie Wilson, Brunswick 55136					

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	STEREO	WEEKS ON CHART
47	43	39	34		11
ROBBIN' THE CRADLE Tony Bellus, NRC 023					
10	12	23	35		14
ONLY YOU Frank Pourcel, Capitol 4165					
23	24	30	36		12
CROSSFIRE Johnny and the Hurricanes, Warwick 502					
37	35	32	37	(S)	6
RING-A-LING-A-LARIO Jimmie Rodgers, Roulette 4158					
9	14	24	38	(S)	12
KOOKIE, KOOKIE (LEND ME YOUR COMB) Ed Byrnes/Connie Stevens, Warner Bros. 5047					
19	18	29	39		9
I'M READY Fats Domino, Imperial 5585					
80	62	46	40	(S)	4
WONDERFUL YOU Jimmie Rodgers, Roulette 4158					
—	56	52	41	(S)	3
BACK IN THE U.S.A. Chuck Berry, Chess 1729					
—	—	63	42	(S)	2
JUST A LITTLE TOO MUCH Ricky Nelson, Imperial 5595					
—	—	—	43	(S)	1
A BIG HUNK O' LOVE Elvis Presley, RCA Victor 7600					
34	37	43	44		13
I'VE COME OF AGE Billy Storm, Columbia 41356					
100	78	74	45	(S)	4
CAP AND GOWN Marty Robbins, Columbia 41408					
75	53	44	46	(S)	8
I CAN'T GET YOU OUT OF MY HEART Al Martino, 20th Fox 132					
—	—	67	47	(S)	4
QUIET THREE Duane Eddy, Jamie 1126					
46	36	56	48		8
TALL COOL ONE Walters, Golden Crest 518					
—	68	58	49	(S)	3
REMEMBER WHEN Platters, Mercury 71467					
51	46	50	50		6
MONA LISA Carl Mann, Phillips International 3539					
—	83	55	51	(S)	4
LIKE YOUNG Andre Previn & David Rose, M-G-M 12793					
17	23	40	52	(S)	12
ENDLESSLY Brook Benton, Mercury 71443					
—	—	—	53	(S)	1
SWEETER THAN YOU Ricky Nelson, Imperial 5595					
33	44	47	54	(S)	13
LONELY FOR YOU Gary Stites, Carlton 508					
92	67	59	55		4
TABOO Arthur Lyman, Hi-Fi 550					
79	64	45	56	(S)	5
FORTY DAYS Ronnie Hawkins, Roulette 4154					
86	74	60	57	(S)	5
I KNOW Ferry Como, RCA Victor 7541					
97	88	66	58		4
SMALL WORLD Johnny Mathis, Columbia 41410					
62	55	53	59		4
SINCE YOU'VE BEEN GONE Clyde McPhatter, Atlantic 2028					
81	70	64	60		4
WITH MY EYES WIDE OPEN I'M DREAMING Patti Page, Mercury 71469					
89	77	62	61		5
THE WHISTLING ORGAN Dave (Baby) Cortez, Clock 1009					
—	85	78	62	(S)	5
CHERRYSTONE Addrisl Brothers, Del FI 4116					
65	57	51	63		6
VELVET WATERS Megatrons, Acousticon 101					
71	79	72	64		7
THERE IS SOMETHING ON YOUR MIND Big Jay McNeely, Swingin' 614					
—	—	—	65	(S)	1
RAGTIME COWBOY JOE David Seville and the Chipmunks, Liberty 55200					
—	84	71	66		3
I LOVE AN ANGEL Little Bill & the Bluenotes, Dolton 4					

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	STEREO	WEEKS ON CHART
26	29	37	67	(S)	8
MY MELANCHOLY BABY Tommy Edwards, M-G-M 12794					
98	92	68	68		4
HIGH HOPES Frank Sinatra, Capitol 4214					
—	—	98	69	(S)	2
HERE COMES SUMMER Jerry Keller, Kapp 277					
14	25	38	70		17
THE HAPPY ORGAN Dave (Baby) Cortez, Clock 1009					
12	20	41	71		17
SORRY, I RAN ALL THE WAY HOME The Impalas, Cub 9022					
—	97	76	72		3
CIAO CIAO BAMBINA Jacky Noguez, Jamie 1127					
18	27	36	73	(S)	13
GOODBYE, JIMMY, GOODBYE Kathy Linden, Felsted 8571					
—	98	70	74		3
IT WAS I Skip & Flip, Brent 7002					
—	—	85	75	(S)	2
TILL THERE WAS YOU Anita Bryant, Carlton 812					
70	75	84	76	(S)	6
SWEET CHILE Sheb Wooley, M-G-M 12781					
—	—	100	77	(S)	2
THE WAY I WALK Jack Scott, Carlton 814					
—	—	—	78	(S)	1
BEI MIR BIST DU SCHOEN Louis Prima and Keely Smith, Dot 15956					
87	81	80	79		5
FLOWER OF LOVE The Crests, Coed 511					
64	59	83	80	(S)	6
DANNY BOY Sil Austin, Mercury 71442					
41	48	54	81		11
GIDGET Jimmy Darren, Colpix 113					
—	—	—	82	(S)	1
WHAT'D I SAY Ray Charles, Atlantic 2031					
82	—	86	83		4
ONE LOVE, ONE HEART Four Coins, Epic 9314					
—	—	—	84	(S)	1
TEN THOUSAND DRUMS Carl Smith, Columbia 41417					
—	—	—	85	(S)	1
SEA OF LOVE Phil Phillips, Mercury 71466					
91	95	88	86	(S)	5
LA PLUME DE MA TANTE Hugo and Luigi, RCA Victor 7518					
—	—	87	87		2
SWEET SOMEONE Eddie & Betty Cole, Warner Bros. 5054					
—	—	79	88		2
YES-SIR-EE Dodie Stevens, Crystalette 728					
—	—	—	89	(S)	1
WHAT IS LOVE Playmates, Roulette 4160					
—	—	90	90		2
SEE YOU IN SEPTEMBER The Tempos, Climax 102					
—	—	93	91		2
KISSIN' TIME Bobby Rydell, Cameo 160					
—	100	96	92		3
OH WHAT A FOOL The Impalas, Cub 9033					
—	—	94	93		2
BEACH TIME Roger Smith, Warner Bros. 5068					
44	39	57	94	(S)	8
GRADUATION'S HERE Fleetwoods, Dolton 3					
—	—	99	95		2
HAPPY VACATION Jackie Lee, Swan 4034					
—	—	—	96		1
LONELY GUITAR Annette, Vista 339					
—	—	—	97		1
SWEET SUGAR LIPS Kalin Twins, Decca 30911					
—	—	—	98		1
CRACKIN' UP Bo Diddley, Checker 924					
93	90	81	99	(S)	4
A PRAYER AND A JUKE BOX Little Anthony and the Imperials, End 1047					
60	61	69	100		4
ROCKIN' CRICKETS Hot Toddy's, Shan-Todd 0056					

# & TOMORROW'S TOPS

## BUBBLING UNDER THE HOT 100

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

1. TIME MARCHES ON ..... Roy Hamilton, Epic
2. I'M COMIN' HOME ..... Mary Johnson, United Artists
3. LITTLE GIRL ..... Ritchie Valens, Del-Fi
4. ALL NIGHT LONG ..... Billy Vaughn, Dot
5. MARTINIQUE ..... Martin Denny, Liberty
6. WITH ALL OF MY HEART ..... Brook Benton, Mercury
7. TIME HAS A WAY ..... Sammy Fletcher, Cub
8. ROCKIN' IN THE JUNGLE ..... The Eternals, Hollywood
9. I STILL GET JEALOUS ..... Joni James, M-G-M
10. KATY, TOO ..... Johnny Cash, Sun
11. BABY TALK ..... Jan and Jean, Dore
12. FURRY MURRAY ..... The Tradewinds, RCA Victor
13. BELLS, BELLS, BELLS ..... Billie and Lillie, Swan
14. A VERY PRECIOUS LOVE ..... Hernando Ork, Corsican
15. ALIMONY ..... Frankie Ford, Ace

## BEST BUYS

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

### POP

- \*A BIG HUNK OF LOVE ..... Elvis Presley  
(Gladys, ASCAP), RCA Victor 7600
- \*RAGTIME COWBOY JOE .....  
David Seville and the Chipmunks  
(Robbins-Fisher-Alfred, ASCAP), Liberty 55200
- \*THE WAY I WALK ..... Jack Scott  
(Starfire, BMI), Carlton 514

- \*BEI MIR BIST DU SCHOEN .....  
Louis Prima and Keely Smith  
(Harms, ASCAP), Dot 15956
- I LOVE AN ANGEL ..... Little Bill  
(Cornerstone, BMI)  
Bye Bye Baby (Cornerstone, BMI) Dolton 4
- TILL THERE WAS YOU ..... Anita Bryant  
(Frank, ASCAP)  
Little George (Jaymar, ASCAP) Carlton 512
- HERE COMES SUMMER ..... Jerry Keller  
(Jaymar, ASCAP), Kapp 277

C&W—No selections this week.

R&B—No selections this week.

### HOT 100: A TO Z

A Big Hunk O' Love	43
A Boy Without a Girl	12
A Prayer and a Juke Box	99
A Teenager in Love	19
Along Came Jones	11
Back in the U. S. A.	41
Battle of New Orleans, The	1
Beach Time	93
Bei Mir Best Du Schoen	78
Bobby Sox to Stockings	8
Bongo Rock	15
Cap and Gown	45
Cherrybone	62
Ciao Ciao Bambina	72
Crackin' Up	98
Crossfire	36
Danny Boy	80
Dream Lover	4
Endlessly	52
Flower of Love	79
Forty Days	55
Forty Miles of Bad Road	23
Frankie	9
Gidget	81
Goodbye, Jimmy, Goodbye	73
Graduation's Here	94
Happy Organ, The	70
Happy Vacation	95
Here Comes Summer	69
High Hopes	68
Hushabye	22
I Can't Get You Out of My Heart	46
I Know	57
I Love an Angel	66
I Only Have Eyes for You	16
I'll Be Satisfied	32
I'm Ready	39
It Was I	74
I've Come of Age	44
Just a Little Too Much	42
Just Keep It Up	21
Kansas City	17
Kissin' Time	91
Kookie, Kookie (Lend Me Your Comb)	38
La Plume De Ma Tante	86
Lavender Blue	31
Like Young	51
Lipstick on Your Collar	5
Little Dipper	30
Lonely Boy	2
Lonely for You	54
Lonely Guitar	96
M.T.A.	18
Mona Lisa	50
My Heart Is an Open Book	13
My Melancholy Baby	67
Oh, What a Fool	92
One Love, One Heart	83
Only Sixteen	32
Only You	35
Personality	3
Quiet Three	47
Quiet Village	14
Ragtime Cowboy Joe	65
Remember When	49
Ring-A-Ling-A-Lario	37
Robbin' the Cradle	34
Rockin' Crickets	100
Sea of Love	85
See You in September	90
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### REVIEWS OF

## THIS WEEK'S SINGLES

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

Strongest sales potential of all records reviewed this week.

#### FRANK POURCEL'S FRENCH STRINGS



**TANGO MILITAIRE** (Francis, Day & Hunter, ASCAP)—**EVERY TIME (I LOOK AT YOU)** (Hill & Range, BMI)—Pourcel and company, still doing business with "Only You," have another likely entry with this bright-sounding march-based tango instrumental. It could easily step out. Flip is a shimmering string treatment of a listenable waltz. **Capitol 4242**

#### GARY STITES



**HEY LITTLE GIRL** (David Jones, BMI)—**A GIRL LIKE YOU** (Gladys, ASCAP)—Stites has a fine, contrasting coupling here. "Little Girl" is an upbeater in which he pleads to his chick to give him her heart, while the flip is a warm, sincere ballad reading. Either could go. **Carlton 516**

#### KATHY LINDEN



**YOU DON'T KNOW GIRLS** (January, ASCAP)—**SO CLOSE TO MY HEART** (Trinda, ASCAP)—Miss Linden's sweet style comes thru nicely on this pairing. Top side is a bright ditty with an interesting recitation at the start, while the flip is a strong ballad over good string support. Two likely follow-ups to "Goodbye Jimmy Goodbye." **Felsted 8587**

#### JERRY LEE LEWIS



**THE BALLAD OF BILLY JOE** (Knox, BMI)—**LET'S TALK ABOUT US** (Roosevelt, BMI)—Lewis can hit the comeback trail with these two fine sides. First is a complete switch which finds him in a strong ballad effort, akin to "Don't Take Your Guns to Town," while the flip is a rhythm item more in his normal style. Watch both. Either could go. **Sun 324**

#### JOHNNY CASH



**I GOT STRIPES** (Cash, BMI)—**FIVE FEET HIGH AND RISING** (Cash, BMI)—Cash turns in two powerful tunes of his own cleffing. "Stripes" is a ballad of a jailbird, set to a fine New Orleans rhythm beat, while the flip is the story of a flood and the troubles it breeds. Either of these grass-roots sides can go. **Columbia 414279**

#### JOHNNY CASH



**I FORGOT TO REMEMBER TO FORGET** (Hi-Lo, BMI)—**KATY TOO** (Jack Clement, BMI)—These two older sides by Cash, who is now on Columbia, still have a brand new sound. First, it's a top-notch reading of one of Presley's earliest hits, while the flip is a bright ditty, sung with class. A strong, dual-market entry. **Sun 321**

#### CONWAY TWITTY



**MONA LISA** (Famous, ASCAP)—**HEAVENLY** (Marielle, BMI)—This is currently an instrumental hit for Carl Mann, but this new sock vocal version by the hard-driving Twitty can pull a lot of loot. Flip is a listenable rocka-ballad also handled with style. Twitty can score with these. **M-G-M 12804**

#### CLYDE McPHATTER



**TWICE AS NICE** (Roosevelt, BMI)—**WHERE DID I MAKE MY MISTAKE** (Siras, ASCAP)—McPhatter sells "Nice," a swinger, with his usual great style. It's a side that should easily step out. The flip, a ballad, is very close in potential. Take your pick here. **M-G-M 12816**

#### EDDIE COOLEY



**BE MY STEADY CLEMENTINE** (Trinity-Medal, BMI)—**LEONA** (Hennessy-Medal, BMI)—Cooley and the Dimples, a fem vocal group, have a pair of exciting sides. Leading off, it's an updated version of "My Darling Clementine," in an eight-to-the-bar version, while the flip "Leona," has a fine Fats Domino quality about it. Either has a chance. **Triumph 609**

The correct publisher for "A Big Hunk of Love," by Elvis Presley on RCA Victor, a Spotlight in last week's issue of The Billboard, is Elvis Presley Music, BMI.

#### Country & Western

#### GOLDIE HILL



**HONKY TONK MUSIC** (Cedarwood, BMI)—**IT'S HERE TO STAY** (Tannett, BMI)—The Golden Hillbillie gets a fine weepin' sound out of "Honky Tonk," a traditional rural ballad with the sad fiddle joining the vocal. Flip is a happy country bouncer which also can score. Her best effort in quite a spell. **Decca 30913**

#### Rhythm & Blues

NO SELECTIONS THIS WEEK.

(Continued on page 29)



**GOING ALL THE WAY!**

**ANITA BRYANT**

**THE NEW QUEEN OF SONG**  
sings

**TILL THERE WAS YOU**

WITH MONTY KELLY'S ORCHESTRA AND CHORUS  
CARLTON 512

*Climbing every regional and national chart throughout the United States and Canada—featured on* JULY 11 DICK CLARK SAT. ABC NETWORK TV SHOW  
JULY 14 JIMMIE RODGERS NBC NETWORK TV SHOW  
OTHER MAJOR TV SHOTS ON TAP!



# Reviews of THIS WEEK'S SINGLES (continued)

## SPECIAL MERIT SPOTLIGHTS

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

### POP TALENT

#### RAY VERNON

**MY SUGAR PLUM (Andval, BMI)**—Vernon provides this rhythm ballad with an interesting new vocal sound that could easily catch on with the teeners. Good material and arrangement and he makes the most of it all. Watch this lad. Flip is "Pretty Blue Eyes." (Andval, BMI). Liberty 55201

### POP DISK JOCKEY PROGRAMMING

#### LU ANN SIMMS

**MAYBE (Robbins, ASCAP)—DO I REALLY LOVE YOU (Brighton ASCAP)**—The stylish thrush handles the oldie with real class, and she gets a strong assist in the backing. This figures as good programming for adults and teens. Flip is a handclapper that's also spinnable. Jubilee 5373

#### JOHNNY COSTA

**MERCEDES BENDS (Anvil, ASCAP)—COLORADO WATERFALL (Reis, ASCAP)**—Costa plays mighty pretty piano not unlike the style of Eddie Heywood. "Bends" is a tasteful, lightly-jazz-oriented tonic for summer programming as is the flip, a pleasantly melodic side. Try both for a change of pace. Dot 15961

#### ERNIE FIELDS ORK

**CHRISTOPHER COLUMBUS (Mayfair, ASCAP)—IN THE MOOD (Shapiro-Bernstein, ASCAP)**—Two great swing era classics can bring back a lot of memories. Both are played with a lot of excitement featuring funky guitars and honking horns. Great dance sides. Rendezvous 110

### JUKE BOX PROGRAMMING

#### MOON MULLIGAN

**GOODNIGHT IRENE (Ludlow, BMI)—MONA LISA (Famous, ASCAP)**—The great folk standard and the appealing "Mona Lisa" get a fine country harmony sing-along type reading by Mulligan and his "girl friend." This will make them all join in with the tavern or soda shop juke box. King 5223

★★★★

## VERY STRONG SALES POTENTIAL

#### DALE HAWKINS

**★★★★ LIFEGUARD MAN — CHECKER 929** — A strong seasonal item finds Hawkins chanting a bluesy effort about the cat who has a summer job at a swimming pool. A solid beat effort that could score. Good material. (Arc, BMI)

**★★★★ OUR TURN** — A fine ballad effort by Hawkins and the material is just as good as the chanting. Side has the sound and the message for teeners. Watch both sides. (Sunflower, ASCAP)

#### JUNE VALLI

**★★★★ I LOVE YOU TRULY — MERCURY 71480** — The Carrie Jacobs Bond classic is given an updated arrangement and treatment by the thrush. A highly pleasant job and it's backed by chorus, organ and bells. This can get plays. (Pure, BMI)

**★★★ You Were Meant for Me** — Miss Valli provides a lilting, upbeat rhythm reading of the Nacio Herb Brown standard. She gives it a nice ride and it's worth spins. (Robbins, ASCAP)

#### SONNY CAMPBELL

**★★★★ THE ONE IN THE MIDDLE—APT 15076**—A swinging, happy tune is handed a sharp performance by the singer that could get action if exposed. (Saxon, BMI)

**★★★ Wicked Love**—An unusual waxing with a recitation in front receives a good performance from the singer, over attractive backing with a beat. Could get coins. (Saxon, BMI)

#### HARRY LEE

**★★★★ EVERYTIME I SEE YOU—VIN 1007**—Lee belts the rocker in vigorous fashion with a crazy chick chorus assist. Side can move for pop and r.&b. loot. Strong performance. (Ace, BMI)

**★★★ You Don't Know**—Interesting minor-keyed rocker is given a salable warble by Lee over moving ork backing. This side can also step out. (Ace, BMI)

#### STEVE LAWRENCE

**★★★★ THERE'LL BE SOME CHANGES MADE—ABC-PARAMOUNT 10031**—Fine swinging vocal treatment of the great standard with solid jazz-flavor. Eminently spinnable. (E. B. Marks, ASCAP)

**★★★ You're Everything Wonderful**—Rich warbling stint by Private Lawrence on a quality ballad. Fine jockey wax. (Maxana, ASCAP)

#### JERRY VALE

**★★★★ THE MOON IS MY PILLOW—COLUMBIA 41423**—Pretty ballad with celestial-type backing is handed an expressive vocal. Nice deejay side. (Ben Bloom, ASCAP)

**★★★ The Flame**—Sultry ballad is wrapped up in a warmly sincere rendition. (Trinda, ASCAP)

#### JIMMY RANDOLPH

**★★★★ SHOW ME THE WAY TO GO HOME—DECCA 30939**—A fine rhythm side by Randolph, assisted by a big chorus sound. He gives the old lyrics an up-to-date slant and a slightly humorous touch. A good box record that could catch sales. (Campbell-Connelly, ASCAP)

**★★★ You Have Given This to Me**—The writer of "Cross Over the Bridge," Bennie Benjamin, turned out this nice ballad and Randolph gives it a stylish chanting job. Flip has an edge, however. (Bennie Benjamin, ASCAP)

The Delicates is the correct name of the group whose two sides, "Ronnie Is My Lover"/"Black and White Thunderbird," received four stars last week.

★★★

## GOOD SALES POTENTIAL

#### JEAN DEE

**★★★ Day by Day Your Love Grows Sweeter — DECCA 30927** — An attractive ballad, penned by the thrush, is sung stylishly here by Jean Dee, over first rate backing. Deserves spins. (Golden West Melodies, BMI)

**★★★ Sweethearts on Parade** — The fine oldie is sung solidly here by Miss Dee, helped by good vocal and instrumental backing. Two good sides. (Mayfair, ASCAP)

#### VINNIE MONTE

**★★★ I'll Walk You Home—DECANTER 104**—Vinnie Monte bows on the new label with a smooth reading of a warm rockaballad. Worth spins. (Instant, BMI)

**★★★ Summer Spree** — On this side the chanter sings about the freedom of summer, with no homework and the long enjoyable days and nights. (Instant, BMI)

#### BUDDY LOWE

**★★★ Oh It's Wonderful — ENSIGN 4037**—Lowe sings about the mysterious but wonderful thing called love. Good vocal performance with an interesting vocal supporting group. Label is a subsidiary of Keene Records., (Hermosa, BMI)

**★★★ Sherry Lee** — Another school type rocker. Sherry is the chick who sits next to him in geography class. A cute side gets a good performance. (Hermosa, BMI)

#### JOHNNY BROWN

**★★★ Shakey — DYNASTI 624** — Blues rocker spots twangy guitar and honking tenor sax. Danceable side can attract. (Melissa, BMI)

**★★★ The End** — Instrumental is given an interesting treatment. Production is similar to that of the flip, and it can move just as well. (Melissa, BMI)

#### BOBBY STRIGO

**★★★ That's What You Mean to Me — RENOWN 109** — Good outing by Strigo on a rockaballad. He's given okay support by the chorus and ork. Coin possible. (Renown, BMI)

**★★★ The Pad** — Medium-rocker is also well-handled by the artist. Teen appeal lyrics can create interest. (Renown, BMI)

#### JOHNNY PRESTON

**★★★ My Heart Knows — MERCURY 71474** — Preston offers a heartache type romantic ballad, to a triplet backing.

Tune has a catchy quality which could get it some spins. This side was co-cleffed by Preston with the late Bopper. (Big Bopper Music, BMI)

**★★★ Running Bear** — An Indian-type rocker written by the late J. P. (Big Bopper) Richardson. Side has an interesting quality which makes it worth spins. (Big Bopper, BMI)

#### SAMMY SPENCER AND THE TILTS

**★★★ Will It Last — TOWNHOUSE 3** — A soulful performance of a romantic ballad, in slow tempo. Vocalist has a relaxed style, and is backed by chorus and triplet arrangement. (Townhouse, BMI)

**★★★ Sweet Love** — Fetching rhythm here. Tune is a rumba blues, nicely done with a relaxed, swiny beat. (Townhouse, BMI)

#### THE LEEN TEENS

**★★★ So Shy — IMPERIAL 5593** — A tasteful rocker. Lead singer does an excellent job, and he's backed by an unusually attractive arrangement. (Dundee, BMI)

**★★★ Dream Around You** — Pretty ballad, slow in tempo, sung soulfully by the chanter. Again, a nice arrangement. (Dundee, BMI)

#### LINDSEY MEEHAN

**★★★ Where Is She — BUDDHA 1004** — A ballad, chanted with simple charm by Meehan. Tasteful arrangement includes a chorus. (P. T. Hayes, BMI)

**★★★ Coral Rock** — Instrumental, touched with a Latin beat, and a chorus voicing lends a smart touch to the arrangement. (P. T. Hayes, BMI)

#### MICHELL TOROK

**★★★ Caribbean — GUYDEN 2018** — Mitchell Torok sells a bright, happy novelty in his usual warm style over snappy backing. A good side that is worth exposure. (American, BMI)

**★★★ Hootchy Kootchy Henry** — The warbler sings of a Hootchy Kootchy dancer who comes from Hawaii. Another good side. (American, BMI)

#### THE MARK IV

**★★★ Ring, Ring, Ring Those Bells — MERCURY 71481** — The group had a hit with "I've Got a Wife," and this bright, happy rendition could get them a new life. Side has a snappy, religious feel. Worth spins. (Arc-Pure, BMI)

**★★★ Malzy Doats** — The boys do a rocking version of the old novelty hit. It's an enthusiastic reading and jocks could take to it. (Miller, ASCAP)

#### KEN HONES ORK.

**★★★ Room 43 — WARNER BROS. 5078** — Sock swinging jazz-flavored instrumental with hard driving beat. Tune is film title theme. Strong jockey side. (Suchan, ASCAP)

**★★★ Swinger's Alley** — Lightly swinging instrumental treatment of a delicately melodic theme from same movie. Another pretty deejay item. (Suchan, ASCAP)

#### THE BROWNS

**★★★ The Three Bells — RCA VICTOR 7555** — A fine tune, originally recorded by Les Compagnons de la Chanson and other artists, is given a fresh and appealing reading by the trio. Side merits play, in both country and pop marts. (Southern, ASCAP)

**★★★ Heaven Fell Last Night** — This side is a pleasant ballad more in the traditional country groove, with an interesting Spanish type guitar backing. Two nice sides. (Cedarwood, BMI)

#### BILLY ECKSTINE & COUNT BASIE

**★★★ Lonesome Lover Blues — ROULETTE 4170** — Kansas City styled blues by Eckstine, with fine backing by the Basie crew. Side rates jock attention. (St. Louis, BMI)

**★★★ I Want a Little Girl** — The chanter turns in a good, feelingful reading of the oldie, popularized by Jimmy Rushing. Basie band lends a big sound in the backing. It's Eckstine's first outing with the label. (Shapiro-Bernstein, ASCAP)

#### THE HI BOYS

**★★★ Draw — MALA 400** — Amusing tale about two fast guns in the Wild West and their love for the same girl is handed a good, Coasters' type reading by the boys on this spirited record. Good wax. (Roosevelt, BMI)

**★★★ Billy Boy** — Happy rocker receives another good reading here by the duo. Tune is based somewhat on the oldie "Billy Boy." Two good sides. (Roosevelt, BMI)

#### JOHNNY HORTON

**★★★ Plead and Calico — DOT 15966** — The possessor of the number one hit of the nation on another label, turns in a cute tale of romance. The march rhythm is employed here. An infectious side for the chanter. (Meridian, BMI)

**★★★ Shadows on the Old Bayou** — Horton has a bluesy country tune on this side. It's a good performance that can also catch spins, especially in rural marts. (American, BMI)

#### COOKIE & THE CUPCAKES

**★★★ Until Then — JUDD 1015** — The lead man, Cookie, gives this ballad a powerful vocal. It's a pounding, slow triplet job. The group scored with "Matilda;" recently and this can catch action too. (Longhorn, BMI)

**★★★ Close Up the Back Door** — Cookie is a real shouter on this blues side. The cat has a sound as he belts it, as tho from the swamps. Satisfying wax. (Longhorn, BMI)

#### JOE LEAHY

**★★★ Old Cape Cod — FELSTED 8588** — The great Patti Page hit receives a bubbling light instrumental treatment, with voices used without lyrics. Can get plenty of plays in this season. Dreamy and danceable rendition. (George Pincus, ASCAP)

**★★★ On the Boulevard** — A lilting, swaying rhythm effort by the bright-sounding Leahy ork. The side has a pleasant continental feel. (Electra, ASCAP)

#### THE BIG BOPPER

**★★★ Pink Petticoats — MERCURY 71473** — "Pink petticoats, ballerina shoes," chants the cat about his crazy chick. It's a rockin' eight-to-the-bar effort by the late chanter that's worth teen spins. (Glad, BMI)

**★★★ The Clock** — A slow and pounding love ballad that's given a stylish, deep-voiced reading by the Bopper. Has a strong r.&b. tinge. Also worth plays. (Glad, BMI)

#### GINO & GINA

**★★★ Charlie** — MERCURY 71483 — Gino implores the gal to be co-operative because he's her guy but Gina answers him pretty much in the negative. Gimmick here is the gal's spoken answers to his chanted plea. Teens may like this. (Figure, BMI)

**★★★ I Don't Need a Ring Around Your Finger** — The pair specialize in their own

(Continued on page 30)

• **Reviews of New Pop Records**

• Continued from page 29

★ ★ ★

**GOOD SALES POTENTIAL**

harmony style on this side. The song has the romantic approach as they pledge their love for each other. (Figure, BMI)

**THE COLTS**

★ ★ ★ **Oh, When You Touch Me** — DELCO 4602 — Attractive reading of a pretty ballad by the Colts on this recording from the new label. Lead singer Joe Grundy can sell a tune. With exposure, it could happen. (Class, BMI)

★ ★ **I Never Knew** — The boys handle a rocker pleasantly but the flip is more important. (Class, BMI)

**THE NIGHTMARES**

★ ★ ★ **The Headless Ghost** — AMERICAN INTERNATIONAL 530 — Here's an interesting side by the Nightmares, who sing smartly here of The Headless Ghost. For the kids who enjoy horror movies. (Dijon, EMI)

★ ★ (Oooh, I'm Scared of the) **Horrors of the Black Museum** — The Nightmares sing this rocker in a style reminiscent of the Coasters, as they tell of the horrors of the Black Museum. (Dijon, BMI)

**MARGARET LEWIS**

★ ★ ★ **No No Never** — R. A. M. 1549 — The chanteuse comes thru with a strong reading of a rocker on this interesting side. (Hip Hill-Tree, BMI)

★ ★ **Cheaters Can't Win** — An emotional reading of a passionate ballad by thrush Margaret Lewis. She sells the tale with sincerity. (Hip Hill-Tree, BMI)

**DAVID FRIZZELL**

★ ★ ★ **I Hang My Head and Cry** — COLUMBIA 41425 — The young chanter, 17-year-old brother of Lefty Frizzell, sells this rockaballad with feeling over listenable backing. (Western, ASCAP)

★ ★ **Tag Along** — David Frizzell, turns in a good reading of a swinging rocker. Coupling marks his debut with the label. (Jamil, BMI)

**STEWART ROSE**

★ ★ ★ **Have Faith** — RAM 1106 — Strong, legit-type vocal stint on a moving ballad with inspirational-styled lyrics. Both sides were penned by Buck Ram, who also owns the label. (A. M. C., ASCAP)

★ ★ **Hold Me, Hold Me, Hold Me** — Neapolitan-styled ballad is sung with feeling and sincerity by Rose. (A. M. C., ASCAP)

**GLENN HUGHES**

★ ★ ★ **My Love and I** — DYNASTY 623 — Pleasing vocal stint by Hughes and a

group on a leisurely paced, melodic ballad with folk flavor. (Mark Warnow, ASCAP)

★ ★ **I Belong to You** — Pretty rockaballad is handed pleasant reading by Hughes. (Pritchett, BMI)

**BIG JOHN TAYLOR**

★ ★ ★ **Money Money** — RAM 1107 — Hard-driving instrumental with effective Latin tempo and standout guitar work. Fine jockey and juke wax with dual market flavor. (Argo, BMI)

**BENNY JOY**

★ ★ **Little Bittle Everything** — Fervent chanting by Joy on an exuberant rockabilly item. (Argo, BMI)

**JAN BOURLAND**

★ ★ ★ **Heartbeat** — DYNASTY 622 — Sprightly folk-flavored item is warbled pleasantly by Bourland. Merits spins. (Rondo-Melissa, BMI)

★ ★ **The Wild Ones** — Feelingful reading by Bourland and group on an appealing teen-styled ditty. (Rondo, BMI)

**JINNY MADDEN**

★ ★ ★ **Roadracers** — AMERICAN INTERNATIONAL 529 — Exciting title theme from the forthcoming movie is wrapped up in showmanly vocal by Maddin. (Dijon, BMI)

★ ★ **Leadfoot** — Haunting folksy ditty — also from the film — is sung with solid feeling by Maddin and a fem, chorus. (Dijon, BMI)

**GREG CONNOR**

★ ★ ★ **'Till the End** — GUYDEN 2017 — Attractive r.&r. ditty is sung with a bright beat by Connor. Effective arrangement. (Malopi-Jamie, BMI)

★ ★ **Knockin' on That Door** — Amusing novelty item about a guy who can't get up his nerve to his gal. Sexy-voiced fem is also heard on disk. (Malopi-Jamie, BMI)

**REMO CAPRA**

★ ★ ★ **After You've Gone** — PENNY 100 — The oldie is dolled up in rockaballad fashion. Results are listenable, and the side can create jockey interest. It's worth spins. (Mayfair, ASCAP)

★ ★ **Passing By** — Soft vocal by Capra on a pretty medium beater. Cat has a slight Dean Martin sound. Vocal is in French and English. (Chappell, ASCAP)

**THE DANDEVILLES**

★ ★ ★ **Heavenly Angel** — FORTE 314 — Good enough group vocal on a rockaballad. Light plucked string support backs the effort. Some coin possible. (House of Fortune, BMI)

(Continued on page 33)

**A BILLBOARD SPOTLIGHT!**

\*As flashed by teletype to the disk jockeys of the nearly 2,000 radio station members of the Associated Press who receive advance chart and review data each week.

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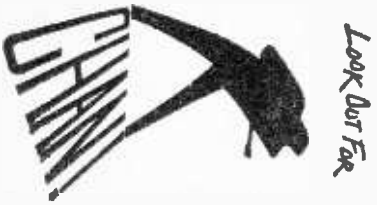
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• **Best Selling Sheet Music in U. S.**

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. THE BATTLE OF NEW ORLEANS (Warden).....	1	5
2. QUIET VILLAGE (Baxter-Wright).....	2	8
3. DREAM LOVER (Fern-Progressive).....	7	4
4. KANSAS CITY (Fire).....	6	3
5. PERSONALITY (Lloyd-Logan).....	5	5
6. GUITAR BOOGIE SHUFFLE (Shapiro-Bernstein)....	4	11
7. GOODBYE, JIMMY, GOODBYE (Knollwood).....	3	5
8. THE HAPPY ORGAN (Lowell).....	8	10
9. HAWAIIAN WEDDING SONG (Pickwick).....	10	25
10. FOR A PENNY (Roosevelt).....	9	10
11. 77 SUNSET STRIP (Witmark).....	11	13
12. KOOKIE, KOOKIE (LEND ME YOUR COMB) (Witmark).....	—	1
13. SUMMER DREAMS (Rio Grande).....	13	3
14. GIGI (Lowall-Chappell).....	14	9
15. LA PLUME DE MA TANTE (Korwin).....	—	1

• **Best Selling Sheet Music in Britain**

(For week ending June 27)

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

Roulette—Mills (Mills)	A Fool Such as I—Leeds (Miller)
Side Saddle—Mills (Mills)	Never Be Anyone Else But You—Commodore-Imperial (Eric)
May You Always—Essex (Hecht, Lancaster & Buzzell)	Personality—Leeds (Lloyd-Logan)
Goodbye, Jimmy, Goodbye—Bron (Knollwood)	Petite Fleur—Essex (Hill & Range)
Trudie—Henderson (Kassner)	Chick—Henderson (-)
Teenager in Love—West One (Rhumbalero)	Gigi—Chappell (Chappell)
I've Waited So Long—Pan Musik (Leeds)	Battle of New Orleans—Acuff-Rose (Warden)
Dream Lover—Aldon (Progressive)	Donna—Aberbach (Kemo)
It Doesn't Matter Anymore — Monarch (Spanka)	Venus—Essex (Rambled-Lansdale)
Come Softly to Me—Morris (Morris)	Walt For Me—Sterling (-)

• **Best Selling Pop Records in Britain**

(For week ending June 27)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. DREAM LOVER—Bobby Darin (London).....	2
2. ROULETTE—Russ Conway (Columbia).....	1
3. A TEENAGER IN LOVE—Marty Wilde (Philips).....	4
4. BATTLE OF NEW ORLEANS—Lonnie Donegan (Pye).....	7
5. A FOOL SUCH AS I/I NEED YOUR LOVE TONIGHT—Elvis Presley (RCA) ..	5
6. PERSONALITY—Anthony Newley (Decca).....	13
7. I'VE WAITED TOO LONG—Anthony Newley (Decca).....	5
8. SIDE SADDLE—Russ Conway (Columbia).....	6
9. IT'S LATE—Ricky Nelson (London).....	9
10. PERSONALITY—Lloyd Price (HMV).....	10
11. MAY YOU ALWAYS—Joan Regan (HMV).....	12
12. IT DOESN'T MATTER ANYMORE—Buddy Holly (Coral).....	8
13. I GO APE—Neil Sedaka (RCA).....	19
14. PETER GUNN—Duane Eddy (London).....	11
14. GOODBYE, JIMMY, GOODBYE—Ruby Murray (Columbia).....	14
16. POOR JENNY—Everly Brothers (London).....	21
17. GUITAR BOOGIE SHUFFLE—Bert Weldon (Top Rank).....	15
18. BATTLE OF NEW ORLEANS—Johnny Horton (Philips).....	23
19. FOR A PENNY—Pat Boone (London).....	29
20. THREE STARS—Ruby Wright (Parlophone).....	20

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# The Billboard HOT C & W SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
1	1	1	①	THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339 ...	11
5	2	2	②	WATERLOO, Stonewall Jackson, Columbia 41393 .....	5
2	3	3	③	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374 .....	9
8	8	4	④	BIG MIDNIGHT SPECIAL, Wilma Lee and Stony Cooper, Hickory 1098 .....	7
3	4	5	⑤	HOME, Jim Reeves, RCA Victor 7479 .....	15
16	10	9	⑥	LONG BLACK VEIL, Lefty Frizzell, Columbia 41384 .....	5
18	13	14	⑦	SOMEBODY'S BACK IN TOWN, Wilburn Brothers, Decca 30871 ....	8
6	6	7	⑧	BLACK LAND FARMER, Frankie Miller, Starday 424 .....	13
—	25	17	⑨	TENNESSEE STUD, Eddy Arnold, RCA Victor 7542 .....	3
4	5	6	⑩	WHITE LIGHTNING, George Jones, Mercury 71406 .....	16
30	17	15	⑪	CHASIN' A RAINBOW, Hank Snow, RCA Victor 7524 .....	5
9	7	8	⑫	A THOUSAND MILES TO GO, Webb Pierce, Decca 30858 .....	14
7	12	12	⑬	I'M IN LOVE AGAIN, George Morgan, Columbia 41318 .....	21
—	24	18	⑭	DRAGGING THE RIVER, Ferlin Husky, Capitol 4186 .....	5
13	15	11	⑮	LONESOME OLD HOUSE, Don Gibson, RCA Victor 7505 .....	9
12	9	10	⑯	AM I THAT EASY TO FORGET? Carl Belew, Decca 30842 .....	14
20	20	27	⑰	I'LL CATCH YOU WHEN YOU FALL, Charlie Walker, Columbia 41388 ..	5
28	28	23	⑱	YOU TAKE THE TABLE AND I'LL TAKE THE CHAIRS, Bob Gallion, M-G-M 12777 .....	6
—	—	—	⑲	NINETY-NINE YEARS, Bill Anderson, Decca 30914 .....	1
29	—	—	⑳	COME AND KNOCK, Roy Acuff, Hickory 1097 .....	2
25	23	20	㉑	YOU DREAMER, YOU, Johnny Cash, Columbia 41371 .....	9
—	—	—	㉒	HALF-BREED, Marvin Rainwater, M-G-M 12803 .....	1
24	21	22	㉓	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389 .....	5
11	11	13	㉔	FRANKIE'S MAN JOHNNY, Johnny Cash, Columbia 41371 .....	10
21	22	19	㉕	POOR OLD HEARTSICK ME, Margie Bowes, Hickory 1094 .....	16
—	—	—	㉖	YOUR WILD LIFE'S GONNA GET YOU DOWN, Kitty Wells, Decca 30890 .....	1
15	18	26	㉗	ANYBODY'S GIRL, Hank Thompson, Capitol 4182 .....	9
—	—	28	㉘	SMOKE ALONG THE TRACK, Stonewall Jackson, Columbia 41393 ...	2
14	16	16	㉙	I CRIED A TEAR, Ernest Tubb, Decca 30872 .....	10
26	29	—	㉚	HEARTS ARE LONELY, Phil Sullivan, Starday 437 .....	4

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# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Bobby White and the Bobolinks, formed out of Hank Thompson's recently disbanded Brazos Valley Boys, has joined the talent stable of Cimarron Artists, Inc., Tulsa, Okla. Cimarron booker G. Don Thompson has set White and the Bobolinks for the next month as follows: American Legion, Duncan, Okla., July 10; Cimarron Ballroom, Tulsa, 11; American Legion, Buffalo, Okla., 17; Cimarron Ballroom, Tulsa, 18; Clover Club, Amarillo, Tex., 24; Blue Note, Wichita, Kan., 25; Rosa's Western Club, Fort Worth, 28; Schroeder's, Goliad, Tex., 29; Cabaret Club, Bandera, Tex., 31; MB Corral, Wichita Falls, Tex., August 1; Whiting Hall, Pawhuska, Okla., 7, and Cimarron Ballroom, Tulsa, 8. Hank Thompson is now working as a single, using territory bands as he needs them. The Bobolinks have been engaged to work with him from July 25 thru August 1.

Trudy Stamper, new tub-thumper for WSM's "Grand Ole Opry," Nashville, is bringing up to date her mailing list. Deejays who want to keep abreast of the doings on "Grand Ole Opry" and the activities of the "Opry" talent are urged to send Trudy their names and station affiliations. . . . Rusty and Doug are spending two weeks in Louisiana to be near their mother, who recently suffered a heart attack. . . . Ramblin' Lou and His Twin Pine Mountaineers, of WJL, Niagara Falls, N. Y., are set for a single performance at Wonderland Ranch, Dunnville, Ont., Friday night, July 17.

Don Pierce, of Starday Music, Madison, Tenn., is working on the promotion of "Who Shot Sam?," the new George Jones single on Mercury, and Jimmie Skinner's new release on the same label, "John Wesley Hardin" b/w "Misery Loves Company." Samples are available to deejays who will write to Pierce at Box 115, Madison, Tenn. . . . "Louisiana Hayride's" Carl Belew is next Saturday's (11) guest on Red Foley's "Jubilee U.S.A." from Springfield, Mo. On July 25 Carl occupies a similar slot on the Prince Albert portion of "Grand Ole Opry" over the NBC radio network.

Leon McAuliff and His Cimarron Boys, who Saturday (4) concluded a four-day stand at the Rodeo of the Ozarks, Springdale, Ark., are routed as follows for the next four weeks: Cimarron Ballroom, Tulsa, Okla., July 8; Moulin Rouge, Lake Charles, La., 10; Cook's, Houston, Tex., 11; Naval Air Stations, Kingsville, Tex., 12; Cimarron Ballroom, Tulsa, 15; Whiting Hall, Pawhuska, Okla., 16; Clinton-Sherman Air Force Base, Clinton, Okla., 17; Trianon Ballroom, Oklahoma City, 18; Civic Auditorium, Albuquerque, N. M., 22; Anaconda, Grants, N. M., 24; American Legion, Farmington, N. M., 25; Longhorn Ranch, Dallas, 27; State Fair Building, Muskogee, Okla., 27; Cimarron Ballroom, Tulsa, 29; Ponca City, Okla., 30; Policemen's Ball, Tulsa, 31; Riverside Rancho, Kansas City, Mo., August 1; Macon County Fair, Decatur, Ill., 3; Fifth Annual Celebration, Decatur, Ark., 5; Chanute Air Force Base, Rantoul, Ill., 7, and Effingham County Fair, Altamont, Ill., 8.

Ozark Zag and Johnny Gee, c.&w. deejays on Station WXGI, Richmond, Va., are launching a new Saturday night show, "Vir-

ginia Jubilee," at the Venus Theater, Richmond, July 11. The lads say they're interested in contacting talent trouping the Richmond area. . . . Oscar Swartz, of Slater Orchestra Service, Worcester, Mass., is supplying c.&w. music to a number of parks, ranches and drive-ins in the New England sector this summer. Among the units playing for him in the territory are Clyde Joy and His Country Folks, Rusty Rogers and His Trio, and George Anderson and His Sante Fe Ramblers. The Joy unit is heard on its own TV show over Channel 9 in Manchester, N. H. Their latest release on the Event label is "Beautiful Heaven Up There" and "Echoes From the Hills."

Capitol Records is setting up an Eastern tour for Faron Young, whose newest on that label is "Country Girl" b.w. "I Hear You Talkin'." Deejays may obtain sample copies by writing to Hubert Long, 616 Exchange Building, Nashville. . . . Ferlin Husky proved a bonanza at Harry and Eleanor Smythe's Buck Lake Ranch, Angola, Ind., Sunday of last week (28). . . . M-G-M Records goofed recently when they mailed to disk jockeys the wrong take on Jimmy Newman's new release, "Grlin and Bear It." The correct version, just off the presses, goes out to the deejays this week.

Itinerary of the gospel-singing Blackwood Brothers Quartet for the remainder of July stacks up as follows: Little Rock, July 9; Houston, 10; Fort Worth, 11; Oklahoma City, 12; Lubbock, Tex., 13; Denver City, Tex., 14; El Paso, Tex., 15; Tucson, Ariz., 16; Phoenix, Ariz., 17; Los Angeles, 18; San Diego, Calif., 19; Fresno, Calif., 20; Stockton, Calif., 22; Richmond, Calif., 23; Vallejo, Calif., 24; Oakland, Calif., 25; Hayward, Calif., 26; Eugene, Ore., 27; Portland, Ore., 29; Edmonds, Wash., 30, and Boise, Idaho, 31. . . . Guests on "New Dominion Barn Dance," Richmond, Va., Saturday night (11) will be Ernest Tubb and His Texas Troubadours; not the Osborne Brothers, as reported in last issue.

## With the Jockeys

Texas Jim Turfle, the Ole Stump Jumper of Station WTRR, Westminster, Md., shoots a plea for more gospel and c.&w. records and similar programming material. . . . The same request comes from Bobby Anderson, who conducts "Hillbillies on Parade" five days a week over WMTA, Central City, Ky. The show is heard remote Tuesdays and Fridays from the lobby of the State Theater in Central City. The other three days the seg emanates from the WMTA studios.

Bill Anderson postals that promotional copies on his new Decca release, "Ninety-Nine" b/w "Back Where I Started From," are available at Tree Music, 319 Seventh Avenue, North, Nashville. . . . Jimmy Simpson, who whirls the c.&w. biscuits over KBYR, Anchorage, Alaska, has a brand new release on Caprock Records. Tunes are "Breaker of My Heart" and "I'm an Oilfield Boy." Jimmy is backed by his own crew, the Oilfield Boys, on both sides. Deejays may obtain copies by writing to Caprock Records, Box 3368, El Paso, Tex.

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# The Billboard HOT R & B SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE, Artist, Company, Record Number.	WEEKS ON CHART
2	2	1	①	PERSONALITY, Lloyd Price, ABC-Paramount 10018	8
—	15	17	②	YOU'RE SO FINE, Falcons, Unart 2013	7
14	8	6	③	I ONLY HAVE EYES FOR YOU, Flamingos, End 1046	4
1	1	2	④	KANSAS CITY, Wilbert Harrison, Fury 1023	12
9	5	3	⑤	THE BATTLE OF NEW ORLEANS, Johnny Horton, Columbia 41339	8
23	16	13	⑥	LONELY BOY, Paul Anka, ABC-Paramount 10022	4
8	10	14	⑦	I WAITED TOO LONG, LaVern Baker, Atlantic 2021	10
22	19	17	⑧	WHAT A DIFFERENCE A DAY MAKES, Dinah Washington, Mercury 71435	4
7	13	11	⑨	ENDLESSLY, Brook Benton, Mercury 71443	10
11	11	12	⑩	THERE IS SOMETHING ON YOUR MIND, Big Jay McNeely, Swingin' 614	6
6	6	8	⑪	THERE GOES MY BABY, Drifters, Atlantic 2025	5
—	21	19	⑫	JUST KEEP IT UP, Dee Clark, Abner 1026	4
4	4	4	⑬	DREAM LOVER, Bobby Darin, Atco 61401	8
19	22	28	⑭	LIPSTICK ON YOUR COLLAR, Connie Francis, M-G-M 12793	5
3	3	5	⑮	SO FINE, Fiastas, Old Town 1062	16
5	9	9	⑯	SO CLOSE, Brook Benton, Mercury 71443	10
21	23	20	⑰	I'M NOT ASHAMED, Bobby (Blue) Bland, Duke 303	9
12	12	16	⑱	QUIET VILLAGE, Martin Denny, Liberty 55162	10
20	14	15	⑲	ALONG CAME JONES, Coasters, Atco 6141	4
—	30	25	⑳	PORGY, Nina Simone, Bethlehem 11021	3
—	28	18	㉑	I'LL BE SATISFIED, Jackie Wilson Brunswick 55136	3
—	—	—	㉒	WATERLOO, Stonewall Jackson, Columbia 41393	—
—	—	—	㉓	JACK O' DIAMONDS, Ruth Brown, Atlantic 2026	1
24	29	22	㉔	TALLAHASSEE LASSIE, Freddie Cannon, Swan 4031	6
27	26	27	㉕	SINCE YOU'VE BEEN GONE, Clyde McPhatter, Atlantic 2028	4
10	7	10	㉖	I'M READY, Fats Domino, Imperial 5585	8
13	17	21	㉗	THE HAPPY ORGAN, Dave (Baby) Cortez, Clock 1009	13
—	20	24	㉘	THE BELLS, Baby Washington, Neptune 104	3
—	—	—	㉙	BACK IN THE U. S. A., Chuck Berry, Chess 1729	1
17	18	23	㉚	ALMOST GROWN, Chuck Berry, Chess 1722	13

## Reviews of New Pop Records

Continued from page 30

### ★★★ GOOD SALES POTENTIAL

★★ Psychology — Cute tune is done in a Latin tempo. Cats are telling about all the things they don't want to be or do. Not much here. (House of Fortune, BMI)

#### THE PLAIDS

★★★ Creepin' — STENTOR 101 — Solid instrumental treatment of a fervent, hard-driving r.&r. theme. Good jockey and juke wax for both markets. (Stentor, BMI)

★★ Vampire — Interesting instrumental blend on listenable theme. Same comment on potential. (Stentor, BMI)

#### MORTY JAY AND THE JAYBIRDS

★★★ The Jazz Organ — WORLD 1001 — Fine organ work by Jay over smart rhythm support from the Jaybirds. Good item for pop and jazz locks. (Republic, BMI)

★★ Rainhatrel — Cute theme starts with two tons talking about playing with a rain-barrel. A cute kiddie vocal follows. Flip appears the more important side, tho. (Republic, BMI)

#### FRANK CURTIS

★★★ The Madonna of Tears — PALETTE 5019 — A saccharin ballad about the madonna of tears who smiles down on unhappy lovers and makes everything fine. Curtis gives it a spirited, profound type vocal with much dramatic quality. Cat has a good touch. (Zodiac, BMI)

★★ Laugh or Cry — Curtis sounds like Palette's answer to Vic Damone. Lad has a nice vocal touch in the legit framework, but the song takes too long to say very little. (Compton, ASCAP)

#### RICKEY STROM

★★★ Everynight — RENDEZVOUS 109 — A rocker. Tune is a blues. Storm does a good vocal to a triplet backing which includes chorus and honking horns. (Fairway, BMI)

★★ Blue Wind — Another bluesy item, interesting in that it catches a mood connoted by the title. (Lizann, BMI)

#### BOBBY STEGAR

★★★ The Whippoorwill — BUDDHA 1003 — A very tasteful side. Tune is a ballad, with a restrained triplet figure. Stegar does a soulful vocal, with a quietly-pitched chorus behind him. (Leeds, ASCAP)

★★ Pirate of Love — Rockballad. Stegar does it tastefully, backed by chorus and a triplet-marked arrangement. (Sky, BMI)

#### THE MILLER BROTHERS

★★★ Molly Pitcher — STRAND 25004 — The tune is in rolling drum marching tempo and has the historical twist which is going now. This is the tale of a heroine of the Revolutionary War. Boys give it a bright reading. Should pull action. (Ivan Mogull, ASCAP)

★★ Nothing Lasts Forever — A routine ballad by the group in slow, rock tempo. Flip would be the side to watch here. (Ivan Mogull, ASCAP)

#### JOHNNY FAIRCHILD & THE NIGHT-RIDERS

★★★ I Was a Fool — ACE 565 — A slow and pulsing ballad performance by Fairchild. He pleads for one more chance with great sincerity. Good sound here and Fairchild has a touch. (Ace, BMI)

★★ Please, Please, Please — A pounding rocker. Song is a pleader and Fairchild belts it. (Ace, BMI)

#### COL. JOYCE AND THE JOY BOYS

★★★ Bye Bye Baby Goodbye — DECCA 30933 — A fine vocal by the lead man, Colonel Joyce, with an interesting and simple guitar backing. It's the same tune recently cut by Teresa Brewer. Worth spins. (Southern-Comac, ASCAP)

★★ Clementine — A Fats Domino styled vocal in a blues framework with a persistent choral backing repeating the title phrase over and over. Flip is more interesting. (Leeds, ASCAP)

#### LENNON SISTERS

★★★ A Hundred and One in the Sun — DOT 15962 — Pert thrushing by the sisters on an attractive bouncy item with timely lyrics. Nice jockey side. (Harry Von Tilzer, ASCAP)

#### DIANE LENNON

★★ Vacation Waltz — Sweet chirping by Diane Lennon on a lyrical waltz theme. (Harry Von Tilzer, ASCAP)

#### EDDIE LANG

★★★ Troubles Troubles — RON 324 — Exuberant shouting stint by Lang on an effective blues. Good dual market entry. (Ron, BMI)

★★ She's Mine All Mine — Lively reading of a bouncy blues. Another dual market item. (Ron, BMI)

#### REX ALLEN

★★★ Lazy River — VISTA 341 — The fine standard is handed a first-rate reading by Allen on this well-made disk. It could catch many spins due to Allen's strong performance. (Peer - International, BMI)

★★ Say One for Me — From the flick of the same name comes this pretty ballad handled well by Allen on this attractive side. Good wax. (Leo Feist, ASCAP)

#### MIKE HARWOOD

★★★ Leavin' Blues — KNOX 101 — The sad, sad blues by Leadbelly and Alan Lomax is given an authentic styled reading by the artist. Harwood has a sympathetic and dramatic touch for the material. (Folkways, BMI)

★★ Trouble in Mind — The new folk artist makes a nice impression on this reading of the classic blues song. It's his initial outing with the new label. Nice guitar accompaniment. (Leeds, ASCAP)

#### LANCE CURTIS

★★★ Bye Bye Baby — TEEN 507 — Lance Curtis sells this slight ditty pleasantly over light, happy backing. Could get spins. (Southern, ASCAP)

★★ Lover's Paradise — On this side the chanter turns in a good performance of a joyous rockballad that also deserves attention. (Statco, BMI)

#### JOHNNY JOHNS

★★★ The Heart of an Angel — VISTA 343 — Johnny Johns bows on the label with a pleasant reading of an attractive rock and roller. His style is good, with some Johnnie Ray overtones. (Milton Kelem, ASCAP)

★★ I'm in the Mood for Love — The oldie is sung unexcitingly by the lad. Flip is stronger. (Robbins, ASCAP)

### ★★★ MODERATE SALES POTENTIAL

#### EDDIE CHASE

★★ If You Only Knew — VISCOUNT 529 — Chase sells this typical rockballad in fair style, helped by ticks in the backing. (Weiss & Barry, BMI)


★★ Ginger — A peppy rocker is sung with spirit by Chase helped again by the girls' group. (Weiss & Barry, BMI)

#### JIM WEBB

★★ Johnny Ringo — SUNDANCE 201 — Western story ballad about a gunman for hire whose job was to rob the Wells Fargo express and knock off Sheriff John Ringo. It's sung well here by Webb. Interesting wax. (Bobo-Wes, BMI)

★★ Love of a Woman — Webb sells this countryish ballad with feeling as he tells (Continued on page 34)

"SLOW MOTION"  
b/w



"WALKING BY THE RIVER"  
WADE FLEMONS  
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"RAINBOW VALLEY"  
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by MISS LA VELL  
Duke #307  
"SOMEONE WATCHES"  
B/B  
"YOU DONE WHAT THE DOCTOR COULDN'T DO"  
ORIGINAL FIVE BLIND BOYS  
Peacock #1797  
"IN THE GARDEN"  
B/B  
"THE GARDEN OF LOVE"  
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**Reviews of New Pop Records**

Continued from page 33

★ ★  
**MODERATE SALES POTENTIAL**

what he has accomplished due to his love of a woman. (Buno, BMI)

**DENNIS DAY**

★ ★ Wonderful Secret of Love — SHAM-ROCK 999 — Dennis Day comes thru with a listenable reading of the attractive ballad over triplet backing. It could get spins. (Leeds, ASCAP)

★ ★ Pretty Irish Girl — Day turns to a folk-styled Irish ditty on this side for good results. Will appeal in some markets. (WDMC, ASCAP)

**THE PALS**

★ ★ Summer Is Here — GUYDEN 2019 — Okay rockaballad is handed tender reading by lead singer and group. (Satire-Peer, BMI)

★ ★ My Baby Likes to Rock — Bouncy rhythm-rocker is wrapped up in a lively vocal treatment by group. (Satire-Peer, BMI)

**ELAINE DUNN**

★ ★ Touch Me — RCA VICTOR 7552 — Expressive vocal interpretation of a tender ballad. Romantic wax for jocks. (Saphire, ASCAP)

★ ★ Far Away Places — Sultry thrashing by the nitory dancer on over-arranged ork treatment of oldie. (Laurel, ASCAP)

**THE GATES**

★ ★ Summer Night Love — PEACH 716 — Pounding rockaballad is rendered in so-so fashion. Fair chances. (Lowery, BMI)

★ ★ Wedding Bells Gonna Ring — Lead voice is given okay group backing on this Latin beat side. Potential appears similar to that of the flip. (Lowery, BMI)

**THE SAWYER SISTERS**

★ ★ Here I Am — DYNASTY 621 — The girls handle the rockaballad appealingly. Light ork backing nicely paces the vocal. Fair potential. (Penron, BMI)

★ ★ Rock-A-Boogie Baby — Rocker is given a fair outing by the chicks. It should move as well as the flip. (Penron, BMI)

**ROD MORRIS**

★ ★ Cuckoo — LUDWIG 1010 — He's cuckoo over the gal down the block. A cute rhumba type country rocker. Morris handles it nicely. (Fairway, BMI)

★ ★ Bimbo — Morris offers another pleasant vocal on a bright, medium tempo effort about a little boy. Material is a let-down. (Fairway, BMI)

**MARK DAMON**

★ ★ I'll Be Yours — WYNNE 114 — Damon appears in the Warner's pic "All God's Children," but his chanting is on the mediocre side all the same. Tune is a rockaballad but it fails to hit the mark. (SMS, BMI)

★ ★ You Ain't No Baby — Grow up baby and act your age, warns the cat. It's an upbeat rocker with chorus support. (Aldine, ASCAP)

**BILLY AND MICKY**

★ ★ I Desire — IMPALA 203 — Rockaballad is done in tasteful, restrained fashion. (Ethel Mae, BMI)

★ ★ Uh-Mmm — A bluesy item, with guitar and piano lending a forceful backing to the chanting. (Ethel Mae, BMI)

**THE FOUR COACHMEN**

★ ★ These Golden Years — M-G-M 12010 — The uplifting song gets an adult treatment, with violins lending a class touch to the arrangement behind the chanters. (Wally Schuster, BMI)

★ ★ My Own True Love — Similar to the flip, with a good vocal, backed by big-sounding arrangement including chorus. (Remick, ASCAP)

**THE NIGHTHOPPERS**

★ ★ Campus Raid — AMERICAN INTERNATIONAL 525 — A girls' trio aids the boys as they sing of a campus raid. Listenable wax. (Dijon, BMI)

★ Girls, Girls, Girls — The Nighthoppers sing of all the pretty girls and the fun they'll have taking them out. (Dijon, BMI)

**JACKIE CURTISS**

★ ★ Cecilia — DYNASTY 619 — Curtiss works with the Rex Dennis Singers on this cha cha version of the oldie. Moderate appeal. (Bourne, ASCAP)

★ As Any Fool Can Plainly See — Curtiss turns in an okay reading of a rather pallid ballad. This backing hurts the side too. (Carol-Lero, ASCAP)

**THE CAPRIS**

★ ★ This Is Goodbye — FABLE 665 — The group sings this rockaballad with enthusiasm sparked by the lead singer. (Fairway, BMI)

★ Can't Get Over You — The Capris handle this tune in typical rock and roll fashion. (Fairway, BMI)

**RENA WRIGHT**

★ ★ Deal Me a Hand — VITA 185 — Miss Wright turns in a medium beater with a rock backing. Fair wax. (Spark, BMI)

★ My Prayer at Eventide — A slow moving ballad with inspirational overtones. (Spark, BMI)

**BERNIE PARKE**

★ ★ Mexico — DYNASTY 620 — Below-the-border melody is nicely sung by Parke. Good group backing assists on the pretty tune. Spinnable sides for jocks. (Melissa, BMI)

★ Take Me to Your Leader — Side is on the space kick. It starts with the sound of an approaching flying saucer. It's about

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a little green visitor. Doubtful chances. Tune is quite reminiscent. (Lero, ASCAP)

**DOUG BOWLES**  
★ ★ Cadillac Cutie — TUNE 206 — Doug Bowles and the Rhubarbs sell this rocker with drive over wild rock and roll support. (Jobe, BMI)

★ Oh Me, Oh My — Bowles and the gals come thru with an okay reading of a medium tempo blues in the Fats Domino vein. (Jobe, BMI)

**DICK RALSTON**  
★ ★ Oh Love Oh Love Oh Love — NU-CLEAR 5944 — Ralston sells this old fashioned effort pleasantly. (Nuclear, BMI)

★ It's No Secret — Same comment. (Nuclear, BMI)

**Country & Western**

★ ★ ★ ★

**JIM REEVES**  
★ ★ ★ I'm Beginning to Forget You — RCA VICTOR 7557 — Reeves turns in a neat slow ballad job, which has a message close to the traditional country groove. Another solid chanting stint. This could go. (Kahl-Duchess, BMI)

★ ★ Partners — Reeves has a minor-flavored folk ballad effort here and it has a strong appeal. Song has a folk historical slant which is in the current groove. A well made side. (Cedarwood, BMI)

★ ★ ★

**CONNIE HALL**  
★ ★ Third Party at the Table — MERCURY 71471 — The chanteuse sings that she is the third party at the table but the first party in his heart. A real country side with much to intrigue country fans. (Jimmie Skinner, BMI)

★ ★ Heartache Avenue — Thrush Connie Hall sings about the girls who live on heartaches on this fair country side. Flip is the stronger. (Jimmie Skinner, BMI)

★ ★

**COUSIN ROY**  
★ ★ Seven Beers With the Wrong Woman — IMPERIAL 2131 — Roy turns in an okay reading of a novelty effort. It's a take-off on the oldie, "Seven Years with the Wrong Woman." Gal's voice answers Roy's vows of love. Could be funnier. (Acuff-Rose, BMI)

★ I'm So Lonesome I Could Cry — A slow rhythm tune in a waltz tempo gets the tragedy-style reading by Roy. Side has a weird echoey backing. Little appeal here. (Acuff-Rose, BMI)

**Rhythm & Blues**

★ ★ ★ ★

**JOHN LEE HOOKER**  
★ ★ ★ Tennessee Blues — VEE-JAY 319 — The chanter sells a heartfelt blues item with warmth over a walking figure. A strong side by Hooker that could catch some juke loot. (Conrad, BMI)

★ ★ Boogie Chillun — John Lee Hooker socks out one of his typical down home vocals on this listenable Southern blues. Should appeal in Southern locations. (Modern, BMI)

★ ★

**FRANK EVANS AND THE TOPNOTCHERS**  
★ ★ I'd Like to Start Again — NUGGET 1001 — A big bluesy band instrumental side. Group pounds out a persistent medium tempo riff in a minor key. Piano has a tummy sound. Danceable side. (Lonzo & Oscar, BMI)

**STARLIGHTERS**  
★ ★ A Fool's Understanding — A slow, pulsing rockaballad with gospel type chorus backing the male lead singer. So-so effort. (Lonzo & Oscar, BMI)

**Spiritual**

★ ★ ★ ★

**THE SONS OF DAVID**  
★ ★ ★ Travellin' Shoes — TUXEDO 928 — Rapid gospel is rendered with spirit by the group. Piano is outstanding in support. Lead voice is backed nicely by the rest of the chorus. Good side for this market.

★ ★ ★ I'm Begging You Lord — Organ intro sets the pace for this soulful reading of a moderate pace gospel. It's as attractive as the flip and should move just as well.

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**Decree Amendments Cure**

Continued from page 10

group-vote of one-twelfth of total membership (in writer, or publisher category).

The decree provides for a weighted vote "if ASCAP chooses" to have it so. Justice attorneys point out that there is almost no foreseeable circumstance under which ASCAP would not choose a weighted vote, however curtailed. Reportedly, a vote-per-member arrangement could leave ASCAP open to infiltration from "other performing rights societies" who could then control its affairs. This aspect would be a matter for the attorneys to argue.

Another sore spot for medium and smaller business membership is the matter of access to records. On the one hand, there is at least written into the justice order that a member has a right to inspect ASCAP records, and the mandatory proviso that records be kept current and complete. But, says Justice:

**For Good Cause**

"Any member or his authorized agent may inspect such lists and records with respect to his own compositions, and other portions of such lists and records shall be available for further inspection by any member of his authorized agent, to the extent that such inspection is sought in good faith, in connection with any financial interest of such member as a member. All other records of the Society (in addition to listings of compositions and credits mentioned below) relating to the distribution by ASCAP to its members, shall be open for inspection by any member or his authorized agent for good cause, provided such member shall have been a member of ASCAP for at least one year prior to his request for such inspection."

Exactly what the terms "in good faith" and "for good cause" cover is anyone's guess, and Justice will say nothing more about it. No doubt attorneys for ASCAP members will have reams to say. Also, the decree makes no mention of who is specifically responsible for deciding who may look and who may not.

To be fair, too free an access to the Society's records might, in some instances, leave it open to crank activities, or provide unfair advantage to learn a competitor's business secrets, Justice attorneys point out. But few will argue that rights of access need more specified treatment in a decree purportedly being amended to correct just such "undemocratic" conduct of business, as the Roosevelt report pointed out.

**Must Keep Lists**

On the plus side of the record ledger is Justice order that ASCAP keep current alphabetical lists of all compositions receiving performance credit and amounts received, during the fiscal year. The list must be ready within nine months of the fiscal year's end. Also, records must list all compositions that had performance as theme, background,

cue or bridge, with an accompanying tally of its "feature" performance credits during preceding five fiscal years. Under prospective decree terms, all background and theme music credits must relate directly to the "feature" performance credit, and cannot skyrocket on basis of accumulated theme or background use credits. (See separate story for details on theme, background and other uses.)

Apropos of records, members can require stenographic transcripts of grievance hearings, at cost, from ASCAP. If the Society itself orders such a transcript, member pays only cost of one copy.

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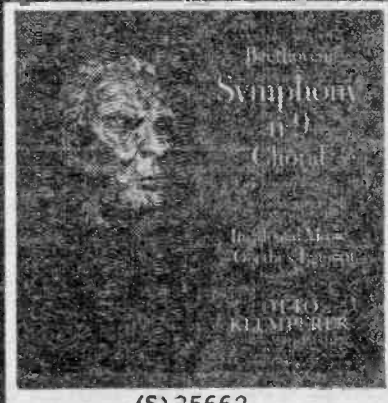
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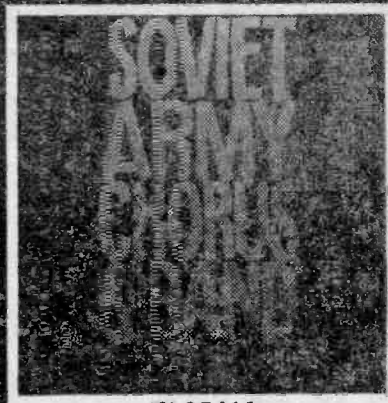
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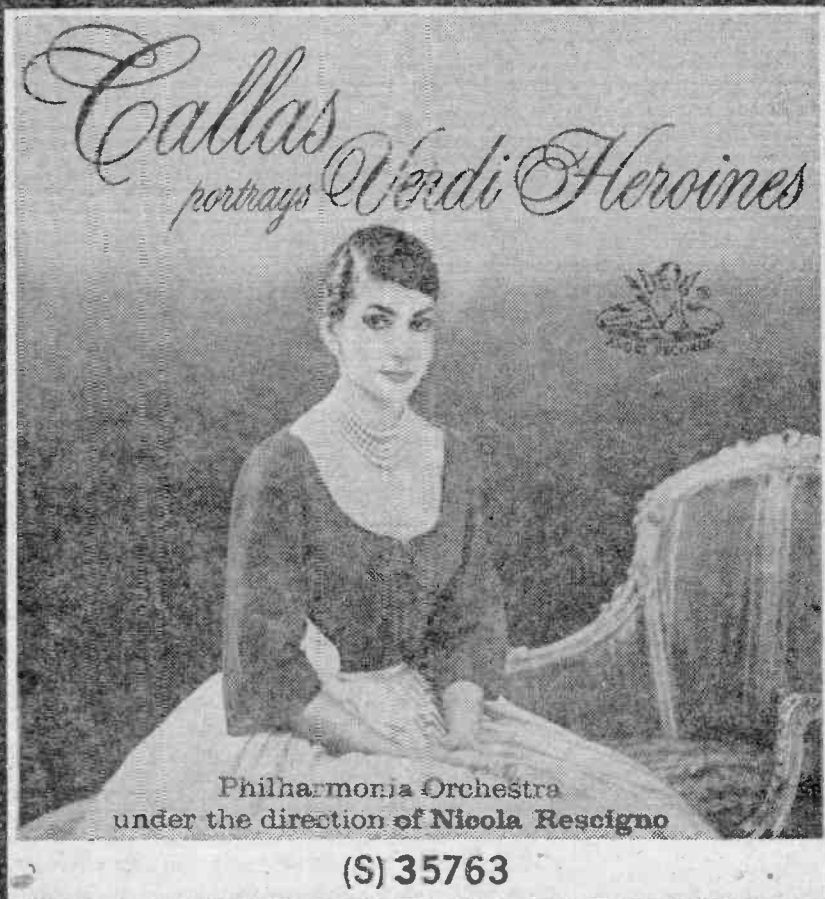
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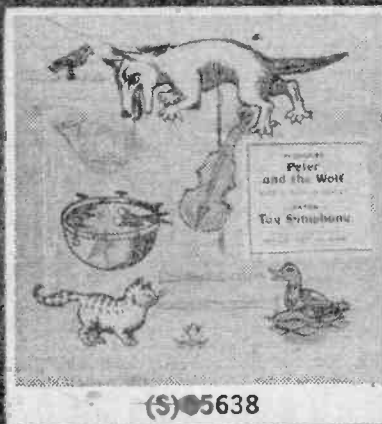
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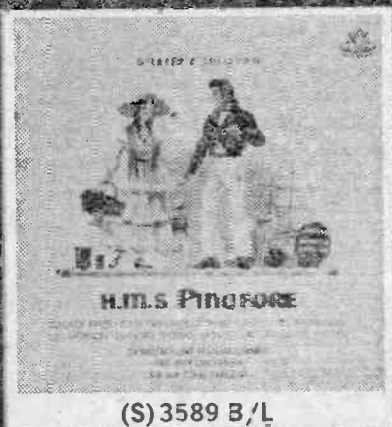
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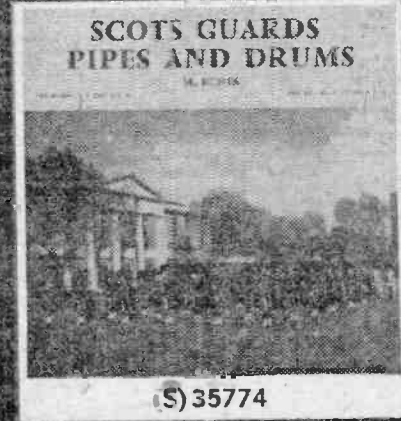
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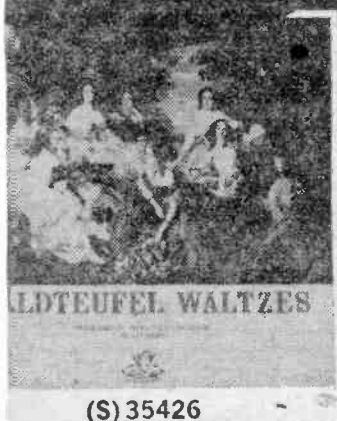
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## BRANDON MATCHES '58 GATE COUNT

Holiday Crowds Make Up Deficit; Barnes Show Scores; RAS Up Sharply

BRANDON, Man.—The Brandon Exhibition, first on the Western Canadian Class A Fair Circuit, was given a mixture of cold and warm weather the first three of its six-day run but at the end of the third day, Wednesday (1), the attendance count was about even with the tally to the same point last year.

## 50,000 Pulled By L. A. Dairy, Flower Annual

LOS ANGELES—Second annual Dairy Show and Flower Display at the Great Western Showgrounds here pulled an estimated attendance of 50,000 during the five-day run which ended Sunday (21), Harry McGruder, secretary-manager, said. The attendance was 50 per cent over last year. Admission was free.

McGruder said that the increase included more families because of the growing interest in dairying. Also helping to boost the turnstiles on the front gate were the appearance of Lenn Laden's "Holiday Watercade" and a strong promotional campaign handled for the first time by Norman and Shirley Carroll.

"Watercade" was booked on a percentage, a representative said. McGruder declared that business for the attraction was not up to expectations. Admissions of \$1 for adults and 50 cents for children were charged, being the only gate on the grounds. Shows were given twice daily Wednesday thru Friday with three each on Saturday and Sunday.

A flower show, featuring fuschias, was also featured.

Crafts Shows, the unit managed by Bill Overly, played the midway. Six major and three kid rides and 15 concessions were used.

## MASS. FAIRS JOINING IAFE QUEEN SWEEPS

TOPSFIELD, Mass.—The Massachusetts fair association has joined the number of State groups participating in the Fair Queen promotion. Paul Corson, secretary, says counties will make choices this season and send the girls to the State meeting in Pittsfield next January. The winner will reign as State queen during the 1961 season and be entered in the Chicago IAFE beauty sweepstakes that winter, starting what is hoped to be an annual habit.

Cold afternoon weather and colder night weather pruned back the opening day attendance. The cold abated somewhat the following day and turned pleasantly warm Wednesday (1), Dominion Day—a holiday here—to send attendance up sufficiently to offset the earlier gate drop.

Midway receipts for the Royal American Shows and grandstand receipts, despite the cold, early weather, were substantially higher for the first three days than last year. The Royal's ride and show gross was 1 per cent higher than in '58.

Night grandstand receipts for a Barnes-Carruthers revue were up 20 per cent over last year. The show sparked rave newspaper notices and was well received. Single performances were given the first two nights. An early show Wednesday (1) played to a full grandstand, the second night show to a three-quarter stand, which is strong showing here. Last year one of the first shows was lost to rain. This year cold weather cut into grandstand business the first two nights.

The Barnes-Carruthers revue was presented here by Fred H. Kressmann and Stu McClellan. On three nights, Monday, Tuesday and Friday, fireworks displays by the H. W. Hand Fireworks Company, were added attractions.

Pari-mutuel betting at afternoon harness races hit a new high Wednesday (1). The sulky events were in for four afternoons. Pro wrestling, staged opening-day afternoon in front of the grandstand, drew a fair crowd.

The exhibition spent about \$40,000 in renovating its Trade Fair building and in other general improvements prior to opening, P. A. McPhail, manager, said.

CRANSTON, R. I.—The State General Assembly has approved construction of an artificial ice rink on New London Avenue here. At the same time the House of Representatives passed a resolution appropriating the necessary funds to come from an unspent portion of a 1952 recreation bond issue.

## WINDOW DRESSING

### Yankee Know-How Aids Red Exhibit

Continued from page 1

housing around the five-panel film projection layout, fur and fashion display island, stage and ramp for the fashion show, and other units.

The Ivel contract, which may run into the hundreds of thousands

## BAT MASTERSON HEADS MEMPHIS FAIR'S RODEO

MEMPHIS — The Mid-South Fair has signed Gene Barry, television's Bat Masterson, to head up its contest rodeo this year, G. W. (Bill) Wynne, fair manager, disclosed.

Masterson will appear at each of the 11 performances that will be given the first six days of the fair. This year the rodeo will be featured the first six days instead of the full run to make way for the Roy Rogers show that will be in the final three stanzas.

Booking of Masterson was thru Bill Belasco, of the Goldstone-Tobias Agency, Beverly Hills, Calif. Promotion of the TV actor will be tied in with the local office of his sponsor.

## 40,000 Crowd Expected for Daytona '250'

DAYTONA BEACH, Fla. — Upwards of 40,000 spectators were expected to attend the first annual "Firecracker 250" NASCA sanctioned late-model stock car race at the Daytona International Speedway, Saturday (4).

Preparations were made for the biggest summer crowd to ever flock into the combination summer-winter racing resort with plenty of action assured for the holiday program.

The 250-mile race, open to both hard top and convertible cars and their drivers, swung into action at 11 a.m., following a parade of the beauties entered in the Miss Dixie contest just after 10 a.m. Following the race, matinee and night programs were scheduled for the Daytona Kennel Club's dog track and the new Jai Alai fronton adjoining the speedway, along with the finals of the Miss Dixie contest at the bandshell that evening. Miss Elaine Herndon of Durham, N. C., the reigning Miss Dixie and also Miss North Carolina, headed the parade of beauties.

## ILLINOIS STATE FAIR ADDS DIANA DORS, MORE NAMES

SPRINGFIELD, Ill.—The Illinois State Fair, which last week announced a big bill of name attractions for this year's run, has added four more, J. Ralph Peak, general manager, disclosed.

Diana Dors, blonde movie actress; Les Brown and his band, Bob Crosby and the Bobcats, and Kathy Nolan, of television's Real McCoys, have been booked for the Saturday night, August 22, show.

Previously announced headliners included Hugh (Wyatt Earp) O'Brian, Ed (Kookie) Byrnes, thrush Dodie Stevens, comic Alan King and Hugh Downs as emcee.

Fred Waring and His Pennsylvanians, as previously announced, will be the attraction on opening night, August 14. The group will unveil a new show called "Hi-Fi Holiday" with a Waring-designed sound system.

## Winnipeg Fair Tops '58 Gate by 42,700

WINNIPEG—Paid attendance at the Red River Exhibition, which Saturday (27) closed its eight-day run, one day longer than last year, was 170,400, a gain of 42,700, even tho the admission fee was hiked a quarter to 75 cents.

The Royal American Shows turned in a ride and show gross which was 46 per cent higher than last year, with the Royal's added earning power, a better midway location, the added day, and the exhibition's greater attendance sharing the credit.

Free attraction in the Winnipeg Stadium was the U. S. Air Force Band, which features the Singing Sergeants. Exhibits were housed in the Winnipeg Arena, where many special events, including Miss Manitoba, Mr. Manitoba, old time fiddlers, milking and baby contests, were offered. Among other attractions presented in the arena were the Minneapolis Aquatennial Roving Musical Group.

Bob Stewart, secretary-manager, ascribed the strong attendance in a large measure to the many varied contests, which gave the exhibition much publicity. The baby contest,

he pointed out, drew 500 entries. The Mr. Manitoba contest also brought in Mr. Universe.

## Blaze Hits Prince Albert Fairgrounds

PRINCE ALBERT, Sask.—Fire of undetermined origin Monday (22) destroyed the largest barn at the exhibition grounds, a concession booth and several sets of bleachers.

George K. Ross, manager of the Prince Albert Agricultural Society, had no immediate damage figure, but said the 180-by-120-foot barn was insured for \$45,000. Some sort of replacement will be made before the annual fair in early August.

Twenty-three firemen battled the blaze with all available equipment and saved nearby barns.

## CALGARY OPENS CURTAIN ON \$2 MILLION NEW LOOK

CALGARY, Alta.—Projects valued at more than \$2,100,000 have been completed on the Calgary Exhibition and Stampede ground since last year's show.

Major item is the new exhibits building, named the Big Four after four of Alberta's most famous ranchers. Alberta's Premier E. C. Manning officially opened the structure on Monday (6).

General development work included relocation of the race stable area, moving of the old Bessborough and Willingdon exhibits buildings; reclaiming, grading and graveling of the Sunshine Park area adjacent to the grounds as a new supervised automobile and truck parking area; leveling, draining and graveling new sections of the extended midway; leveling and trimming up of the Elbow River bank and installation of guard rails, fencing of the new stable area, painting of all race barns, renovation of the old power house and the installation of stalls and tackrooms so that it can now accommodate more than 300 chuckwagon horses, removal of light poles in the midway area and installation of underground power lines and complete renovation of the lighting system on the grounds and the installation of powerful mercury lamps.

Other improvements include house trailer accommodation in the race stable area, purchase of a 10-stall race starting gate, building of new stampede chutes, installation of a complete new sound and public-address system in the grandstand enclosure, new acoustic panels along the roof of the grandstand, removal of the grandstand ticket office on the midway to a new location beneath the grandstand and provision of two new entrances to the grandstand enclosure.

Also the north and south sides of the old Victoria Arena have been torn down to provide a four-lane motor road on the north side of the building and new ticket-information offices in the form of Indian teepees have been built.

A temporary addition to the grounds is the display home which is valued at close to \$30,000, fully equipped. It will be given away to the holder of a \$1 ticket on the final night.



**DODGES AND SIMCAS**

**Kochman Stunters Range Nationwide**

PATERSON, N. J. — Chrysler vehicles will again be getting a vast public exposure at stunt shows this year thru operations of the Jack Kochman organization. Two units featuring Dodge equipment and one with the French Simca cars will be featured, canvassing all parts of the country.

The Jack Kochman Hell Drivers debut Friday and Saturday (3-4) in Hinchcliff Stadium here, general manager Bob Conto reports. The International Auto Daredevils, with Bill Reed as business manager and Walter (King) Kovaz as unit manager, have been touring the West since opening in California May 1.

In the South, Danny Fleenor is touring the Parisian Hell Drivers, the Simca unit. It opened May 22 in Tampa and is working its way North, being currently in New Jersey. Atlantic City was played Thursday (25). Its fairs include the opening one, July 18 in Converse, Ind., July 19-20 in Logansport, and several substantial ones in New England.

**Western Dates Spotty**

First still dates in the West were spotty, Conto reported, with early California fairs pulling business up to a respectable level. Reed and Kovaz will be in the East when the fair opens in July, with dates scheduled in Owego and Dunkirk, N. Y., and Harrington, Del.

Most personnel are returning this year, including the Autobats, acrobatic car-top performers. Pat Jones, featured girl driver, was injured in a rehearsal accident but will be back in action. She received considerable publicity thru driving the Dodge which won the V-8 class of the Mobilgas Economy Run.

Additions include drivers Pete Gross, who was 12 years with Ward Beam units, and Johnny Hartinger, who toured his own Crash Kings show, Comics Johnny

Roberts and Ray Martin, and announcers Jerry Walker, formerly with Joie Chitwood, and Bob Brown, formerly with Aut Swenson.

There will be at least 13 automotive pieces on display with each unit, with spares kept in the main garage in Paterson to insure a full complement of equipment with each show. Conto returned last week from visiting the International and Parisian units.

**TV, Golf Stars At Boston Field Day for Mayor**

BOSTON—The annual Mayor's Charity Field Day here last week featured TV's U. S. Marshall, John Bromfield and champ golfer, Paul Hahn. The event attracted some 22,500 patrons, some 3,500 under last year, to Fenway Park, home of the Boston Red Sox. Despite the showery evening, the gross was better than \$60,000 which is used to assist the needy at the discretion of the mayor.

Five acts were booked in by Adams & Soper of Boston. They included Harriet Hctor's dance line; Rollie and Bonnie Pickett, comedy stilt dance; Eric Adams, chimps; the Tuckers, trampoline, and the Three Robertis, acro.

**Union Signs Zoo**

SAN DIEGO, Calif.—The Teamsters Union recently gained its first contract in an American zoo by averting a threatened strike of nearly 200 zoo employees here.

Substantial wage increases are provided in the three-year contract including 5 per cent increases on both the second and third year of the agreement.

**Baltimore a World's Fair Site? Promoter Says Yes**

WASHINGTON — Plans to hold a world's fair in Baltimore in 1962 were announced Thursday (2) by well-known Miami Beach promoter George R. K. Carter.

Theme of the fair is "World of Nations United in Peace." The project, according to Carter, "will contribute much in the exchange of cultural, educational and entertainment ideas and toward all nations working together to advance peaceful pursuits."

Final location of the fair has not yet been chosen, but the site has been narrowed down to those near Baltimore. That area was selected because of the good transportation facilities and because over 60,000,000 people reside within a day's traveling distance of the city. In addition, Friendship Airport is equipped to handle the latest jet passenger planes which will bring people from other countries.

Carter pointed out that the fair will be a private enterprise, and will not seek subsidies from federal, State or city governments. All government branches are being in-

vited to participate, however, as are other nations, industries and institutions throuout the world.

Carter promoted the construction of the million-dollar steel and concrete pier at the foot of South Shore in Miami Beach, the Miami Beach Kennel Club and the Palm Springs Polo Club.

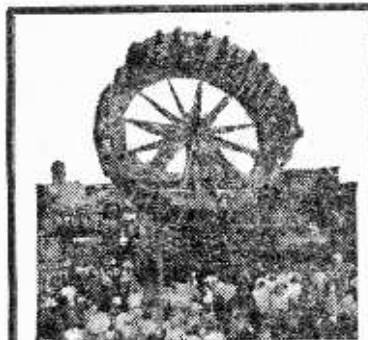


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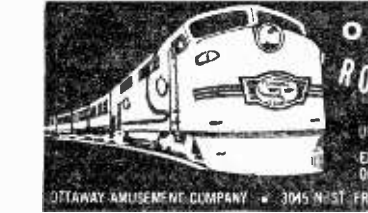
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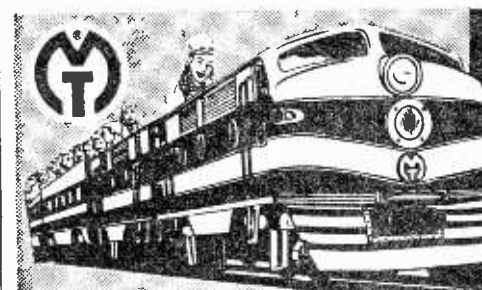


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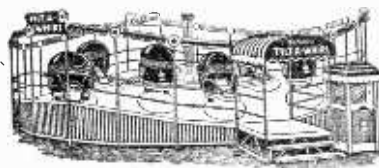


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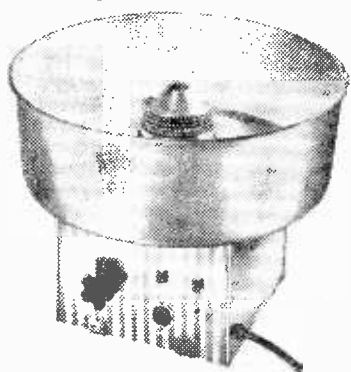
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## RACE TRACK IDEA

# Brockton Fair to Token Turnstiles

BROCKTON, Mass. — Sale of commercial space for the Brockton Fair is exceeding by far any previous year recorded. George Carney Jr., said that despite an increase in rates the total space sold this year is double that of 1958.

Booth price is \$150, compared with \$125 last year, the hike being required in part to offset refurbishing expenditures which have resulted in greatly enhanced conditions for exhibitors. Carney noted such things as more exhibitor parking and addition of toilet facilities for exclusive use of fair workers and exhibitors.

Exterior and interior work is being conducted at a more extensive level than before. Plans for the future include construction of a new main entrance to the grounds.

### Cite Control Factor

A novelty in fair admission systems is the use of turnstiles activated by tokens. The idea was borrowed from pari-mutuel race tracks, where Carney spent 10 years before moving onto the fair scene, at 30 one of the youngest managers of a major fair. The operation is figured best for money

control and an accurate gate count, he reports.

Turnstiles were first used in 1958, activated by silver dollars. About 800 were purchased by customers and kept as souvenirs rather than deposited in the coin slots, but use of coins was rejected this year in favor of tokens, due to their weight and added guards needed.

# Bruce Harlan, Water Star, Dies in Fall

NORWALK, Conn. — Veteran water show star Bruce Harlan was killed June 22 in a fall from a diving platform he was dismantling. The accident came right after a diving exhibition. Harlan landed on the edge of the pool at Fairfield Country Club and suffered a cerebral concussion, dying later in Norwalk Hospital.

## PARK'S BULBS, VINTAGE 1908, STILL BURNING

NEW YORK—The age of many Steeplechase Park attractions is undeniable, including novel rides and hand-carved ride bodies of many kinds. But high above the Pavilion floor is history of another kind. In the bulb-studded girders are more than a dozen carbon bulbs ranging up to 51 years old. Some were inserted in 1908. They are easily spotted because of their subdued glow, straight sides and pointed ends. Used an average of five hours each about 100 days a year, some of the bulbs have lasted for 25,000 hours without burning out. They were inserted at a time when the park had its own steam generator light plant that also served as an exhibit, with nickel-plated tools and engineers wearing white tie, tails and white gloves. The fine-carved Rane Martin tool cabinets were sold for \$850 apiece when the exhibit was dismantled.

## Foley Signed For Raleigh, Shelby Fairs

RALEIGH, N. C.—This season's indoor show for the North Carolina State Fair will be offered in two phases, it is reported. Red Foley will provide a complete Western show in the Arena for Tuesday and Wednesday, October 13-14, with vocalist Betty Johnson as an added star.

For the remaining three days the indoor show will headline Frankie Avalon, rock 'n' roll favorite, plus acts and an orchestra. Grandstand unit will be a revue with specialty acts and band. Talent will be provided by GAC-Hamid, New York.

J. S. (Doc) Dorton will also put the arena show, with the exception of Betty Johnson, into his fair in Shelby, the first time that date has employed a name package. The effort is expected to attract former patronage of the Charlotte fair, which has been discontinued. Betty Johnson will be teamed with Gene Autry that week at the Virginia State Fair, Richmond.

# Ohio House Okays Sunday Fairs, Parks

COLUMBUS, O. — The Ohio House of Representatives voted 119-4 Tuesday (30) to amend Ohio's ancient blue laws to permit operation of State and county fairs and parks on Sunday. It also voted 124-2 to make it an emergency measure, effective immediately upon signing by the governor. The bill (Sub. HB 1031) now goes to the Senate for action.

A revival of Sunday blue laws in recent months had caused the attorney general to give an opinion

and Director of Agriculture Robert Terhune to advise county and independent fairs that certain activities on Sunday would be considered illegal.

Substitute House Bill 1031 would prohibit "firms and corporations" from engaging in common labor on Sunday, but would lift the ban on recreation and travel. The measure's author, Rep. Frank J. Gorman (D., Cleveland) said lifting of the ban on travel and services and commodities pertaining thereto would make it possible for gasoline stations to sell pop, for instance, on Sundays.

Rep. Robert A. Taft (R., Cincinnati) failed in an attempt to make the measure an outright repealer of all Sunday blue laws. An amendment by Rep. Louis (Continued on page 44)



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## COTTON CANDY A PROBLEM?

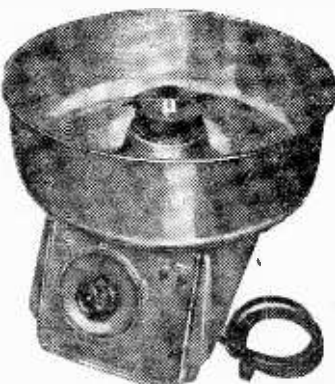
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## Edgewater Adds Mouse, Uses Remote Broadcasts

DETROIT—Installation of a Wild Mouse ride, manufactured by Schiff of Miami, last week gave Edgewater Park, a total of 30 rides. The new one immediately topped everything except the Roller Coaster by a wide margin. The Wild Mouse is operating at 25 cents, with other rides in the park scaled from 25 down to 10 cents.

A six-day remote radio broadcast hookup last week was used to boost park attendance. Station WJBK was on the air most of the afternoon and evening for six days, Monday thru Saturday, carrying its regular jockey programming from the park. Patrons were given free admission to the park if they mentioned the name of one of the jockeys doing the broadcasting.

This gimmick brought in about 15,000 additional patrons to the park in six days, according to Cy Wagner, co-owner of Edgewater with his brother, Milton Wagner. The station air time was bought by the park, and he summed up that "it's very expensive, but it's

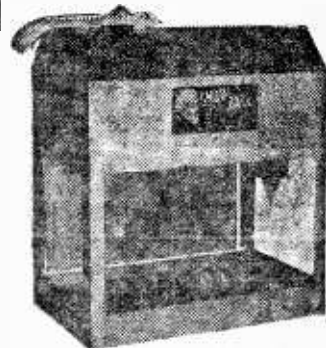
good. Unless you promote, they won't come in."

Business for the season at Edgewater, which opened in April, has been running a little behind 1958 to date, with unemployment still a serious factor in amusement spending here. However, Cy Wagner is optimistic that the park will be able to catch up with last year's figures.

A big promotion was set Sunday (5) as a sort of finale for the International Freedom Festival here, which included the visit of the British queen across the river and the Independence Day celebration. One million ride tickets—200,000 strips of five each—have been distributed in recent weeks by the public-owned transportation system of the city. They were good for both adults and children on July 5. This was expected to be a big boost to park patronage. Because the transit system is currently in the spotlight, the park ride giveaway has received considerable newspaper publicity.

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# Offer 2 Sites For Coliseum In Hartford

HARTFORD, Conn. — Two proposals have been presented to the city of Hartford for locating a new coliseum, which would have total seating capacity of 6,500. Under either proposal, it could be completed by 1963.

One location proposed is in the East Side redevelopment tract, now being planned by F. H. McGraw & Company, in the Front-Market Streets sector. The other is in the West Side area, somewhere around Trumbull Street. A committee approved by the Planning Board is conducting site studies.

# Improvements Set for A. C. Convent'n Hall

ATLANTIC CITY — The city commission will open bids July 16 on 11 different contracts in the \$2,750,000 program for improving Convention Hall. City Engineer George R. Swinton said the work is expected to get started immediately after the Miss America Pageant in September and from then on the jobs will be continued in such a way that they will not interfere with any of the conventions held at the hall.

The plans were prepared by Day and Zimmerman, Philadelphia engineers, and the firm of Carroll, Grisdale and Van Allen, Philadelphia architects. Representatives of the firms will serve as consultants to Swinton in supervising the work.

Designed to provide more exhibit space and better facilities, the plans call for eliminating the present automobile entrance under Convention Hall and substituting a tunnel beneath the Boardwalk. Stores in the Boardwalk front of the Hall will be eliminated to provide space for storing exhibit crates and other supplies. Two escalators will be installed leading from the basement to the main floor and from the main floor to the ballroom level.

# Board Okays Arena Bond

NEW BRITAIN, Conn. — The New Britain Board of Finance has authorized a \$500,000 bond issue for construction of an auditorium-arena as a World War II memorial.

A preliminary appropriation of \$50,000 has been voted for a committee to begin work.

# Plan Small Building

LETHBRIDGE, Alta. — City council has approved construction of an auditorium with a seating capacity of less than 500 people.

A report of the auditorium committee recommended that no attempt be made to provide a large auditorium capacity. It was felt that "it is the occasional touring show which requires seating capacity for large audiences, and other facilities can be secured where audience attendance must be high to carry production costs and guarantees."

## ARENAS & AUDITORIUMS

# 'Start Your Own Business' Is Theme of New Booth Show

By TOM PARKINSON

AMONG THE NEW types of expositions is the Start Your Own Business Show. In it exhibitors are the various companies that deal in franchises for operations of small businesses and business services.

The first such show was produced in March. The second will be at the International Amphitheater, Chicago, October 21-25, and the third will be in the Shrine Exposition Hall, Los Angeles, in May. The producing company is Enterprise, Inc., and Chester Richman is a member of that firm.

Richman enthuses about the outlook for his shows, but he recalls that the start was not easy. When he first approached franchise people with his idea, Richman found that they were skeptical that the kind of potential customers they seek could be gathered in any number in one place. They were accustomed to advertising in a wide range of publications and depended upon that for their contacts.

In the final tally some 40 firms took space to participate in the initial show. The attendance reached 35,000. And Richman reports that the exhibitors found that results were excellent.

NOW HE IS CONTACTING the same prospects to sell them space in the Chicago show. He predicts that there will be nearly 100 exhibitors this time. Among them will be many of the first-show pioneers, and with them will be more firms who now are convinced of likely success for their participation. Richman finds selling now is easy, and while he didn't say so, it is certain he feels that the Los Angeles show and subsequent editions will bring continued growth and success.

Moreover, the number of prospective exhibitors seems to multiply. At the outset the company spotted an adequate number of firms likely to be interested. Now their prospect lists have reached "several thousand" and where once they assumed the total was limited, they now say that they have not yet seen the limit.

These prospects, of course, include the rather obvious first-thought firms like Dairy Queen soft-serve ice cream stores, McDonald's drive-in hamburger palaces and others in these fields.

But Richman also points to companies that franchise swimming pools, dance studios, TV technical training schools, automatic laundry machines and many more. Perhaps the wide range is better illustrated by the fact that one client franchises tax systems for use by auditors.

WITH MANY PEOPLE looking for a business of the type supplied thru franchises, with more people wanting second businesses or places to invest extra capital, with more people on retirement income looking for small businesses of their own, Richman's firm may well have hit on the format for a show which can be expanded successfully into many more buildings and areas.

# Color, Motion and Size U.S.S.R. Feature

NEW YORK — The Soviet Exhibition, which is holding forth at the Coliseum for 40 days, will not be shown elsewhere in this country after its August 10 closing. It opened with a tremendous splash of publicity and strong attendance on Monday (29).

When it comes to producing public displays the Russians apply a very heavy hand. Obviously propagandistic in nature, their New York effort is part of a reciprocal agreement under which the U. S. is concurrently fielding an exhibition in Moscow, and this understanding it what limits the length of the appearance in America, at this time.

Exhibit builders here who have seen Russian displays elsewhere in the world term this the best Red effort yet. Typical is the immensity of the various units and bluntness of the propaganda approach: The show abounds in size and slogans. It sprawls over three floors of the big building.

### The Russian Method

They know how to put on a show and have their own method. Bigness and loudness, animation and color, these are the Soviet exhibition's keynotes. They are exemplified in huge panels with pic-

tures, paintings and statistics. Self-contained color film units with sound are scattered thruout the halls. Models abound everywhere.

In the model stage the Russians show one of their preoccupations. Replicas are everywhere and all are huge. Shown are an atomic ice-breaker and several airliners, in cutaway views displaying the interiors. There is a large model airfield about 20 feet by 40 feet, showing airport control systems, an adjoining mock radar control panel.

For athletics fans is a big model of the Lenin Sports Stadium complex of recreational facilities. There are models of several atomic power reactors, offshore oil field, iron and steel works, the Moscow underground railway, fabricated concrete wall rolling mill, a hydro-electric station.

Statistics hit the eyes wherever they turn; health, education, housing, production, literacy, sports, agriculture, simply every aspect of Soviet culture and economics. There are towering murals, statues, paintings. The console-sized little film units repeat movies on a wide range of subjects from circuses to farming to heart surgery.

Consumer products come in for their treatment, with three automobiles on turnstiles. One newspaper hired a Detroit factory en-

(Continued on page 44)



## New, Novel with proven profits . . . THE ALLAN HERSCHELL RODEO RIDE

FINANCIAL PLAN AVAILABLE

"After operating the new Allan Herschell Rodeo on the road last season, I am more than pleased with its performance," Billy Lynch, veteran railroad show operator, of Halifax, has written to Allan Herschell. "Ride appeal, extreme portability and low operating expense sold me on the Rodeo Ride when I saw it set up at your factory. As far as I am concerned the proof of the ride is in the profit; the Rodeo is a proven profit maker."

In the Allan Herschell Rodeo Ride the all-aluminum horses with western saddles gallop around the center and the young buckaroos shoot at the "bad men" in the center. Lights in villains' guns blink to stimulate a realistic "shoot-back." Adult size horses . . . no horse-pipe, cranks or platforms . . . extreme portability.

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## FROM HUMBLE START

## Cotton Candy Becomes Big Business Over 70-Year Development Period

CANDY floss or cotton candy has kept pace with the vast technical improvements that have marked most industries in the 20th Century. The delicate, eye-pleasing refreshment, in fact, has outpaced many since it was first introduced close to 70 years ago.

Like many refreshments, floss is a product of outdoor show business and, like many others, in recent years has fanned out and now is being sold in many indoor as well as outdoor places of amusement.

From the best sources available, floss was introduced in the late 19th century and became best known at Chicago's Columbian Exposition in 1892. In fact, several of the current old-timers in the cotton candy business recall that their fathers sold it at the Windy City World's Fair.

Equipment-wise, vast strides have been made since that time. The early machines were cranked by hand and if the turner became tired the revolutions-per-minute would fall off and produce an inferior confection.

In those days and for two or three decades after, American-made machines utilized copper or brass

baffles in the head of the machines. These baffles were kept hot by a gasoline flame under the head.

The candy was allowed to form a web at the sides of the bowl and was picked up on a wood stick. To this day, the wood stick is still used by most European operators, and, purveyors of the confection at festivals in Germany, Sweden and Denmark continue to use gas-fired machines. The only apparent change is that bottled gas is now used to keep the brass baffles hot.

## Quarter Seller

In the days of the Chicago 1892 fair and at State and county fairs around the turn of the century, old-timers recall that floss was sold for a quarter. Even at that price—which was considered high for that day—the machines were incapable of producing the item fast enough to meet the demand. Also recalled is that the operators kept the quarters in 12-quart buckets that became so heavy they were difficult to carry. The price went down to 15 cents shortly after, however, when the initial novelty wore off the candy.

During the '20's and '30's the

confection was available at few places other than fairs, circuses, carnivals and amusement parks. The advent of World War II and sugar rationing practically put them out of business.

With the return of peace floss had a rebirth. New machinery made its appearance, equipment that was engineered and replaced much of the old home-made gear. Further, the new equipment took the guesswork out of operations and made it easier on the operator.

These innovations led to a further development. Many floss operators branched out, were able to hire people to operate the simpler machines and today many owners have from 10 to 20 machines.

In 1949 another milestone was passed. Wood dowels had long been displaced by paper cones which were made by hand simply by rolling a piece of Kraft paper and twisting its end. Health officials in many areas came out against such practice and in a few cases even closed down operations. From this evolved the sanitary, machine-made cones.

## Two-Toned Cones

One of the most recent developments, started within the past 10 years, was the two-machine operation whereby two different colored floss was served. This naturally led to blending the two colors, some of each. Yellow and green were the early colors and in some cases an exceptionally good operator would and does use three machines and produce that many colors.

This flashy and colorful development had since led to color and flavor powders as sugar additives. These made the operation simpler and now the colors and flavors run the gamut, from vanilla to cherry red thru the berries and including grape, orange, lemon and mint green.

The cones have improved over the earlier ones, too. Jumbo types have been introduced that can take a quarter amount of candy. Even when they're used for the standard 15-cent item they serve to keep the eater's hands cleaner than the old, shorter types. And some, for added flash, are being made from striped paper.

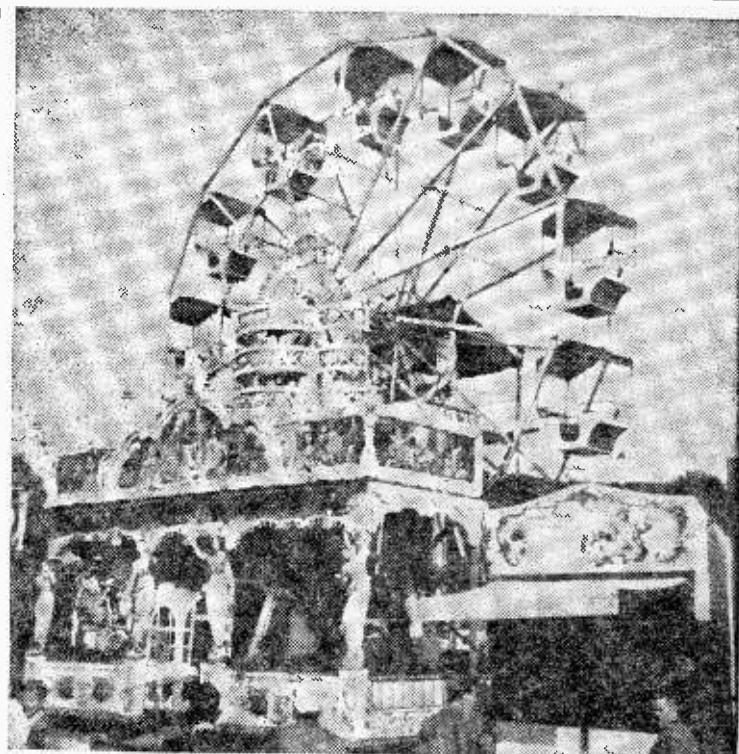
A problem developed when operators wanted to move their floss machines inside buildings for broader coverage. Due to a lack of moisture in the air "fallout" became a problem. This has been solved by the addition of a portable stand that is equipped with a filtering apparatus. A suction fan draws the air off the top of the pan on the floss machine and up thru a thick, washable aluminum filter. Thus the entire area is kept clean, and the operator is free of the mess that normally brought criticism.

Cotton candy, long an art passed down from father to son, no longer has any mystery and now can and does operate almost anywhere where fun seekers spend their leisure time.

## Travel Sheet Spots Outdoor Show Folks

CHICAGO—June issue of Trailer Travel magazine contains an article, "Trailerdom's Most Mobile Members," authored by Guy T. Kellogg. The Billboard correspondent in Central Florida.

Featured in photos or text are the Bouncing Bodos, the Alphonse Loyals, the Happy Spitzer family, Jo Bernie Morris, the Strates midway, and a king-size custom-built trailer sold by showbiz automotive supplier, Johnny Canole, to a Side Show giant.



GERMAN GIANT WHEEL, photographed at Munich's Oktoberfest, reveals one way European ride operators and park men decorate wheels for greater eye appeal.

## EUROPE SHOWS WAY

## Parks' Giant Wheels Ripe for Decorations

Since parkmen first began looking closely at the ride products of Europe, they have noted that the foreign makers and operators both stress flash.

There is more gingerbread on the German and British rides than is common among American counterparts. Often enough the difference lies in gimmicks and gimmicks that are added by the ride operators.

Nowhere is this difference more pointed than in the field of giant wheels. Stark steel framework of U. S. wheels may be flashed with yards of neon tubing or hundreds of bulbs, but in the minds of more and more park people this falls short of the standards set by European operators.

Take the Giant Wheel at the Tivoli Park in Copenhagen, for example. It's a standard type wheel in most ways. But the cars have been flashed. Seat sections are suspended from an axle and above each is a simulated balloon in brilliant colors, not unlike that balloon in "Around the World in 80 Days." End result is that the wheel is a distinctive trademark of the park and an eyecatcher on the scene.

## London, Brussels

Or take the Giant Wheels used by a British operator at both the Brussels World's Fair and London's Battersea Park. These are Flying Saucer rides now because the standard cars have been replaced by those of a new saucer-like design.

Incidentally, since most European wheels have two opposing seats in each car, observers sometimes get the impression that the wheel is turning in the opposite direction from what we usually see them. The London and Brussels wheels are on a revolving base, too, so that the wheel itself not only revolves, but turns horizontally on its base. Each has more gingerbread than do American wheels.

At Munich, one sees many of Germany's best ride operators in action, and the two wheels there last fall were prime examples of how even portable equipment can be highly decorated.

First, these rides are placed on the midway sideways so that the full effect is more visible. This is in contrast with the narrow, head-on view we usually get of a wheel. On front of each of these German models was a show front done up in the most elaborate and ornate

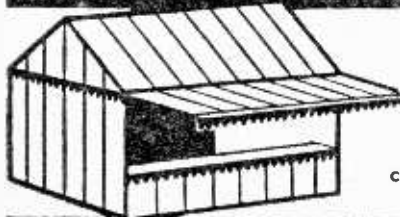
style of scrolling and statues. The Germans went on to include a talker and band organ on each ride, and the wheel itself continued the same decorative ideas begun on the show front.

At Blackpool, England, the amusement park's Giant Wheels offered one of the most potent ideas in decoration. There were two wheels side by side. But the two units were revolving in opposite directions. There was other gingerbread. But the main feature was the figure of a giant clown. This figure stood higher than the central axle on the wheels. The axle on one wheel was extended to become a prop crank, and the big clown figure seemed to be cranking this to power the wheels. Net effect here, as with the balloon props at Copenhagen, was to make the wheel not just a nighttime lighting display, but a day and night eyecatcher as well.

True, in this country wheels include some novelties and departures, such as the Sky Wheel (which the British also have) and the Double Sky Wheel, and both builders and buyers are now thinking more in terms of decorating park rides of various kinds.

Perhaps soon the staid Giant Wheel some place will be fitted with helicopter propellers over each seat, or with plastic inset panels that give the whole wheel a sunburst effect, or with a theme park character of some description merrily cranking away to make a kiddie wheel turn—and to make more customers' eyes turn, too. —T.P.

## ANCHOR TENTS



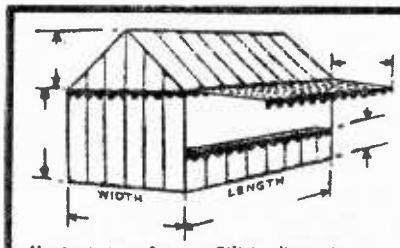
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# CARNIVAL ROUTES

**A-1 Amusement:** \*Dale Carpenter; Antioch, Ill., 8-12; (Fair) Newton 13-18.  
**A. & T. Ams.:** Beaver, O.; West Portsmouth 13-18.  
**Alamo Expo.:** \*Mrs. H. T. Reynolds; Wheatland, Wyo.  
**Amusements of America:** \*Pop Akers; New Bedford, Mass., 6-12.  
**Badger State:** \*A. Vomberg; Gilbert, Minn., 7-12; Ely 14-19.  
**Baker United:** \*L. F. Tyra; Oakland City, Ind.; Jasonville 13-18.  
**Barstow Amusements:** (Patterson Twp.) Beaver Falls, Pa.; Rochester 13-18.  
**Beam's Attractions:** \*E. S. Beam; Knox, Pa.; Nanty Glo 13-18.  
**Bee's Old Reliable:** \*M. B. Van Hoosen; (Fair) Lawrenceburg, Ky.; Scottsville 13-18.  
**Belle City:** (1600 No. Cass) Milwaukee, Wis., 8-12.  
**Big State:** \*Joseph Sima; Vernon, Tex.  
**Blue Grass:** \*T. Richards; Waukegan, Ill., 7-12; (Fair) Converse, Ind., 14-18.  
**Blue Valley:** \*H. L. Conwell; Polo, Mo., 9-11; Osborn 16-18.  
**Brodbeck & Schrader:** \*M. J. Spencer; Belle Fourche, S. D.  
**Brown, Al:** \*Dennis Brown; Rolla, N. D., 9-11; Michigan, N. D., 13-14; Breckenridge, Minn., 16-19.  
**Buck, O. C.:** \*Joe Marchiano; Lackawanna, N. Y.  
**Buckeye State:** New Holland, O., 7-14; Mount Sterling 18-21.  
**Burkhart:** \*Mrs. Eddie Haun; Blue Island, Ill., 7-12.  
**Byers Bros.:** \*James L. Reed; Prairie du Chien, Wis., 7-12; La Crosse 13-19.  
**C. & H.:** Kewanee, Ill., 10-11; Cedarville 17-18.

**Capital City:** \*C. C. Miller; Stearns, Ky., 6-10.  
**Carroll's Greater:** \*Robert Porterfield; Crookston, Minn., 6-8; (Fair) Fargo, N. C., 11-17.  
**Central States:** \*J. D. Steinbeck; Grand Island, Neb.; Linn, Kan., 13-18.  
**Cetlin & Wilson:** \*Tony Lewis; Ambridge, Pa.  
**Chanos, Jimmie:** \*Charles D. French; Canton, O., 6-12; Red Key, Ind., 16-20.  
**Cherokee Am. Co.:** \*J. W. Mahaffey; Frankfort, Kan., 7-11; Erie 13-18.

**Cunningham Expo.:** \*Mrs. John Cunningham; Clarrington, O.  
**Davidson United:** Ryan, Ia., 8-9; Deep River 10-11.  
**Davis Am. Co.:** \*Martha Davis; Nyssa, Ore., 8-11.  
**Deggeller Am. Co.:** Lambertsville, Mich., 10-12.  
**Deggeller Am. Co.:** (Miracle Mile) Toledo, O., 10-12; Cuyahoga Falls, 16-18.  
**Del Flore Ams.:** \*Judy Del Flore; Greensburg, Pa.  
**Deluxe:** Litchfield, Conn., 8-11; Colchester 13-18.  
**De Luxe Rides:** Fort Wayne, Ind.; Vassar, Mich., 13-18.  
**Dickson United:** \*Ruth Dickson; Farrell, Pa.  
**Dixey, Raymond C.:** Gary, Ind., 7-12.  
**Dixie Am. Co.:** \*Clifford Davis; (Sioux City) Leeds, Ia., 9-11; Manilla 13-18.  
**Dobson's United:** Detroit Lakes, Minn., 8-12; Colfax, Wis., 15-18.  
**Down River Ams.:** \*Harriet Hilo; Dexter, Mich., 7-12; (Fair) Stockbridge 14-18.  
**Drago, No. 1:** \*John Kiely; North Judson, Ind.; Knox 13-18.  
**Drago, No. 2:** Galveston, Ind., 7-11.  
**Drew, James:** \*Mrs. Eula Drew; Olive Hill, Ky.; Frankfort 13-18.  
**Dudley, D. S.:** \*Ernest Wade; Las Animas, Colo.; Wakenburg 13-18.  
**Eastern Am. Co.:** Milo, Me.  
**Eddie's Expo.:** \*Betty Beil; Oil City, Pa.; East Butler 13-18.  
**Emshoff:** Middleton, Wis., 10-12; Lake Mills 17-19.  
**Fera Bros.:** Narragansett Pier, R. I.  
**Foley & Burk Comb.:** \*J. P. Harvey; (Fair) Pleaston, Calif., 6-12.  
**Franklin, Don:** \*Jay Barton; (Fair) Stoughton, Wis., 8-12; (Fair) Peoria, Ill., 15-19.  
**Funland:** \*Whitie Gorbale; Lockwood, Mo., 8-11.  
**G. & B.:** \*Beulah Broas; Nutter Fort, W. Va.  
**Gala Expo.:** \*Carolyn Miller; Cabool, Mo.  
**Garden State:** \*Hip Roberts; Easton, Pa.; Mountainville 13-17.  
**Gem City:** \*Thomas D. Hickey; Joliet, Ill.  
**Georgia Am. Co.:** \*Horace Williams; Sylvia, N. C.; Black Mountain 13-18.  
**Green, Bill:** (Southland Shopping Center) Lexington, Ky., 6-25.  
**Glades Am. Co.:** Schuyler, Va.; White Stone 13-18.  
**Gladstone Expo.:** \*Ruth Poole; (Fair) Palmyra, Ill.; (Fair) Wapello, Ia., 13-18.

**Golden Gate:** Newark, Calif., 6-12; East Palo Alto 13-19; Fortuna 20-26.  
**Gopher State:** Clarissa, Minn., 8-9; Menahga 11-12; Eden Valley 14-15; New York Mills 17-19.  
**Grand American:** \*L. O. Weaver; Wilton Junction, Ia., 10-11; Waterloo 13-18.  
**Green Tree:** \*John M. Huls; (Fair) Greensburg, Ky.; (Fair) Mount Sterling 13-18.  
**Hale's Shows of Tomorrow:** \*Gene Elsworth; Lenox, Ia., 8-11; Overland Park, Kan., 14-19.  
**Hames, Bill:** Abilene, Tex.; Taylor 13-18.  
**Hannah Am. Co.:** \*Iris Lange; Saltsburg, Pa.; Floreffe 13-18.  
**Hannum, Morris:** Phoenixville, Pa., 8-18.  
**Happyland No. 1:** \*Russ Stager; Traverse City, Mich., 6-12.  
**Happyland, No. 2:** \*Russ Stager; Garden City, Mich., 6-12.  
**Hartsock Bros.:** Livona, Mo., 8-11; Queen City 12-18.  
**Heart of America:** Barnes, Kan., 10-13.  
**Heth:** \*Mrs. Al Kunz; (Fair) Sturgis, Ky.; (Fair) Harrisburg, Ill., 13-18.  
**Holiday Am. Co.:** \*Mrs. K. McComak; Blue Springs, Mo., 8-11; Williamsburg, Kan., 13-15; Pomono 16-18.  
**Holly Bros.:** Atlanta, Ga.  
**Hottle, Buff, No. 1:** \*Jimmie Gattis; Bunker Hill, Ill.  
**Hottle, Buff, No. 2:** \*Wm. H. Brooks; (Fair) Vienna, Ill.; (Fair) Pinckneyville 13-18.  
**Hunt Am. Co.:** (Fair) Lawrenceburg, Ky.  
**Iliana:** Reelsville, Ind., 15-18.  
**Imperial:** \*Blanche Scruggs; (Fair) Sparta, Ill.; (Fair) Carrollton 13-18.  
**Inland Empire:** Anaconda, Mont., 7-11; Helena 13-18.  
**Johnny's United:** \*Charles Hines; Danville, Ind.; New Castle 13-18.  
**Ken-Penn:** \*Charles J. Graham; Wilkinsburg, Pa.; Minerva, O., 13-18.  
**Kenny's Attractions:** Advance, Ind.; Sunman 14-18.  
**King Expo.:** \*Mrs. Joe L. King; Capoc, Mich., 8-12; Disco 15-19.  
**Klein Ams.:** \*Henry Klien; Clenco, Minn., 10-12; Le Sueur 17-19.  
**L. & L.:** Huntingdon, Tenn.  
**Lake Shore Ams.:** Westchester, Ill.  
**Lagasse Am. Co., No. 1:** \*Roland Poor; North Andover, Mass.  
**Lagasse Am. Co., No. 2:** Leicester, Mass.  
**Lagasse Am. Co., No. 3:** East Bridgewater, Mass.  
**Leeright Midway, No. 1:** \*Ralph C. Bowers; White Sulphur Springs, Mont., 8-12; Whitehall 16-19.  
**Le Pa Ams.:** Wakefield, R. I.  
**Lindle, Jack:** \*Anthony Arcaro; Warsaw, Ill., 7-11.  
**Lone Star Ams., No. 1:** Olton, Tex.; Tulia 13-18.  
**Luehrs Ideal Rides:** \*P. J. Nelson; Hymera, Ind., 7-11.  
**Lynn's Midway:** \*Lyndon Erickson; Belle Plaine, Minn., 10-12.  
**Manning, Ross:** \*Walter H. Byrd; Haverstraw, N. Y.  
**Marks:** \*Arnold Maley; Salisbury, Md.; Baltimore 13-18.  
**Marvel:** \*Mrs. Carolyn Merriman; St. David, Ill., 9-12.  
**McKenna's Rides:** \*Joe Stoneman; Kaukauna, Wis., 10-12.  
**Meeker:** \*Paul Meeker; Kalispell, Mont.; Kellogg, Idaho, 13-18.  
**Merriam's Midway:** \*Dale Merriam; Cambridge, Minn., 8-11; Isle 13-15; Pine Island 17-19.

**Midway of Mirth:** \*Frank X. Lavelle; Pawnee, Ill.  
**Mighty Interstate:** \*Michael Kelly; Pennington Gap, Va.  
**Monarch Expo.:** \*Earl W. Carpenter; (Fair) Jerseyville, Ill.; (Fair) Woodrider 13-18.  
**Moore's Modern:** \*Bill Scott; State Center, Ia., 8-11.  
**Motor State, No. 1:** \*M. Frederick; Flint, Mich.; Bradner, O., 14-18  
*(Continued on page 44)*

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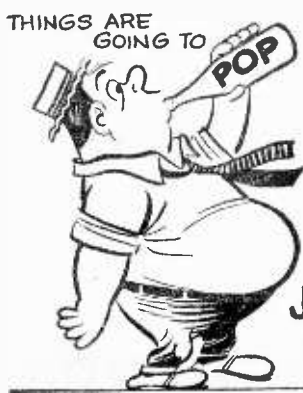
**Coleman Bros.:** \*John Pesecki; Pittsfield, Mass.  
**Collins, Wm. T.:** \*Florence Hanson; Crookston, Minn.; (Fair) Fargo, N. D., 13-18.  
**Continental:** \*Johnny Kinsey; Saranac Lake, N. Y.  
**Crafts 20 Big:** West Covina, Calif., 8-12; (Fair) Costa Mesa 14-19.  
**Cumberland Valley:** \*Mrs. Lavoy Winton; Shelbyville, Tenn.; Pulaski 13-18.

## Circus Routes

**Adams Bros.:** \*Dot Burdett; Slinger, Wis., 7.  
**Carson & Barnes:** \*Leona Hill; Harrison, Ont., 11.  
**Clyde Beatty-Cole Bros.:** \*Ray Aguilar; South Portland, Me., 6; Bath 7; Waterville 8; Rockland 9; Ellsworth 10; Calais 11; St. John, N. B., 13; Frederickton 14; Amherst, N. S., 15; New Glasgow 16; Halifax 17-18.  
**Clyde Bros.:** Mankato, Minn., 9-10; Rochester 11-12.  
**Cristiani Bros.:** \*William McCabe; (Washington Park Race Track), Homewood, Ill., 6-12.  
**Hagen Bros.:** Auburn, N. Y., 6; Oneida 7; Baldwinsville 8; Newark 9; Canandaigua 10; Bath 11; Naples 12.  
**Hunt Bros.:** \*Jim Conley; Danbury, Conn., 6; Norwalk 7-8; Trumbull 9; Milford 10; Wallingford 11; Meriden 13.  
**Kelly-Miller:** \*Jack Smith; Carroll, Ia., 6; Denison 7; Cherokee 8; Le Mars 9; Luverne, Minn., 10; Sioux Falls, S. D., 11-12; Mitchell 13; Huron 14; Redfield 15; Aberdeen 16; Webster 17; Watertown 18.  
**King Bros.:** \*Eva Hinckly; Newport, N. H., 6; Laconia 7; Concord 8; Newburyport, Mass., 9; Sanford, Me., 10; Biddeford 11; South Paris 13.  
**Mills Bros.:** \*Harry Baker; Syracuse, N. Y., 6; Waterville 7; Utica 8; Fort Plain 9; Gloversville 10; Hudson Falls 11; Latham 13; Williamstown, Mass., 14; Pittsfield 15; Holyoke 16; Turner Falls 17; Ayer 18.  
**Ringling Bros. and Barnum Bailey:** Knoxville, Tenn., 7-8; Atlanta, Ga., 10-12.  
**Strong, Big John A.:** (Fair) Pleasanton, Calif., 6-12; (Fair) Santa Rosa 16-25; (Fair) Yuba City 29-Aug. 2.  
**Zell Bros.:** \*Jack Gagne; Gardner, Ill., 6; Herscher 7; St. Anne 8; Demotte, Ind., 9; Westville 11.

## Miscellaneous

**Bisbee's Comedians:** Hartford, Ky., 6-8; Fordsville 9-11.  
**Fraker's Wild Life Show:** Muskegon, Mich., 6-11; Port Huron 20-25.  
**Marlowe, Don, Players:** International Falls, Minn., 9-18; Roosevelt 23-27.  
**Match Stick City:** Jerseyville, Ill.; Peoria 15-19.  
**O'Day's, Marie, Palace Car:** Pittsburg, Kan., 6; Girard 7-8; Fort Scott 9-11.  
**Sun Players:** Sweet Spring, Mo., 6-12.  
**Toby and Susie Show:** Quincy, Ill., 6-12; Edina 13-19.



JULY 27

## Legitimate Shows

**Music Man, The** (Shubert) Chicago, Ill., indefinite run.  
**My Fair Lady:** (F. H. Harmonic) Los Angeles, Calif., 6-11; (Opera House) San Francisco 13-Aug. 8.

## Arena Routes

**Holiday Watercade:** Salt Lake City, Utah, 6-10.

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## Carnival Routes

• Continued from page 43

Mound City: Vandalia, Mo.; Godfrey, Ill., 9-12; Leeburg, Mo., 17-19.

Murphy's Northern State: Steele, N. D., 6-8; Parshall 9-11; Tioga 13-14; Watford City 15-17; Fairview, Mont., 18-20.

Myers, Sonny: \*M. F. McHenry; Irwin, Ia., 6-8; Dewitt, Neb., 9-11.

New England Ams.: Randolph, Mass.

Nolan Am. Co., No. 1: Chelsea, Mich., 13-18.

Nolan Am. Co., No. 2: Grove City, O., 15-18.

North American: \*Robert Moran; Nisswa, Minn.

North State: \*Ray W. Hershey; Steel, N. D., 6-8.

Northern Expo.: \*Dal Egan; Flaxton, N. D., 6-8.

Norton's: \*Mrs. C. E. Plunkett; Wall, S. D.

Olson: \*Mrs. Ray Cramer; (Fair) Fort Wayne, Ind.; South Bend 13-18.

Orange Bros.: \*T. W. Stark.

Page Bros.: Lexington, Ky.; Berea 13-18.

Page Comb. \*Blackey Jones; Alfred Station, N. Y.

Palmetto Expo.: \*Milton N. McNeace; Chilhowie, Va.

Parada: Mount Vernon, Mo.; Cassville 13-18.

Penn Premier: \*J. W. Gilman; Leetsdale, Pa.

Peppers All States: \*Bob Sickels; Adel, Ga.

Playtime: \*Jerome P. Hourin; Buzzard's Bay, Mass.; Harwichport 12-19.

Port City Rides: Eldridge, Ia., 11-12.

Powelson Am. Co., No. 1: \*Happy Powelson; New Washington, O., 7-11; Quaker City 13-18.

Powelson Am. Co., No. 2: \*Happy Powelson; Rising Sun, Ind., 7-11; Williamsburg, O., 13-18.

Powelson Am. Co., No. 3: Canton, O., 7-11; Johnstown 13-18.

Prell's Broadway: \*Lillian Sylvester; Winchester, Va.; (Fair) Red Lions, Pa., 13-17.

Rainier: \*A. W. Randolph; Burlen, Wash.; Auburn 13-19.

Reed Ams.: (Centennial) South Fulton, Tenn.

Reid, King: \*William Austin; Chicoutimi, Que.

Reid's Golden Star: \*Jay Chaudlon; Burnsville, N. C.

Reithoffer: Selingsgrove, Pa., 6-18.

Ritters United: Rialto, Calif., 7-11; Perris 14-18.

Robinson's Western, No. 1: (North City) Seattle, Wash., 6-12; Marysville 13-19.

Robinson's Western, No. 2: Ephrata, Wash., 6-12; Bothell 13-19.

Rock City: \*L. J. Latimer; South Beloit, Ill., 7-11; Bonniebrook 14-18.

Rogers Bros.: \*Mrs. M. L. Whiteside; Ironton, Minn., 7-8; Hoffman 10-12; Maple Lake 13-15; Hopkins 16-18.

Rohr's Modern: \*Sun Harris; Melvin, Ill., 7-11.

Rose City Rides: \*Dutch Schrader; New Haven, Mo.; Dixon 14-15.

Royal American: \*J. A. Pearl; Calgary, Alta.; Edmonton 13-18.

Royal United: \*Jackie Swift; Laurens, Ia., 6-7; Canistota, S. D., 8-9; Dell Rapids 10-11; Elk Point 13-15; Madison 17-18.

Rumble Rides: New Harmony, Ind.; Orlens 13-18.

Schafer 20th Century: \*Archie Hensley; Iowa City, Ia.; Fort Madison 13-18.

Sehl's Northern: \*John Sehl; Alanson, Mich., 9-11.

Shorter's Greater: \*Mrs. Sheldon; Minong, Wis., 7-9; Pepin 10-12.

Shorty's Tri-State: Guttenberg, Ia., 10-12.

Silver Star: \*Mrs. C. B. Clifton; Plattsmouth, Neb., 9-11; Axtel, Kan., 14-15; Western, Neb., 17-18.

Skerbeck Am. Co.: \*Rose Kronschrahl; Muskegon, Mich., 7-11.

Smiley's Ams.: \*Joe Fasolas; Arnold, Pa.; Charleroi 13-18.

Smith, George Clyde: \*F. A. Norton; Boswell, Pa.; Meyersdale 13-18.

Southern States: (Wayside Park) Panama City, Fla.

Southland Ams.: \*L. H. Hardin; Crestview, Fla.

Stafford: Kingman, Ind., 9-11; Waveland 14-18.

Stanley, Wm. D.: \*Donald Dropps; Wishek, N. D., 6-8; Lisbon 9-11; Cooperstown 13-15; Cando 16-18.

Steele Ams.: \*Martin Thoreson; Janesville, Wis., 8-12.

Stephen, Otto: \*Delmar Harridge; Seymour, Ia., 9-11; Davis City 13-15; Lineville 16-18.

Stipes: Spooner, Wis., 9-12; Taylors Falls, Minn., 17-19.

Strates, James E.: \*George Ryan; Endicott, N. Y.

Sunset Am. Co.: \*H. E. Lange; Winona, Minn., 6-12; Clinton, Ia., 14-18.

Sutton's Pacific Coast: West Covina, Calif., 7-12; Manhattan Beach 15-19.

Tatham's Fun Fair: \*Bill Tatham; (Shopping Center) DeKalb, Ill.; (Fair) Gardner 16-19.

Thiess United, No. 1: Orangeville, Ill., 9-11.

Thiess United, No. 2: Compton, Ill., 10-12; Davis 15-18.

Thomas, Art B., No. 1: \*Robert F. Platt; Portage La Prairie, Man., 6-8; Carman 9-11.

Thomas, Art B., No. 2: Hatton, N. D., 7-8; Barnesville, Minn., 9-11; Fertile 14-16; Warren 17-19.

Thomas Joyland: \*Samuel General; Weston, W. Va.

Tidwell, T. J.: Rising Star, Tex.

Tip Top: \*E. G. Larkee; Oshkosh, Wis., 7-12; Waukesha 13-19.

Uncle Joe's Ams.: (Fair) Mason, Tex.; (Celebration) Driftwood 13-18.

Victory Expo.: Page, Ariz., 7-12.

Virginia Greater: \*Geo. Gillispie; Laurel, Del.; Dover 13-18.

Wade Greater: \*Al Southwell; Roseville, Mich., 7-12.

Wade, W. G., No. 1: \*James Blackmon; Muskegon, Mich.; Big Rapids 14-18.

Wall, Alfred, Ams.: Kansas, Ill., 8-11.

Wallace Bros.: \*Clarence Walters; Delvan, Wis., 6-12.

Water & Yates Rides & Games: Wood Mountain, Sask., 7-8; LaFleche 10.

West Coast, No. 1: \*John Franco; Rosenberg, Ore., 6-12.

West Coast, No. 2: \*William Snelson; Richmond, Calif., 6-12 (Fair) Santa Rosa 13-19.

Wilcox, Dick: \*Sam Edstine; Norway, Me.; Limestone 13-18.

Williams Am. Co.: Brevard, N. C.

Wilson Famous: \*Mrs. Ray Wilson; Tampico, Ill., 8-11; Cuba 14-18.

Wonderland Expo.: Attica, Kan.

World's Finest: \*George Sellmer; North Bay, Ont.

World of Mirth: \*Peter Molnar; Manchester, N. H., 6-13.

World of Pleasure, No. 1: \*Charles T. Carpenter; Muskegon Heights, Mich.

Young, Monte: \*Sharon Payne; Nephi, Utah; Price 13-19.

## Reporter Plans Book On Happy Kellems

EVANSVILLE, Ind. — Sally Diaz, of the staff of The Evansville Press, is writing a book outlining the showbiz experiences of Happy Kellems, veteran minstrel performer and circus clown. The tome, titled "From Burnt Cork to Sawdust," is slated to reach the publisher in the fall. Kellems says he will donate his share of the proceeds to the Shriners' Crippled Children's Fund.

After winding up his second season at Coney Island, Cincinnati, on Labor Day, Kellems heads for Puyallup, Wash., to play the Western Washington Fair, September 19-27. Emmet Kelly played the date last year.

## R. I. HELPS

### \$5,100 Given Rocky Hill To Save Fair

PROVIDENCE — Things are looking up for the Rocky Hill Fair in East Greenwich. The August 25-30 event has received a \$3,100 contribution from the State for premiums and ribbons, and another \$2,000 was donated by the fair association, according to Richard Hamilton, manager.

The event was faced with extinction when General Assembly failed to vote its annual \$11,000 subsidy, then voted down a bill to appropriate \$6,000 to make up the operating deficit. It is Rhode Island's last agricultural fair.

Governor Del Sesto transferred \$3,100 last week to the department of John L. Rego, state director of agriculture and conservation, for continuance of an agricultural fair. Hamilton owns the grounds, having made the purchase recently for \$30,000.

### Bisbee Tenter Again Tours Ky. and Tenn.

LIVERMORE, Ky. — Bisbee's Comedians, which opened May 4 at Wayne City, Ill., is making its 32d annual tour thru Kentucky and Tennessee, playing three-day stands. Show moves on five trucks and a trailer.

Cast includes Billy Choate, owner-manager; Vera Choate, Welby Choate, Cherita Choate, Bob and Wally Baranek, Audra and Virginia Hardesty, Leo and Maxine Lacey, Dave and Maureen Castle, Mary Lins, Robert Pearce, Mike Lacey, Glen Dezouche and John Hamlin.

R. D. Dean is boss canvasman. The Baranek's Kennelcade of Stars is a nightly vaudeville feature.

## O. House Okays

• Continued from page 40

Schneider (R., Cincinnati) to leave the blue laws in effect until 1 p.m. on Sundays also was defeated.

Director of Natural Resources Herbert B. Eagon recently issued orders that all concession stands and gift shops in State parks be closed on Sunday, pending action on the blue laws by the General Assembly. Work of life guards and park officers are excluded, as are restaurants in State parks.

The effect of the blue laws on fairs, if not repealed, was indicated by an announcement last week that Mahoning County Fair, Canfield, might be forced to close on Sunday, September 6, the day which usually brings the largest crowd to the fair. Fay C. Heintzleman, Canfield fair board member, stated that \$30,000 in contracts have been let to concessions operators with the understanding that the fair would be open five days, including Sunday. Many other fairs are affected in the same manner.

Still voicing the optimism that was expressed at a recent summer conference of fair managers in Columbus, officials of the Ohio Fair Managers' Association are expecting the emergency action of the Legislature to become effective before the fair season starts in Ohio the latter part of July. "We are watching developments very carefully," said Russell W. Alt, secretary of Fairfield County Fair and president of the fair association. "and we are optimistic that proper steps will be taken by the Legis-

## THE FINAL CURTAIN

BAHR—George (Cub), former magician and drummer with circuses and rep shows, June 8 in a Wausau, Wis., hospital. Several years ago he entered the real estate business in Wausau.

BOYCE—Arthur, 77, a life member of the Craik (Sask.) Agricultural Society, recently at Craik. Survived by his widow, three sons and three daughters.

CROCKER—Walter Lee, 57, maintenance man at Center of North Carolina Fairgrounds, Ashboro, June 27. He formerly

## MARRIAGES

HOMAN-STEVENS—Steve Homan and Mary Stevens, daughter of Mr. and Mrs. Harry Stevens, of Prell's Broadway Shows, June 24 in Charlottesville, Va.

## BIRTHS

MOYER—A daughter, Wendy Lucile, April 6 to Donn and Nancy Moyer in Deaconess Hospital, Wenatchee, Wash., it has just been learned. Father owns a wild animal show and formerly was an equestrian director. Mother is a circus organist.

PARKER—A daughter, Gwen Sue, June 18 to Mr. and Mrs. Dennis D. Parker, Collegeville, Pa. Father is the son of Howard D. Parker, auditor on the James E. Strates Shows.

## Philadelphia Hall Gets New Look

PHILADELPHIA — The city's improvement of Convention Hall is under way. Workers have started to lay down a \$115,000 floor in the main building.

Plans are afoot to improve the comfort facilities, revamp the electrical system, expand the public address system and repaint the building. A bill calling for \$70,000 for these projects is now before the city council for approval. Work would be started immediately and be completed by October 20.

## Soviet Exhibit

• Continued from page 41

gineer who examined them and said they were pretty cars, but patently hand-hammered rather than mass produced. A wide range of TV and radio sets was also on display. Books, fashions (a style show with five slim Russian models) and food were shown in profusion. There was a model apartment.

Towering over all on the first floor was a massive worker's statue and satellite replicas occupied a prominent location nearby. Surrounding them was an array of technological equipment.

The film and sound aspect seemed dominant. Many models had recorded lectures coming thru earphones, and the many small color film units were talkies. A large staff of American-speaking lecturers is on hand. The curiosity value of the exhibition had first-week crowds that indicated a record audience potential. July, however, has been a notably dead month for public showings in the air-conditioned Coliseum.

lature within the next few days to clear up the blue law matter. We expect a bigger 1959 fair season than ever."

was with Eastern carnivals as gate man, night lot man and concessionaire, his last connection having been with the Page Combined-Lawrence Greater Shows. Survived by his widow, son and daughter. Burial in Oaklawn Cemetery, Spartanburg, S. C.

EARNEST—Mrs. Julia S., 74, June 18 at her home in Sanford, Fla. Survived by two sons and four daughters, including Vivianne Richby, Jacksonville, Fla., currently with the Art B. Thomas Shows; Mrs. Cora Lee Cox, Toledo, photo gallery operator, and William G. Earnest, Toledo, of the Burkhart Shows. Burial June 21 in Oaklawn Memorial Park, Sanford.

GILLAM—Edward Eccles, 66, president of Warren County Fair Association, Warrenton, N. C., June 25 in that city following a long illness. Burial in Fair View Cemetery there.

HARLAN—Bruce, 33, former University of Michigan diving coach and a water show performing star for many years, died in Connecticut June 21 in a fall while dismantling a 27-foot high diving platform. (Details in Outdoor section.)

PARNELL—William, 36, alligator boy with circuses and carnivals for 18 years, recently of a heart attack in New York City. He was born in North Carolina. Survivors include Mr. & Mrs. J. R. Parnell, parents; Esther Blackman, alligator girl at Riverview Park, Chicago, and Lillie Stallings, sisters, and W. R. and V. L. Parnell, brothers.

SAKOBIE—Mrs. Myrtle (Mickey), 57, July 11, 1958, in Miami, it has just been learned. She was a member of the Miami and Tampa Showmen's clubs. Survived by her husband, James, retired carnival man; two sons, James Jr. and Shirl; a daughter, Mrs. Mavis Campi, and six grandchildren, all of Miami. Burial in Showmen's Rest, Southern Memorial Park, Miami.

SAUNDERS—Ora (Buck), 67, former circus man and Gooding Amusement Company general agent, July 1 in Chilli-cothe, O. (Details in Carnival section.)

TAYLOR—Jesse, 60, for 25 years a director and attorney for Northeast Arkansas District Fair, Blytheville, June 29 of a heart attack at his home in that city. Survived by his widow, Gladys, and son, Jesse Jr. Burial in Elmwood Cemetery, Blytheville.

THOMPSON—Charles, 32, employee of H. L. Archer, concessionaire for the past eight years, June 26 of uremia in St. Joseph Hospital, Atlanta. In the past he had been on Lee Amusement, H. B. Drew, Georgia Amusement and Bee's Old Reliable shows. Burial in Keyser, W. Va.

WHELDEN—Earl C., 79, for more than 30 years producer of the Annual Palestine Temple Shrine Circus in Providence, R. I., died June 26.

IN LOVING MEMORY  
of our brother

**BUCK M. ALLSUP**  
who died July 5, 1955

and our sister  
**MARGARET DELANEY**

who died July 8, 1958

**JUNE BOYLES--BOB ALLSUP**

## Attendance Up 18% at Bob-Lo; Excursions Help

DETROIT — Attendance has been up consistently since the Decoration Day opening at Bob-Lo Park. Increases are averaging 18 per cent to date, according to W. B. (Bill) Browning of the park operating company. This figure is based on an actual nose count of island visitors, possible since access from Detroit is by the company's two excursion steamers.

Large group picnics have been an increasingly important factor in this early season business. On Thursday, for instance, despite a heavy downpour in the late afternoon, Ray Scheetz, general passenger agent, counted 19 picnics held by church, school, and Girl Scout groups. Patronage by younger children was especially notable, and it was necessary twice during the week to cancel a late afternoon sailing in order to have an extra ship to bring the large crowds of youngsters back in time for supper.

Package deal excursions in ties with railroads have been added sources of business. On Tuesday and Wednesday, the Grand Trunk Western ran special trains from the Port Huron-Richmond area, bringing 900 passengers each day.

On Saturday, the Wabash Rail-

## ORGAN MUSIC IN LIMELIGHT

NORFOLK, Va. — Merry-Go-Round music is getting attention in publicity for both Seaside and Ocean View parks.

Ocean View has a new organ, it is reported, and press material offers "surcease from rock and roll." The rig plays eight hours without repeating.

And at Seaside, the material states, the MGR organ has been fitted with all new parts and offers favorite tunes in "new sounds."

## New England Summer Meet To Be July 28

HOLYOKE, Mass. — The New England Association of Amusement Parks and Beaches will hold its annual summer meeting July 28 at New Mountain Park here, with Jay Collins hosting, according to William Patton, president.

road had a similar excursion run from Peru, Ind. Tickets are sold on a package basis, including the train fare and round trip on the steamers to the island. The unique combination is proving especially attractive to families from up-State and inland cities.

## Australian Operator Appraises Parks, Rides, Plants of World

CHICAGO — When Australian park operator H. E. C. Hall-Kenney visited Riverview Park here it became the 98th park or ride factory that he had visited since leaving home in April.

His ensuing travels have taken him to Hong Kong, Japan, Singapore, India, the Middle East, England, Copenhagen, many cities in Germany, Amsterdam, Brussels, Antwerp, Paris, New York, North Tonawanda, and other places. From Chicago he went on with plans to see the Royal American Shows, several more parks and some West Coast ride factories, as well as Disneyland and Las Vegas.

Hall-Kenney operates Macdonalds Amusements at Victoria, Australia. He has rides that include Speed Cars, similar to Hot Rods;

Chair-o-Plane; Flying Horses; Loop-o-Plane; Water Scooter Boats; Dodgem, and an ornate Merry-Go-Round.

"First in any park is a Merry-Go-Round," he declares, "and second in importance is a real band organ." Since seeing M-G-R's here and especially in Germany, he is more pleased with his than ever. Its 52 jeweled horses and two wooden elephants as well as its oil paintings set it apart as a prime attraction, he believes.

Cost of rides is about double or triple what it is in the U. S., Hall-Kenney pointed out. Prices in the U. S. sound reasonable to him, but to get the same ride delivered in Australia multiplies the price. In addition, there are restrictions about imports and dollar exchange.

Because of the costs, kiddie rides don't figure in his park. It was pointed out that "every ride has to do the work of two" in this regard and that kiddie business alone would not warrant buying a unit. Any ride used in his park must have appeal for all ages, he said.

Furthermore, his park stresses the use of games and he has more investment in a variety of merchandise games than in rides. Along his way around the world, Hall-Kenney has passed out ideas for some new games to various park men who inquired.

His observations of rides and parks he has seen, center on the German, English and American versions.

Hall-Kenney found American-built rides of "austere" appearance. But he reasons they cannot afford to decorate rides and at the same

time make long jumps between cities, in the case of traveling units.

He believes that some American Merry-Go-Rounds he has seen have horses that are too big to be in proper proportion with the rest of the machine. He wonders at center panels decorated only with mirrors, decorative figures that have been sandblasted rather than hand-decorated, and at instances in which brass fittings have been painted over in a move to cut down maintenance problems.

### Spots New Rides

Significantly, the rides on the world market that caught Hall-Kenney's eye are the same ones that were spotted by Americans touring Europe last season.

"Most outstanding new ride," in his opinion, is the German Calypso, and he saw two in action. "Good looking," but perhaps limited in other ways, he says, is the Sputnik, also a German device. Waltzer rides in England won his attention, but he believes they are geared too fast for Australian use. He liked the way English operators use a siren to heighten the effect when the Waltzers reached top speed.

Wide use of fiberglass and the elaborate decorations of Dodgem buildings in Germany brought more comment from Hall-Kenney.

Park names that interested him most were those in Singapore, where he found three separate parks—named New World Park, Grand World Park and Happy World Park.

A surprise was the lack in Germany of big, ornate Merry-Go-Rounds that he had expected to find there. Instead, he saw the smaller M-G-R's with horses replaced by a variety of wheeled vehicles. German operators explained to his satisfaction that kids no longer want to ride horses, but prefer vehicles, and that having an assortment of six cars on one ride means that a youngster will want to ride the same unit six times.

After visiting West Coast parks, Hall-Kenney was to head for home, with a score of well over 100 parks and factories to his credit.—T.P.

## ROLLER RUMBLINGS

RSROA Skating School at Wolcott, Ind., August 7-15 . . .

DETROIT—The second annual National Skating Academy of the Roller Skating Rink Operators' As-

sociation will be held August 7-15 at Wolcott, Ind.

Open to amateurs, professionals and operators, the academy will offer class work in skate dancing, free style skating, figures, and pairs and fours skating under the direction of R. H. McLaughlin, dean of the Society of Roller Skating Teachers of America, and Thomas Lane, chairman of the SRSTA free skating committee.

### 11 ROLLERS ADDED TO RSROA MEMBERSHIP . . .

DETROIT—Eleven roller rinks, represented by 20 operators, have been added to the membership roll of the Roller Skating Rink Operators of America, it was announced recently at RSROA headquarters here.

The rinks and their operators are Valle Vista Skating Center, Hayward, Calif., L. A. Barber and Daniel O. McNeice; Rip Van Winkle Bowlerskate, South Norwalk, Conn., J. Kavanewsky and J. F. Yates; Sandwick (Ill.) Roller Rink, Mr. and Mrs. Harry Koenix and Edgar F. McCully; Skateland, Altoona, Pa., Jack Biseli and Clair Schadle; Marino's Danz-Er-Roll, Waterbury, Conn., F. Marino and P. Pattonelli; Hippodrome Roller Rink, Nashville, Porter Woolwine; Parkview Skating Club, Aurora, Ill., E. C. Hollenbeck and F. A. Johnson, who succeed Anthony Howanec as operators; Skateland, Miami, Mr. and Mrs. Robert M. Thorne, who have taken over the rink from M. P. Lucco; Fremont (Neb.) Roller Rink, Frank B. Cernik; Skateland, Belpre, O., Mr. and Mrs. George R. Ball, and College View Roller Palace, Marysville, Calif., Benson J. Benjamin, who succeeds Kess Hudgens as operator.

HARTFORD, Conn. — Veteran rink owner Harry Neckes and Mrs. Neckes marked their 25th wedding anniversary recently. Neckes has operated Hartford Skating Palace for the past 20 years. His brother-in-law, Irving Richland, at one time associated in the rink operation, now lives in Florida.

## Cedar Point Bows Monorail, Mouse, 'Pike

SANDUSKY, O.—Activities at Cedar Point got into full swing with opening of the hotel, the new bathhouse and a Monorail ride on Saturday (20).

The beach and midway had been open daily since Decoration Day, but the various dining rooms, taverns and stands remained closed until the hotel's opening. The new Wild Mouse ride was first put into play on Decoration Day, and the new Turnpike ride opened on June 14.

The 10th annual Esmond Dairy Day on Saturday (20) drew an estimated 35,000 moppets and parents. The attendance set a record for the local dairy's promotion, topping the 1958 mark by 5,000 persons.

Frank Cook, high-wire performer, started a week's engagement on Saturday (20). George Arnold with his hurdy gurdy and monkeys had been on hand most of the week and remained over until Tuesday (23) with his cage wagon being spotted on the midway. Arnold proved a hit at the park, offering a new experience for children and a bit of nostalgia for parents and grandparents.

The Monorail, a suspension-type similar to those of Europe in contrast to Disneyland's overhead-style ride, circles in back of a row of concessions and rides before it heads for the Sandusky Bay Shore. Upon reaching the shore, the ride has a large turning circle and the trains return on the opposite side of the 20-foot-high supporting towers.

During part of the trip Monorail riders get an excellent view of the new Marina which now quarters nearly 300 boats. All three new rides have been attracting large crowds as they are the first major ride additions in several years.



THINGS ARE GOING TO POP

## Keeler Rides In Park at St. Augustine

ST. AUGUSTINE BEACH, Fla.

—With the onset of the summer vacation season, Johnny Keeler's Funland Park on the beachfront is in full operation. In this fourth year here, Keeler has shifted to the south side of the public parking area where additional space is available.

In a bid for kiddie patronage, all rides are scaled down to 10 cents for children under 12 every afternoon except Sundays and holidays. Park will operate until after Labor Day; then the rides are customarily booked on some traveling show for winter dates.

Keeler's rides include a Ferris Wheel, Merry-Go-Round, Bomber, Comet, Boat Ride and Midget Cars. David Cox is ride superintendent; wife, Christine works a concession. Mrs. Elsie Keller has popcorn and refreshments, and 10 office-owned concessions are working.

H. J. Redmon, who has operated his beachfront Arcade for the past nine years, has added a large gift shop this season. Richard Priestler, manager of Beach Skateland roller rink, has started promotions for special events over the July Fourth holidays.

LOS ANGELES—Knott's Berry Farm, near Buena Park, has expanded its lake around which its train runs and increased parking facilities. It was necessary to change the zoning of the amusement center to amusement-recreation to make the improvements.

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## CRISTIANIS FIND CHICAGO MEDIOCRE

First Stand Blanks Out, But Second Gives Signs of Strong Holiday Biz

CHICAGO — Cristiani Bros. Circus moved to its Northside location, second in the Chicago suburban series, and played to a series of half houses that built enough to give promise of a good weekend. The show had one-third houses for both performances on Monday (29), first of the current stand at Old Orchard, in Skokie. Then for Tuesday thru Thursday afternoon there were half houses. The best show was Wednesday's matinee with something over half of capacity in the seats.

The show began its stay in the

Chicago metropolitan area with four days at Hillside, using a major shopping center parking area for a lot. Business, however, was a blank. None of the performances, including four scheduled for Saturday (27), drew more than a few hundred people.

Meanwhile, both the Cristianis and Neal Walters, Eureka Springs, Ark., poster printer, pointed out that stories last week about the attachment of circus property in Cincinnati were in error. Walters had attached the calliope and a pit show, both sides stated. There was no legal action to involve a rhino truck or elephants, they said. Both the calliope and the pit show are continuing with the circus. The attachments were aimed not at the circus but against Ben Davenport, who is with the show.

### Switch. Polack Location

SAN ANTONIO—Polack Bros. Circus, sponsored by Alzar Temple here, is scheduled to shift from the Municipal Auditorium to the Joe Freeman Coliseum this year, according to Henry W. Eitt, potentate of Alzar Shrine Temple.

20,000

## Huge Crowds See Baraboo Museum Open

BARABOO, Wis.—Throngs estimated at more than 20,000 people lined the streets here and then packed in and around the Circus World Museum, as a street parade and opening ceremonies marked the museum's first day. Residents said the crowd was the largest recorded in the city, larger than the 1933 appearance here of the Ringling circus for its 50th anniversary.

The parade featured more than 80 units with circus themes. Many dignitaries took part. The museum was transferred to control of the State Historical Society and then came opening of the first two exhibit buildings of the several scheduled to be used. All buildings are former Ringling winter quarters facilities.

Brightly decorated area features the America steam calliope, the museum's new banner line, new concession buildings, and an added site that includes a pony ride, burros, a Kelly-Morris elephant, and a menagerie tent with nine small cages and numerous animals.

## GIL GRAY DRAWS BIG CANADIAN BIZ

Rain and Cold Winds Hurt at Regina, Sask.; Moose Jaw, Swift Current Reach New Marks

REGINA, Sask.—Knocked for a loop by the weather on a two-day date here, the Gil G. Gray Circus closed a successful Canadian tour Saturday (27) and moved to Minot, N. D., for three days.

A two-inch rainfall and high winds that did some damage to show props sloughed the show Friday evening. Rain continued Saturday and a cold north wind blew into the exhibition grounds grandstand but two matinees were presented Saturday to an estimated 12,000 turnout, mostly children.

Saturday evening was wetter and colder but an estimated 400 huddled in blankets for the show which went on but folded after an hour or so. Date was under Shrine auspices.

Gray has customarily played four days in Regina and other Saskatchewan centers but this season the number of stops was increased and length of stands reduced.

Unit was at Weyburn, Sask., June 2, where it was billed for two shows but played three. Yorkton, Sask., June 3, was the same thing. Four shows were played in Moose Jaw, Sask., June 4-5, and attendance was up over last year, which was good.

Swift Current, Sask., was strong for three shows, and an indoor date was played in Edmonton Gardens, June 8-13. Nine matinees were given. Other dates included Red Deer, Alta., two days; Drumheller, Alta., one; Lethbridge, Alta., two days; North Battleford, Sask., one day; Prince Albert, Sask., one day, and Saskatoon, Sask., two days, all O.K.

Regina date was the first to be lost to rain in Canada, it was reported. Consideration was given to moving indoors but the nearby Ex-

hibition Stadium had been booked for roller skating.

Acts on the Canadian tour include Jeanne MacGill, cats; the Marios, high revolving ladder; the Sidneys, cyclists; Rodriguez Troupe, bar act; La Tosca, bounding rope; Jackson Duo, trampoline and bar act; the Henrys, dog act and rolling globes; Herriott's camels, llamas and horses; Jim Wong Troupe, acro; Carlyle Troupe, teeterboard and trampoline; Canestrelli Sisters, unsupported ladders; Disneyland Elephants; Flying Hartzels, return; Adolph Delbosq and horse; Lemke's College of Chimps; and clowns headed by Laurence Cross.

### CHARLES KYLE

has for closeout sale, the rights to produce, Titles, Newspaper and Window Card Cuts, "THE BATTLE OF THE BULGE," "ACROSS THE PACIFIC," "THE BATTLE OF THE CORAL SEA," "THE LAST DAYS OF POMPEII," American and Canadian rights, Fireworks Spectacles, added attractions, Cuts, Rights, Title for BAR Z RANCH-WILD WEST ROUNDUP, stored Tampa, Fla., \$5.00. Come get it or will sell separately. Address:

CHARLES KYLE  
General Delivery, TAMPA, FLA.  
PHONE 89-6745 until 6 p.m. daily.

### Wanted Immediately 2 Contracting Agents

Set Auspices With Phone Promotions.  
WRITE: Box 629, c/o Billboard Pub. Co. St. Louis, Mo.

### 1—PHONEMAN—1

WANTED FOR CHURCH AUSPICES  
Starting Monday, July 6th.  
THIS ONE IS BIG  
BRISTOL, CONN.  
LUDlow 2-6346

### PHONEMEN

Eighth Annual Circus, Saba Grotto, Tulsa, Okla.  
Page, Casey, O'Neal, call.  
Office opens July 6.  
Call TE 89151. No collects.

### BANNERS—PHONEMEN—UPC's

East's Largest Rodeo  
This is 23rd Annual for Grotto. Strong. First time on phones. Men I know given preference. Nelson, Sadler, Benny, call me. Joe Shiner, important you contact me.  
CHET HARMES  
Phone PLeasant 2-4779, Worcester, Mass.

### WANTED

Help in all departments. Enlarging show for long western tour. Need Pony Ride, 3 more Family Acts, Pit Shows. 30 weeks to go. Want Elephant Act of 3, also will buy Elephant. Need Phone Crews. Glen J. James, sole owner now of famous Cole Circus. New title "James & Bailey Combined Shows."  
Wire per route.

### PHONEMAN—1

Vets' Paper  
Can use Man and Wife Team year round. Air-conditioned office. Salary—commission.  
KEHOE PUBLICATIONS  
617½ W. 33rd St., Kansas City 11, Mo.

### KING BROS.' CIRCUS

WANTS  
CIRCUS MECHANIC  
BOSS CANVASMAN  
BILLPOSTERS  
Wire per route

### ADVERTISING TELEPHONE SALESMEN

I do not want any ticket or bake salesman. If you have proven to yourself that you can sell billboard advertising and can ask for big money, come in, write, or call pre-paid:

MAX STOTLAND  
Gr 2-9943  
210 S. Congress  
Austin, Texas

### NEED ONE GOOD PHONE MAN

Must know Detroit, convention advertising.

PHONE DETROIT:  
University 2-5531

Ask for Captain Clarke

### 3—PHONEMEN—3

Statewide year-round operation, sports events, theatrical—indoor, outdoor. No ifs, ands or buts, you get yours each night. Book, banners, tickets. If you can't get it here, you can't get it anywhere. Tony Genardo, John Mercer, St. Paul, Lloyd Hackler, call collect at once.

TED McARTHUR  
OL 8-4090, Wilmington, Del., 9-5 P.M.

### PHONEMEN

Top Sponsors—year around Kids' Day promotions.

Contact:  
FISCHER, c/o Denver Bears baseball team, Denver, Colorado

### 1 PHONEMAN

One only or Spartanburg repeat. Man I know or combination Ad-Banner Salesman given preference. Volunteer Firemen sponsor for top network TV show. County wide. 25% straight.

MICKEY MARTIN  
Spartanburg, South Carolina  
Phone 5-1227 from 9:00 to 5:00

### PHONEMEN

Police sponsor fire deal to follow. No layoffs.  
Phone: HUNter 3-5413  
Oxnard, Calif.  
No Collects.

### HUNT BROS.' CIRCUS

Wants Banner Man to sell advertising. Also Wild West Team to present after show. (Concert after show.) Contact  
HUNT BROS. CIRCUS  
as per route

## Beatty-Cole Registers Whopping Mass. Crowds

NEW BEDFORD, Mass.—The Clyde Beatty-Cole Bros. Circus has been having good to excellent business in its current tour of the

New England States. It included two straw houses in Massachusetts.

The tent drew a three-quarter house in the afternoon and a near-capacity crowd at the night show here Tuesday (30). At Newport, R. I., Sunday and Monday (28-29) the Sunday matinee was filled and there was a half-house at night in rainy weather Sunday. There was a near-full house in the afternoon and three-quarter house at the night show Monday, according to Frank McCloskey, manager. Bulls were taken downtown to a shopping center for a weight guessing contest. Navy Relief was the auspices at Newport.

Tourists helped swell the afternoon showing to a straw at Hyannis, Mass., Saturday (27), at which point the fire chief halted ticket sales. A near-full crowd was on hand at night. Jaycees were the sponsors. Taunton (26) pulled two one-third houses. At Salem Thursday (25) a three-quarter full house was recorded in the afternoon and a capacity house attended the night show. Gloucester (24) drew two weak one-half houses.

### Circo Osorio Opens

COAH, Mex. — Circo Osorio, home-based in Monterrey, Mex., opened its annual border run here in the Bull Ring to good crowds. Show carries two elephants, eight lions, three camels, tigers, bears, pumas, chimps, monkeys, llamas, guanacos and eagles.

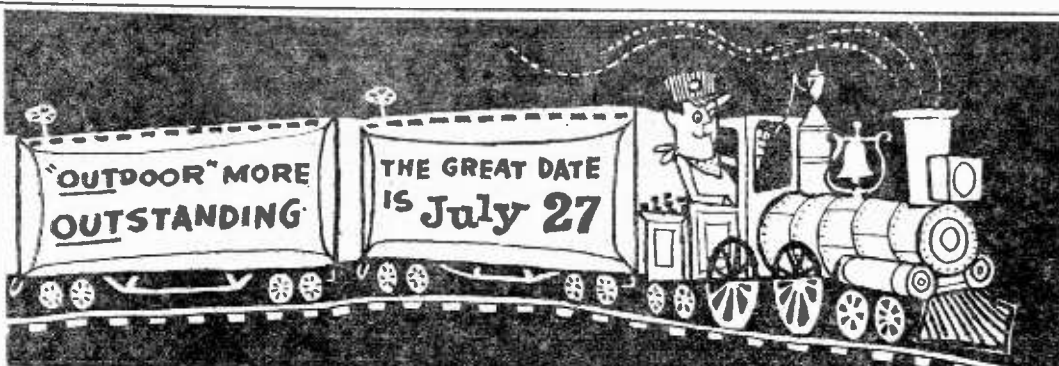
## Zell Bros. Bows In Illinois

CAMBRIDGE, Ill. — The new Zell Bros. Circus opened at Abingdon, Ill., June 13 and has had good to excellent business in Western Illinois towns since that date. The show was framed at the Knoxville, Ill., fairgrounds.

Show is co-owned by Bob Couls and Fred Pitkin. Big top is 70 with three 20-foot middles. There are four show-owned trucks, two horses and five ponies. Sponsors have been added on later dates.

The Five Dukes do several turns, including juggling, whips, pony drill, poodle dogs, ladders and web. Happy Holmes does juggling and table rock. Morris Horn presents the high school horse. Bozo Cooper and Roy Akkison handle the clowning and Marie Loter is the organist. Ivan Douglas and Jack Gagne are also with the show.

Show is well painted. Use of window lithos and newspaper advertising is heavy for the size of the towns played. A miniature stage coach and pony hitch are used for downtown bally.



## TENN. STATE EARMARKS 380G FOR NEW BUILDINGS

NASHVILLE—The Tennessee State Fair will spend a total of \$380,000 this year on two new cattle barns and a beef cattle show ring, Judge Beverly Briley, chairman of the fair board, announced. All structures are to be ready for the September 21-26 run.

"We will put the new barns on the hill back of the women's building, which has been used as a parking lot," Briley pointed out. "The new barns will accommodate approximately 2,400 head of cattle."

L. E. Griffin, fair secretary-manager, said eventually there will be more barns placed on the hill site and the 13 barns in the bottoms will be torn down.

The \$380,000 contract includes water and sewer lines as well as excavation for the other structures that will be built near the new open-sided barns for cattle.

All cattle entries will be kept in the new barns, but hogs and sheep will utilize the older buildings.

## 38 STATES SURVEYED

### Use of Paper Cups Growing at Fairs

NEW YORK—A growing percentage of the nation's fairs have established policies favoring the use of paper service, it is indicated from a recent survey. Dixie Cup Division of the American Can Company selected 104 leading fairs from The Billboard's listings. Returns were received from 57, representing 38 States.

The survey indicated to the initiators that paper has been firmly established at fairs for food and beverage service.

Eighteen fairs said they expect increased consumption, ranging up to 60 per cent, of paper cups, plates and other items this season. The increase will be most noticeable in the serving of cold drinks, with 23 fairs saying their exhibitors use paper cups exclusively for those beverages. Only six fairs reported 20 per cent or less of their cold drinks being served in paper cups.

#### Require at 15 Fairs

On hot drinks, 15 fairs said all of theirs was served in paper cups. Of the 48 annuals answering this question, only eight estimated that 25 per cent or less of all hot drinks were sold in the disposable cups.

In response to an inquiry seeking a definition of paper policy, some of the answers read as follows:

"Except in restaurants we use paper cups and plates exclusively."

"Strict health regulations force use. No soft drinks in bottles."

"Paper cups are required at all concessions."

"Drinks served in paper cups. Bottles not to leave concession stand."

"Our policy so far has been only

a request, not a demand, but we get 90 per cent co-operation."

"Paper cups (required) if stands do not meet health rules for washing dishes, hot water, three-way sink, etc."

#### 25 Cite Sanitation

Dixie Cup is a prominent member of the American Paper Cup and Container Institute, which has been stumping for increased use of its members' products on a variety of grounds. Twenty-five fair men mentioned one basis, sanitation, and the labor-saving and less-dishwashing factor was noted by nine, the same number as cited the elimination of the bottle breakage problem.

One manager of a major fair reported, "Paper prevents broken glass, which can result in lawsuits. It's easier to pick up paper than bottles, and our cleaning costs are considerably less. Six fairs said that while they had no strict rules on the subject, their recommendations of paper to concessionaires generally were honored."

### Sea Lions Set For Free Display At Chattanooga

CHATTANOOGA—A sea lion exhibit in a 25-foot tank has been contracted by the 1959 Chattanooga-Hamilton County Inter-State Fair here, September 21-26, as a free attraction on the midway. Maude H. Atwood, secretary, announced. Packaged fish will be available for patrons who want to feed the sea lions. The novel display was paced thru the William Shilling office. The Olson Shows will be returning to the midway here for their eighth consecutive year.

The GAC-Hamid Agency will again supply an outdoor stage show which will also be presented free. The fair recently distributed 4,000 premium books to exhibitors and fair visitors in the area.

## Colorado State Maps 10-Year Plant Improvement Program

PUEBLO, Colo. — Clyde P. Fugate, Colorado State Fair manager, has presented a 10-year building program for approval of the State Planning Commission.

One of the major projects is a large steel building, patterned after the livestock building at Oklahoma State Fair, Oklahoma City, to be used as a cattle barn for open classes and 4-H and FFA members. The present cattle barn would be remodeled into a building for commercial exhibits, a cafeteria and restaurant. The present 4-H and FFA stock barns would be remodeled into barracks, assembly hall and dining room for the young exhibitors. At present they live in tents during fair week.

Remodeling of the Palace of Agriculture so that it could be used for ice shows and other activities between fair dates is also proposed.

The fair commissioners are seeking to rearrange the popular Children's Barnyard to obtain a better display of the young animals.

#### Seeks 500G Hall

Also proposed is erection of a large industrial exposition hall.

### Sask. Pion-Era Adds, Enlarges 1959 Attractions

SASKATOON, Sask.—Pion-Era opened its gate Monday (29) with new and improved attractions here for a six-day run.

Canadian Broadcasting Company's star, Stu Davis, Canada's Musical Ride, and pony, chuck wagon and chariot races will appear before the grandstand in afternoon and evening performances.

All ground roads have been oiled. A pioneer promenade has been built around the race track. The grandstand now seats more than 3,000 people. The Kiddieland, Indian Village, Motorama, Museum, lumbering and road-building displays and wild animal exhibits have been enlarged, according to Bernice Norman, director of the exhibition.

### Lawrenceburg, Ind., Pacts CSRA Races

DAYTON, O. — Central States Racing Association here will supply midget auto races at Dearborn County Fair, Lawrenceburg, Ind., on Tuesday evening, July 21.

### VETERAN EXEC STORIN QUIPS THRU SURGERY

SPRINGFIELD, Mass. — Jovial Harry Storin, official of the Barrington Fair and president of the Massachusetts Agricultural Fairs Association, requires more than spinal surgery to deprive him of his sense of humor. "Playing my second hospital engagement of the season," he pens. "Opened at Providence Hospital, Holyoke, in January and will close at Springfield Hospital probably this week." Storin also handles public relations for Riverside Park, Agawam, both fair and park being operations of Ed Carroll.

There has been considerable discussion about a building of this type, with space lease payments reimbursing the State for its cost. Such a structure would cost at least \$500,000, it has been estimated.

Fugate said no estimates have been made on the 15 projects included in the 10-year program, but other sources said that the new cattle barn and conversion of the old barn would cost about \$400,000.

This year's fair, the 87th, is set for August 24-29. The first three

afternoons will feature the International Circus with Cuneo's Llamas; Hank the Clown; the Novellos, unsupported ladder act; the Tuckers, trampoline; Hustrei's Hollywood Skyrockets, high wire; Triska Troupe, tight rope, and the Dorchesters, bareback riding.

The first three night performances will feature the "Show of Shows," headlined by Snooky Lanson. Show will include the Hollywood Steppers, precision dancing; polar bear, Zero; Rudenko Brothers, jugglers; Cathalas Duo, sphere rolling, and the Dam Brothers, high wire balancing.

The last three day and night shows will feature the rodeo with Betty Johnson and Rex Allen.

### Raynham, Mass., Gets Rain 4 of 6 Days; Ends O.K.

RAYNHAM, Mass.—Rain fell on four of the six days of the Middleboro County Fair here with clear skies Saturday and Sunday (20-21) boosting the total paid admissions count to 26,000 fairgoers. Last year, the entire run of the Bay State's first fair of the season was rained out with a threat of a hurricane to boot.

The fair operated for the first time at the dog track here and the main attraction was greyhound racing with pari-mutuels reaching a total of \$845,000. A horse-pulling contest was added Saturday (20) and a horse show Sunday (21) proved a big attraction. The fair had been staged at the Middleboro Fair Grounds with pony racing in former years.

### Owatonna, Minn. Expands Plant, Builds 6 Barns

OWATONNA, Minn.—Construction of six new pole-type barns east of the race track of the Steele County Free Fairgrounds will be completed in plenty of time for the August 18-23 event, according to Ty Sincock, secretary.

Also, new steel rest rooms have been erected and the model Milk House has been moved to the area.

The former Cattle Judging Pavilion now is an Industrial Building, housing Women's Department exhibits and a Red Cross Emergency Center. New parking areas will be available east of the race track and fairgoers may enter the fairgrounds at the Old Austin Road gate this year.

Sincock stated that the extensive current expansion program which began after World War II will continue thru 1961. Fair board members expect a new attendance record this year. Total estimated attendance in 1958 was 165,913 fairgoers.

### AT LIBERTY AFTER LABOR DAY



See Us Any Time During Summer at Pittsburgh Bicentennial.

- "QUEENIE," the Water Skiing Elephant
- White Llama Liberty
- Miniature Sicilian Donkey With Performing Dog and Monkeys
- Novelty Miniature Donkey Act
- "Queenie" and 14-Year-Old Elizabeth Green in 12-Minute Fast-Styled Routine

Work Stage, Arena or Auditorium.  
**BILL GREEN'S PERFORMING ANIMALS**  
 Bicentennial, Pittsburgh, Pa., or  
 RARE BIRD & ANIMAL FARM, INC.  
 Fairlee, Vermont

### WANTED CARNIVAL

On account of disappointment want Carnival for Marlboro County Fair, Bennettsville, S. C.

This is a good Fair for a good Show. We have a three hundred thousand dollars mill payroll. No unions, no strikes, forty thousand acres of cotton planted this year, and a good tobacco crop. Sponsored by the American Legion. Address all mail to:

#### MURRAY JACKSON

Bennettsville, South Car. Phone 492

### WANT SHOW

To play the York County Colored Fair, York, S. C., October 5 thru 10, 1959.

Contact:

#### L. A. WRIGHT

Route 3, Box 168 Clover, S. C.

### PITCHMAN WANTED

To work Illinois State Fair demonstrating sensational new adjustable Wrench. Has patented tightening feature that tightens to 1000 lbs. of pressure to take off all rounded nuts or to prevent damage to good ones. Every man needs one. Should make \$3000.00 in 10 days (Aug. 14 to 23). Big future. All territories, carnivals, etc., wide open. Call or write **FINN TOOL CO.**, 307 E. Jefferson, Springfield, Ill. Telephone 4-2441.

### WANTED FOR OUR FAIR

One (1) Bingo Stand, some Concessions and Shows.

No extensive gambling.

Fair dates are August 17 thru 22. Write or see

#### STANLEY BENNETT

403 S. Main St., Salem, Indiana

## URGENT

Unexpected cancellation. Need Carnival with Rides for county fair the week of July 26 thru Aug. 1st. Contact **MURRAY MOORE**, President, Todd County Fair Board, Col 5-2974, Elkton, Ky., or write to Route 2, Trenton.





## ROYAL TOPS '58 DESPITE BRANDON'S COLD WEATHER

Grosses Up 17% at Halfway Point; Wild Mouse Bows to Whopping \$\$

BRANDON, Man.—Two days of cold weather failed to keep the Royal American Shows from topping its dollar-getting performance of last year in the first half of the six-day run of the Brandon Exhibition here.

Cold hit the exhibition Monday and Tuesday (29-30), cutting back attendance, yet the Royal on those days managed to hold its receipts to about the same level as last year. And when the weather turned warm Wednesday (1), the

Royal's ride and show gross soared, so that at the close of business that night its ride and show take was 17 per cent over that for the first three-day period last year.

Monday (29), opening day, was kids' day, and the moppets gave the western show which features Johnny Mack Brown, a whopping play. This enabled the Brown-headed unit to build a lead which at the end of the first three days gave it the No. 1 spot among back-end units.

Ricky Covette's Revue was second, followed in order by Dick Best's Side Show and Leon Claxton's Harlem in Havana.

### Mouse Scores

The Wild Mouse, in its first appearance here, turned in a whopping gross. Cliff Brewer, the ride's foreman, was on the receiving end of much praise for the speed in which he tore the ride down at Winnipeg, the previous stand, and

upped it here. It required only five hours to tear down at Winnipeg, and this constituted a record. The set-up here took 12 hours. Brewer and Royal American owner Carl Sedlmayr, figure that the up and downing time will be cut further as the season progresses.

The Brandon Shrine Club hosted the Royal American Shrine Club Tuesday (30) at a luncheon in the Prince Edward Hotel.

Visitors to the show here included delegations from Regina, Saskatoon and Calgary. Among those from Regina were T. H. McLeod, exhibition manager; D. A. R. McCannell, F. G. England, E. J. Courtney, Pat Lundy, A. J. Cowie and Bruce Peacock. The Saskatoon Exhibition was represented by Steve MacEachern, manager; Jack Warren, Dr. V. E. Graham, Gordon Love, Calgary Stampede president, and Fred Naxie, Stampede board member, represented that event.

## Buck Saunders, Former Gooding G.A., Dies at 67

WASHINGTON C. H., O.—Funeral services for Ora (Buck) Saunders, 67, veteran carnival and circus man, who died Wednesday (1) in Chillicothe (O.) Hospital, were conducted here Friday (3), followed by cremation of remains.

Saunders' last show business connection was with Gooding Amusement Company as general agent, a position from which he retired three years ago after five years with the Columbus, O., based show. Since retirement he had been in failing health, and had been a hospital patient six days prior to death.

A native of this town, Saunders spent most of his life in outdoor show business, entering it as a youngster with the band on the old John Robinson Circus. Other circus connections as a Side Show talker led to his first big step, operation of a midget show in the early 1930's at A Century of Progress, Chicago, and later at the New York World's Fair. After retirement he moved to Chillicothe.

He was a veteran of World War I, a past commander of the Paul H. Hughey Post of the local American Legion, a member of the Fayette Lodge of Masons and the Scottish Rite in Columbus.

Surviving are his widow, Mary, and a half brother, Hugh, of Washington C. H.

## Tandem Units Okayed for N. Y. Thruway

ALBANY, N. Y. — Tandem-trailer rigs are permissible on the New York State Thruway this year, according to Clinton Brill, chairman of the Thruway Authority. The rigs are reportedly popular in the West but are banned on most State roads in the East. They are units consisting of a tractor hauling two semi-trailers, one behind the other.

Brill says such combinations will be charged 10 cents a mile, double the usual tractor-trailer rate. Limitations are 127,400 pounds gross weight, and length of 98 feet overall. Special make-up and break-up areas are being established near Ripley, Buffalo, Rochester, Syracuse, Utica, Albany, Suffern and Yonkers.

## Still Dates Okay For Penn Premier

Frame Rock and Roll Revue for Fairs; 7 Wagon-Top Light Towers in Works

LEETSDALE, Pa.—Addition of a rock and roll revue for fairs is high on the improvement plans for Penn Premier Shows, coming out of still dates in the best financial and physical shape in years.

For the past couple of seasons, including 1958, Western Pennsylvania industrial territory did not live up to its potential for the Lloyd Serfass organization. In addition to economic uncertainties, there were the ravages of weather to contend with. The show was treated pretty badly by the elements in 1957-58.

This year, with a few days of rainfall, has seen earnings on a high level. Neville Island was a promising July Fourth spot, coming on the heels of Cannonsburg, which had drawn rain.

### Ebensburg Big Addition

Right now there is continuous pre-fair primping, including mechanical work and ride painting. Fairs begin with the Free Fair in Waynesburg, featuring the State

Police Rodeo. Ebensburg, Pa., is new to the route, and Indiana, Pa., is well known to those who have toured with Serfass and his affable business manager, Buster Westbrook, in the past. Dunn, N. C., is a fair revival for which high hopes are held. The Barnesboro (Pa.) Firemen's Convention should live the remaining pre-fair engagements.

(Continued on page 53)

## Burglars Get \$1,500 From Howard's Car

NEW YORK — More than \$1,500 in bills and change was stolen from the pried-open trunk of Al Howard's car early Tuesday morning (30). Damage to the 1957 Cadillac, accomplished with crow-bars, ran over \$400.

Howard, president of the How-Reit Shows, parked in the basement garage of his apartment house, which is checked hourly. Detectives surmised the burglars had been waiting in anticipation of a stickup, but changed plans when he did not remove anything from the car. There were 50 other vehicles in the garage, none of which was disturbed.

## FRANK LEE JOINS DREW

PAINTSVILLE, Ky. — Frank J. Lee, veteran carnival and circus publicist, has joined the James H. Drew World's Fair Shows as general representative. According to plans, Lee will work about 10 days ahead of the show.

## DALLAS FAIR RECAPS MURPHY-PUGH-LINDSEY

DALLAS—The Murphy-Pugh-Lindsey organization of midway operators has been awarded a new long-term contract at the State Fair of Texas.

Under terms of the contract, negotiated with James E. Stewart, fair's general manager, the combine will continue to operate rides, attractions and games concessions at the fair as well as at State Fair Park, which operates six months of the year as an amusement park.

The organization, which has held the contract for the past 23 years, includes Mr. and Mrs. Joe Murphy, Mrs. Margaret Pugh and Mr. and Mrs. Jack Lindsey.

Murphy reported that business at the park thus far this season is ahead of last year and any previous year and prospects for the fair are excellent. Fair will operate October 10-25.

## Krekos' West Coast Racks Up Spring \$\$

Fairs, Celebrations Swell Pot; Holiday Stand Opens Well

STOCKTON, Calif.—The California section of Mike Krekos' West Coast Shows garnered good business here during its annual Fourth of July stand, continuing one of the most profitable spring streaks in the history of the organization.

The unit, managed by Al Rodin, has played California fairs this year in Chowchilla, Los Banos and the Sacramento County Fair as well as celebrations in Campbell and Sunnyvale. A new show lot was used in Seaside and the show repeated its annual stand in Alameda. Added this season was a still date in Santa Clara, Rodin's home town.

Show is featuring 16 rides, 4 shows and 39 concessions. Managerial line-up, in addition to Rodin, includes Louis Leos, corporation secretary-treasurer, who is handling the office; Virgil Latiker, ride superintendent; Chuck Auker, transportation superintendent; D. Earl Cipperly, special agent, and Shorty Lawler, chief electrician. Others on the staff include Joe Valdez, searchlights and security; William Snelson, The Billboard

agent, Tom D. Asimos, front gate and Eddie Williamson, assistant. Dinky Devers is the mascot and Floyd Johnson, assistant mascot.

### Ride Personnel

Ride crews are: Ferris Wheels, Dewey Blair, foreman; Tommy Bechwell, Paul Schrick, Whitey Freeman, Bob Schelicher, assistants, Merry-Go-Round, Ernest Reed, foreman; Wally Wayne, Bud Bryant, and Leroy Hagan, assistants. Fly-o-Plane, John Young, foreman; Jim Worthy, assistant; Roll-o-Plane, Pete Worthy, foreman; Curly Danhouser, assistant; Rock-o-Plane, Tom Devers, foreman; Dave Johnson, assistant; Dipper, Ralph Burton, foreman; Tubs-o-Fun, Denver Ham Jr.; Auto Cars, Jack Delbert, Curly Gibson; Bulgy, Tommy Vales; Fire Engines, Mel Munshower; Round-

(Continued on page 52)

## Olson Races Ahead of '58 At Anderson

ANDERSON, Ind.—Rides of the Olson Shows, paced by the Wild Mouse, piled up 25 per cent better business in the first three days of the Anderson Free Fair here than the amusement devices did in the corresponding period last year. The midway shows in the same period ran close to '58 levels.

The midway line-up embraced 20 major rides, eight kiddie rides and 14 shows, the latter all paid attractions.

Rain held down the potential midway earnings Tuesday (30), second day of the run, but a second kids' day was scheduled for Friday (3). The fair closed July 4.

## SLA Governors Hold Meeting

CHICAGO—The Showmen's League of America held a board of governors meeting here Wednesday evening (1) to dispose of regular business.

President Bill Carsky was in the chair, assisted by Ed Sopenar, second vice-president; Bernie Mendelson, treasurer, and Hank Shelby, secretary. Shelby reported that only 18 members had not paid 1959 dues to date.

Members were saddened by the news of the death of George Reinhart and Bill (Bingo) Jones.

Also attending were Elmer Byrnes, George Flint, Rudy Singer, Lou Leonard, Max Brantman, Morris Haft and Jack Kwiet.

## GOODING INKS EDDIE DEAN FOR BACK END

COLUMBUS, O. — The Gooding Amusement Company has signed Eddie Dean, Western motion picture, TV and radio actor, to head up its Western revue, Hal Eifort, manager of the organization's No. 1 unit, disclosed.

Dean, who is also a writer and recording artist of many Western songs, was booked thru Clyde Baldschun, Van Nuys, Calif.



# Tamargo Unit In 30th Year On Long Island

FREEMPORT, N. Y. — The 30th season on Long Island finds Island Manor Shows doing passably well, considering the couple of Fridays and Saturdays that have been lost to the weather. The Tamargo management says the end of this year will likely see them selling out and retiring to Florida.

Based in Elmont, where property and warehouse are established, the show plays its complete season in Nassau County, adjoining New York City. Lawrence Tamargo, who turned 66 on Sunday (5), is manager, Warren Tamargo is treasurer, and Margaret Tamargo, secretary.

Show here set up on North Main Street on a narrow but deep lot, and fielded the Ferris Wheel, Octopus, Roller Coaster, three kiddie rides, and two dozen concessions. Both the Wheel and Coaster have been converted to flatbed trailer installations, providing speed and ease of handling.

Concessionaires are Ken Larson, tip-up Coke and long range gallery; Lavine's fishbowl; Dave Shor, hoopla; Bennie DeFelice, milk cans; Mr. and Mrs. Peg and George Minden, tip-over Coke and duck pond; Ben and Lottie Feinstein, greyhound and basketball; Sam Katish, popcorn, floss and apples; Mr. and Mrs. Danny Lane, bottle game and bear pitch; Guy Culivit, ping pong cork gallery; Mickey and Midgey Tamargo, cookhouse; Irene Tamargo, punk rack; Margaret Rotella, star darts; Mrs. Brown's roll down; Fossetto's watch-la; Warren Tamargo, Coke ring; Jack Jacobson, balloon darts and midget high striker. Show mascots are little Warren Tamargo, nine, and Angel Lane, six.

# Gatto Eyes Big Week at Hammonton

HAMMONTON, N. J. — The big church feast here is anxiously awaited by Roxy Gatto Amusements, coming in from a hospital benefit July Fourth week on the Leighton, Pa., fairgrounds. Hammonton dates are July 13-18 for the State's leading church date. Gatto will have 16 rides up and will supplement its usual complement of 25 concessions.

Leighton opened slowly. Attendance was as good as any date this season but spending was noticeably down. A strong finish was hoped for, to pull business up to par. The 2 p.m. matinee started well on Thursday (2).

Gatto and son Mike Gatto will have their equipment at New York State fairs this fall.

A new house trailer was received by Roxy Gatto and will be turned into a show office. It is a 32-footer. Also new is a trailer for popcorn and jelly apples built by Joe and Kid Bagby.

### HOLIDAY AMUSEMENT CO.

Want Concessions—Can use Hit and Miss Clown Head, Jewelry Spindle, Bumper, Age and Weight, Baskets, Hi-Striker, Short Range, Ride Help—Can use capable, sober Foremen on Wheel and Tilt.  
Blue Springs, Mo., July 6 to 11.

**SAVE MORE MONEY—  
MAKE MORE MONEY**

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# JAMES E. STRATES SHOWS

NOW BOOKING FOR THE FINEST ROUTE

15 FAIRS—STARTING JULY 27, BUTLER, PA.

<b>RIDES</b> Can place any major Rides not conflicting.	<b>SHOWS</b> Any family-type Grind Shows in keeping with our standards. Anything new and novel.	<b>CONCESSIONS</b> Any Concessions in keeping with our policy.	<b>HELP</b> Carpenters, Drivers, Shop Help, Ride Foremen and Help in all departments.
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**WANT FOR YORK INTER-STATE FAIR, YORK, PA. WILD GREAT DANVILLE FAIR, DANVILLE, VA. MOUSE**

NOW BOOKING FOR GREATER ALLENTOWN FAIR, ALLENTOWN, PA.

SEPTEMBER 19-20-21-22-23-24-25-26

<b>RIDES</b> Scooter, Dark Ride, Whip, Pony, Round-Up. Any major Ride not conflicting.	<b>CONCESSIONS</b> Long and Short Range, Pitches, Balloon Darts, Photos, Duck Ponds, Ball Games, Custard, Jewelry, Age & Scales, any Concessions in keeping with our policy.	<b>SHOWS</b> Snake, Monkey, Fat, Mechanical, any family-type Shows. Girl Show, must be revue type.
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All Replies: JAMES E. STRATES, GEN. MGR., JAMES E. STRATES SHOWS, ENDICOTT, N. Y., JULY 6-11, OR ANYTIME ADDRESS: 42 INSURANCE BLDG., UTICA, N. Y.

### NOW BOOKING

Concession privileges for the 38th year

THE 1959 WEST SIDE NUT CLUB FALL FESTIVAL

Evansville, Ind.

Oct. 5 thru 10 inclusive.

Only legitimate operators wanted.

Contact

**BILL OHNING**

2218 West Franklin St.

Phone: HA 3-3111

### MARKS SHOWS

Want foreman, top salary, and man to handle Searchlight and Tower, also experienced Ride Help and Girl Show Operator. We have equipment. Address this week, Salisbury, Md., next week, Baltimore, Md.

### WANTED

Candy Butchers, Novelty Agents! (Men who can drive truck will get preference.) For Ward Beam Rodeo starting Niagara Falls, N. Y., July 9-11; then Poughkeepsie, 13-15; plus 10 weeks more! Have Ex on independent midway for two Jewelry locations, West Virginia State Fair, Lewisburg. Apply: A. HYMES, 455 Schenectady Ave., Brooklyn 3, N. Y.

### WANTED

**DARK RIDE FOREMAN**

Sober, must drive.

**JACK VINSON**

e/o Cumberland Valley Shows  
Shelbyville, Tenn.

AMERICA'S FINEST SHOW

**POSTERS**

WRITE FOR 1959 DATE BOOK  
CENTRAL Show Printing Co., Inc.  
MASON CITY, IOWA

### WANTED

Ride Foremen for Merry-Go-Round, Scrambler and Tilt-A-Whirl. Must be reliable and sober. Top salary.

**DELGARIAN AMUSEMENT CO.**

1759 North Newland Chicago 35, Ill.

### WANTED

Hanky Pank Agents for the Missouri State Fair; Indiana State Fair; Knoxville, Tenn.; Atlanta State Fair, etc. First Fair starting July 20 at Lawrenceburg, Ind. Only those who can qualify and not signify need reply. Contact: HARRY W. ROSS e/o Gooding Amusement Co. Greensburg, Pa.

# Monarch EXPOSITION SHOWS

Now booking for the St. Clair County Free Fair, Belleville, Ill. 9 big days—July 25 through August 2. Followed by the fastest growing Fair in Illinois—Milledgeville—August 4 through 9. All Fairs until October.

### CONCESSIONS

Can place Hanky Panks of all kinds. Also Long and Short Range, Basket Ball, Pitches, Jewelry, Shake-Up, Pronto Pups, etc.

### HELP

Can place Help for Tilt-a-Whirl, Ferris Wheel and Mixer.

ESPECIALLY WANT GOOD WHEEL FOREMAN

WANT PITCHMEN FOR MILLEDGEVILLE. ALSO ORGAN GRINDER

Contact: E. L. WINROD, Mgr., Jerseyville, Ill. (Fair), this week; Wood River, Ill. (Phone: Moose Lodge), next.

# BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

Want for 1st Fair—Red Lion, Pa., July 13, and 14 Bona Fide Fairs to follow All proven Fairs

CONCESSIONS: Eating & Drinking Stands, Photo, Age & Scales, Buckets, Cat Racks, Racing Derby, Ball Games, Dart Balloons, Hanky Panks of all kinds, Bird-Bear-Glass Pitches, Jewelry. RIDES: Scrambler, Scooter, Paratrooper, Helicopter, Glass House & Fun House. Pete Joseph, get in touch. SHOWS: Side Show, with or without equipment; Snake Show, Wildlife, Fat Show, Grind Show. Can use Girl Show for balance of season. Lew Alters, Baby Thelma, Knol, Irene Burton, get in touch.

HELP: Ride Men on all Rides, Semi-Drivers preferred.

ALL ANSWER: PRELL'S BROADWAY SHOWS, Winchester, Va.

Harrington, Del., July 27  
Bridgeton, N. J., Aug. 3  
Bedford, Pa., Aug. 10  
Carlisle, Pa., Aug. 17  
Huntingdon, Pa., Aug. 24

Portsmouth, Va., Aug. 31  
Warsaw, Va., Sept. 7  
Goldsboro, N. C., Sept. 14  
Gastonia, N. C., Sept. 21  
Frederick, Md., Sept. 28

Wilson, N. C., Oct. 5  
Rock Hill, N. C., Oct. 12  
Trenton, N. C., Oct. 19  
S. C. Colored State Fair,  
Columbia, S. C., Oct. 26

# PLAYTIME SHOWS

Now Booking for Fairs starting August 9 at Weymouth, Mass., followed by Marshfield, Mass.; Keene, N. H.; Cumberland and Fryeburg, Me.

Want Shows, Hanky Panks, Grabs, Custard, Novelties. Princess Golden Rod, write. All replies:

PLAYTIME SHOWS, Buzzards Bay, Mass., this week; then per route.

### FOR SALE

RING KIDDIE BOAT RIDE (no tank), \$750.00. Good condition. Call Schenectady: FR 4-4883 or see at SUNSET RANCH BROADALBIN, N. Y.

### FOR SALE

ALAN HAWES REPLICA EARLY AMERICAN RIVERBOAT. GOOD CONDITION, VERY LITTLE USE. Write BOX 706, c/o Billboard Pub. Co., 390 Arcade Bldg., St. Louis 1, Mo.

### FOR SALE



# CUMBERLAND VALLEY SHOWS

"NOTHING OLD BUT THE NAME"

Want for the Largest Centennial that has ever been held in the State of Tennessee—around the Courthouse Square in Pulaski. Over 500,000 people expected for this 150 Year Sesqui-Centennial, week of July 13-18. Space is limited—if you can't sandbag, do not answer. Then the Fulton, Ky., Centennial to follow, July 20-25.

Have openings for legitimate Concessions and Straight Sales. What have you? No P.C., alibis, flats or gypsies wanted.

Want a few more family-type Shows that do not conflict.

Have openings for major Rides such as Rockoplane, Paratrooper, Hurricane, Jumping Juniper. No other Rides wanted.

Can use A-1 Dark Ride Foreman and Ride Men needed to double shift. Griddle Men and Counter Men needed—no tear down. (Floaters, suitcase toters and drunks, stay where you are.) All replies:

LAVOY WINTON, Shelbyville, Tenn., this week

## GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS FOR

JULY 15-17

Hudson, Mich.,  
Grange Fair

Can place some Direct Sales  
and Hanky Panks.

JULY 15-19

Carleton, Mich.

Place some Direct Sales and  
all kinds Hanky Panks.

JULY 17-25

Lorain, Ohio,  
Sesqui-Centennial

Can place Direct Sales and  
Hanky Panks.

JULY 19-25

Logansport, Ind.,  
Cass County Fair

Can place Direct Sales and  
Hanky Panks.

JULY 21-25

Madison, Ind.  
Jefferson County 4-H Fair

Can place Direct Sales and  
Hanky Panks.

JULY 22-25

New Bremen, Ohio  
Annual Homecoming  
Celebration

Can place Direct Sales and  
Hanky Panks.

JULY 22-26

Gibsonburg, Ohio  
Annual Homecoming  
Celebration

Can place Hanky Panks of  
all kinds.

JULY 28-AUG. 1

Franklin, Ind.  
Johnson County Fair

Can place Scales, High-  
Striker and Hanky Panks.

JULY 28-AUG. 1

Winchester, Ky.  
Clark County Fair

Place Direct Sales and  
Hanky Panks.

WRITE AT ONCE

1300 NORTON AVE.

GOODING AMUSEMENT CO.

R. G. CASHNER, CONC. MGR.

WRITE AT ONCE

COLUMBUS 8, OHIO

## BLUE GRASS SHOWS

Can place for Converse, Ind., Free Fair, week July 13, followed by Spencer County Fair, Rockport, Ind., week of July 20, then the Great Champaign County Fair, Urbana, Ill., week July 27, and a continuous route of bona fide Fairs until Armistice Week in Florida.

### CONCESSIONS

Prize-Every-Time Games of all kinds, Alibi Stores if you have Hanky Panks to go with same, Bird and Lamp Pitches, Photos, Ball Games, Coke Ring, Age and Scales, Basketball, Short Range, Name-On-Hats, Derby, Cork Gallery, Lemonade Shakeup, etc.

RIDES: WILL BOOK ROUND-UP AND PARATROOPER COMMENCING AT URBANA, ILL., WEEK OF JULY 27. LIBERAL PERCENTAGE.

### HELP

Want Foreman and Second Man for Wheel.

All wires:

C. C. GROSCURTH, GEN. MGR., BLUE GRASS SHOWS, Waukegan, Ill., all this week.

## BEAM'S ATTRACTIONS

The show that gets the people every week

COMMUNITY CELEBRATION, NANTY-GLO, PA.,

next week

Raising money to build Medical Clinic. All civic organizations participating. Four Parades and Fireworks.

LIONS' CLUB FAIR, FROSTBURG, MD., July 20-25

A proven event getting bigger every year.

McCOLLE, MD., FIREMEN'S FAIR, July 27-Aug. 1

CONCESSIONS: Book all type Concessions that give out stock.

MECHANIC: Want reliable Mechanic with tools for balance of season. Top wages.

SHOWS: Place Animal or any type Grind Show.

WANT OPERATOR for Snow Cone & French Fries.

Concession Agents can be placed.

HAVE OPENING FOR GIRL REVUE, WITH OR WITHOUT OWN EQUIPMENT.

Address all communications to BEAM'S ATTRACTIONS, KNOX, PA., this week.

## CENTRAL STATES SHOWS

Grand Island, Neb., July 6-11. 16 Fairs and Celebrations to follow. Linn, Kan., next week.

Want Foreman on Wheel. Second Man on other rides. Can place a few more Hanky Panks, Novelties, Photos, etc. Want Agents for Bear Pitch, Cigarette Block, Rat Game and Glass Pitch. Good proposition for any Grind Show with own equipment. All replies:

W. W. MOSER, Mgr.

## UNDERGROUND BOATRIDE

THRU NATURAL CAVERNS  
FOR SALE, LEASE OR TRADE

On 3 main highways in Central Florida. A top opportunity for a Live Promoter. Rt. 2, Box 182E Ocala, Fla.

## CANDY MAN WANTED FOR JIG SHOW

Bloomsburg, Pa. Danbury, Conn.  
Rhinebeck, N. Y. Oswego, N. Y.  
Watertown, N. Y. Schaghticoke, N. Y.  
Middletown, N. Y. Allentown, Pa.  
Others too numerous to list.  
Allen Toppel, get in touch with Al Hamid. Bill Harrington, get in touch with Bob Martin. Good opportunity for right Man. Sellinsgrove, Pa., 6-18; Oswego, N. Y., follows.  
BILL MARTIN, Reithoffer Shows

## Thank You

ROBT. (Bob) NEGUS

Bingo

Coleman Bros. Shows  
for your new BEL-AIRE MOBILE  
HOME purchase.

"Save Money With Johnny"

JOHNNY CANOLE

Phones: WI 3-0003 or WI 4-9347  
Altoona, Pa.

## WILL BOOK

Hanky Panks of all kinds. Alibi Stores. Shows of all kinds. Rides not conflicting for week of July 20-25, Manassas, Va. Privilege for Hanky Panks, \$26.50. Out all winter.

RICKY MALFER

Manassas, Va.

## WANT

Age and Scale Operator. Top location on boardwalk. Percentage deal. Complete stand. Plenty of stock. Address:

TURNER SCOTT

120 North Grandview Ave.  
Daytona Beach, Fla.  
Phone: Clinton 2-0934

## AGENT

Capable of booking Shopping Centers for all winter's work.

Louisiana, Florida or Gulf States. Reply, stating ability, wages, etc. BOX D 103, c/o The Billboard Pub. Co., 2160 Patterson St., Cincinnati 22, Ohio.

## RIDE SUPERINTENDENT

Must know five rides. Sober, dependable Foremen for rides. Must drive and have license. Top pay and bonus. Come into Blue Springs, Mo., July 6 to 11

FIELDING GRAHAM  
HOLIDAY AMUSEMENT CO.

## WANTED

Experienced Agents for Skill Games for prizes. Male or female. 20% commission on gross Ball Games, Darts, etc.

Apply:

ALBERT MILLER  
Ocean View Amusement Park  
Norfolk, Virginia

## Iowa Cele Gives Byers A Big Week

OSCEOLA, Ia. — Byers Bros.' Shows went into its first fair of the season here this week after a good spring run with the rides, shows and concessions all sharing.

Top spot of the early season, according to Owner-Manager Carl Byers, was the Albia (Ia.) Centennial the week of June 22 where the fun zone was set up around the courthouse square.

Scrambler led the list there with the Tilt, Rock-o-Plane, Coaster and Octopus all right behind. The eight-ride Kiddieland scored excellent business.

The addition of several light towers and rides this year made it necessary for Byers to increase his power, and this he did thru the purchase of a new GMC light plant.

A total of 17 fairs will follow the one here, Byers said.

## Club Activities

### National Showmen's Association

NEW YORK — Dues for 1960 are payable July 15. Secretary Ethel Weinberg is back from a two-week vacation at Miami Beach. Recent deaths of members were H. William Jones, George Reinhart and Harry Miller, the last occurring during her absence. Death came on June 20 and funeral services were held June 24 with interment in the NSA plot, Ferncliff Cemetery, Hartsdale, N. Y., with arrangements by Ike Weinberg, chairman of the cemetery committee, and chaplain Louis D. King, who delivered the eulogy.

Rabbi Jacob Goldberg conducted services and those in attendance included Ted Seidel, Harry Weinraub, Joseph Agule, George Regan, Henry Kaufman, Louis Elias, Ike Weinberg, George Bovino, Angelo Peppe, Jack Chiccarelli, Andrew Stryker, Simon Hadgi, John J. P. Tumelty, Louis D. King, Nate Cutler, Moe Abrams, Charles Cingolo, Philip Goldstein, Louis Light, Harry Joretzky, Louis Kaufman, Neal Carr, Murray Spitzer, Leo Nacht, Casmer Koscielny, Jack Eichholz, David Brown and Harry Steiglitz.

During the secretary's absence, mail was handled by Charley Rubenstein, and playing cards by Ike Weinberg. President Al McKee made several visits to the club-rooms.

On the sick list are George D. Hinsley, New York Nursing Home; Harry Horner, Brightwater Nursing Home, Brooklyn; and Joseph Bellinger, King Park (N. Y.) State Hospital. Recent club visitors were Julius Roth, Joe Amico, Irving Berk, D. D. Simmons, Percy Drillick, Leo Nacht, Sam Weisser, Joe Agule, Phil Goldstein, Ted Seidel, Ed Elkins, Charley Reich, Edward Allen, Neal Carr, George Regan, Nate Cutler, Angelo Peppe, Louis Reiben, George Bovino, Morris Glass, Louis Light, George Metchos, Mark Rosen, Al Janpol, Pete Drambour and others.

### Michigan Showmen's Association

Ladies' Auxiliary

DETROIT — President Leona Bennett celebrated her birthday by attending a dinner in her honor at the Elmwood Casino in Windsor, Ont. The management cut and served a large birthday cake. Sister member, Sohpie Tucker, visited with the ladies before the show. The Auxiliary presented Miss Tucker a bouquet of American Beauty roses.

# Deggeller Amusement Co.

Can use family type shows starting

Shelby Co. Fair—Shelbyville, Indiana . . . . . 8/1 thru 8/7

Richland Co. Fair—Mansfield, Ohio . . . . . 8/10 to 8/15

Scioto Co. Fair—Lucasville, Ohio . . . . . 8/18 to 8/22

Marion Co. Fair—Marion, Ohio . . . . . 8/24 to 8/27

Can use 10-in-1 for Shelbyville, Indiana  
Continuous fairs until October 5

All replies to Deggeller Amusement Co. General Delivery, Cuyahoga Falls, Ohio, until July 18, then per route.

# MIDWAY CONFAB

C. C. Leisure, of Gold Medal Shows, underwent surgery June 18 in Richlands Hospital, Tampa, for a ruptured ulcer. . . . Billy Logsdon, who recently left the Lisa Del Mar attractions, bought a Superior house trailer and framed a Single-O show currently doing well on the Drago Shows, with Paul Gordon handling the front.

Lou Leonard, longtime concessionaire, is back in Chicago after several weeks on the West Coast. While there he spent some time at the Portland (Ore.) Centennial and visited in San Francisco and Los Angeles, catching West Coast Shows at Modesto, Calif. He also became acquainted with his new grandson while on the Coast. Will return that way in August to play Vancouver's Pacific National Exhibition.

Col. Bob Sickels, outdoor showman, was recently released from a Panama City, Fla., hospital and is back on the Peppers All States Shows. . . . Tiny W. Hicks visited Royal American at Davenport, Ia., where he chatted with Cliff Karns. Tiny caught Monarch Shows along the line and also worked the recent cele at Rock City, Ill. . . . Harry Gold is confined to B'nai B'rith Home and Hospital, 131 North Tucker, Memphis.

Walter B. Fox, veteran show agent, marked his 74th birthday on June 27 and reports getting over 50 cards from friends. . . . Howard D. Parker, auditor on the Strates organization, became a grandfather recently when his daughter-in-law, Mrs. Dennis D. Parker, gave birth to a daughter, Gwen Sue, in Collegeville, Pa. . . . Mary Stevens, daughter of Harry and Alice Stevens, of the Prell show, recently became the bride of Steve Homan in Charlottesville, Va.

# GOODING WANTS

→ RIDE FOREMEN FOR ←  
**CATERPILLAR, FERRIS WHEEL, MERRY-GO-ROUND**  
**ALSO RIDE HELPERS**  
**TOP SALARY** Must drive semi, good equipment, pleasant working conditions, year-round employment.

At the close of the season we will need 50 employees in our new factory.

Drunks, chasers, floaters, stay away. No collect wires or transportation to join. If you can qualify address  
**GOODING AMUSEMENT CO.**  
1300 Norton Ave. AXminster 4-3717 Columbus 8, Ohio

# WANT WANT WANT

For new date with exceptionally strong potential for this year and the future

Rides and shows or organized carnival including top-grade, new rides like Wild Mouse or other big grossers for early October or late September, five days, in connection with Free Show and Farm Exhibit at the most successful arena operation in the Southeast. Benefiting from experienced handling and full-scale promotional campaign. Reply to

BOX NO. 960  
c/o The Billboard, 188 West Randolph St., Chicago 1, Illinois

# JIMMIE CHANOS SHOWS

Want for Red Key, Ind., American Legion Street Fair, July 16-20

Legitimate Concessions of all kinds, Ball Games, Hoopla, Balloon Darts, Pitch-Till-You-Win or any other legitimate Concessions. Want Popcorn, Candy Apples, Snow Balls after Red Key.

WANT RIDE HELP: Foremen on Flying Scooter and Caterpillar and Second Men on all rides. Must drive semi. No one with ear needed. All replies to  
JIMMIE CHANOS, CANTON, OHIO, THIS WEEK.

# AL BROWN SHOWS

Permanent Address: BOX 547 MADISON, SO. DAK.

WANT WANT WANT

SHOWS: Athletic, Motordrome, 10-in-1, Mechanical or any Show with own equipment. CONCESSIONS: Photos, Basket Ball, Scale and Age, Long Range, Hit & Miss, One Ball, P. C., Six Cats, Picture Frames, Bear Pitch. Will book Grind Store with Hankies. NEED RIDE HELP FOR ALL RIDES.

Contact AL BROWN as per route.  
P.S.: Leroy, contact Shorty Crouch.

# George Clyde Smith Shows

WANT—Ball Games, Six Cats, Swinger, Age & Scale, Jewelry Spindle, Hoopla, High Striker, Fish Pond, Popcorn and Candy Apples, Balloon Darts and Penny Arcade.

WANT—Side Show, Girl Show, Monkey Show and Snake Show.

WANT—Ferris Wheel Foreman, general Ride Help, Truck and Tractor Drivers, also Agents for office Hanky Panks.

All replies: GEORGE CLYDE SMITH SHOWS  
Boswell, Pa., this week; Meyersdale, Pa., next week

# GATTO AMUSEMENTS & REITHOFFER RIDES

WANT FOR THE BIG ONE, HAMMONTON, NEW JERSEY  
OUR LADY OF MT. CARMEL CELEBRATION, JULY 13 TO 18

CONCESSIONS: Fish Ponds, Photos, Shooting Galleries, Balloon Darts, Hanky Panks of all kinds. GAMES WILL POSITIVELY WORK. Want Grab, Custard, French Fries and Floss.

HELP: Ride Foremen for Ferris Wheel, Merry-Go-Round, Chairplane. Also Second Men on all rides. Will book all Grind Shows. Mike Gatto wants Agents for Buckets, Pitch, General Concession Help. FAIRS TO FOLLOW.

ALL REPLIES: ROX GATTO, HAMMONTON, NEW JERSEY.

# A-1 AMUSEMENTS

Can place for Jasper County Fair, Newton, Ill., followed by long route of Fairs and Celebrations.

Can place Bingo, Photos, Short Range, Cigarette Game, Glass Pitch, Bear Pitch, Gum Spindle, Coke Bottle, Milk Bottle, Hoopla, Weight and Age or any Stores working for stock. SHOWS: Can place Mechanical, Snake or 10-in-1. Contact  
JOHN HANSEN, Manager, Antioch, Ill., July 6-12; Newton, Ill., July 13-18.

# PARADA SHOWS

Want for Merchants Street Fair, Mt. Vernon, Mo., July 6-11, six days, on Court House Square; followed by biggest Annual Celebration in Southern Missouri, July 13-18, Cassville, Mo. No hard times here. We play only proven spots.

Want to book Buckets, Swinger, Set-Up Coke, Glass Pitch, Grab, Novelties, Custard, Jewelry, Fish Pond. Open midway, come on. Want Second Men on eight office rides, Truck Drivers, Ticket Sellers, Agents for Alibi and Stock Stores, come on. We will place you. Especially want experienced Scrambler Help. All replies to  
PARADA SHOWS, Mt. Vernon, Mo., this week.

# PAUL H. MILLER

Wants Agents. 16 Fairs. Buckets, Picture Frames, Swingers, Girls for Bear Pitch, Hanky Panks of all kinds. Pat Troy Hill, Cap, come on.

c/o Gladstone Exposition Shows.  
Palmyra, Ill., now; Wapello next;  
Carthage, Ill., to follow.

# HUTCHENS MODERN MUSEUM

Wants one Attraction, Freak or Working Act, Truck Drivers with license, Ticket Sellers, Woman for Blade Box. Man and Wife preferred. Address:  
c/o Schafer's 20th Century Shows, Iowa City, Iowa, this week; Ft. Madison next.

**BUCKEYE STATE SHOWS**  
Street Fair New Holland, O., July 7-14; Homecoming Mt. Sterling, O., July 18-21. Want Hanky Panks of all kinds and Straight Sales. Want Floss, Apples, Straw and Popcorn. Want Man and Wife for Snow and Floss office-owned joints, also P.C. Agents. Contact  
**BUCKEYE STATE SHOWS' MANAGER**, per route or phone Zanesville, O., Gladstone 2-3252.

# CAN PLACE

ONE SHOW: Animal, Snake, 5 or 10-in-1, Fun House, Glass House or any Show of merit. We have no Side Show. Yours will be the only one. We have 9 Rides, 20 Concessions, Light Towers and a good route.  
Contact:  
**MURPHY'S NORTHERN STATE SHOWS**, per Billboard route.  
No collect calls, please.

# FOR SALE

1958 ALLAN HERSHELL BOAT RIDE  
Perfect condition—\$4,300.  
**WM. BURGARD**  
Sunset Bay Park, Irving, N. Y.

# WANTED IMMEDIATELY

First and Second Men for Octopus and Chair-o-Plane. Top wages, short moves. Drivers not essential. Only sober and reliable Men wanted.  
**BELLANTONI'S RIDES**  
41 Woodbine Ave. Newark 6, N. J.  
ES 3-2161



# IMPERIAL SHOWS

## PLAYING PROVEN FAIRS

HAVE OPENINGS FOR CONCESSIONS: Novelties, Custard, Pitches, Short Range, etc.  
RIDE MEN: Foremen for Wheel and Roll-o-Plane. Second Men on Jenny, Coaster; others who drive. Top pay.

SPARTA, ILL. (FAIR), THIS WEEK; CARROLLTON, ILL. (FAIR), NEXT.  
**BILL GULLETTE, Mgr.**

# WANT

Games of all kinds, Cookhouse or Grab for the following:  
Rising Sun, Indiana, Fair, July 7-11  
Quarker City, Ohio, Homecoming, July 14-18  
Moundsville, W. Va., Fair, July 29-Aug. 1

Also can place Popcorn, Floss and Apples, family-type Bally or Grind Shows of all kinds.

**POWELSON AMUSEMENTS, INC.**  
Box 125 MAin 2-1727 Coshocton, Ohio

# ROUND-UP OWNERS, ATTENTION BYERS BROS.' SHOWS

WANT  
FOR 18 BONA FIDE FAIRS, ROUND-UP IN A-1 CONDITION. WILL BOOK OR BUY

ALL REPLIES: CARL BYERS, MGR., Prairie du Chien, Wis., July 7-12; then per route.

P.S.—Elder and Felskie can use Hanky Pank Agents.

# JOE SCIORTINO WANTS

MAGICIAN—Must be able to pitch.  
MIND ACT—Prefer man and wife.  
TICKET SELLERS—Must drive truck.

GIRLS for Girl Show, experience not necessary. Must be attractive. Both shows are new and will open in Muncie, Ind., July 24. JOE CASPER, contact me immediately.

All answers: Joe Sciortino, 2102 W. Waters Ave., Tampa, Fla.  
Phone: WEBster 4-7472

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



Wanted for . . .

## ORANGE COUNTY FAIR COSTA MESA, CALIF.

JULY 14-19 Inc.

NOW BOOKING SHOWS  
AND CONCESSIONS

★ 6 BIG DAYS—6 BIG NIGHTS

ROY SHEPHERD WANTS Ride Superintendent, Kiddieland Foreman, Electrician, Truck and Ride Mechanics, Tilt, Wheel and Octopus Foremen. Ticket Sellers, Semi Drivers. Also useful Carnival Help in all departments.

Crafts has for sale surplus Rides suitable for Amusement Park or Kiddieland—1 A. H. Looper, 1 A. H. Dipper and 2 A. H. Auto Rides.

WRITE, WIRE OR PHONE CRAFTS 20 BIG SHOWS, INC.

Winter Quarters, 7283 Bellaire Ave.

North Hollywood, Calif.

PHONE: POplar 5-0909 or POplar 5-0320

## GOODING AMUSEMENT CO.

NOW BOOKING CONCESSIONS

★ DUNKIRK, NEW YORK ★

CHAUTAUQUA COUNTY FAIR  
JULY 27-AUGUST 1

Can place all kinds of Hanky Panks and Direct Sales. Will sell Ex on Snow. Can place Pottery Pitches, Novelties and Corn-Apples-Taffy.

GOODING AMUSEMENT CO.

R. G. CASHNER, Conc. Mgr.

1300 NORTON AVE.

COLUMBUS 8, OHIO

## BEE'S OLD RELIABLE SHOWS, INC.

Wants for the following Fairs: Scottsville, Ky., July 13-18; Glasgow, Ky., July 20-25; Columbia, Ky., July 27-August 1, with solid string of Fairs ending in November in Florida.

CONCESSIONS: Ice Cream, Custard, Long Range, Bird Pitches, Scales, Basket Ball, Block Pitches, Milk Bottles, Ball Games, High Striker and all Hanky Panks. Tex Roberts wants Count Store Agents. Can place good Hanky Pank Agents.

RIDE HELP: Need Foremen for Wheel and Tilt. Second Men on all Rides.

SHOWS: Girl, Snake, Monkey, Fun House, Glass House, Mechanical and all Shows not conflicting. All replies:

DAVID J. HULS, LAWRENCEBURG, KY.

## BRISTOL FAIR, BRISTOL, CONN.

Muzzy Field, August 7, 8 and 9

TV Star Steve McQueen of "Wanted Dead or Alive" appearing in person for 2 days.

Want Concessions of all kinds. Grab, all types of Games, Hanky Panks only. Want Bingo, Candy, Italian Candy, Age and Scale, Novelties.

Contact BRISTOL FAIR, 34 Church St., Bristol, Conn.  
Phone LUdow 2-6346

P. S.—Can use Animal Shows here.

## A GOLDEN OPPORTUNITY

FOR SALE—A 14-Ride Midwestern Show complete, booked solid with a profitable route. All equipment is late models, including trucks. This is a good deal for an honest, reliable man, as you can buy this with a reasonable down payment. I have made mine over this route and am at the age I want to quit. If you mean business WRITE

BOX 511, c/o Billboard Pub. Co., 390 Arcade Bldg., St. Louis 1, Missouri.

## WANTED

EXPANDING FOR OUR BIG FAIRS

Side Show, must be first class; Snake Show, Geek Show or any Grind Show. Candy Man for Jig Show. Good proposition for Bloomsburg, Pa.; Rhinebeck, N. Y.; Schaghticoke, N. Y.; Middletown, N. Y., and Owego, N. Y.; Troy Hills, N. J., and many more too numerous to list. Girls wanted for two Girl Shows. Transportation and wardrobe furnished. Best of treatment and pay every night. Contact:

AL HAMID, c/o REITHOFFER SHOWS  
SELINGROVE, PA., JULY 6-18; THEN OWEGO, N. Y., JULY 20-26.

## MOTOR STATE SHOWS

FLINT, MICH., JULY 8-12—ANNUAL FIREMEN'S CELEBRATION; BRADNER, OHIO, ANNUAL STREET CELEBRATION, JULY 14-18; PAULDING, OHIO, Court House Square, July 21-25, and continuous route of all Celebrations and Fairs.

CAN PLACE HANKY PANKS, Short Range, Novelties, Ice, etc. HELP: Foremen for Tilt and Rock-o-Plane. Ed Simms, come on. FOR SALE: Pony Ride, 30-ft. Trailer-Tractor, etc. Complete \$2,800.00. All replies to

JOE FREDERICK. No phone calls. Address: Mt. Morris, Michigan, to July 13.

## D. S. DUDLEY SHOWS

Need Agents for Coke Ring, Balloon Darts, Ball Games, Mug Joint, Add-Up Darts, Basket, Hoopla, Short Range. Will book any nonconflicting Hanky Panks, Novelties, Scales, Age, Hats, Cookhouse or Grab. D. R. Thompson needs Ticket Agent and Talkers for Big Snake and Gorilla Shows.

Need Second Men for 12 Rides. Must drive semis. No cars. Want Ferris Wheel Foreman. Leonard Garcia, everything OK. Come at once or phone collect. Will wire bus ticket. Contact D. S. DUDLEY  
Las Animas, Colo., July 6-11; then Walsenburg, Colo.

## BUCK WILLMAN

Wants Nall Agents for the North Vernon, Ind., Fair, July 5-11; then fairs until November. Take your best shot. Replies to

North Vernon, Ind.

## FOR SALE

One 40-ft. Allan Herschell Merry-Go-Round with organ, one Allan Herschell 10-car Auto Ride, one Allan Herschell G-12 Train with transportation, one Mangels 8-car Rotowhip, one Wurlitzer 125 Band Organ. Transportation for all if desired.

RICKY MALFER  
c/o Manassas Shopping Center  
Manassas, Va., until July 18

## BINGO OWNERS ATTENTION

WANT TO TRADE? Have Salt Water Taffy Concession, truck mounted, all A-1 condition, all modern, now working. Cost \$7,000.00. Want Bingo, Truck and Trailer complete. Write, wire, visit BYERS BROS. SHOWS, Prairie du Chien, Wis., July 7-12.  
CHARLIE ELDER

## WANT

Concessions for Wisconsin spots. FOR SALE Super Roll-o-Plane, converted Cat, \$3,500.00 each. Popcorn Machine, Light Plant, Transformer.

## TIP TOP SHOWS

Oshkosh, July 7-13; Waukesha Centennial, July 13-19; Sturgeon Bay, July 21-26; all Wisconsin.

## CARNIVAL WANTED

Nauvoo Grape Festival, Nauvoo, Ill., State Park, September 5-6. Crowd of 50,000.

## EMIL O. BAXTER

Phone 76

## SKERBECK SHOWS

ALL FAIRS AND CELEBRATIONS TO FOLLOW

Want complete legitimate Concessions of all kinds. Grind Shows, Walk-Thrus, Animal, Bin-1, 10-in-1, etc. Reliable Ride Help a. all times. Contact  
EUGENE SKERBECK, as per route.

## MARVEL SHOWS

Want Photos, Hi-Striker, Cork, Coke Bottle, Bear Pitch, Glass Pitch, also Ride Help who drive. Have for sale or trade Eyerly Fly-o-Plane loaded on a Fruehauf Trailer with Tractor.

## EDWARD MERRIMAN

St. David, Ill., July 9 thru 12.

## JACK WILSON

Wants

2 BINGO CALLERS FOR PEORIA, ILL., ALSO COUNTER HELP. Be on lot Sunday or Monday, July 12 or 13.

Address:  
c/o DON FRANKLIN SHOWS  
Peoria, Ill., July 13-18

## FOR SALE

## 25 SEARCHLIGHT GENERATORS

\$400.00 Each  
Located in New York, Ohio, Missouri and Michigan. Searchlight Carbon available at \$4.50 per can.

PUBLICITY SEARCHLIGHT CO.  
38 West 53rd Street, New York 19, N. Y.  
JU 2-8860

## WANT FOREMEN

For new Tilt and Rock-o-Plane, also Second Men who drive. Must be sober, keep clean and be dependable. Top wages, bonus, long season. Come to Flint, Mich., this week. Beecher District, Howard Rayburn and Ed Simms, come on.

MOTOR STATE SHOWS

## Krekos Racks Up Spring \$\$

• Continued from page 48

Up, Jack Wolfbarger, foreman; Slim Peterson, assistant.

Ivan Shreer and Bill Johnson are assistants to Rodin. Ticket sellers are Marie Baker, Peggy Devers, Betty Lawler, Ann Auker, Helen Delbert, Violet Burton, Rosie Young, Ula Williams, Dorothy Kruger and Norman Reed.

Palace of Wonders show has Ira Miller and Ray Johnson; Strange Cargo, Leonard Gevas; Funhouse, William (Heavy) Snelson, assisted by Sonny Munshower, and Out-of-This-World Illusions, Sol Grant, manager; Harry Lewis, first assistant, and Manuel (Porgie) Silva, inside lecturer.

Concessions include popcorn (2), Jesse Gomez, manager; Barbara and Ivy Gomez. Ed (Shorty) Bennett, Bruce Rodin, Fran Wayne and Pat Francis. Dog-on-a-stick, Marge Latiker, Richard Latiker; novelties, Freedman Novelties, Dutch Garland, agent; Cecchini & Levaggi concessions—Morie Schiller, manager; Freddie Bain, glass pitch; Harold and Sue Johnson, spot-pitch; Jim Powell, ball games; Gladys Mattick, Japanese add-a-ball; Bob Mattick, ad pans; Joe Rasmussen, shuffleboard, and Sam Riley, toy pitch. Harry Martin concessions, managed by Leo (Frenchy) Le Doux, include Jake

Fisher, toy wheel; Lillian and Leo Dill, pan game; Hank Craig, balloons; Dean LeDoux and Morris Blumberg, assisted by Walter Freeman, cat ball games; Tom LeFort, big apple and assistant to LeDoux; Julie LeDoux, fish pond, and Lloyd Stone assisted by Frank Rossi, bear wheel.

Bubble bouncer, Dick Havins, Kenny Burke and Ray Anderson; Jewelry grab and engraving, Dikki Sue Havins; Ray Raney concessions include basket pitch, balloon darts, cork gallery, punk rack and slum spindle. Coke pitch, Sam, Etta and Michele Lasky; short range, Harry Baker with James B. Feeney, agent; ducks and goldfish, Milt Arnold and Joe Brady; derby races, Curt and Gerry Larson; string game, Buddy Wald; watch-la, ball spot and pin alleys, Phil Silvers, owner; Enoch Smith and Skip Clinton, agents.

Unit's route includes Yuba-Sutter Fair, Napa District Fair, Sonoma County Fair, Placer County Fair, San Luis Obispo County Fair, Monterey County Fair, Kern County Fair, Santa Clara County Fair and the California State Fair & Exposition, Sacramento, where it will be joined by Foley & Burk Combined Shows and Crafts 20 Big Shows to play the midway for the third consecutive year.

## BAKER'S UNITED SHOWS

Want for the following fairs: Tri-County Fair, Jasonville, Ind., July 13-18; 4-H Fair, Clinton, Ind., July 20-25; Ripley County Fair, Osgood, Ind., July 27-Aug. 1; Old Settlers' Reunion, Delphi, Ind. (on streets), Aug. 5-8; Wabash County 4-H Fair, Wabash, Ind., Aug. 10-15; Benton County Fair, Boswell, Ind., Aug. 17-21; Lawrence County Fair, Bridgeport, Ill., Aug. 23-28; Labor Day Celebration, Palestine, Ill., Sept. 5, 6 and 7.

CONCESSIONS: Can place clean, legitimate Concessions that work for stock. (No flats.)

RIDE HELP: Kid Ride Foreman, Second Men on all Rides. Must drive semis and have license.

SHOWS: Funhouse, Snake, Monkey or 10-in-1. Want Girl Show to join at Jasonville.

All replies to ERNIE ALLEN, Oakland City, Ind. (Fairgrounds), this week; then as per route.

## GLADES AMUSEMENT CO.

White Stone, Va., July 13-18; Hopewell, Va., July 20-25;

Montross, Va., July 27-August 1.

Will book all Hanky Panks that work for stock, Balloon Darts, Fish Pond, Jewelry, Novelties, Long Range, Glass & Bear Pitches, etc. Want Man to take charge of Kid Ride and Ride Help who drive semis.

Contact JERRY SADDLEMIRE, Schuyler, Va., this week.

P. S.—Paul Miller, wire me where and when I can call you.

## SMILEY'S AMUSEMENTS

Want for Charleroi, Pa., Firemen's Celebration, July 13-18; followed by Avonmore, Pa., Firemen's Celebration, July 20-25.

CONCESSIONS: Photos, Derby, Pitch-Till-You-Win, Duck Pond, Short Range, 1-Ball, Bear Pitch, Slum Bumper and any other Concessions that work for stock.

SHOWS: Can use Funhouse, Snake Show and all other family-type Shows.

RIDE HELP: Can use Ride Help who drive.

All wires and calls Arnold, Pa., July 6-11.

P.S.: Will book Coaster or Tilt or will buy for cash.

## LOOK—KANSAS CITY, KAN., AUG. 1-8—LOOK

Downtown, Streets, 100th Birthday Celebration, 1,000,000 population. Parades, Kid Days, etc. All Fairs and Celebrations including Eastern New Mexico State Fair, Roswell; Lovington, N. M.; Pecos and Levelland, Tex., and 2 a week through Kansas and Nebraska now.

Exclusive on Novelties open for Kansas City and Roswell. Want all types Major and Kid Rides. Place Shows of all kinds. Want Concessions of all kinds (only 6 on Show now). Can place Concession Agents. Also Ride Help, especially Merry-Go-Round Foreman, at once. Those joining now given preference at big spots. Playing Attica, Kans., Celebration this week, with all Celebrations and Fairs to follow. Contact: E. J. McDANIEL, c/o Hotel, Attica, Kans., or home office 205 No. Monroe, Kansas City, Mo. Phone: CHestnut 1-2088.  
WONDERLAND EXPOSITION SHOWS

## ART B. THOMAS SHOWS

Want good Ride Men. Top salaries and good treatment. Have opening for 3 good Foremen. Especially want Ferris Wheel Man.

Can place useful Concession Help in all departments.

All contact: BERNARD THOMAS, MGR. Portage La Prairie, Manitoba, Canada, July 6, 7 and 8; Carmen, Manitoba, July 9, 10 and 11.

## ROGER YOUNG WANTS

Agents for Picture Frame, Buckets, Long Range Buckets, also Block Store Agents, California 6-Cats. Must be capable and reliable. Also need Gunners.

Call, wire or come on: c/o WM. T. COLLINS Shows

Crookston, Minn., this week; then the big one, Fargo, N. Dak., Feb. Sandy Watkins, Moe, Richie and Junior, call.

**BILL HAMES SHOWS**

Want General Help on all Rides. Place Shows not conflicting.

Want Free Act starting Sept. 12 for 5 Fairs.

Address: Abilene, Tex., July 6-11; Taylor, Tex., 13-18; Leonard, Tex., 20-25.

**WANTED**

Merry-Go-Round Foreman, \$70 per week; Ferris Wheel Foreman, \$75 per week; Tilt-A-Whirl Foreman, \$75 per week; Octopus Foreman, \$75 per week; Second Man for Tilt, \$55 per week.

All must be able to drive semis and must stay sober. Also want Hanky Panks for a good route Celebrations and Fairs.

**SAM MENCHIN**

LAKE SHORE AMUSEMENTS  
11 W. Division, Chicago, Ill.  
Whitehall 4-4360 Haymarket 1-2711

**FOR SALE**

Trailer mounted Auto Ride, has tandem wheels with electric brakes, with winch to raise and lower sides which make up 24-foot diameter platform, combination of racers and all plastic cars, beautiful well-lighted scenery, practically new blue top. Price, \$2,200 cash.  
Allan Ferschell 10-car Auto Ride, platforms and scenery in like new condition, steel recently painted. Ride has green flameproof top in good condition. Truck is racked to haul ride. Ride and Truck, \$1,500 cash. 18-ft. steel Diving Tank, 6 ft. high, in good condition, reasonable. Both rides ready to go, can be seen at Thompson Bros. Winter Quarters, Altoona, Pa. Phone: Windsor 4-8002 or Windsor 3-7000.

**BLUE WATER FESTIVAL**

July 20 thru July 26

Want Hanky Panks of all kinds, Direct Sales, Pitchmen, Auction, etc. Corn, Apples, Floss, Snow sold.

Write or Wire

**F. B. WALTERS**

1419 Harker St., Post Huron, Michigan  
Phone: YUKON 24391. NO COLLECTS.

**DAVIDSON UNITED SHOWS**

All Celebrations and Fairs.

WANT CONCESSIONS: Grab Joint, Long and Short Range Galleries or any Hanky Panks not conflicting. SHOWS with own equipment. Have good Girl Show spots. HELP for Six Cats and Buckets. Will give head to good man, also Up and Down Help. Tipton, Iowa, July 5-6; Ryan, Iowa, 8-9; Deep River, Iowa, 10-11; then as per route.

All answers to B. DAVIDSON, Mgr., or ROBERT VOCT, Concessions Manager.

**WANTED**

**RAZZLE PLAYER**

with Club or Road Side experience.

Call Cairo, Ill., 877 after 9:00 P.M.

**GEORGE (CHUDDY) SIEGEL**

**FOR SALE**

**Octopus & Roll-o-Plane**

Complete, ready to operate, just painted. Good Price for Cash.

Can be seen by appointment only.  
**R & B KIDDELAND, INC.**  
8809 Fayette Street, Philadelphia 80, Pa., or Phone CH 7-9190

**OCTOPUS FOREMAN WANTED**

Also Second Men on other Rides. Must drive. Good pay and treatment. Join Sparta, Ill., Fair this week! Carrollton, Ill., follows.

**IMPERIAL SHOWS**

**CARNIVAL WANTED**

For Florence, Kans., Annual Labor Day Celebration, Sept. 7. Contact

**BILL FERGUSON**

Chamber of Commerce, Florence, Kans.

**REGINA DOWNPOUR BELTS GAYLAND**

Plays Virtual Six-Day Blank; Season's Biz Runs Ahead of 1958

REGINA, Sask.—Hard hit by weather, the Gayland Shows racked up a clinker on its Regina debut, a six-day date under Canadian Legion auspices.

Unit got off to a slow start Monday (22), ran into some rain, had one fair night and then was washed out. A Friday downpour that totaled two inches gave the show a blank and continued rain Saturday forced the outfit to pack up.

Heavy wind with the Friday rain did some damage to back end tops, but fast work by employees held the loss down.

Money taken in for the week was far short of what was paid out for provincial and city licenses, lot rental and other expenses, it was learned.

Altho Regina was a zero, the season to date has been a winner, according to Co-Owners J. A. (Jim) Greenway and E. (Tiny) Nicholls.

Stop here was backed by the Legion when J. P. Sullivan's World's Finest Shows dropped its Western Canadian route after several years.

**Circus Plays**

Shows were set up in the "machinery row" end of the fairgrounds. Gil G. Gray Shrine circus played in front of the grandstand on the last two days and drew a meager turnout, too.

Moving on 28 trucks and carrying 14 house trailers, Gayland showed in Regina with 35 concessions, 3 shows and 10 rides. Personnel numbers about 150.

Staffers include Evold Hursted, concession manager; Mrs. J. A. Greenway, secretary; Lyle McIvor, ride mechanic; Ernie Shura, electrician; Earl Greenway, truck mechanic; Tommy Brown, cook-house and Steve Hryniuk, grabs.

Eight-year-old Linda Greenway was scheduled to join July 1 as agent for The Billboard.

Shows: Athletic, managed by Darby Melnyk; Girls, Barbara Ann Daley, and Funhouse.

Major rides: Spitfire, Fly-o-Plane, Ferris Wheel, Tilt-a-Whirl, Octopus and Merry-Go-Round. Kid rides: Ogo-pogo, Jeeps, Ponies and Skippy. Ferris Wheel is built

onto a lowboy and can be upped in an hour. Spit and Fly-o-Plane are new this year.

There are two light plants and 12 light towers.

Girl Show has been the top moneymaker. Tilt-a-Whirl has been heading the rides, with the Fly-o-Plane second.

**Unit Wins**

Greenway and Nicholls also operate a second unit under the Midwest Shows banner, playing fairs, rodeos and some Shrine-sponsored spots in British Columbia and Alberta.

The unit, managed by Hugh Davis, with Roy Cooper as concession manager, moves on 14 trucks and offers 7 rides, 2 Side Shows and 21 concessions.

Spring season for the second unit has been a successful one, Nicholls reports.

Gayland got under way April 16 with a good three-day stand in Kelowna, B. C., and will work until October 3.

Seventeen dates had been played before Regina, many of them repeats, and business was the best ever despite cold weather and some rain, Nicholls reported. Nearly every spot was ahead of last year, he said. Tour will include at least eight rodeos and eight fairs.

Until mid-June a swaypole free act was featured, but the performer, Silva, left because of illness in the family.

Season has been a good one from a travel standpoint, according to Nicholls, and only minor truck troubles have been encountered. At least two jumps have been 500-milers and no dates have been missed.

Victoria, B. C., May 4-9, was termed a standout. Exhibition attendance topped 120,000 and mid-way biz was the best in four years.

Shows left Regina for Ponoka and Stettler, in Alberta, and were to backtrack into Humboldt, Sask., and then Dauphin, Neepawa, Russell, Swan River, The Pas and Flin Flon, in Manitoba, before heading west again.

**Still Dates Okay for Penn**

Continued from page 48

Fair secretaries have been invited to visit at fairs and catch the revue being presided over by Texas Johnny Carroll, rock 'n' roller, and Patty Cates, acrobatic ballerina and choreographer. Also in the show are Carroll's Spinners, a four-piece jive combo; two specialty acts and a four-girl dance line. A new front is being constructed for the unit and the top is on order.

In addition to the show being framed, seven light towers are being installed on show wagons. The office will have one and one will stand atop each diesel plant. Tiny Dempsey, builder, is handling the project. Also on order is a new top for Westbrook's Scooter.

**26 Rides Carried**

Current size of the show is 16 major rides, 10 kiddie rides, 9 shows and 40-odd concessions. Four rides are contracted to join for fairs, in addition to the six office-owned rides on location for the summer in two amusement parks.

Tommy Arger continues with the bingo and Mr. Ryan has the food. Harry (Buster) Westbrook has 3 concessions; Harry Westbrook Jr., 2; Charley Allen, 5; Russell Francis, 6; Leonard Lampell, 2; Woody Jones, 2; George

West, 4; Mr. Arden, 3; Jimmy, 1, and W. A. Godley and Miles Dietrich, 5.

The Side Show is on the back end, as are Joe Mooney with two girl shows, Tiny Dempsey with the Lost World, Wild Life and Snake Show; Harry Fink's Wild Girl, Bill Harper's Monkey Speedway and the Funhouse.

Staff includes Lloyd Serfass, manager; Buster Westbrook, business manager; Joe Gilman, secretary, Tiny Dempsey, builder; Miles Dietrich, lot superintendent; Jimmy, ride superintendent and The Billboard; Frank, mechanic, and W. A. Godley, special representative.

Edward K. Johnson is again a great-great-grandfather. He will be making Southern fairs with Cetlin and Wilson Shows this fall. The baby girl was born June 26 in Germantown (Pa.) Hospital to Mrs. Marion Holebrook, second oldest granddaughter of Johnson, and was christened Marion Theresa Holebrook. Marion was the name of his first wife, her daughter, her daughter's daughter, and now to the great-granddaughter. Johnson is an active concessionaire at Lakeview Park, Royersford, Pa.



**MECOSTA COUNTY FAIR**

BIG RAPIDS, MICH.

JULY 14 THRU 18

**CAN PLACE CONCESSIONS OF ALL KINDS**

Ball Games, Water Games, Fish Pond, Pitch-Till-You-Win, Short Range, High Striker, Scales and Age, etc. Also Outright Sales—Novelties, Jewelry, Taffy, Ice Cream, Snow, etc.

**NOW BOOKING**

RIDES—SHOWS—CONCESSIONS OF ALL KINDS FOR THE

**DELAWARE CO. FAIR, MUNCIE, INDIANA**

JULY 23 THRU AUG. 1

All inquiries answered. All replies via Western Union to

**D. WADE, W. G. WADE SHOWS**

Beltline Shopping Center, Muskegon, Mich., all this week.

**GOODING AMUSEMENT CO.**

NOW BOOKING CONCESSIONS

**★ LAWRENCEBURG, IND. ★**

DEARBORN COUNTY FAIR

JULY 20-25

Can place all kinds of Hanky Panks. Will sell Ex on Snow. Can place Pottery Pitches, Novelties & Corn-Apples-Taffy.

**GOODING AMUSEMENT CO.**

R. G. CASHNER, Conc. Mgr.

1300 NORTON AVE.

COLUMBUS 8, OHIO

**WANTED RIDES ONLY**

KIDDIES AND ADULTS

**CENTRAL MISSISSIPPI DAIRY & LIVESTOCK SHOWS**

August 18-22

No admission charge to enter grounds.

Phone or Write

Kosciusko-Attala Chamber of Commerce, Kosciusko, Mississippi

**Wanted--CONCESSIONS--Wanted**

Three big Centennials, Chelsea, Mich., July 13-18; Norwalk, Ohio, July 27-Aug. 1; West Richfield, Ohio, July 27-Aug. 1. Can place Eats, Drinks, Ice Cream, Direct Sales and Novelties.

Contact

**NEAL CARLIN**

Gooding Shows, Marion, Ind., July 6-11.

**W HOLLY BROS.' SHOWS W**

Wheel Foreman to join at once. Lucky, come on. CONCESSIONS: Fish Pond, Cork, Age & Scales, Glass, Basket Ball, etc. POPCORN "X" to party with a good joint. Atlanta, Ga., c/o Western Union.

**RIDE FOREMAN WANTED**

For Merry-Go-Round, Ferris Wheel, Tilt-A-Whirl and Octopus. Good wages and treatment. No drunks. Bill Parker from Georgia, get in touch with James Middleton, care of me. Also want Hanky Pank Agents that drive Good proposition.

**SAM MENCHIN**, Lake Shore Amusements  
Whitehall 4-4360, 11 West Division St., Chicago, Ill.  
Matteson, Ill., this week; Westchester, Ill., next week.

**WANT FOR LAGRANGE, INDIANA**

54TH ANNUAL CORN SCHOOL WEEK, on the Street, SEPT. 29TH-OCT. 3RD

Direct Sales, Games, Pitches, Short and Long Range, Novelties, Striker, Age and Scale, Derby. Reasonable Privileges—Write Immediately. JACK CHORPENNING, HAMILTON, INDIANA



# BEST MERCHANDISE BUYS

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**\$5.90** Set

- EXPANSION BAND
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Same set as above with

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Min order 6 25% cash. bal. C.O.D

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**Cel-Max Extra!**

**LADIES' NEW RHINESTONE WATCH**

A sparkling beauty to dazzle their eyes! Smartly styled case. Priced to sell at tremendous profits! Order a sample, \$8.95 Yellow or white

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Pocket Combs, 39c gr.; Sewing Thimbles, 55c gr.; Razor Blades, \$1.25 for 1,000; Metal Coasters, \$2.16 gr.; Greeting Cards, 1/2¢ each; Plastic Charms, \$1.75 M; Boys' Ties, 3¢ each; Men's Ties, 10¢ each; Cigar Holders, \$4.50 gr.; Cigarette Holders, \$1.75 gr.; Lge. Plastic Whistles, \$1.44 gr.; Dolls, \$10.50 gr.; Brooch Pins, 2¢ each; Tooth Brushes, 2¢ each; Necklaces, 5¢ each; Sunglasses, 4¢ pair; Large Needle Books, 2¢ each; Cigarette Lighters, \$3.50 dz.; 7" Combs, \$1.80 gr.; Ladies' Combs, \$5.50 dz.; Earrings, \$9 gr. pr. 6,000 other items, low prices. Minimum orders, \$50. **PAUL COHEN CO., INC.**, 881 Broadway, New York 3, N. Y.

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- Large WESTERN-STYLE, 33"x12 1/2" \$42.00 doz.
- Popular ROCK & ROLL-STYLE, 30"x11" \$36.00 doz.
- NEW Special Texan Slightly Larger \$39.00 doz.
- Flashy TENOR GUITAR \$24.00 doz.
- BABY Guitars (Ukes) 19" size \$12.00 doz.

FRAME YOUR SPECIAL GUITAR JOINT NOW.

3 Sample Guitars, postpaid... \$10.00  
Samples all five... 15.00  
One Dozen Assf. Guitars... 36.00

25% deposit or cash with order

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Also Full Variety of Slum Items, Such as Costume Jewelry, Etc., and

CHROME TYPE CIGARETTE LIGHTER. \$2.75 Dz.  
BOXED LEATHER WALLETS ..... 4.00 Dz.  
RETRACTABLE BALL-POINT PENS... 5.00 Gr.

HUNDRED OF OTHER ITEMS.

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**15¢** each in 1,000 lots  
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Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

**SMOKING BEAR**



Battery-operated plush bear blows real smoke and jingles bell as he shines his shoes. Pipe bowl lights up. Bear is fancily dressed. The first shipments are now arriving. Ace Toy Manufacturing Company, 536 Broadway, New York.

**YARD LIGHT**



Light is suitable for back yards, boat docks, patio or driveways. The basket revolves at 12 revolutions per minute, flooding the area with beautiful colors. Light is 14 inches tall, 12 inches wide and finished in durable satin black bonderized enamel with brass trim. M. R. Levy, 316 Melwood Avenue, Pittsburgh.

**TABLE COVER CLIPS**



Lifetime stainless steel table cover clips clamp fluttery table cloths down neatly during outdoor eating, keeps table settings neat. Comes in two sizes: Big size for tables one-half to one and one-eighth inches thick and super size for tables one and one-half to two and one-eighth inches thick. Gift boxed. Retail, \$1 for two pieces. Ace Products Company, Chalfont, Bucks County, Pa.

**ANGEL FISH**



Decorative angel fish wall plaques of arabesque wood, a parallel of the finest wood molded to give the effect of hand carving. These denizens of the deep are 12 inches wide by 12 inches square, finished in metal gold. Retail, \$11.95 pair. Burwood Products Company, Traverse City, Mich.

**LINCOLN POST CARD**

"Life of Lincoln" post card features various parts of his life forming a likeness. Details include Confederate and Union flags, eagle, U. S. seal, map, birthday, birthplace. General Lee, General Meade and Ole Kentucky Home. The word "Gettysburg" forms the ears and beard. Retail, three and one-half by five and one-half inches. 25 cents; six by nine inches, 50 cents. Tate's Vending Service, P. O. Box 191, Gettysburg, Pa.

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New baby bottle storage rack holds up to 10 wide-mouthed baby bottles and has shelf for caps and nipples. Hangs conveniently on wall. Welded, steel wire construction measures 12 1/2 by 9 by 5 1/2 inches over-all. Retail, chrome plate, \$2.69; white plastic coating, \$2.98. Pattie's Gift Shop, 217 Jones Street, New Bern, N. C.

**SUNGLASSES WITH GENUINE POLAROID LENSES FROM GOV'T SURPLUS**



Men's Hinged wire frame sunglasses, ea. in case \$5.50 per dz.  
Ladies' Hinged fancy frame sunglasses, ea. in case. 5.50 per dz.

**SAMPLE \$1 each**

TERRIFIC SELLER—BIG PROFIT MAKER  
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Genuine Watch Movements made into attractive gold plated Cuff Links. One set FREE with every order of \$49.00 or more.

**BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES**

LIKE NEW!

**FAMOUS MAKE WATCHES**

Choice Lot—6 for Complete with expansion band. Rebuilt and GUARANTEED like new. Choice selection of new styles for men and ladies.

**\$49.00** (Sample \$9.95)

**10 FOR** Men's new style Elgins and Walthams. Expansion bands included. Guaranteed like new.

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25% cash with order—Balance C.O.D.

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182 S. MAIN ST. MEMPHIS, TENN.

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Decorative angel fish wall plaques of arabesque wood, a parallel of the finest wood molded to give the effect of hand carving. These denizens of the deep are 12 inches wide by 12 inches square, finished in metal gold. Retail, \$11.95 pair. Burwood Products Company, Traverse City, Mich.

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Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

**LOWEST PRICES ANYWHERE**

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25% Dep., Bal. C.O.D., F.O.B. Chl.  
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OPERATED & MANAGED BY JIM & NAT COOK. OUR ONLY LOCATION.

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July 13 Issue

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Recording Companies, Publishers, send for Free Sheet Music. New. All possible hit songs.

1930 E. Roosevelt Phoenix, Ariz.

**NEW! GIANT PROFESSIONAL GAG FILE.**  
Over 1,000 hilarious ad lbs. Only \$1. List free! Edmund Orrin, 1819-B Golden Gate, San Francisco 15, Calif.

**SEND FOR FREE PRICE LIST NEWEST**  
Comedy Material, or send \$10 and get \$50 worth of Gags, Sketches, Monologs, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W. 45 St., New York, N. Y.

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**DECALCOMANIA TRANSFERS NOW OFFERED** in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesman wanted, also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts. ch-mp

Did This Ad **ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED**

A sure way to attract more attention and secure greater results.

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Rule border permitted when using two inches or more.

**EARRINGS—ASSORTED STONE AND TAILORED**, \$6 per gross plus postage. Billboards, plastic alligator or lizard, \$10.80 per gross plus postage. C.O.D. gross lots. New Eng'nd, 124 Empire St., Providence, R. I.

**JEWELRY CLOSEOUTS**

**NEW 1959 FREE CATALOG NOVELTIES JEWELRY WATCH SETS TOYS**

**NEW ENGLAND JEWELRY BUYERS**  
124 Empire St., Dept. 8 Prov., R. I.

**BE INDEPENDENT START YOUR OWN BUSINESS**... stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key protectors. Samples of either 50¢ with your name, address and Social Security number Catalog free.

**GENERAL PRODUCTS**  
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**FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE**

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

**FAMOUS MFR. CLOSEOUTS**

- Asst. Earrings \$1.75 & \$3.00 Dz.
- Pierced Earrings, Asst. \$1.25 & \$1.75 Dz.
- Charm Bracelets, Asst. \$1.50 & \$2.50 Dz.
- Tie & Cufflinks Sets, Asst. \$3.75 & \$6.00 Dz.
- Cultured Pearl Tie Slides, carded \$2.00 Dz.
- Broken Jewelry, Min. 3 Lbs. \$1.00 Lb.
- Cameo Neck & Earrings, Boxed \$3.00 Dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, balance C.O.D.

**SAMUEL SILVERMAN & CO., INC.**  
1820 Westminster St. Providence, R. I.

**HOSEY—LOW PRICES LADIES', MEN'S, Children's, Ladies' Nylons, \$1 dozen up.** Slightly imperfect. Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosey Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. jy27

**JUMBALOOON—NEW ACTION BUBBLE** toy. Makes 2-3 ft. Jumbaloons sail over housetops like kites. Sample, \$1. Jumbaloon, 4155 Hiawatha, Minneapolis 8, Minn. jy13

**NOTICE**

Jewelry Sets, \$19.95 \$1.60  
Shoe laces, Cro. 1.45  
Hat. Nets Doz. .35  
Safety Pins 6 Doz. .19  
Ladies' Nylons, Finest Doz. 5.00  
Cotton Slips, Finest 1.00  
Nylon Slips, Finest 1.50  
Rayon Panties Doz. 2.35  
Nylon Panties Doz. 3.50  
Child's Panties Doz. 1.35  
Ladies' Half Slips Doz. 3.25  
Zippers, Assorted Doz. .80  
Ladies' Hankies Doz. .50  
Men's Neckchiefs Doz. 1.45  
Stretch Socks Doz. 3.25  
Anklets, Boys & Girls Doz. 1.75  
Bath Sets, 3 Color Doz. 1.00  
Pillow Cases Doz. 3.00  
Cloth, 50 Yards Doz. 8.00  
T-Shirts Doz. 2.95  
Athletic T-shirt Doz. 3.95  
Polo Shirts, Boys-Girls Doz. 2.95  
Razor Blades, Extra Carton 1.00  
Razor Blades Bulk, DE 1.000 2.25  
Tooth Brushes Doz. 1.25  
City Combs Doz. 1.80  
Assorted Combs Doz. 3.80  
Rayon Spreads, Heavy Each 1.90  
Chenille Spreads, 4 Color 3.00  
Aspirin Tablets, Bulk 1.000 1.35  
Everything brand new. Just 10-20-50¢ on retail dollar. Ready to go. Send for \$10-\$20-\$50 or \$100 sample order from this price list. COD's ¼ deposit. Send immediately.

**SIBERT MILLS**  
HIGHWAY #17  
DAVENPORT, FLORIDA

**NEW ELECTRIC BINGO BLOWERS, \$49.50!**  
Free circular describes other games. Laska Mfg. Co., 617 East 11th St., New York 9, New York. jy20

**SELL**

New giant lighted Clock with electric eye controlled lights, at factory price.

**ERNST MFG. CO., INC.**  
Rose City, Mich.

**TERRIFIC PRODUCT! NEW LIQUID SUNSHINE "Paint-On" Household Deodorant** is guaranteed to sell. Only \$2.25 per dozen. \$2 seller. Car owners go wild over it. Rush order, sale guaranteed. Summit Labs, Inc., 208-9 Summit-Cherry Bldg., Toledo 4, Ohio. jy8

**YOUR OWN BUSINESS—SUITS, \$1.50;** Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portnoy Associates, 2109 AF Roosevelt Rd., Chicago 8. ch-mp

**Animals, Birds, Snakes**

**ALWAYS THE FASTEST SERVICE AND** the best of quality on Reptiles, Animals and Snakes Telephone 5411 Snake Farm Laplace La. ee28

**FOR SALE OR LEASE: COMPLETE WILD-** life Show. 30 Cages, one or all. Animals, Birds, Reptiles; all kinds. Thompson Wild Animal Farm, Clewiston, Fla. jy13

**"SPECIAL" THIS WEEK ONLY GIANT DRAGON DENS**

Include one giant and one large Green Iguana, one giant and one large Black Teru Lizard and one giant Brazilian Jacara Lizard Regularly \$90.00; this week only \$60.00.

**REPTILE JUNGLE**  
Phone 322 SLIDELL, LOUISIANA

**MORE BUYERS Will Stop and Read YOUR AD if you use a DISPLAY CLASSIFIED AD RATE ONLY \$14 per inch**

**BLACK BEAR CUBS, MONKEYS, MYNAHS,** Parrots, 100 hardy baby African Turtles, \$22 illustrated price list. Bronson Birds, 149 Fort George New York 40, N. Y. Williams 2-1150. jy13

**PARAKEETS, 85¢; PARAKEET CAGES, 30¢;** set up chrome Cages, 50¢. Thousands shipped daily. Write, wire, phone: Webster 9-4191. Chicago Bird & Cage Co., 422 S. State St., Chicago, Ill. ch-tfn

**"SPECIAL" THIS WEEK ONLY GIANT ANACONDA DENS**

Include one ten-foot, one eight-foot and two six-foot fat, fresh Anacondas. Regularly \$90, this week only \$60.

**REPTILE JUNGLE**  
Phone 322 SLIDELL, LOUISIANA

**Business Opportunities**

**ADULT MERRY GO ROUND, TWO** abreast; Kiddie Ferris Wheel, EM clutch; Kiddie Airplane Ride; complete Amusement Park. Percell. South Williamsport, Pa. Phone: 34010. jy6

**COMPLETE COLORED BEACH FOR LEASE IN 1960**

Owner management 13 years. Food, Bath House, Lockers, Arcade, Dance Hall, Fishing Pier; with or without Rides. Gate and parking optional. Call or write

**R. A. MARKHAM**  
Mark-Haven Beach, Tappahannock, Va. jy20

**FOR SALE COMPLETE WILDLIFE**

All healthy, acclimated animals. A-1 transportation equipped for living quarters. No junk. Five new Snake Banners, Sound Set. Priced to sell. Can remain booked. Reason offering.

**BOX C-506**  
c/o The Billboard Cincinnati 22, Ohio

**MAKE MONEY MAKING NEW GREASE-** less doughnuts in kitchen. Sell stores. Free recipes. Norbert. 3605 South 15th, Minneapolis 7, Minn. np

**MAKE UP TO 1,000% PROFITS IMPORTING** by mail. Get the new Importer's Guide and Directory of foreign manufacturers. Your complete guide and shortcut to big profits importing new products. Order yours today, only \$2 postpaid. Satisfaction guaranteed. Profitable mail order dealerships available. Details free. Samuel Glenn (Publications), Box 567, Jacksonville, N. C. jy27

**MAKE MONEY MAKING NEW GREASE-** less doughnuts in kitchen. Sell stores. Free recipes. Norbert. 3605 South 15th, Minneapolis 7, Minn. np

**MEXICAN JUMPING BEANS—THE MOST** original curiosity in the world. They attract universal attention. Joaquin Hernandez. Exporter. Alamos, Sonora, Mexico. jy20

**MONEY, MONEY, MONEY—I NEED MONEY** to develop oil leases on east side and west side of oil field. Don't wire. Come or write. Grover Ralley, Tomkinsville, Ky. jy6

**WANT—OPERATOR OR PERSONS INTER-** ested in fabulous Las Vegas opportunities. Harry Wilson, 721 Fremont, Suite 11, Las Vegas, Nev. jy6

**WANTED—\$400,000 CASH SECURED BY** real estate, will pay \$75,000 for use of this money from 6 months to 1 year. Write: E. A. Streser, Rt. 3, Box 97, The Dalles, Ore.

**WANTED LADY PARTNER**

for department store, located at Hot Springs National Park, Ark. You need money and hard work, long work planning and love to meet people. It takes money to make money, but do not send any money. Send phone number, reference and mailing address. One person only. What can you invest? Replies

**BOX C-503,**  
c/o The Billboard Cincinnati 22, Ohio

**60" SEARCHLIGHTS AND PARTS, UNUSED** Sperry and G. E. Light and Generators; complete line of Parts Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 1844 Hesperian Blvd., San Lorenzo, Calif. np

**Collectors Items**

**EBONY AFRICAN CARVING, SAMPLE \$4;** three for \$10. Ebony Nude, Ebony Woman, Ebony Beggar, Ebony Head. Catalog alone, 25¢. Drewco, Narberth 1, Pa. jy20

**Costumes, Uniforms, Wardrobes**

**BEAUTIFUL CURTAIN, FLASHY (8X40),** French Golds, \$75. Excellent gold-green (11½x28) like new, \$100. Ten Curtains (8x15) each \$15. Bargains: Orange velvet (7½x28), \$35; big flash Clown Suits, \$10; Clown Wigs (red), \$5; Comedy Tramps, \$10; Orchestra Coats (ivory), \$5; Tuxedo Trousers, \$3. Free lists. Wallace, 2453 N. Halsted, Chicago.

**GIRL SHOW: STRIP, BALLY, CLOWN** Wardrobe. Real Hair Impersonators' Wigs. Free lists. Leroy Carpenter, 4618 Park Ave., Washawken, N. J.

**Food and Drink Concession Supplies**

**ABOUT ALL MAKES OF POPPERS, CARA-** me! Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krudy Korn, 120 S. Halsted, Chicago, Ill. jy13

**For Sale Secondhand Goods**

**FUR SALE—30X60 FIREPROOF TENT,** 1½ new Phone Woodland 5-5815, Rockford, Ill.

**For Sale—Secondhand Show Property**

**ADULT CHAIRPLANE, \$300; 2-TON TRUCK,** \$300 together \$500. 25-foot Horse Trailer, \$600. Jack Knight, 1511 North West Ave., El Dorado, Ark. Un. 3-9055.





# BULK VENDING

JULY 6, 1959

Communications to 188 W. Randolph St., Chicago 1, Ill.

## Route Upgrading Shows Gains

By FRANK SHIRAS

CHICAGO — Route upgrading may well become a major force in bulk vending. That means eliminating slow stops, replacing old machines with new ones, and installing multiple installations where possible.

In a spot check of five major distributors in different parts of the country, operators were reported buying more new machines and fewer used ones the first third of the year than they had the same time last year. That alone could mean that operators were simply

adding stops to their routes and buying new machines for them.

But during the same period they bought less merchandise for machines than they had the same time in 1958. Had the new machines they purchased been slated for new stops, certainly these operators would have bought more merchandise as well.

### Fewer Machines

It looks as tho some operators were trying to run their routes with fewer machines on location. This would account for the smaller purchases of fills. The new machines

they purchased would likely be put in place of old ones in the better locations. Some of them would go into multiple installations. All but one distributor found that operators were buying more stands too.

In other words, there are signs of a retrenchment. The old saying that a good stop is "anywhere that there is traffic," is not always true. When the location is too far afield, servicing costs become more and more important. In some cases, operators seem to be finding out that it is better business to drop the stop and save servicing costs.

### Temporary Phase

The distributors' sales picture for the first third of the year is best looked at as a temporary phase. In the long run, it would hardly pay an operator to buy more new machines but less merchandise. His purpose is, of course, to sell more. To do that, he must buy more. Experimentation among smaller operators with multiple vending is probably one reason why operators cut over-all purchases of merchandise.

The five distributors' report applies mostly to smaller operators, who are the distributors' prime customers. Multiple vending has the greatest risk for smaller operators, because as a group they have locations with the least traffic. A battery installation can't simply rely on heavy traffic; it has to stimulate sales. Experimentation is the only way to determine whether extra

(Continued on page 59)

## Use 6 Venders in Stop With \$1 Million Gross

KANSAS CITY, Mo. — Put a battery of at least six machines in a store grossing \$1 million a year, Bernie Bitterman, local distributor, advises operators. Experience with routes run by his son, Alan Bitterman, has shown that this rule gives best initial results. Afterwards, adjustments may be made in the number of machines.

It is also important to have these machines in a battery installation, he said. Altho exposed to just as many people, machines scattered thruout the store do not give the return of a multiple installation, he has found. Chief reason seems to be that a battery of machines stimulates sales. While a patron may look upon a single vender in a big store as a device to snag sales, a battery of machines tends to command attention on its own.

### Group Merchandise

This is not too surprising. Big stores make a practice of grouping related merchandise. When put on sale, even an innocuous bar of soap is stacked high in some geometric pattern with its kin. The public is used to this kind of merchandising. Its purpose is to get particular products before the public and make shopping simple. Scattering bulk venders thruout a store is apt to assign each an inferior status in big stores that rely on big displays to get attention.

Bitterman reported that multiple vending is moving quickly ahead in his area. More and more, the big stores and chains are opening up to operators, he said. Operators that try to get by on machines that have seen years of use are least successful, he continued. The supermarkets, for example, demand machines that measure up to the quality standards that they impose upon themselves.

### \$1 a Week

Another rule followed by Bitterman is that a machine grossing less than \$1 a week is unprofitable. He continued that operators with rural routes are faring worst in his area. Because of higher costs all around, the days of simply working harder

to compensate for sales lapses are becoming numbered on rural routes, he said. Where metropolitan operators are going into multiple vending more heavily, this solution is largely closed to rural operators. Too many of their locations simply won't support more than one machine.

The pinch of increasing costs has gradually been forcing them off the highways. Overnight lodging, gasoline, and increases in a host of other more hidden factors—such as the rising consumer price index—are making rural vending more and more prohibitive, he said.

## PROFILE OF WEEK

### Skipped Scholarships; Chose to Work Instead



H. B. Hutchinson Jr., Atlanta distributor, is his own worst heckler. Once when asked how he was feeling he blandly replied, "I'm run down, decrepit, tired and nervous." Such tongue-in-cheek overstatement is his way of keeping life's pressures and irritations from actually running him down.

Hutchinson owns one of the largest bulk vending distributing houses in the South. He began in the business back in 1946 with a meager 25 machines. He built his route up gradually before he began distributing bulk vending supplies and he now has a large, modern building to work out of in Atlanta.

He is a past vice-president of National Vendors' Association and currently is serving on the board of directors. He is also a member of National Vending Machine Distributors, Inc. Time and again Hutchinson has found that operators are not fully acquainted with federal taxation as it applies to bulk vending, and he considers the dissemination of this information one of the prime functions of NVA. He also believes that blue-sky promotion is a crippling influence in bulk vending and has joined his local Chamber of Commerce primarily to oppose such promoters. His careful regard for legal language makes him an able repre-

sentative of bulk vending in business organization. He is firm in his opinions, but does not take a position until he has examined a situation in detail.

### Played Tackle

Hutchinson was born 42 years ago in Tifton, Ga. Big for his age, but agile, he played tackle in high school football and made the all-conference team. He was offered scholarships to four colleges, all of which he turned down. He preferred to start working as soon as possible. Nevertheless, he attended Georgia Tech in the evenings after his day job with a designing firm. Three years later he entered the postal service and remained there until World War II, when he entered the Army.

He decided he wanted to fly and filed application for the Aviation Cadet Corps. There's nothing in a name, as the saying goes, but Hutchinson's caused temporary complications to his admission in the Cadets. "H. B." are the only given names Hutchinson has; this is a fairly common practice in the South. Unaware of this, the Aviation Cadets turned down his application on grounds that he hadn't given his full first and middle names. Similiar situations had arisen frequently before that, and Hutchinson stoically signed an affidavit that "H. B." were his legal first and second names. Still, even after he became a cadet, the military persisted in being narrow-minded about a name. "H. B. (initials only) Hutchinson" was the official payroll signature he was required to sign from then on.

### Bomber Pilot

Hutchinson was graduated a bomber pilot. He flew no less than 50 combat missions from England during the war and was awarded the Air Medal and five Oak Leaf clusters. Says Hutchinson of the nerve-rattling experience: "Our

(Continued on page 68)

## FOR SALE

### 15-930 and 950 National CIGARETTE VENDORS

Straight Quarter

Make us an offer

SCIOTO NOVELTY, INC.

1909 8th St.  
Portsmouth, Ohio  
Phone: EL 3-4179



VICTOR'S  
PROVEN  
MONEY-MAKER  
TOPPER  
1c  
BALL GUM  
VENDOR

**\$13.95** EACH

Packed and sold 4 per case.

Write for Lowest Prices on our complete line of

- CHARMS • BALL GUM
- CAPSULES • MACHINES

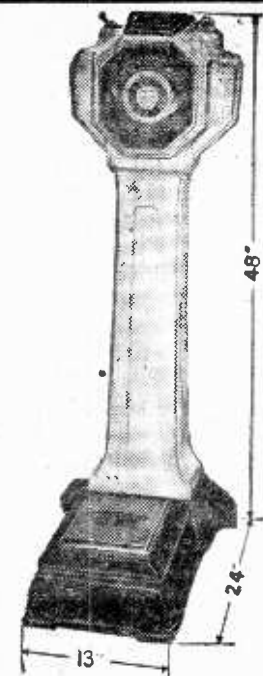
Order Now From Victor's South-eastern Distributor.

H. B. HUTCHINSON, JR.

1784 N. Decatur Road, N.E.

Atlanta 7, Ga.

Phone: DRake 7-4300



**\$25**  
**DOWN**  
Balance \$10 Monthly

ALL WEATHER SCALE  
COMPLETE CABINET AND  
BASE, CAST IRON POR-  
CELAIN ENAMELED. FOR  
OUTSIDE LOCATIONS.

WRITE FOR PRICES.

Invented and Made Only by

**WATLING**

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.

Est. 1889—Telephone: Columbus 1-2772

Cable Address: WATLINGITE, Chicago

All the news of your industry  
every week in The Billboard...



## MIDGET CAPSULES FOR PENNY MACHINES

Midgets with foreign stamps, full decks of cards, sponge animals. \$12.50 per M for 5 M or more or you can fill your own. Empty Midgets come with clear or colored base. \$4.00 per M for 5 M or more.

CHARMS  
Send \$1.00 for complete samples. Over 100 new items.

SURE-LOCK, the perfect capsule. Patent No. 2762417. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.



The  
**PENNY KING**  
Company

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms

Owners of ATLAS MASTER... the proved 1c-5c vendor.

Ask about Our  
ATLAS  
Finance Plan



## New—For Additional Income HARMON AMCO®

### HANDY POCKET COMB VENDOR

Dispenses a Quality Comb for 10c

A typical product by Harmon known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

### SPECIFICATIONS

Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 3 3/4", width 4 1/4", shipping weight 22 lbs.; hump and shackle on top; coin mechanism gives good coin detection, coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet, capacity approximately 200 combs; size of comb, 4 1/4" long, 1 1/4" wide, 7/64" thick.

Prices quoted are net, F.O.B. Brooklyn. Deposit required with order—balance C.O.D.

Immediate Delivery on Machine and Combs. Order Today!  
Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices.

Write for information on other types of vending machines & merchandise

J. SCHOENBACH 715 Lincoln Place, Brooklyn 16, N. Y.

PRICE OF MACHINE 10¢ Operation	
Single	\$25.30
2 and up	20.27

PRICE OF COMBS	
1 to 24 gross	\$3.50
25 to 49 gross	\$2.25
50 to 100 gross	\$1.00

## Eppy Announces Two New Charms

NEW YORK—Two new charm releases were announced by Samuel Eppy & Company, local charm manufacturer, last week.

One, named Birthstone Rings, is a series of four rings in simulated ruby, sapphire, emerald and topaz. Design of each ring setting is different. Second Eppy release is a miniature screw driver.

Eppy is on a campaign for greater use of feature charms. He argues that despite the greater cost, machines will empty much more quickly and give operators a greater net.



Send for Your **FREE** Copy of **RAKE'S** NEW CATALOG TODAY!

**RAKE'S** AUTOMATIC MERCHANDISER



**RECONDITIONED MACHINES**

Silver Kings	\$ 8.50
Model V's 1c B/O	8.50
Model 49's	12.50
Master B/G 1c & 5c	10.00
N.W. Tab Gum	19.50
Mills Tab Gum	14.50
3 Col. Hot-Nut	19.50
2 Col. Stamp Mach.	12.50
N.W. Jets, 1c, Jumbo B/O	8.95
N.W. Jet Capsules, 5c	8.95
Pen Machines, 50c	5.00
Pen Machines, 25c	14.50
Nat'l B/O Hunter Machines	
New	29.50
Used	19.50
1/3 Deposit, Balance C.O.D.	

**Rake Coin Machine Exchange**  
609-A Spring Garden St.  
Philadelphia 23, Pa. WALnut 5-2676

**WANTED!**  
*By All Kids*

**REAL COMBAT RIBBONS**



WEAR THEM ON YOUR SHIRT OR JACKET

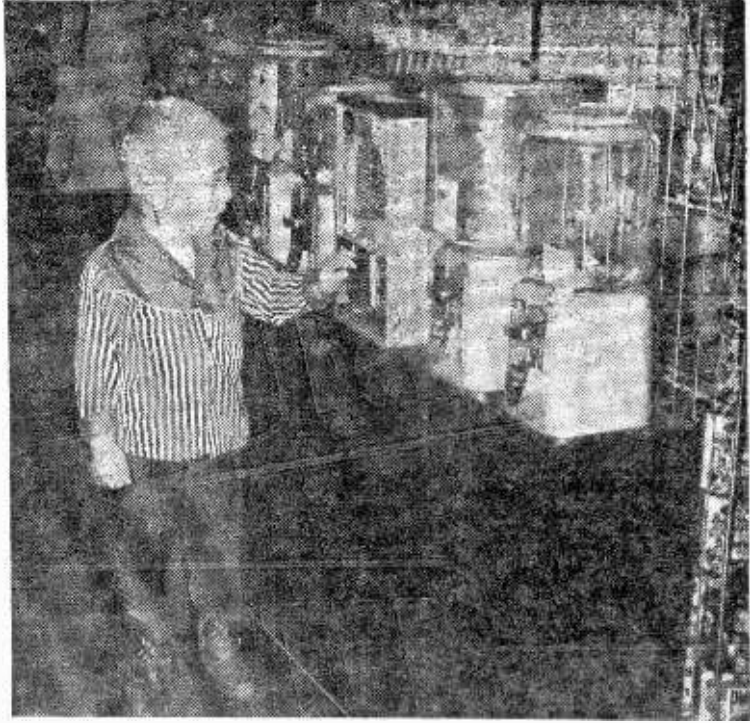
Authentic—original issue by U. S. Government. Brilliant colors empty your machines fast.

Beautiful signs, as shown above, in red, white and blue, supplied free with your order.

10 M AND UP .....\$10.00 M  
1 M TO 9 M .....\$12.50 M

Immediate Delivery.  
Only Logan has them.

**LOGAN DISTRIBUTING CO.**  
1850 W. Division St., Chicago 22, Ill.  
HUmboldt 6-4870



TEAMED UP with straight merchandise vendors in a supermarket is a bulk vender incorporating a baseball-playing feature (above). Walter Gray, Best-West Specialties, Phoenix, Ariz., has found that the variety these machines give a battery of vendors helps to pull extra sales. The young boy shown is typical of children attracted to the multiple installation. Note that the bulk vendors are spotted next to confections in the store. Packaged candy is displayed to the left and vacuum-packed nuts are stacked in a metal rack on the right. This produces an overall effect that promotes sales of confections in the super.

Follow Up the **CHIPMUNKS** HOT RECORD RELEASE

Ragtime Cowboy Joe

The **CHIPMUNKS**

OFFICIAL **RINGS**



1000 to 4000.....\$18.00 M  
5000 & up..... 15.00 M

at your distributor or ..

**Guggenheim**

33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

**MANDELL GUARANTEED USED MACHINES**

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Com.	6.50
verted for 100 ct. B.G.	6.50
Silver Kings 1c B.G. of Mds.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Acorns 1c or 5c B.G. or Mds.	10.00

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen, Red.	.73
Pistachio Nuts, Jumbo Queen, White	.68
Pistachio Nuts, Large Tulpin	.69
Pistachio Nuts, Vendor's Mix	.54
Pistachio Nuts, Sheik	.42
Cashew Whole	.66
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.37
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 ct.	.59
Hershey-ets	.47
Rain-Blo Gum, 60 ct.	.30
Maltette, 100 ct., per 100	.32
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all Rain-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.48
Wrigley's Gum, all flavors, 100 ct.	.48
Beech-Nut, 100 ct.	.45
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

THERE ARE BIG PROFITS IN **GUM**

GET YOUR SHARE WITH **Northwestern**

**TAB**

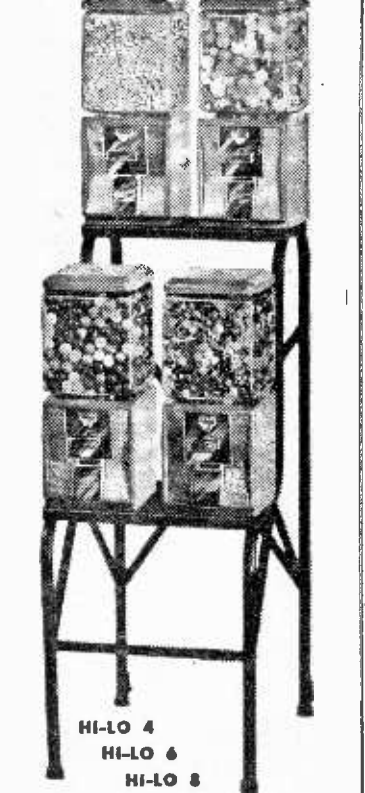
You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.



MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LOngacre 4-6467

**MULTIPLE VENDING**  
Means **LARGER PROFITS**  
With **Northwestern GOLDEN 59**  
And HI-LO MULTIPLE STANDS



HI-LO 4  
HI-LO 6  
HI-LO 8

Just try this money-making combination on your route and see for yourself.

Wire, Write or Phone  
**THE NORTHWESTERN CORPORATION**  
2791 Armstrong St., Morris, Ill.

**GOT A MESSAGE?**  
**Tape Recorder Helps Give Fast Servicing**

CHICAGO — Al and Meyer Siegel, partners in Central Sales & Vending, a local bulk operation, find that the world of electronics has a place in the bulk vending industry. The Siegels can guarantee one-day servicing, keeping a maximum number of machines filled and operating, whether the office is attended or not. The device which makes this possible is the tape recorder.

Before they had a Bell System tape recorder installed into the telephone circuit four years ago, the Siegels relied upon postcards or calls received in person. But too often empty or jammed machines were left unattended until serviced on the regular monthly schedule. Some location owners didn't bother with the postcards. Others that received no answer to their first phone call never bothered with a second.

With the tape recorder, messages can now be taken at any time, and the location is assured of service the day following his call. When the office is left unattended, the tape recorder is switched into the telephone's circuit. There are two tapes in the machine. One takes messages, and the second is a pre-recorded speech that begins, "This is a recorded message." The caller

is informed that no one is in the office and is instructed on how to leave a message. A dial on the recorder indicates (Continued on page 87)

**VENDING MACHINES**—Parts, Supplies; Ball Gum, all sizes; 1c Tab Gum, 5c Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies; 1 Hersheys, 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. **KING & CO., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.**

**INSIST ON STAR BRITE BALL GUM**

**Save Money!**

**Cramer's NEW 240 COUNT**

- MORE BALLS PER POUND!
- MORE RETURNS TO YOU!
- MORE PROFITS!
- VENDS PERFECTLY!

Place a Sample Order

Cramer's "KING-SIZE" Ball Gum now packed 1800 balls to case. Same low price per 100 balls.

Ask your distributor to stock Cramer's "Starbrite" for you!

**CRAMER GUM CO., INC.**

150 Orleans Street  
East Boston 28, Massachusetts  
Member of National Vendors' Assn.

**SUCCESSFUL COAST-TO-COAST!**

**CRISS CROSS TRADING CARD VENDING MACHINES**

... NOW AVAILABLE THROUGH VENDORS FOR NEIGHBORHOOD ROUTES

This is a TRIED AND PROVEN big volume operation—achieved 3x dollar volume of other bulk vendors in drug and supermarkets!

**TOPPS TRADING CARDS**—Tremendously popular with kids of all ages. 7 cards for 5¢... eye-catching, popular items as baseball stars, football, basketball, etc. . . . a new series every month! Excellent profit setup.

**LARGE POSTCARD-SIZE TRADING CARDS**—features attractive photos of TV Western Stars, Movie Stars, missiles and rockets, monsters and other fascinating subjects.

**TOY GRAB BAG**—Vends surprise toys of many sizes and shapes. Attached trading card adds to interest and excitement . . . makes a fabulous 5¢ value!

WRITE TODAY for full details . . . prices, etc.

**SAVE \$\$\$**

... DIRECT FROM FACTORY!

**CALEX MFG., INC., 251 Dixon Ave., Amityville, N. Y.**

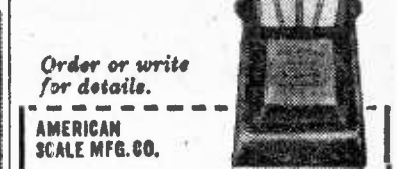
WEIGHT **1c** AND **5c** HOROSCOPE

No cards, capsules or tickets to buy.

FULLY AUTOMATIC  
All you do is collect the money

Guaranteed for 5 years

**\$20** deposit puts it to work for you



Order or write for details.

**AMERICAN SCALE MFG. CO.**

Dept. B.  
3236 Grace St. N.W. Washington 7, D.C.

Send more details  Send scale   
\$30 deposit enclosed

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



**VICTOR'S Sextette**

A terrific money-maker in those Supers and Chain stores.  
The New Modern Key to Successful Bulk Vending.

IMMEDIATE DELIVERY!  
THE 4-UNIT BI-LEVEL STAND

**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave., Chicago 39, Ill.



Standard of quality  
the world over...



**BALL GUM**

Contact your distributor  
for immediate shipment.

MANUFACTURED EXCLUSIVELY BY  
LEAF BRANDS INC.,  
1155 N. CICERO AVE., CHICAGO 51, ILL.

**Stronger Than Ever  
SWAMI FORTUNE BALL**

—Fun Mall Department—



Mr. M.:  
Praises Him. Thanks.  
Mr. N.:  
Tripled previous  
orders.

... And many  
more thank you  
notes on this hot  
item.

\$8.50 per M  
(labels available)

A thousand laughs from these 5/8" hollow balls with questions & answers

Excellent item for a New Location. Sure fire hit—fill complete machine with Swami Fortune Balls and Ball Gum.

paul a.  
**Office** ce. inc.

55 Leonard St., N.Y. 13, N.Y. COrtlandt 7-417-8

GIVE TO DAMON RUNYON CANCER FUND

**Best Peanut Customers**

DENVER—Peanut venders do best in industrial locations, finds operator Howard Wood. Men at work, he has found, are the best customers.

For example, he has over 50 machines at Denver's big Lowry Air Force Base, and he has operated most of them for more than 15 years. He spots machines in the numerous shops on the base—automotive repair shop, paint shop, aircraft maintenance, and so forth.

Wood specializes in peanut vending, which helps keep down the cost factor. He buys in large lots, knowing from past experience approximately how many pounds he will need with each order.

Parking is a problem for him, as it is for so many other operators. In order to park his car in re-

stricted zones long enough to service his machines, he has a sign mounted on the visor reading "Commercial Peanut Car." Whenever he makes a stop, he pulls the visor down so that the sign is visible thru the windshield.

To clean vender globes, he uses a detergent that he concocted himself. This he finds effective against salt rime that collects in the bottom of globes.

He has found that volume increases unexpectedly on some of his machines from time to time. He then mounts a nickel vender beside the penny unit, and generally finds that the nickel machine takes in extra sales for a period of time.

**DE LUXE VENDING  
NEW Method vs. OLD**

Old Methods never die.  
Only SALES die.  
Put LIFE into sales.  
Feature

DeLuxe CHARMS & GIMMICKS.

**COPYRIGHTED CHARMS  
GIMMICK  
SERIES #57**

The most beautiful CHARMS ever made—the greatest boon to Vending.

25,000 and up... \$4.75 per 1,000

5,000 to 24,000... \$5.25 per 1,000

Ya GOTTA give generously, in a deluxe fashion, to get.

**SAMUEL EPPY & COMPANY, INC.**

91-15 144th Place, Jamaica 35, N. Y.

**Route Upgrading**

Continued from page 57

play can be induced. This seems to be what operators have been doing. **Total Stops**

In cutting back on total stops and improving the better ones with multiple installations, they appear to have been purchasing less merchandise with a wait and see attitude. If the venture proves successful, operators may be expected to increase their purchases of merchandise in line with the new potential.

The distributor sales picture for the first third of the year is more of a hint than a major trend in route upgrading. The operators were chary of buying used machines, they did not jump to buy new ones. It was more of a tendency. Also, since the manufacture of racks is relatively new to bulk vending, sales in 1959 are bound to look better than they did in 1958.

It could turn out that full-scale route upgrading doesn't give a big enough return in extra revenue on a permanent basis. A battery of four machines that does well for a few months might drop off sharply thereafter. The greater length of time necessary to amortize a stand and extra machines would make it doubly hurtful. Thus it is not surprising that operators proceed cautiously.

**Sales Drop**

Drops in sales of pan candy and capsules were reported by four of the five distributors for the first third of the year. Nuts and charms also lagged. Sale of gum came out a little ahead of the previous year. Straight gum venders have wide use in multiple vending, which may account for gum sales holding up despite the general lag in merchandise buying.

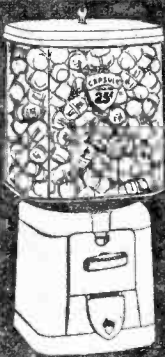
The over-all distributor sales picture varied widely. Business was as much as 20 per cent ahead and 15 per cent behind the first third of 1958. Altho sales of used machines and fills cost some of the five distributors business, sales of other merchandise and equipment more than made up for it in two cases.

At best, sale of bulk venders operating at a nickel or more held its own for the first third of the year. Only two distributors reported that they sold more in 1959 than they did the first third of 1958. The drop in sales of nuts and capsules, which are the two types of merchandise most often sold for more than a penny, may account for this.

Altho all but one distributor reported that new operator accounts were added regularly, the majority found that established operator accounts weren't buying as much merchandise as they generally did.

Every conceivable kind of **EQUIPMENT SUPPLIES AND SERVICES** has been sold in **The Billboard**

**WHAT DO YOU HAVE TO SELL?**  
Write BOX 666  
2160 Patterson Street  
Cincinnati, Ohio



WE HAVE  
**oak's**  
25¢ CAPSULE  
VENDOR

**STAR VENDING SUPPLY CO.**

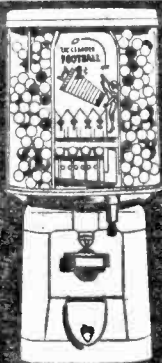
4327 Calhoun Road  
Houston 21, Texas  
Mission 4-4281

Available as a PENNY-NICKEL MACHINE

WE HAVE  
**oak's**  
"LIL' LEAGUER"

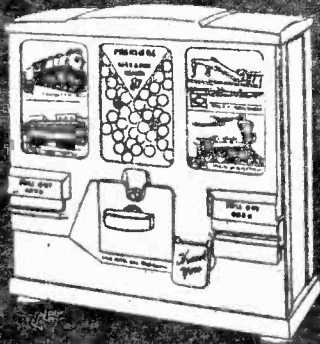
**RAKE COIN MACHINE EXCH.**  
609 Spring Garden St.  
Philadelphia 23, Penna.  
Walnut 5-2616

Available as a PENNY-NICKEL MACHINE



WE HAVE  
**oak's**  
"PREMIERE"

**STANDARD SPECIALTY CO.**  
1028 44th Avenue  
Oakland, Calif.



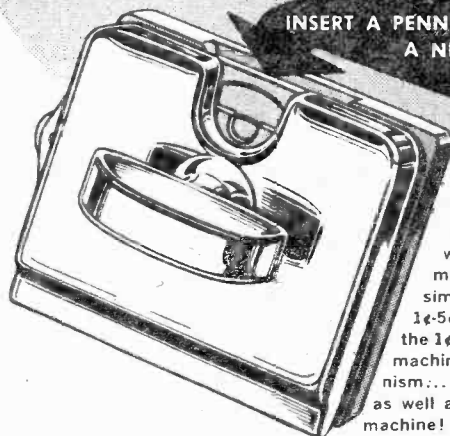
WE HAVE  
**oak's**  
"GOLD MINE"

**H. B. HUTCHINSON**  
1784 North Decatur Rd., N. E.  
Atlanta 7, Ga.  
DRake 7-4300



**NOW! oak GIVES YOU  
A PENNY-NICKEL COIN MECHANISM  
TO FIT EVERY ACORN MACHINE  
FOR JUST \$5.75**

START MAKING NICKEL SALES AS WELL AS PENNY SALES WITH A SINGLE MACHINE



INSERT A PENNY OR  
A NICKEL  
HERE

After years of research and engineering, Oak Mfg. Co. know-how has perfected a 1¢-5¢ coin mechanism that will fit any and every Acorn machine in use. Yes, it's as simple as 1-2-3! Order your new 1¢-5¢ coin mechanism... remove the 1¢ mechanism from your Acorn machines... install the 1¢-5¢ mechanism... and start making nickel sales as well as penny sales with a single machine!

**AVAILABLE AT ALL OAK DISTRIBUTORS NOW!**

West Coast Factory Sales  
**OPERATORS VENDING MACHINE SUPPLY CO.**  
1023 South Grand Avenue  
Los Angeles, California

East and Midwest Factory Sales  
**M. J. ABELSON**  
Phone AT 1-6478  
2033 Fifth Ave., Pittsburgh, Pa.

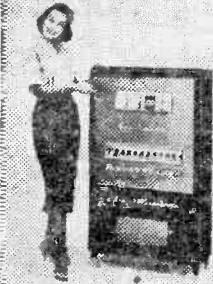
**OAK MFG. CO. INC., 11411 Knightsbridge Avenue, Culver City, California**

**JOBBER'S WANTED  
with sales organizations**

—To sell our new 1959 model Baby Grand cigarette venders. Must be in position to arrange to finance the machines you sell when necessary, altho most machines are sold for cash. Beautiful manually operated machines; many color combinations; low jobbers' prices!

This is our 27th continuous year in the vending machine manufacturing business. . . . Write at once!

**SHIPMAN MFG. CO.**  
1326 SO. LORENA LOS ANGELES 23, CALIF.







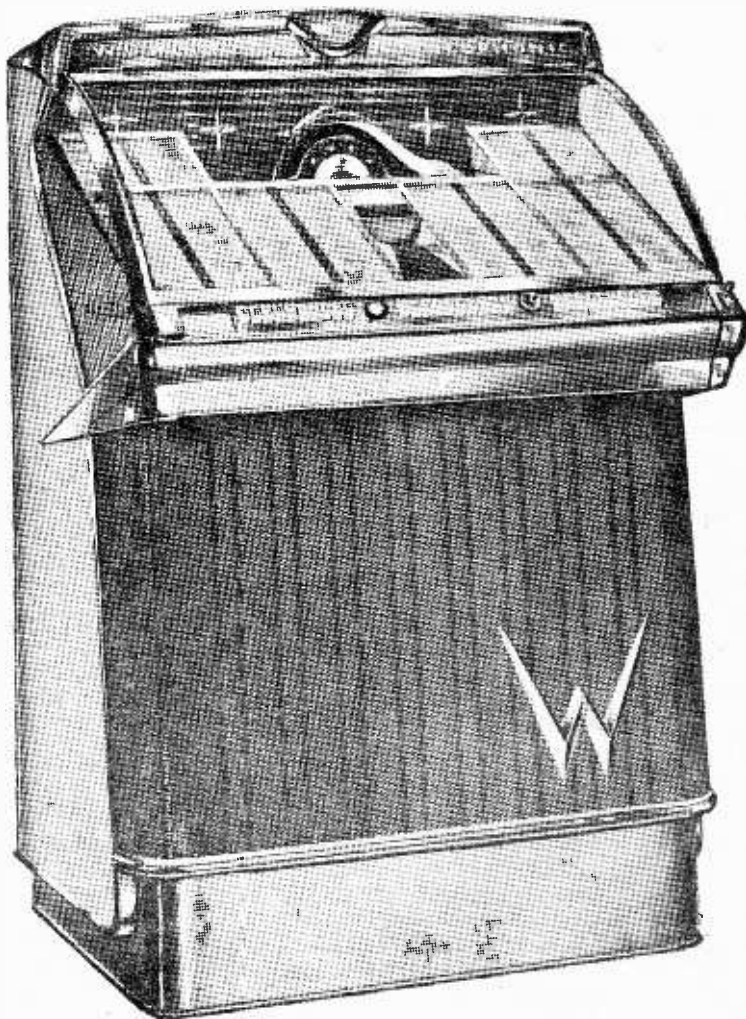
**FIRST**

**WHERE**

*flexibility*

**COUNTS**

**WURLITZER GIVES YOU THE MOST**



When it comes to landing the good ones, the flexibility of the line is most important — and here again, Wurlitzer is the leader.

You can install a 100, 104 or 200-selection phonograph, playing either Stereophonic or High Fidelity Music. You have a complete line of floor, wall and corner speakers — plus three Wurlitzer Wall Boxes.

Only Wurlitzer provides every component required to engineer a Music System for any type, size or shape location — and turn it into a profitable investment for you.

**WURLITZER**  
*Stereophonic - High Fidelity*  
**MUSIC SYSTEMS**

**FIRST IN SALES • FINEST IN SOUND**

## Music Operators Show Mounting Interest in Cigs

**By AARON STERNFIELD**  
SACKETT LAKE, N. Y.—Evidence of the mounting interest on the part of music machine and game operators in cigarette vending was displayed at the Laurels Country Club here Friday thru Sunday (26-28) at the 23d annual outing of the Cigarette Merchandisers' Association.

While CMA is primarily an association of Greater New York cigarette operators, more than a score of prominent juke box and game people were on hand for the three-day meet. While most of these op-

erators had some cigarette locations for several years, a few of them are recent entries into the cigarette field, and the old-line juke box-cigarette machine operators are placing increased emphasis on cigarettes.

With the juke box industry sending its heaviest representation in history to the cigarette session, the roster at CMA confab sounded like a delegate list to a Music Operators of America convention.

### Juke Box Bigwigs

Among the juke box people present were Al Denver, president of

the Music Operators of New York; Dave Baker, president of the Massachusetts Music Operators' Association; Abe Fish, president of the Music Operators of Connecticut; Mrs. Millie McCarthy, treasurer of the New York State Coin Machine Association; Al (Senator) Bodkin, president of the New York State public relations council for the coin machine industry; Al Ferber, president of the Game Operators of New York; Lou Hirsch, George Holtzman and Al Miniacci, prominent New York juke box and game operators, and Sandy Moore, head

of one of the nation's largest operating companies and also Wurlitzer distributor for New York City, New Jersey and Eastern Pennsylvania.

The Seeburg organization—with major interests in both the juke box and cigarette machine fields—sent one of the largest delegations of any single group. Among the Seeburg crowd were Jack Gordon, Eastern sales manager; Meyer Parkoff, president of Atlantic-New York; George Glass, sales manager for Seeburg's cigarette division; Mac Perlman, manager of Atlan-

tic's Hartford, Conn., office, and John Stuperitz, factory field engineer.

The juke box and game people didn't show up just to spend a weekend in the country. With operating costs for games and music on the rise, and with collections not keeping pace with these increased costs, the game and music operator is seeking ways to make each location on his route a more profitable one. In many cases, cigarettes have proven to be the answer.

Initially, what impresses the juke  
(Continued on page 66)

## Illinois Solons Approve Ban On In-Lines; Free Play OK

SPRINGFIELD, Ill.—The Illinois House of Representatives passed by a vote of 118 to 1, bills outlawing in-line pinballs. The bills had moved out of committee the previous week (The Billboard, June 29).

Previously okayed by the Senate, the bills now await the Governor's signature to become law. There seemed to be little doubt that Governor Stratton, a politically ambi-

tious Republican, would sign the bills. He is, however, currently on a tour of Russia, and the signing may be delegated to the Lieutenant Governor. The in-line ban would then take effect immediately.

The bills do not affect free plays per se, keeping the door open for continuing operation of five-ball pins played for amusement only. The bills outlaw those pinballs with "a concealed replay meter or knock off button." Games giving players "immediate and unrecorded free plays" are not affected.

### Quick Action

In-line pinballs have been banned in the City of Chicago for years, but were widely used across the State. The anti-in-line pin bills, first introduced in the Senate April 28, received little advance publicity in the press, and altho they were briefly stalled in the House committee, passed Senate and House relatively quickly—and just before adjournment.

It is expected that a good many operators thruout the State will  
(Continued on page 69)

## BB Announces \$500 Award In PR Contest

CHICAGO—A \$500 cash award for the best local public relations effort on behalf of the coin machine industry will be presented to one of the nation's trade associations at the 1960 annual banquet of the Music Operators of America. Donor of the award will be the Billboard Publishing Company.

Disclosure of the award and of the national competition to determine the winner was made at the all-industry public relations committee at the Hotel Morrison here (see separate story).

While rules for the competition have not yet been determined, the winning entry will be the local  
(Continued on page 69)

### RELATED INDUSTRY

## Toys Could Be Clues To Coin Game Ideas

CHICAGO—The \$2 toy and the \$800 coin amusement game have much in common. They both depend on novelty attraction and play appeal to "sell."

Some of the best ideas of the coin game business have already

been used successfully in the toy business. Two examples in particular: Miniature pool games and bowling games. Other examples: Miniature shooting galleries and marble boards designed along the lines of the pinball playfield. Latest addition is a toy digger game that has the kiddie groping for prize catches.

It's possible, in turn, that the coin game business could borrow ideas from the toy business. A glance at some of the latest toy industry trade papers turns up some possibilities:

1. The Tumble Bug. A racing game featuring Mexican jumping beans that roll down a roller-coaster type track.
2. A pistol game that shoots bubbles.
3. Bat 'Em Catch 'Em. Pitches unbreakable plastic balls 30 feet every 10 seconds. Operates on flashlight batteries. Pitches three  
(Continued on page 68)

## EXCISE TAX ON CIGS EXTENDED

WASHINGTON — A bill extending the current high excise tax rates on cigarettes, and extending the rates on corporate income, was signed into law Tuesday (30) by the President. The action means that the high cigarette tax rates, imposed during the Korean War, will continue until July 1, 1960. They have been extended on a yearly basis every year since the Korean situation.

## Coin Leaders Map PR Plan At Chi Meeting

CHICAGO—Leaders of the coin machine industry gathered at the Hotel Morrison here Wednesday noon (1) to map plans for an industry-wide public relations program to encompass manufacturer, distributor and operator. The meet, called by the Music Operators of America, was attended by representatives of game and music machine manufacturers, distributors and operators. The PR effort will have the MOA blessing, but it will be run independently of the national group.

While no concrete action was taken other than the naming of a seven-man committee to get the program started, each delegate participated in the "brainstorming session," and the ideas presented will be evaluated by the committee.

George Miller, MOA president who presided at the meet, named  
(Continued on page 64)

## Pinball Ops Baffled By Fed. Tax Moves

July 1 Deadline Poses Annual \$10-\$250 Question, as Agents Check Out Stops

By KEN KNAUF

CHICAGO—Pinball operators around the nation are currently caught in a maze of mumbo-jumbo concerning legality and tax enforcement on pinball games. The federal government has lowered the boom on in-line pinballs, declaring them, thru a U. S. Supreme Court decision, subject to the \$250 federal gambling tax where payoffs are made, and thru a U. S. District Court ruling in Illinois, gambling devices per se.

Adding seasoning to the legal brew, the Internal Revenue Service has publicized but not formalized a ruling declaring in-line pins gambling devices per se.

But legally, in-line pinballs can be operated so long as they carry the federal \$250 tax stamp—at least so far as the Federal government is concerned. How local or State governments may feel about in-line pins is a separate matter.

The "informal" IRS ruling declares gambling devices per se, "pinball machines with a push but-

ton for releasing free plays and a meter for registering the plays so released, or with provision for  
(Continued on page 69)

## IRS Withholds Publication of Pinball Ruling

WASHINGTON — Altho the national office of Internal Revenue Service has advised all district offices that pinballs having a push button to release free play and a meter for registering the plays so released, or multiple coin insertion of increasing odds are gambling devices per se, there appears to be some internal disagreement at  
(Continued on page 65)

## Ops Seek Wis. Vote on Free Play

MILWAUKEE—The Milwaukee Coin Machine Operators' Association Free Play Committee is scheduled to hold an emergency meeting here this week to plot last-ditch strategy moves. Committee members are convinced that time may be running out on the industry drive

to gain a legislative green light in this session for free coin plays.

According to Sam Hastings, Hastings Distributing Company, president of the Milwaukee operator group. "The Legislature will most likely adjourn by the middle of July. The bill to legalize free plays could die in committee without even being put up for a vote. Then it could take two years before we could even re-introduce a similar bill. And all the work we have done this year would be wasted. And all the work we have done this year would be wasted. We're trying to help move it out of the committee stage."

Members of the committee in addition to Hastings are Sam London, S. L. London Music Com-

pany; Joe Beck, Mitchell Novelty Company; Jerome (Red) Jacomet, Red's Novelty, and James Stecher, Novelty Service Company.

### Need 51 Votes

A total of 51 votes are needed in the State Assembly for favorable  
(Continued on page 68)

## Beitel Warns Cig Operators Of Mounting Tax Pressure

SACKETT LAKE, N. Y.—Herb Beitel, legislative counsel for the National Automatic Merchandising Association, told some 600 operators at the annual outing of New York's Cigarette Merchandising Association at the Laurels Country Club here Friday thru Sunday (27-29) that the first six months of 1959 "produced the greatest adverse legislative pressure in the history of automatic retailing," with per machine tax proposals introduced in 14 State Legislatures.

He cited the Iowa measure (cigarette machines are now illegal in Iowa) which would allow cigarette units on the provision that they be location-owned, the Alaska bill (which would ban cigarette machines entirely), and the Minnesota and Washington proposals (outlawing cigarette machines on public locations).

Beitel said that all the per-machine tax proposals except those in Illinois, Michigan and Texas have either been killed or allowed to die in committee. According to Beitel, the confusion emanating from the recent McClellan committee hear-

ings has been, in a large measure, responsible for this legislative onslaught.

### More to Come

"We have by no means seen the end of State legislative pressure for this year," warned Beitel. "Even more important, in my opinion,  
(Continued on page 66)

## ITALY ENFORCES BAN ON PINS

ROME — A ban on pinballs in Italy, until this year one of the major markets for U. S. five-ball game exports, is being rigidly enforced. An estimated 15,000 pinballs went out of business July 1, with police patrols making sure that the ban sticks. Pinballs attracted such attention in Italy that they became a national issue, spelling their downfall here. The fact that the games were widely popular with Italian youngsters probably influenced the ban.



THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

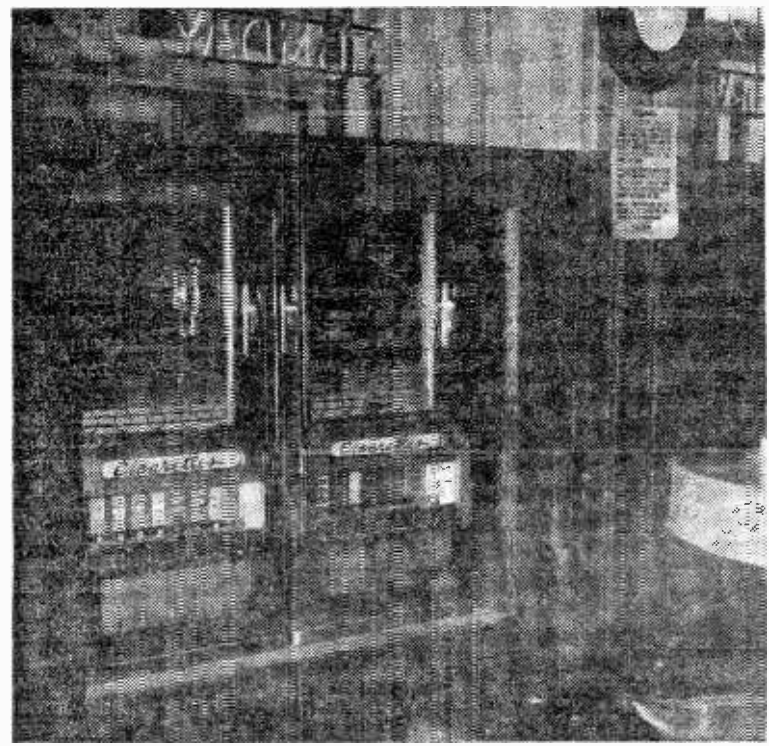
HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 3 times together with a computation 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 June 29, 1959)

Table with columns for High, Low, Mean Avg. and rows for various machine categories: MUSIC MACHINES, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, BALLY, CHICAGO COIN, and GENCO. Includes sub-sections like GOTTIEB, SHUFFLE GAMES, and ARCADE EQUIPMENT.



Both the juke box and the cigarette venders are built into a special enclosure for protection in a high-traffic Denver bar.

**CUSTOM ENCLOSURE**

# Less 'Wear-n-Tear' For Jukes & Cigs

DENVER—Few location owners have ever gone so far to co-operate with a phonograph operator as Casey Rosenberg and Jerry Morris, operators of the El Reno Inn on Larimer Street here.

Working closely with Frank Huber and Glenn Pierce, co-owners of Century-Supreme Music Company, Rosenberg and Morris invested several hundred dollars of their own money to provide a permanently protected spot for a 200-selection phonograph and a pair of cigarette vending machines located on a wall of the big bar.

The El Reno, in Denver's "tenderloin district," is one of the busiest phonograph locations in the city. Not only is the bar open and busy from 8 a.m. in the morning until 2:30 the following morning, but it likewise features nightly juke box dances, which means that the phonograph shows almost twice the normal collection for bar locations.

**Damage**

Until complete remodeling of the bar a little more than a year ago, the boisterous patrons of the bar were likely to cause heavy damage to the phonograph left standing free on the floor. There was an exceptionally heavy load of service calls to contend with, often two or three in the same day, stemming

from customers lurching into the phonograph and damaging the electrical circuits. Heavy mugs of beer were often slammed down carelessly on top of the phonograph, resulting in broken glass, and it wasn't unusual for a customer who was angered by a sticking coin to belabor the machine a bit too heavily.

Huber tried various methods to cut down on the amount of mayhem being committed. However, it was location owners Rosenberg and Morris who came up with the ideal solution during the remodeling project.

First, the wall was extended out some three feet by building a false wall on heavy two by four studs and covered over with plywood paneling. Then, tight fitting niches were provided for both the phonograph and the two cigarette vending machines directly opposite the bar, so that while all were plainly visible to the El Reno Inn's customers, they were completely recessed from traffic, and no part of the machine protrudes out past the level of the wall.

**Paint Spray**

The enclosing partition walls were sprayed with fleck paint, containing finely-ground stone particles, and drying so hard that

# 'Servicing Schedule' Pays Off for Op

DENVER — Working out a closely maintained clean-up schedule with location owners, whereby all collectors and servicemen arrive at the bar or restaurant at the appointed time only, has considerably cemented good will for Tony Lucero, Denver route operator.

Lucero believes that while many genial tavern owners may appear to be easy going where such matters as housecleaning operations go, they actually have strong ideas on the interruptions, odors and confusion which often accompany most clean-up work.

"It's best to let the location owner himself specify exactly when he is in favor of doing the work and to stick to it like clockwork," Lucero indicated.

**Consternation**

"I can remember times when I arrived at a tavern, intent upon washing down and waxing a phonograph, only to find that the location owner had rented the building out for a special luncheon, business meeting or other function which certainly didn't call for a cleaning operation to be carried on in the same quarters," Lucero grinned.

"The consternation which greeted me on walking in with my kit of cleaning materials taught me it was time to put this phase of operations on a scheduled basis only."

Lucero's route books always carry a note indicating the time chosen by the location owner. Usually, the best time is in the morning when most tavern owners are cleaning up for the evening's business and enjoy someone to talk to.

**Early**

A few are sticklers for extremely early starts, such as one Westminister bar owner who habitually reaches his location at 6 a.m. and spends the whole day in cleaning up, ordering and polishing glassware.

This hour is strenuous on Lucero, who nevertheless complies by getting up at 5 a.m. to humor the location owner. "I'm glad that not many tavern owners who work late hours are as ambitious as this fellow," Lucero said.

**Other Cues**

An observant person, the Denver operator has taken some of his clean-up operation cues from other service organizations. For example, when he had repairs made on his family refrigerator, he was impressed when the mechanics put down a heavy canvas cloth on the kitchen floor tile, before disassembling the dusty and greasy parts of the refrigerator.

Lucero went out immediately and bought several painter's "drop cloths" made of canvas flexible enough to be rolled up and carried in the trunk of his car and even washed in a washing machine. Where he must use water and detergent to clean a phonograph, the cloth catches all the excess water which runs down the sides, and doesn't allow it to puddle on the floor.

Probably the strongest proof of the value of his service came several months ago, when Lucero lost a location he had maintained for three years. Later he found that

it is almost impossible to dent or mar the surface. Any section of the walls, is quickly removable to enlarge or decrease the size of the niches in the event that there is a change in the size of the machines which Century-Supreme installs.

Now, with both vending machines and the phonographs recessed from traffic in the big Denver bar, service calls have dropped to normal, and what had been a heavy additional expense in reconditioning, repairing and repainting, has been done away with altogether.

a newcomer had offered the location owner a much larger split, and similar concessions.

**Came Back**

At the end of three months, however, Lucero received a call from the location owner who asked him to replace the phonograph.

When the Denver operator asked diplomatically why, the location owner replied fiercely: "The guy made a shamble out of the place cleaning up his equipment, and left me with the floor to mop all over again."

At first glance, this particular location owner might not have appeared to be a bear on cleanliness and bar appearance, but actually, this one failing of the competitor was enough to remind him of Lucero's consideration.

Lucero has a predetermined clean-up schedule set up for every piece of equipment he owns, and can anticipate two or three extra calls per year—particularly when there has been an accident such as a highball being spilled on the top of the juke box, soapy water swatched on the phonograph during mop up operations, or even such aggravating nuisances as paint dripping on the phonograph during a decorating job. All of these are familiar problems which almost every operator contends with some time or another. When they do occur, Lucero will literally drop everything to put the machine back into tip-top shape since, as he puts it, "there is too much competition for good locations nowadays to ever be the least bit careless with the location owner's good will."



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# COIN MACHINE EXPORTS

April, 1959

Country	New Phonographs No.	Phonographs Value	Used Phonographs No.	Phonographs Value	Amusement Games No.	Amusement Games Value	Total Value
Belgium	454	\$ 294,278	346	\$118,948	612	\$ 93,742	1,412 \$ 506,968
W. Germany	601	395,012	46	19,469	185	55,106	832 469,587
Canada	211	162,570	18	3,557	657	116,364	886 282,491
Switzerland	133	101,322	..	..	172	76,595	305 177,917
Venezuela	153	127,109	15	10,509	63	18,324	231 155,942
Netherlands	130	53,314	29	10,370	96	12,238	255 75,922
Denmark	60	45,407	..	..	13	3,878	73 49,285
Sweden	48	39,655	..	..	24	8,750	72 48,405
Ecuador	63	33,466	..	..	..	..	63 33,466
Lebanon	25	20,226	2	1,080	40	10,436	67 31,742
Nan. Island	25	21,064	2	1,512	11	5,000	38 27,576
Dom. Rep.	31	19,857	..	..	..	..	31 19,827
Norway	25	17,672	..	..	..	..	25 17,672
France	..	..	..	..	19	13,600	19 13,600
Kor. Rep.	14	11,200	..	..	5	2,000	19 13,200
Nicaragua	16	11,603	..	..	..	..	16 11,603
Japan	..	..	..	..	24	10,000	24 10,000
Other Countries	51	38,346	35	9,046	435	56,427	521 103,819
Totals	2,040	\$1,392,101	493	\$174,491	2,356	\$482,460	4,889 \$2,049,052

## April Export Sales Rise Sharply

CHICAGO—Exports of U. S. coin games and juke boxes hit their high mark of the year in April, ac-

ording to U. S. Department of Commerce reports received last week.

Games, new phonographs and used phonographs notched a total dollar volume of \$2,049,052 on 4,889 machines shipped, compared to a 1958 monthly average of \$1,781,780. It marks the first time 1959 monthly exports bettered the 1958 average.

New juke boxes and amusement games, new and used, topped their April levels. New juke boxes accounted for a \$1,392,101 total compared to \$1,124,780 the previous month. Used phonographs did \$174,491, compared to a higher March level of \$191,309. Games ran to \$482,460, bettering the March mark of \$412,176.

Five markets, which appear to be cornering the major portion of U. S. exports, continued to reign supreme during the April month. Belgium topped all markets with a \$506,968 total volume on 1,412 units. West Germany followed with a hefty \$469,587. Canada did \$282,491, and Switzerland \$177,917. Venezuela, only other market over the \$100,000 mark, took \$155,942 worth of machines. In the previous month, the Netherlands joined the group over \$100,

000, but slid to \$75,922 in April. (See chart this section.)

West Germany again led the markets for new phonographs with a \$395,012 run, about equal to its March take. Belgium rated second in this category with \$294,278. Canada, Switzerland and Venezuela all topped \$100,000 in new juke boxes alone.

Belgium took more used juke boxes than all other markets together, with 346 machines worth \$118,948. West Germany, runner-up in this category, took a slim \$19,469 worth.

Canada led the game markets in April with a \$116,364 volume on 657 machines. Belgium trailed with \$93,742, Switzerland had \$76,595, and West Germany, only other sizable game market, took \$55,106.

Among the surprise markets in April was Denmark, placing seventh in total volume, with \$49,285, mainly new phonographs. Sweden boosted its volume to \$48,405, and

## ASCAP Says Songwriters' Income Averages \$2,321

WASHINGTON — The average ASCAP songwriter earnings are about \$2,321 a year, according to additional information submitted by ASCAP Counsel Herman Finkelstein to the House Copyrights Subcommittee, for its hearing record on the Celler (D., N.Y.) bill to end jukebox performance royalty exemption.

BMI average songwriter earnings were given as slightly under \$500 annually, but BMI counsel and Board President Sidney Kaye said the figure is for all practical purposes "meaningless," because of the enormous variation among songwriter incomes.

The BMI spokesman explained to the committee that while some songwriters earn tens of thousands of dollars a year, others registered with Broadcast Music, Inc., may have no performance and so no payment. "I am informed that with this range, both average and median figures lack significance," Kaye wrote the committee. The under-\$500 figure was obtained by dividing total BMI money paid out to writers, by the total number affiliated with BMI.

The rebuttal material submitted by ASCAP Counsel Herman Finkelstein objected to a covering letter to operators from MOA President George Miller, asking operators to "rush" information required in the Price Waterhouse survey, in order

Norway came thru with \$17,672, giving the Scandinavian markets relatively strong representation. Italy, once a major game market, hasn't made the charts in recent months. Legal difficulties with pinball games has made the difference. Ecuador came in with a \$33,466 tally on new phonographs, showing signs of new life in this field.

Vending machine shipments (not shown on chart) hit \$239,534 on 4,746 units, compared to \$226,284 on 5,738 machines in March.

to help operators "defeat copyright legislation."

Additional covering letters were submitted by jukebox manufacturers, as requested by Subcommittee Counsel Cyril Brockfield. All urged only that quick and complete answers be sent to the Washington accounting firm, and promised operators that material would be kept confidential.

Additionally on songwriter revenue, ASCAP counsel said 88 percent of ASCAP songwriters received less than \$5,000 in 1958; only 244 writer-members (5 percent) earned between \$5,000 and \$10,000, and only 310 (7 percent) received over \$10,000 in performance royalty from ASCAP. Finkelstein said these figures are gross, before "substantial business expenses" are taken out.

Finkelstein said rates charged by foreign performing rights societies for jukebox performance are "substantially higher" than rates suggested by the national licensed beverage association. (These were \$15, \$20, to \$25 per box annually, depending on number of plays in the box.) Rates in France range from \$65 to \$75 annually, depending on size of city and location; in Britain it is \$300 annually, with discount allowances when operator voluntarily takes out a music performance license.

A substantial 21 pages of rebuttal was submitted by MOA Counsel Nicholas Allen, reviewing and answering proponent arguments made during the hearings.

### Black-Eye Brigade

HOUSTON — Police raiders went out on the town here prowling for pornography and hauled in several truckloads of peep-show machines, hundreds of feet of striptease film and bundles of saucy magazines.

At the Pla-More Arcade, police trundled out from the rear of the Arcade nine 16-millimeter peep show machines which cost a quarter a look. Also seized were 75 rolls of film.

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## Coin Leaders Map PR Plan

Continued from page 61

the following committee members: Lou Casola, Rockford, Ill., operator, chairman; Art Weinand, Chicago Coin; Hilmer Stark, The Billboard; Lee Brooks, Cashbox; Herb Jones, Bally; Bob Slifer, National Coin Machine Distributors Association, and Ed Ratajack, AMI.

Others attending the meet were Les Montooth, Peoria, Ill., operator; Al Loyd, Wurlitzer; Arthur Ehlert and Don Rockola, Rock-Ola; Larry Karel, Cashbox; Tom Herrick, Seeburg; Aaron Sternfield, The Billboard; Clint Pierce, Broadhead, Wis., operator; John Haddock, AMI, and Herb Oettinger and Ray Riehl, both of United Manufacturing.

Miller cited the Illinois pinball law which was passed shortly before the meeting got underway (see separate story) and said that a sound public relations program could have prevented its passage.

Both Pierce and Montooth argued that the interest of juke box and game operators are the same, and with the increased diversification on the part of both, the only successful PR program will be a joint program. Casola added that the manufacturers have indicated that they would support such a program.

Weinand said that only thru the efforts of MOA was the meeting possible, and he exhorted the various segments of the industry to forget their differences and work for the public relations program.

He cited the recent moves on the part of AMI, Bally, United and Seeburg in branching out into different types of coin equipment and offered this as evidence that the various phases of the industry have common problems.

Weinand also said that the drive must derive its support from five bases—the manufacturer, supplier, operator, distributor and location owner. He cited the example of the National Automatic Merchandising Association as evidence that these groups could work together.

Haddock advised the delegates not to wait too long to get their PR program in effect, advising them that "a small start on a narrow front" is advisable, with the effort snowballing.

### Need for Counsel

Jones pointed out the need for professional PR guidance and consultation with public relations counselors in the near future. Slifer added that the general public should be informed of the various equipment types available for their amusement and listening pleasure. He advised distributors to join their

Oettinger said that "when your local coin machine associations, neighbor's house is burning, you give him a hand." He explained that if any one segment of the industry is in danger, the others have a duty to come to the rescue.

Herrick said the cost of the adverse publicity from the recent Senate hearings is "impossible to calculate." He added that the industry should answer the "grossly unfair" charges.

### Parkoff Example

He pointed to the example set by Meyer Parkoff, Seeburg's New York distributor. When Parkoff's son, a high school senior, was questioned by his classmates about the integrity of the coin machine industry, Parkoff addressed a history class at the high school and answered frankly all questions about the industry. The result was

that the youngsters left the classroom with a clearer understanding of the industry.

Ratajack cited as an example of industry co-operation the fact that Parkoff, a Seeburg distributor, sought and received help from AMI in presenting his case.

Ratajack then suggested that the manufacturers themselves need to do a public relations job with the operators to convince the operators that they are engaged in an honorable business.

Stark cited as an example of what could be done in a PR effort the 65th juke box anniversary celebration sponsored by The Billboard. He said that \$1.5 million worth of publicity in the consumer-media resulted from this effort. Stark pledged the support of The Billboard's editorial columns and printing facilities for the effort.

Brooks said that before any publicity is sent, the media should be examined carefully and professional help should be sought.

Sternfield said that existing local associations are the best tools of a PR program, and he advised the delegates to offer a guidance program for these associations. He pointed out that daily papers might not carry much news of the industry on a national plane, but they would be apt to report a block party sponsored under the aegis of the Police Athletic League and made possible thru the local coin machine association.

He also discussed the forthcoming national public relations competition to be sponsored by The Billboard (see separate story) with a \$500 prize going to the organization doing the most in its local PR program.

# Colored Locations Pay Off for Dallas Op

DALLAS—Instead of being a risk as they are often thought to be, colored phonograph locations have many advantages, reports Jimmy Browning, owner of the Big D. Music Company here.

Browning is one of Dallas' most extensive phonograph operators, and he has more than 80 per cent of his string in colored locations. He says that each is there "because I wanted it that way."

Inasmuch as the city's colored districts are decentralized throughout the city, Browning's collectors travel just about as many miles servicing all colored locations as does the usual operator in servicing white locations—but they find their chores considerably easier.

### Easier Programming

"For one thing, programming is much simpler in a colored spot," Browning said. "Whereas only a few years back we programmed mostly race records, rock and roll, white hot jazz and similar disks, we are now listing most of the top 40 along with basic race records.

### IRS Withholds

Continued from page 61

the national office here holding up publishing of the ruling.

When queried by The Billboard Thursday (2) as to why machines have been confiscated from some operators in various sections of the country, IRS spokesmen had this to say:

"In April of this year, district offices were advised of the position to be stated in a published ruling. That ruling would make a pinball a gambling device per se if it had a push button to release free play and a meter for registering the plays so released, or if there were multiple coin insertion for increasing the odds.

"Internal Revenue personnel in field offices were advised to watch for such machines. Apparently there have been some instances where assessments were made on machines having only a push button for release of free play, or only a meter for registering the plays so released. To come under the ruling, the machine must have both characteristics. Or, it must have multiple coin insertion for increasing the odds."

### No Confiscations

In no instance, according to IRS sources, have agents been ordered to confiscate the machines. They are instructed to order the owner of a machine meeting the requirements of the ruling to purchase the necessary \$250 gaming stamp. If the owner refuses, then assessment is made. Confiscations are made only when there is evidence of a payoff being made on a machine that does not carry the gambling stamp.

IRS spokesmen add that in June, district offices here advised that assessments on machines not carrying proper stamps should not go further back than July 1, 1958. This would indicate that some reported assessments going as far back as 1954 are incorrect and must be rectified.

### IRS Position

Basically, the position of Internal Revenue service on pinball is this: 1. To be declared a gambling device, a machine must have a push button to release free play and a meter to register the play so released or 2. Have multiple coin insertion for increasing the odds. 3. Regardless of the mechanical setup, if payoffs are made, it is subject to the \$250 tax.

It is anybody's guess when the ruling will be published. Announcement was first made during an early phase of the rackets hearing (The Billboard, February 16), but apparently some internal disagreement of top policy makers at IRS has held up final definition of the position.

We find that the good records which white locations play are finding plenty of acceptance with colored people as well. By that I mean that programming the hits and the race records will take care of most of our colored-district locations."

Browning regularly services more than 80 of Dallas' "high society" colored locations, such as clubs, restaurants, cocktail bars, bowling alleys and taverns in the colored community centers. Here, he has learned, there has been quite a change in record requests during the past five years.

A good example was the recent demand for "Patricia," a number which few operators would normally program into a colored spot. Play on this record came close to setting a new high in plays for Browning.

### Elvis Scores

"The colored spots love Elvis," Browning grinned. "Any Presley record which is a hit in white locations will be a sellout in colored locations, and we have never had a Presley record which failed to show a profitable return."

Almost all colored locations like a lot of blues and such rock and roll leaders as Little Richard, records by Chuck Willis, Fats Domino, etc. A surprise "best seller" on all of Browning's locations recently was "Just a Dream" by Jilly Clenton, which was almost worn out in colored locations over a period of six weeks.

"Browning's decision to specialize in colored locations came about in 1938, three years after he got into the juke box field. He went into the industry in 1935, right out of high school, when he became an employee of the old National Sales Distributing Company, owned by Morey Gottlieb, of amusement game manufacturing fame. Gottlieb had a warehouse full of assorted, thoroly varigated equipment, which Browning operated on a hit-or-miss basis until he learned the field. He went into business for himself in 1938 with only two phonographs and made the decision to move into colored spots after comparing the results with his first colored stop with white locations.

### Location Owners

"There were plenty of reasons," Browning said. "For one thing, I found that the average colored location was far more loyal and cooperative than white location

owners. When I would do them a favor, they would do me one, such as keeping a machine bright and sparkling clean in return for putting on a record or two of the location owner's preference when servicing the machines.

"Another important point was that colored location owners, I learned, were a lot less likely to put their locations on the block for the highest bidder. Once a colored location is established, and we get along with the location owner, the chances are that this will remain a permanent relationship. All of my colored locations have been approached by other operators, as a matter of course, but I have never lost out to a competitor who simply offered more money or any of the usual gimmicks."

### Progress Report

It wasn't long before Browning had built his string to 25 machines, then 50, and in a few years to more than 100. He found that loyal colored location owners would recommend him to others, as new taverns, restaurants or other location possibilities came up.

He found, too, that constant contact with colored location owners was an essential which they appreciated. Over the whole time, Browning has made it routine to change records on 75 per cent of the average location every week, and the balance, usually far out in the suburbs of a smaller location, at least every two weeks.

He makes a point of knowing something about the location owner as a personality, his family, his interest, etc., and would stop by in between service calls merely for a chat.

### Valuable Item

"In a lot of small colored spots the juke box is easily the most valuable and expensive item in the spot," Browning said with a grin. "In fact, I have some locations which would have no traffic at all and show no profit whatsoever if the phonograph wasn't there. You can be sure that colored location owners are going to appreciate the phonograph for that reason and make sure that it looks its best. We have a remarkably small amount of vandalism to contend with, probably less than most all-white operations, which shows that colored location owners keep a sharp eye out for either deliberate or intentional damage to the equipment."

Another pointer which Browning believes as absolutely essential in running his colored-spot string is the fact that he uses new 100 and 200-selection machines on all of them, with absolutely no "junk" in the form of obsolete, elderly machines at all.

"It looks expensive, but it actually is not," he said. "With good, dependable machines, incorporating a lot of record choice, we don't have to worry about service calls nearly so much. A 200-play machine in first-class condition will earn much more money in a worthwhile stop than two or three obsolete machines with high repair cost to contend with. In other words, the better the quality of the equipment, the less our service costs are going to be, and the better relations we are going to have with the location owner."

### No Wall Boxes

Absolute simplicity in setting up a location is another point well worth mentioning, Browning said. "Colored spots don't demand wall boxes," he grinned. "Which are both expensive and a service headache. I have 20 stops which, under ordinary circumstances, might require wall box installation, but there has been no demand from the owner for them."

Browning was careful to choose employees who get along well with the colored race, pays his location owners the sort of respect as fellow businessmen which they appreciate, and he is careful to stay out of such arguments as "integration."

All of his colored location owners are completely loyal to him, and there is a remarkably small number of requests for loans, considering the long-term relations which Browning has enjoyed and the day to day association with colored location owners.

Browning runs games in about 50 per cent of his phonograph stops, and he finds that the average colored patron prefers extremely simple games and active participation types such as shuffle board and bowlers. Pin games which require a lot of computation to figure out winning scores have never been much of a success in his colored spots, primarily because the customer doesn't want to "stop and compute." Since 1951 only novelty play games, shuffle board, bowlers, etc., have been used on the routes, but all of these show a smooth, consistent profit return.

## COINMEN YOU KNOW

### Boston

By CAMERON DEWAR

A new company has been formed among Greater Boston operators for the purpose of taking over the distributorship of Rock-Ola phonographs in the Bay State. It is comprised of David J. Baker, Melotone Vending Company, Inc., Arlington; Sid Welbarst, New England Amusement Company, Newton, and Phil Swartz, Winrox Vending Company, Brookline.

Temporary headquarters of the new firm, to be known as the Commonwealth Music Corporation, are at 237 Washington Street, Newton. Later plans call for a centrally-located showroom in the Boston intown section. The Rock-Ola distributorship was formerly held by Edward Ravreby of Associated Amusements, Inc., Allston, who may become associated with the new company.

The staff at Atlas Distributors, Boston, is really on the move. President Anthony Grazio is on his way to Syracuse on a business trip, and Sales Manager Dave Shuman has left for a European tour. He will visit Paris, London, Lisbon and

Antwerp. And while it is primarily a business trip, Dave will take a little time off in the various capitals for sightseeing.

General Manager Gerard Robinson says business at Atlas is highly satisfactory, with orders for games coming in at a fast clip. . . . Al Yorke, in town buying music for his Brockton and Cape routes, reports summer patronage is promising if the weather will just be a little more kindly.

Pat Scalise, of Blackstone, also visiting in Coin Row, is happy over the prospects of some good summer business. . . . David J. Bond, president of Trimount Automatic Sales Corporation, caught the photographers' lens attending his 40th Harvard University reunion in Cambridge.

Irwin Margold, Trimount's general manager, is being closely watched on the golf course these days. Seems he's doing so well with the little white ball that officials are threatening to lower his handicap. . . . Al Gerardin, of Webster, is planning quite a safari. He's getting ready to take his family on a tour thru Canada and up into Alaska.

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**Interest Mounting in Cigs**

Continued from page 61

box and game operator is the relatively low cost of equipment. While an operator can sink a couple of thousand dollars for a juke box and game installation for a top location, a new cigarette machine—with 20 or more selections—will run him in the neighborhood of \$300. His attitude may well be that for a small additional investment, he can throw in the cigarette machine and have his routemen reap an additional harvest with each service call.

Unfortunately, it isn't that easy. The skills required for a successful cigarette operation are quite different from those required for a successful juke box operation—and the margin for error is a lot less.

In fact, most juke box operators who have made a go at cigarette operating have set up separate firms for the cigarette phase, keeping two sets of books and making each operation stand on its own feet.

**Defensive Measure**

One reason for the move on the part of juke box operators into the cigarette field has been as a defensive measure. It is a common practice for a cigarette and juke box operator to work in tandem, with each one giving the other location leads for his equipment.

But many juke box operators feel a lot more comfortable if they control all equipment on the spot. The location owner is dealing with one man; greater flexibility is afforded on commissions with three types of equipment, and the operator has a better chance to get a long-term contract from the location.

To date, the juke box-cigarette machine marriage has been a one-sided affair. While hardly any cigarette operating firms have made any serious excursions into the juke box field, the number of juke box firms entering the cigarette field grows daily. Major exception is the operating subsidiaries of Continental Industries, a firm which is engaged primarily in the manufacture and operation of cigarette machines. Continental is a potent force in the music machine operating business.

**Advantages**

For the juke box operator, the addition of a few cigarette machines to his route presents no great problems. While he may not be able to operate as efficiently as the purely cigarette operator, the investment is not prohibitive and the servicing is fairly simple.

But the cigarette operator who wants to place music on his loca-

tions has his troubles. He can spend up to \$1,500 for the installation. He must learn how to program properly. He must train his routemen in the servicing of automatic phonographs. All told, it doesn't seem worth the trouble.

On the other hand, the juke box operator moving into cigarettes soon learns that even by music machine standards, the cigarette machine business is fiercely competitive. If the juke box operator begins in a small way, he will buy his cigarettes thru a wholesaler, while the major cigarette operator buys directly from the manufacturer at a lesser price.

**Small Margins**

The cigarette operator, who has long ago learned to live on paper-thin margins and think in fractions of a cent, doesn't need much of an edge to offer the location better equipment, better service and a better deal than the juke box operator.

The inventory control, warehousing and route servicing systems of the large cigarette machine operator have been developed to the point where efficiency is extremely high. On a per-pack basis, the juke box operator moving into the cigarette field will discover that his overhead in relation to sales is considerable.

But despite these handicaps, juke box operators are making a go of cigarette operating. The usual pattern has been for the juke box operator to place a few cigarette units out and buy his cartons from the local tobacco wholesaler. As his number of cigarette locations increase, he may discover that his volume is sufficient to buy cigarettes directly; that he can afford to have separate vehicles and servicemen for his cigarette stops, and that he can take full advantage of the various advertising promotional allowances offered by the cigarette manufacturers. At that point, his cigarette operation can stand on its own feet.

**Stability**

For the juke box and game operator, cigarettes offer a measure of stability in excess of that offered by other equipment. Legal developments and the introduction of new models can often cause the game operator to replace much of his equipment in a relatively short time. Location demands and competition may force the juke box operator to upgrade equipment on his route on a wholesale basis. These pressures exist to a much lesser degree in a cigarette operation.

True, most cigarette machines are incapable of yielding the profits of a good game or juke box, but the take doesn't fluctuate too much from week to week, and the operator can project his income with a greater degree of certainty.

There is no question that the entry of Seeburg into the cigarette machine manufacturing field a year ago has been a factor in the move of juke box operators into cigarette vending. Seeburg, with an aggressive distributor organization, has met with some measure of success in persuading juke box operators that there is money to be made in operating cigarette machines. Also, while many juke box operators are not too familiar with the major cigarette machine manufacturers, the Seeburg name is a major consideration in their decision to enter the field.

There is also little question that the recent acquisition of AMI by Automatic Canteen will eventually bring the juke box and cigarette machine fields closer together. Canteen also owns the Rowe Manufacturing Company, a major cigarette machine manufacturer, and while both AMI and Rowe are operated as separate entities, the fact that they have a common parent cannot be overlooked.

**Beitel Warns Cig Operators**

Continued from page 61

than the heavy attacks we have already borne on the State levels will be the pressure for local taxes.

"As soon as the city and county governments see what fiscal relief they are not going to get from the State Legislatures, we can expect a rash of local legislative action concerning our industry.

"Whether in the form of regulation or business licensing, the objectives will be tax revenue to aid badly stretched budgets. We can fully anticipate the greatest drive by local governments to tax our industry that we have ever seen."

**Box Score**

He pointed out that so far this year, increased cigarette taxes have been proposed in 23 States, with eight already passed and only six killed.

Beitel paid special tribute to Morris (Tiny) Weintraub, managing director of both CMA and the New York Automatic Retailers' Association, for his work in collecting from operating companies actual figures and statistics which served to defeat per-machine tax proposals in both New York City and State.

Other speakers at the business session—the first ever held by CMA at its annual outing—were Bill O'Flaherty, assistant executive director of the Tobacco Tax Council, and Weintraub.

**First Victim**

O'Flaherty said that the cigarette machine operator will be the first victim of increased taxation. He explained that because there is generally a price differential between the vending machine and the over-the-counter pack, consumer resistance to the higher prices caused by increased taxes will be felt initially at the vending machine.

Weintraub outlined the legislative effort made by CMA to defeat per-machine taxes, and he warned the operators that town taxes will be proposed and that the Nassau County district attorney wants to license both cigarette machine operators and the machines.

He called on cigarett. and machine manufacturers for aid in the taxation and licensing first. Weintraub also called on operators to join trade associations and to work thru their labor unions in educating the employees to the fact that higher taxes could endanger their jobs.

**Political Action**

Weintraub advised operators to be active politically as individuals and to keep in constant touch with their State representatives, informing them of their views on tax and licensing matters.

Social activities at the weekend included a cocktail party and banquet the opening night, a champagne party the following evening, and the third annual Philip Morris Golf Tournament. Rowe and Continental took turns at sponsoring the poolside bar.

Highlight at the champagne party was a singing performance by Leslie Okums, 16-year-old Capitol recording artist, whom the crowd refused to let leave the stage. For the second straight year, Jackie Wake-

field, Broadway comic, kept the operators laughing.

Two wedding anniversaries were celebrated during the weekend. For Mr. and Mrs. Al Denver (president of the Music Operators of New York) it was the 37th; for Mr. and Mrs. Mac Perlman (manager of the Atlantic-New York Hartford branch) it was the 26th.

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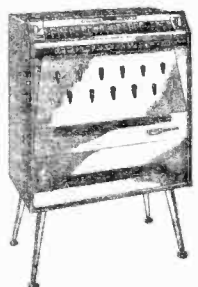
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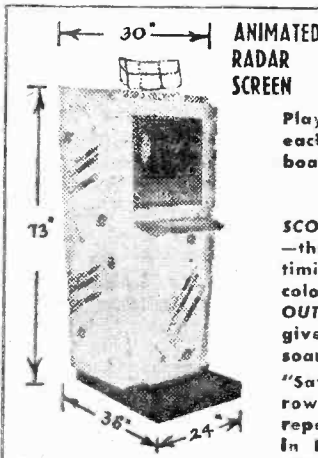
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# Roth Asked to Explain Loan to New York Teamster Local Head

WASHINGTON—Harold Roth, president of Continental Industries, large cigarette vending machine manufacturer and operator, was called before the Senate Rackets Committee Wednesday (1) to explain why he made or approved loans totaling \$243,600 to a Teamster Union official.

Roth, who is also president of U. S. Hoffman Machinery and one of the officers of Valley Commercial Corporation, a discounting house, said the loans were made to Milton Holt, president of Teamster Local 805 in New York, because Holt was "a friend of 25 or 30 years."

The loans, some of which were unsecured and bore no interest, ranged from \$10,000 to \$54,000.

Some were received from Valley Commercial, and some from Adams Associates, another finance house. When queried by Committee Counsel Kennedy as to why the loans were made thru Adams if Holt were such a close friend, Roth replied that he thought there would be a stronger chance of repayment if the loan had to be paid to a finance company.

**Kennedy Charge**  
Counsel Kennedy charged that the loans were made in this manner to hide the fact that they were made at all. Roth denied the charge. Some of the borrowed money was used by Holt to buy U. S. Hoffman stock, which he sold later at a profit.

Kennedy then charged that making the loans is a violation of Sec. 302 of the Taft-Hartley Act. Roth replied that he considered the transactions merely as helping a friend, and did not feel he had violated the law, Kennedy then thundered, "You did know something was improper when you made these loans." Roth insisted, however, that he was "helping a friend."

Kennedy said Roth had told a staff investigator that he intended to take the Fifth Amendment and not answer questions. Roth said he did not mean it that strongly—he was annoyed at the way the investigator had handled the matter. Roth was also annoyed at Kennedy for

making the statement about possibly pleading the Fifth, because he felt that the comments made in Kennedy's office were confidential.

**Holt Blasted**  
It was then alleged by Kennedy that Holt has an unsavory background, including an indictment for perjury, an association with Johnny Dio, and an indictment for a violation of the Sherman Anti-Trust Act. Kennedy also charged that Local 805 was used as headquarters for a narcotics operation, with Holt's help.

Holt was then called to the witness chair, and immediately invoked the Fifth. He refused to answer any questions, and did not confirm or deny any of the statements made about him. He allegedly received some \$3,600 in dividends from Continental stock in 1956 and 1957, which he did not declare on his income tax return.

Kennedy brought down the house when he read a letter written by Holt to James Hoffa, wishing the teamster president "godspeed" in his union work and scolding the rackets committee for the "harm" it has done to the union movement.

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Marv. Metal Typewriter	250
Stan. Metal Typewriter	275
Photomats	\$325
Voice Recorder	295
Auto Photo	1,150
Set Shot Basket Ball	250
Keeney League Leader	150
Bally Deluxe All Stars	165
Six Knotty Peaks	200

This is the Bunk—Why Go to Sea—Unbelievable—Shoot the Works—Very Naughty—Stupendous, Colossal.

8 Late Models 14-Ft. Philadelphia Toboggans, \$350 Ea.

**Wurlitzer Distributors**

**THE PRICE IS RIGHT BINGOS**

ABC	\$ 75	Tropics	\$ 50
Atlantic City	50	Tahiti	50
Beach Times	450	Variety	50
Brazil	150	Yacht Club	50
Beauty	50	Five Star	50
Big Time	85	Gayety	60
Beach Beauty	95	Gaytime	65
Brite Life	60	Hawaii	50
Big Show	185	Havana	50
Beach Clubs	50	Hi-Fi	50
Broadway	115	Key West	195
Cabana	50	Palm Springs	50
Carnival Queen	475	Playtime	195
Caravan	95	Pixie	85
Cypress Garden	375	Parade	150
Dude Ranch	55	Miami Beach	50
Frolie	55	Nevada	50
Show Boat	85	Nite Club	135
Singapore	50	Star Dust	85
Spot Life	50	Surf Club	55
Starlet	85	Sea Island	\$50
Show Time	245	Stars	80

**VENDORS**

Keeney 9-Col. Elec.	\$ 79.50
P. X., 10 Col.	115.00
Lehigh, 12 Col.	125.00
Lehigh, 15 Col.	225.00
National 9 M or ML	125.00
National 11 ML	165.00
U Select It, 72 Sel.	69.50

**CANDY**

National, 6 Col.	\$ 69.50
National, 9 Col.	95.00
Servol, 8 Col.	85.00
Shipman, 6 Col.	125.00
U Select It, 72 Sel.	69.50

We require one-third deposit with order, balance C.O.D. or slight draft.

**CLEVELAND COIN MACHINE EXCHANGE, INC.**  
M. S. GISSER (Sales Manager)  
2029 Prospect Ave. Cleveland 15, Ohio  
All Phones: Tower 1-6715

**Got a Message?**  
\* Continued from page 58

how many messages have been received. A glance each morning thus shows how many calls were recorded since the machine last went into use. The telephone itself is used in the playback. By throwing a switch in the recorder, each message is played back thru the telephone. Meyer Siegel customarily takes down the necessary information.

Central Vending employs two servicemen who work a maximum distance apart in servicing the route. Thus, special servicing of locations is kept as much as possible from interfering with the normal daily servicing schedule. That is, one of the two servicemen will be in the general vicinity of a stop requiring special servicing, and he can incorporate it into his day's schedule.

The tape recorder is leased from the Bell Telephone Company. This has the advantage of quick replacement without charge should the recorder become inoperative.

**Few Service Problems**  
In the four years that they have had the machine, it has broken down once and was immediately replaced, reported Al Siegel. The firm is on a five-day week, and the tape recorder is especially useful on weekends, he said. Many of the firm's grocery, delicatessen and corner store locations are open on Saturday and sometimes Sunday as well.

The recorder is useful in conducting other phases of the business as well, of course. Suppliers, other operators and visitors from out-of-town leave messages as well. It took a while for the novelty of the device to wear off, said Al Siegel smiling. At first, some callers were puzzled by the familiar voice that couldn't be interrupted, and hung up. That phase was soon over, however, and the tape recorder does its part in guaranteeing that the 50 to 20 daily callers of Central Vending get thru.

**COFFEE, ICE CREAM, COLD DRINKS**

Spacarb, 3 sel.	\$295
Andico Coffee	395
Mills Coffee	250
Mills Coffee & Hot Choc.	395
Vendor 59 Ice Cream	150
Revco Dixie Cup	95
Coca-Cola, single drink	125
Welch Grape or Orange	225
Silver King Coffee	95

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**SAY YOU SAW IT IN THE BILLBOARD!**

**DON'T MISS THESE NATIONAL VALUES**  
in Completely Reconditioned

**GOTTLIEB GAMES**

GOLD STAR	\$ 75
TWIN BILL	75
SLUGGING CHAMP	95
DERBY DAY	95
JYPSY QUEEN	95
AUTO RACE	125
ACE HIGH	125
GLADIATOR, 2-Pl.	145
SEA BELLES, 2-Pl.	150
FAIR LADY, 2-Pl.	165
SILVER	195
STRAIGHT FLUSH	195
CONTINENTAL CAFE	195
CRISS CROSS	195
ROCKET SHIP	215
SUNSHINE	265
WHIRLWIND, 2-Pl.	275
SITTIN' PRETTY	275
STRAIGHT SHOOTER	285
HI-DIVER	295
DOUBLE ACTION, 2-Pl.	315
RACE TIME, 2-Pl.	350

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 Diversey Chicago 14, Ill.  
BUckingham 1-8211

**WHEN IT'S A WORLD WIDE GAME**

... IT'S

**UPRIGHTS!**  
BUYERS' MARKET—UNBELIEVABLY LOW PRICES!  
CALL COLLECT—NOW!

WILDCATS	CALL	SKEET SHOOT	\$275
LITTLE BUCK-A-ROO	CALL	GUNSMOKE	225
BIG ROUND-UP	CALL	BIG HORN	225
SHAWNEE	CALL	HUNTER	175
DLX. BIG TENT	CALL	BIG TENT	175
DOUBLE SHOT	\$295	COUNTY FAIR	145
SUPER HUNTER	295	CIRCUS WAGON WHEEL	325
PLAY-BALL			\$325

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CARNIVAL QUEEN	CYPRESS GARDENS
SEA ISLAND	MISS AMERICA
BEACHTIME	SUN VALLEY

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SEEBURG HF100L	\$645	ROCK-OLA 145B	\$555
SEEBURG HF100J	595	ROCK-OLA 145A	495
SEEBURG HF100R	535	ROCK-OLA 144B	445
A.M.I. G-200	475	ROCK-OLA 1455 (200)	575
A.M.I. G-120	445	WURLITZER 1550	145

**5 BALLS**

STRAIGHT SHOOTER	\$295	2-PL. BRITE STAR	\$275
SITTIN' PRETTY	275	2-PL. WHIRL WIND	245
SUNSHINE	265	2-PL. CONT. CAFE	175
ROTO POOL	245	2-PL. FLAGSHIP	155
ROCKETSHIP	225	2-PL. SEA BELLES	145
CRISS CROSS	210	2-PL. TOREADOR	125
STRAIGHT FLUSH	195	2-PL. GLADIATOR	115
WORLD CHAMP	145	4-PL. REGISTER	175

**WORLD WIDE DISTRIBUTORS, INC.**  
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2330 N. Western Ave. Phone: EVERglade 4-2300



Another Rosen Best Buy

## WURLITZER 2000

**\$445.00**

Ready for Location—Ready To Go—1/3 With Order, Bal. C.O.D.

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**DAVID ROSEN**  
Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE: STEVENSON 2-2903

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1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

DETROIT BRANCH—14344 Fenkell, Detroit, Mich. Tel.: BRoadway 3-2150

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**JUNE 26 THRU JULY 12**



**D. Gottlieb & Co.**

## Profile of H. B. Hutchinson

• Continued from page 57

primary thought was to make a direct hit on our target and then get out of there just as fast as possible. We were always happy and surprised when we did make it out safely."

His very first bombing mission was also Hutchinson's narrowest escape in the entire war. Piloting a new B-24, he took off from England and headed for their target in Germany. Passing over Brussels en route, the plane was abruptly jolted by two direct hits. Following instructions, "Hutch" turned the bomber back immediately, dropped his bombs in the English Channel and eased the big ship back to the air field in England. Almost 500 holes were counted in the new plane, which was so badly damaged that it was scuttled. In looking back on his experience as a combat pilot, it is hardly surprising that Hutchinson thinks Sherman's terse comment—"War is hell"—best sums it up.

### Careful Thinking

In the bulk vending industry, Hutchinson is known for his careful thinking and conversational ability. These traits aren't happenstance. In high school he was a member of the debating team that won State honors. "In our debates we always had pretty good competition," he recalls. "I remember an especially big hassle we had our senior year. The question was: 'Should Equal Educational Facilities Be Offered to All Students in Both Rural and City Schools?' I took the negative side. I always chose the opposition in any debate because I think it is easier to talk against something than for it. We tried to show that some subjects appropriate for a city school would be a waste of time in a rural school. We must have proved our point, for we won the district championship."

Of considerable help in running the business is Hutchinson's wife, the former Juanita Curtis, who has been working with him for the past six years. She takes care of the office, waits on customers, explains a machine's mechanism to a new operator and can overhaul and repair a machine as well as a mechanic. "It's a good thing she's my wife," says Hutchinson with a grin, "because I never could afford to hire her."

### Ops Seek Vote

• Continued from page 61

action. The most recent Free Play Committee survey indicates that the bill would be agreeable to at least 34 assemblymen. The committee is primarily concerned with the large number of non-committed legislators. A rough estimate reveals that if a vote were to be taken in the Assembly on the free play bill today, it would earn 40 to 50 favorable votes.

"Our immediate job is to get every coin machine operator in the State to call on his legislators," says Sam Hastings. "We have learned that in almost each instance when we sit down with these lawmakers to explain the contents of the bill, they will favor it. Most of them are mistakenly convinced that the bill is intended to open the gates for gambling. But they change their minds when shown that free plays are a legitimate reward to patrons for skillful playing of our machines."

The Free Play Committee has been helping the industry's cause by providing doubtful legislators with statistical information on other States permitting free plays. One legislator, who voted anti-free play on two occasions, was won over to the cause recently via committee efforts. He was presented with these facts: 27 States have legalized free coin machine plays; another eight States permit free plays without specific legislation one way or the other, bringing the total to 35.

### Bordering States OK

Expected to weigh heavily in favor of the bill, if and when it moves out of the committee for a vote, is the fact that two bordering States, Minnesota and Illinois, permit free plays.

Several important States newspapers have been blasting away at the free play bill. Press opposition, however, is not as strong as it was several years ago when a similar bill was defeated.

Should the bill fail to pass thru the Assembly, it still faces the Senate gantlet. Hastings, and his Free Play Committee are convinced, however, that they have sufficient proponents in both legislative branches. "Our biggest enemy really is the lack of effort on the part of our own operators," claims Hastings.

Purpose of the association's Free Play Committee session this week is to plan means of loosening the bill from the clutch of the slow-moving committee so it can be voted upon. Even an unfavorable vote, they figure, is better than having the bill lay ignored in the committee files.

### Quiet Relaxation

While they believe in hard work during business hours, evenings are spent in quiet relaxation. When going out, they are apt to attend a movie or spend an evening dancing. Outdoor living holds no allure for either. On vacation they like to travel first class. They particularly enjoy dining at restaurants famous for their cuisine and service.

The Hutchinsons are members of the Baptist Church and take an active part in church activities. Hutchinson is also a member of the American Legion and Elks Club, and takes part in their programs. He has two daughters by a former marriage. Joyce Gothard is the married name of his eldest daughter, who also has a daughter, Carol Leigh. Betty Hutchinson, 18, is his younger daughter.

### Related Industry

• Continued from page 61

and one-half minutes without refilling.

4. Old Timer Gramophone. Kid-die turns a crank and the music starts.

5. Missile Launchers. This seems to be a favorite theme in the toy industry this year. Toy missiles, rockets and spaceships "take off into space" as a button is pressed or a trigger pulled.

Some of the old toy standbys that kiddies never seem to tire of: The Spinning Top. This age-old toy conceivably could be worked into some type of coin cabinet game. The old English favorite, Skittles, is played with a spinning top which knocks over set up pins, and is still going strong in English pubs.

The Toy Cannon. It's appealed to every generation of kiddies since pre-Civil War days. It could prove a draw in the form of a coin "gun" game. For years, pistols and rifles have been standard on coin units. Current interest in the Civil War could boost appeal here.

The Toy Telephone. Here's another big winner with the toy manufacturers. A few years back, Herb Tekip, Riverview Park Arcade manager, Chicago, hooked up a toy phone with a tape playback unit, and pulled top coin from Arcade patrons. Player inserted a coin, picked up the phone and got a recorded message.

The Ring Toss Game. Another annual favorite with the kiddies. Could be adapted for coin game play.

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KD200	.....	\$625.00
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V200	.....	425.00
HF100R	.....	550.00
HF100G	.....	475.00
M100C	.....	395.00
M100B	.....	325.00

### WURLITZER

2100	.....	\$499.50
2150	.....	479.50
2000	.....	449.50
1900	.....	449.50
1800	.....	395.00
1650	.....	225.00

### AMI

I-200	.....	"WRITE"
H-200	.....	\$650.00
G-200	.....	450.00
G-120	.....	450.00
F-120	.....	395.00
D-80	.....	189.50
D-40 (45)	.....	149.50

### CIGARETTE VENDORS

Eastern Mark II	.....	
22 Col.	.....	\$199.50
Rowe, 10 Col., Man.	.....	99.50
Rowe, 11 Col. Console	.....	109.50
National 9ML	.....	99.50
Superior, 8 Col.	.....	59.50

### WALL BOXES

Seeburg 3WI	.....	\$49.50
AMI W-200	.....	89.50
Wurlitzer 5210 (200)	.....	89.50

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

# Fed Tax Moves Baffle Ops

Continued from page 61

multiple coin insertion for increasing the odds."

IRS headquarters in Washington had notified field offices to collect the \$250 tax on in-line pinballs, but not to confiscate any machines unless proof of payoffs could be made. Confiscation of in-lines without \$250 tax stamps was to await a formal ruling due before July 1, when tax stamps for both amusement and gaming machines were required for the new fiscal year. But no formal ruling has been made, and the deadline is passed.

## Ops Complain

The Billboard, however, last week received a number of calls from operators in different sections of the country reporting that government agents were picking up pinballs, both five-ball and in-line types, and some Skee Ball games as well. One Ohio resort operator complained that such action was ruining business for him during the height of his season.

In Madison and St. Clair counties, Illinois, east of St. Louis, IRS agents were reported acting on the basis of the Springfield, Ill., U. S. District Court ruling holding in-lines gambling devices per se. This ruling has never been appealed. It was made in October 1957. The agents informed game establishments of the court ruling and operators began pulling out most of an estimated 4,500 pinballs on location in the two counties. Some Missouri operators were pulling out their machines as a result of the crack-down across the river. Other operators felt safe because the Johnson Act, a federal law declaring slot machines illegal, does not include pinballs in its definition of gambling devices.

Two bills currently under consideration in the U. S. Congress would amend the Johnson Act to include in-line pinballs in its definition of gambling devices, and ban such games and possibly uprights as well, for interstate shipment. Passage of such a bill would virtually kill off what remains of the in-line pinball trade. To date, no action has been taken on either bill. It is generally felt in the trade, however, that if the bills fail to pass before Congress adjourns this year, such a bill will likely pass next year.

## Illinois Hits In-Lines

Another severe jolt was suffered by the in-line pin trade in Illinois last week, when the Legislature

## Hartford Court

Continued from page 61

New Britain, Conn., and who owns five of the confiscated pinball machines, is seeking a court order for their return and an injunction preventing any further seizure.

Judge Joseph W. Bogdanski must decide if the pinball machines are gaming devices under Connecticut law, as they have been declared in various other parts of the country.

## 217 Licensed

New Britain police in 1958 licensed 217 pinball machines—at \$25 apiece for a total of \$5,424—of the type which State Police are trying to rid the State of, it was testified during Superior Court proceedings. Patrolman James D. Cronin Sr., of the New Britain Police Department's license bureau, gave the figure under questioning by attorney Leon RisCassi, Farina's counsel.

"I do not consider them a gaming device," Cronin said.

He added that a total of 267 were licensed in 1958. The 217 were of a kind manufactured by the Bally Manufacturing Company. The other 50 were made by other concerns.

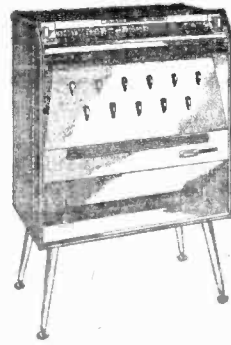
passed bills outlawing these games. The bills await only the Governor's signature before becoming effective. (See separate story.)

A nation-wide dilemma arose for in-line operators Wednesday (1) when federal tax stamps for games came due. Operators were forced to make a quick decision whether to buy \$10 amusement stamps, \$250 federal stamps, pull games off locations, or sweat out the gyrating enforcement policies of Internal Revenue until some more definite policy was shaped.

The fact that purchase of a \$250 federal gambling stamp makes the purchaser liable for prosecution as owner or operator of a gambling device in many States poses an added headache to operators. If the operator doesn't buy the \$250 stamp he's open to federal prosecution; if he does buy, he's on safe ground with the federal men, but on shaky ground with State and sometimes local enforcement authorities.

As early as last May, it appeared that local Internal Revenue Service field offices and federal headquarters were moving in different directions on the still unpublished, but nevertheless enforceable, ruling that in-line pinballs are gambling devices per se. Word from the federal headquarters assured the trade that no confiscations would be made before a "formal ruling" was issued. Field offices, according to IRS headquarters, had been instructed to collect the \$250 taxes, but not to confiscate machines. However, it appears that in some areas confiscation without proof of payoffs have been made.

The possibility that some IRS local offices, or agents of these offices aren't too clear themselves about federal tax laws and IRS directives, appears likely. It seems unlikely that agents should not differentiate between five-balls, in-lines and other coin games, tho this is possible. It seems more likely that some agents are mistakenly cracking down on all games with free play release buttons, thinking that these games, along with those having concealed meters and multiple coin insertion for increasing odds are subject to the \$250 tax.



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22 columns  
825 pack capacity  
optional match feature

columns 1 and 2 and 3  
and 4 have automatic  
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# TRIMOUNT

Remember  
IN NEW ENGLAND  
IT'S TRIMOUNT!

40 WALTHAM STREET  
BOSTON 18, MASS.  
Tel. Liberty 2-9480

## BB Announces

Continued from page 61

trade association which, in the opinion of the judges, has done the most to create a favorable image of the coin machine among members of the general public.

The Billboard will use information contained in the award entries to provide guidance for local groups attempting to set up public relations programs. The publication will also work closely with the all-industry public relations committee, offering the award entries as suggestions for setting up local public relations programs.

Eligible for the prize will be any bona fide local or State operator association. Under consideration is an additional award for the individual—either operator or distributor—who has done most to present the story of the industry to the public.

Winners will not be judged by legislative or legal work. Special consideration will be given to attempts to identify the industry with public service projects, and to the local news coverage given to these attempts.

Also to be considered will be the work of association representatives and individuals in addressing civic, church and school groups. Detailed rules of the competition are expected to be announced within a month.

## Illinois Solons

Continued from page 61

have to sell their in-lines or move them to out-of-State locations within the next few weeks. Most operators doubtlessly held on to their in-lines as long as there was a chance the bills might die in committee or be voted down in the House.

This means distributors in the Chicago area, already well stocked with pins following the anti-in-line drives in Indiana, will get many more loads of in-line games for storage or resale.

## Heart Attacks Fatal to Emile Thoman, La. Op

NEW ORLEANS — Emile J. Thoman, prominent Slidell, La., music machine and game operator, died recently, shortly after his release from a local hospital. He had two heart attacks.

Joseph, who had been an operator for 30 years, leaves a widow and three brothers. Funeral services were held in Memphis.

Your key to  
**SALES RESULTS—**  
the advertising columns of  
**THE BILLBOARD!**

## DAVIS 6-Point Guaranteed Phonographs

Work like new — Look like new

<b>SEEBURG</b>	KD200H	\$725
	KD200	695
	L100	695
	KS200H	689
	HF100R	550
	VL200	549
<b>WURLITZER</b>	2000	459
	1900	449
	1917 Hideaway, 104 sel.	349
	1650	195
<b>AMI</b>	1200	739
	H200	649
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Chicago Coin's  
**STAR ROCKET**

★ New "Player Action"!!  
★ 24"x32"—Fits Everywhere!  
★ Available in 3 Models!

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NEW! The Finest In Arcade Equipment!

**NOW DELIVERING!**

Chicago Coin's  
**KING BOWLER**

16' Reg. and HI-Score  
21 Regulation only  
and  
**RED PIN**

Regulation and Flashmatic  
HI-Scoring

**ARCADE**

Genco FOOTBALL ... \$140  
Wms. CRANE ... 115  
C. C. STEAM SHOVEL ... 115  
Bally ALL STAR BOWLER ... 175  
Genco MOTORAMA ... 215  
C. C. TWIN HOCKEY ... 215  
Williams TEN PIN ... 195  
TELEQUIZ w/Film ... 95

**GUNS**

Genco CIRCUS GUN ... \$295  
Genco STATE FAIR ... 240  
Genco DAVY CROCKETT ... 225  
Genco SKY ROCKET ... 195  
Keeney RANGER ... 195  
Un. CARNIVAL GUN ... 160  
Keeney SPORTLAND ... 135  
Keeney SPORTSMAN ... 135  
Genco RIFLE GALLERY 135

**SPECIAL DEAL!**

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**ROCKET BALL • 14' TWIN BOWLER**  
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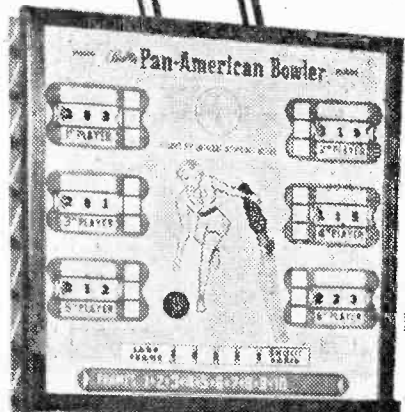
Autobell CIRCUS PLAYBALL  
Bally BALLERINA  
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Bally CLUB BOWLER  
Bally GUNSMOKE  
Gottlieb QUEEN OF DIAMONDS  
Keeney SHAWNEE  
Keeney DLX BIG TENT  
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**NOW... a new BALL bowler**

**with 50% FASTER PLAY**



Players love the lively "keep-swinging" play-rhythm of the fastest ball-bowler ever built—with twice-as-fast rotary totalizers and 50 per cent faster play-cycle. Locations love the way PAN-AMERICAN BOWLER stimulates refreshment sales... keeps customers from drifting away... piles extra earnings in the cash-box. And you'll love the fact that PAN-AMERICAN BOWLER gets all the heavy rush hour play... takes in \$15 while other alleys earn \$10.

Get PAN-AMERICAN busy for you in busy spots—now!

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**LUCKY STRIKES**

may be switched on or off during game for handicap

**OFFICIAL bowling scores**

**1 TO 6 CAN PLAY**

**STREAMLINED CABINET  
QUIET-ROLL ALLEY  
EXTRA HUSKY PINS**

**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  
PROTECTIVE FOUL LIGHT**

*Bally* **Pan-American Bowler**



Combined in  
United's  
Beautiful  
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# Advance Bowling Alley

## Bonus Scoring!

CHANGING  and  VALUES EACH FRAME

UP TO 90 POINTS FOR STRIKES

UP TO 60 POINTS FOR SPARES

Players Simply Press Button

for Choice of Scoring!

## Regulation Scoring!

EXACTLY LIKE  
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TOP SCORE 300

Big 4½ inch Composition Ball

1 to 6 Can Play

Drop Chute Coin Mechanism

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### 4 SIZES

13 FT. LONG

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Expandable with 4-ft. Sections

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### 2 FOR 25¢ PLAY

Special CREDIT UNIT accepts up to  
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SHUFFLE ALLEY**

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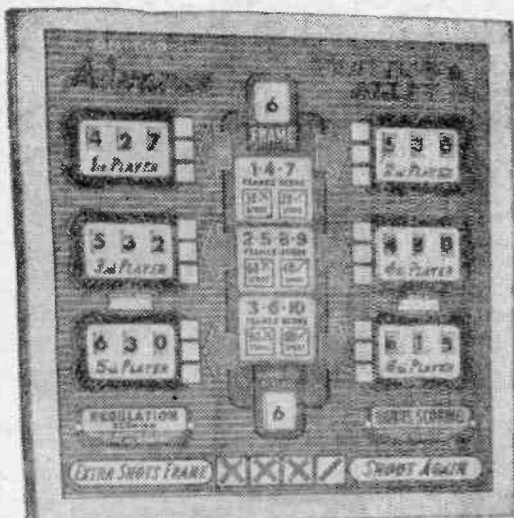
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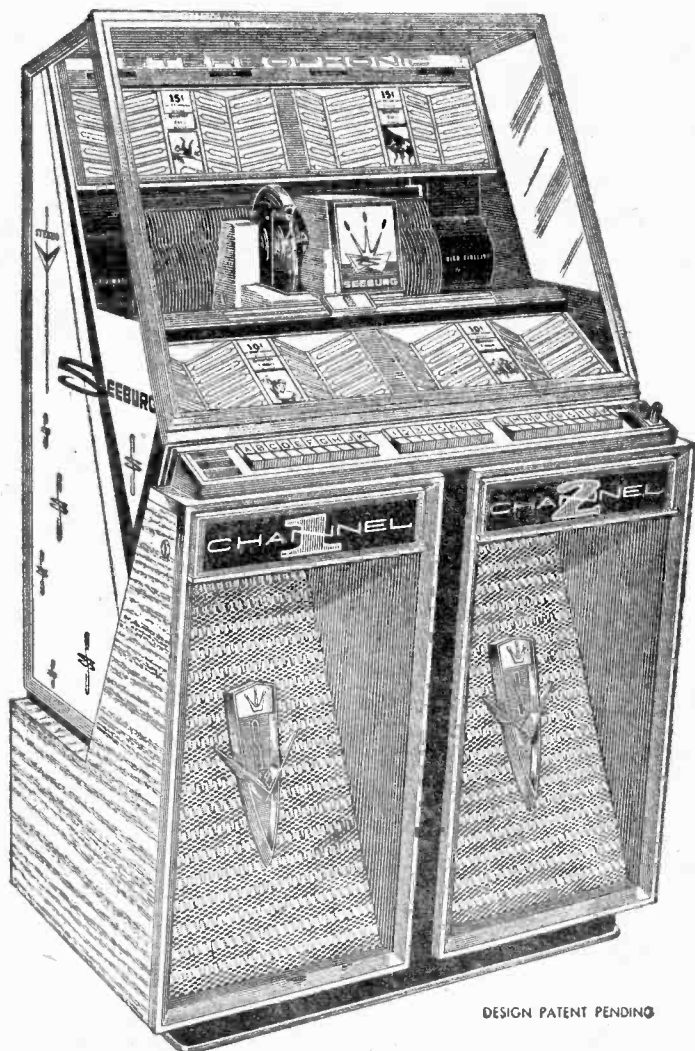




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